Module Ganalytics E-Commerce PHP

Export your orders in Google Analytics, optimize your margins and your income flows

Description :

This module enables you to insert your orders into Google Analytics, **regardless of the payment method, and display a list of statistics in back office.**
Drive your sales by source (search engines, AdWords, comparators, etc ...) and maximize your profitability.

Features:

- Insert your orders in Google Analytics (order number, product SKUs, product quantities, turnover per order and products, taxes, shipping, category, city, country, source)

- Cancellation of orders in Google Analytics

- Inserting the Google Analytics tracking code on all pages of your store.

- Setting statutes triggering insertion and order cancellation

1) Activate e-commerce Google Analytics

1. Click the tab **Admin** at the top right of each Google Analytics page . If you are not already on the Account Management page, click the tab All accounts in the top left, just below the menu bar.

2. Click the account name for which you want to enable e-commerce tracking. If you have many accounts or properties, use the search box drop-down menu at the top left of the menu bar and enter the subject of your search.

3.Then click on parameters

4.Then activate the Ecommerce tracking

2) Installation Ganalytics Report module

o   Upload the module in the 'modules' of your PrestaShop store.
o   In the administration, install the module in the list of modules of Statistics.
o   Fill in the configuration parameters of the module:

   o   Tracking Code (UA-xxxxxxx-xx)
   o   Set the order status triggers the insertion and cancellation of orders in Google Analytics
   o   Remember to disable your original Ganalytics PrestaShop module if you had activated.

3) Purge system

o   The module takes its information from Google Analytics account to view reports. The purge system covers all traffic sources that are stored in DB.

o   Purging the table erases all registered sources for over a month. (Normally all orders for more than a month are already included in Google Analytics)

o   The purge system does not delete Google Analytics stats, it has no impact on Google Analytics or to display stats in the Back Office.