

Actionable Google Analytics Extension for Magento 2



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Introduction

Nowadays, [Google Analytics](#) is trending amongst the analytics tools available to analyse website traffic used by the store owners. It is offered by Google. Google Analytics is available in Freemium as well as Premium services that track and report website traffic.

[Google Analytics](#) is a FREE of charge service offered by Google, that help merchants and store owners gather valuable customer data and take data driven decisions. You need to create a separate Google Analytics account [here](#) and link the account with your Magento 2 store using the current extension.

[Universal Analytics](#) is the upgraded version of Google Analytics. As compared to Google Analytics, it comes up with more features and better insights. It offers a set of features that change the way data is collected and organized in your Analytics account, so you can get a better understanding of how users interact with your online content. More features offered include more flexible tracking code, insights from any digital device, more accessible configuration options, Enhanced Ecommerce implementation.

Universal Analytics offers a unique feature - [Enhanced Ecommerce](#), which enables you to analyze your users' shopping and purchasing behavior - starting from product views to thank you page, allowing you to generate great business insights to grow your online store, the success of your internal and external marketing efforts, and the economic performance of your products.

How our extension will help you?

"Actionable Google Analytics" is an Advance extension built for Magento 2 stores that allows you to use the Enhanced Ecommerce feature of Universal Analytics. It's a plug-n-play extension created with an aim to help you quickly get started with the Enhanced Ecommerce features & Advanced Reports of Google Analytics..

For each & every Ecommerce pages of your store, our extension will fetch the data (Enhanced Ecommerce data) from those pages and sent it to your Analytics account. With this data, you can analyse the insights required to take the business decisions about your store.

While you have our extension installed, you don't need to invest your time in validating or developing the complex codes in your Magento store, to capture the Enhanced Ecommerce data into your Analytics account.

Benefits of Extension

- Quick & Easy Installation
- Access to 5 Reports of **Enhanced Ecommerce**
 - Shopping Behaviour Report
 - Checkout Behaviour Report
 - Product Performance Report
 - Sales Performance Report
 - Product List Performance Report
- Learn about how **different devices are used by same user** & how it **drives purchase**
- Be in legal compliance by using **I.P Anonymization** which is important for EU countries
- Understand which **payment methods are most widely used** ?

Get additional insights with the below Custom Dimensions & Metrics:

Custom Dimensions:

- **Payment Method:** Get insights into which Payment method (paypal, credit card, etc) is most popular for your store, which generates higher AOV and Transactions
- **Shipping Method:** Integrates the Shipping Method data directly into your GA. It Helps you learn about product demand using insights on Shipping Methods.
- **Client ID:** Fetch the GA Client ID.

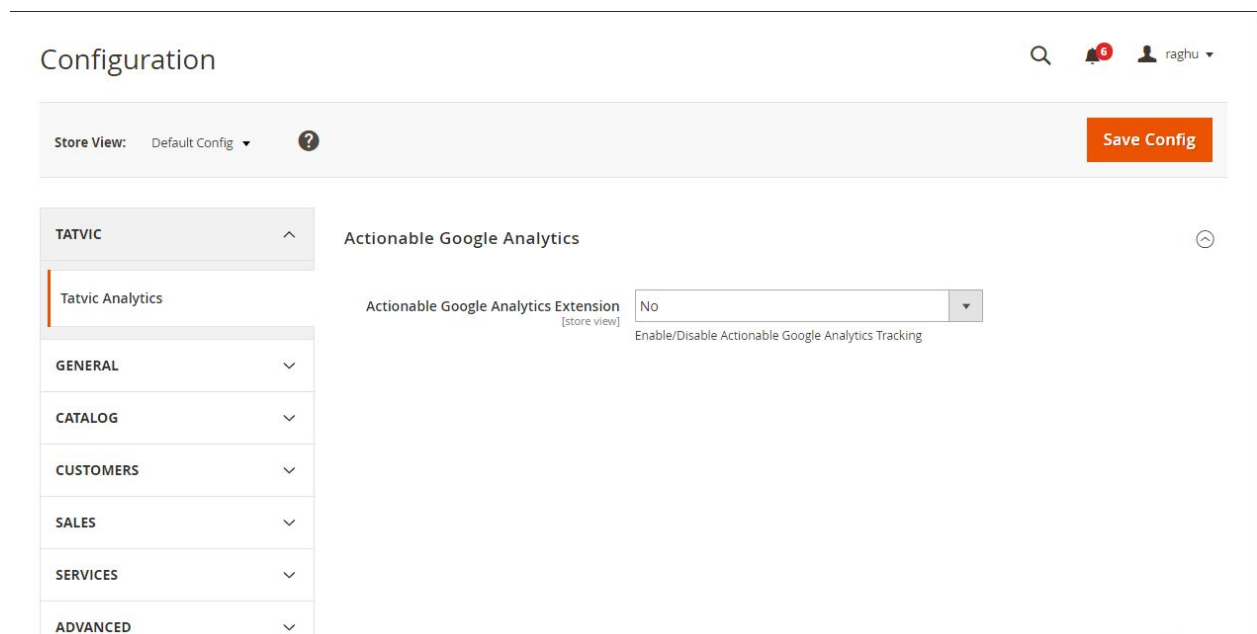
Installation:

- Enable **Enhanced Ecommerce** for your Profile/View. This is a View level Settings and can be accessed under **Admin -> View -> Ecommerce Settings**.

- Add meaningful labels for your checkout steps. We recommend you to label as
 - Step 1 : Checkout View
 - Step 2 : Personal Info
 - Step 3 : Billing Info
 - Step 4 : Proceed to Payment
- Activate the Module from Prestashop backend.
- Enter the **Universal Analytics ID** you're using for your store and **Save** the Settings.

Screenshots:

Magento2 Admin Settings:



The screenshot shows the Magento2 Admin Configuration page. At the top, there is a search bar, a notification bell with a red '6', and a user profile icon labeled 'raghu'. Below this, the 'Store View' is set to 'Default Config' with a help icon. A prominent orange 'Save Config' button is visible on the right. The left sidebar contains a menu with 'TATVIC' expanded, showing 'Tatvic Analytics' and other categories like 'GENERAL', 'CATALOG', 'CUSTOMERS', 'SALES', 'SERVICES', and 'ADVANCED'. The main content area is titled 'Actionable Google Analytics' and features a dropdown menu for 'Actionable Google Analytics Extension' currently set to 'No'. Below the dropdown, the text 'Enable/Disable Actionable Google Analytics Tracking' is displayed.

Magento2 Admin Settings → UA ID

Configuration

Search, Notifications (6), User: raghu

Store View: Default Config

Save Config

TATVIC

Actionable Google Analytics

Tatvic Analytics

Actionable Google Analytics Extension

No
Yes
No

Magento2 Admin Settings → UA ID

Configuration

Search, Notifications (6), User: raghu

Store View: Default Config

Save Config

TATVIC

Actionable Google Analytics

Tatvic Analytics

UA-ID

Enter UA-ID

Actionable Google Analytics Extension

Yes

Enable/Disable Actionable Google Analytics Tracking

Enable Display Feature

No

Enable this option to use Display Feature of Google Analytics

Enable IP Anonymization

No

Enable this option to use IP Anonymization Feature of Google Analytics

Enable UA-ID Tracking

No

Enable UA-ID Tracking

Magento2 Admin Settings → Save Config

Configuration → Save Config

TATVIC ^

Tatvic Analytics

GENERAL v

CATALOG v

CUSTOMERS v

SALES v

SERVICES v

ADVANCED v

Actionable Google Analytics

UA-ID
[store view] Enter UA-ID

Actionable Google Analytics Extension
[store view] Enable/Disable Actionable Google Analytics Tracking

Enable Display Feature
[store view] Enable this option to use Display Feature of Google Analytics

Enable IP Anonymization
[store view] Enable this option to use IP Anonymization Feature of Google Analytics

Enable User ID Tracking
[store view] Enable this option to use User ID Tracking Feature of Google Analytics

Support:

If you have any questions or query visit us at <http://www.tatvic.com/contact> & and we'll get in touch with you in 24 hours. Additionally, our extension includes upto 1 hour of Customization.

Our extension doesn't support the following features:

- Product types other than Simple Product
- Auto Product Loading Using AJAX
- Customize Checkout Page
- Flat Catalog Products/Categories