

Woopra Instant eCommerce Analytics

Installation and User Guide

Version 2.0

Website: <http://www.woopra.com>

Support: support@woopra.com

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Installation

Prepare Magento by disabling Compilation (System->Tools->Compilation), flushing the Magento cache (System->Cache Management->Flush Magento Cache), and refreshing all caches.

Within the Administration panel go to System -> Magento Connect -> Magento Connect Manager. Log in to the Magento Connect Manager with a user that has Administration Credentials with full permissions.

Magento Admin Panel Global Record Search Logged in as woopra | Thursday, May 30, 2013 | Try Magento Go for Free | Log Out

Dashboard Sales Catalog Mobile Customers Promotions Newsletter CMS Reports System Get help for this page

Dashboard

Choose Store View: All Store Views

Lifetime Sales
\$0.00

Average Orders
\$0.00

Last 5 Orders

Customer	Items	Grand Total
No records found.		

Last 5 Search Terms

Search Term	Results	Number of Uses
clogs	1	391
nine west	1	22
sony	3	1092
rebel	1	280
phone	6	462

Top 5 Search Terms

Search Term	Results	Number of Uses
computer	10	2032
camera	13	1322
sony	3	1092
design	19	826
Test	8	654

Orders Amounts

No Data Found

Revenue \$0.00 Tax \$0.00 Shipping \$0.00 Quantity 0

Bestsellers Most Viewed Products New Customers Customers

Product Name	Price	Quantity Ordered
No records found.		

- My Account
- Notifications
- Tools
- Web Services
- Design
- Import/Export
- Manage Currency
- Transactional Emails
- Custom Variables
- Permissions
- Magento Connect
- Cache Manager
- Index Management
- Manage Stores
- Order Statuses
- Configuration
- Package Extensions
- Magento Connect Manager**

Under Install New Extensions, paste the following extension key into step 2 and then click Install:

http://connect20.magentocommerce.com/community/Woopra_Analytics_Event_And_Visitor_Tracking

Settings

Put store on the maintenance mode while installing/upgrading/backup creation

Create Backup

Install New Extensions

1 Search for modules via [Magento Connect](#).

2 Paste extension key to install: [Install](#)

Direct package file upload

1 Download or build package file.

2 Upload package file: No file selected.

[Upload](#)

Manage Existing Extensions

[Check for Upgrades](#)

Channel: Magento Community Edition

[Commit Changes](#)

You will be prompted to confirm the Woopra extension, click Proceed to start installation.

Magentoconnect MANAGER

Extensions Settings [Return to Admin](#) [Log Out](#)

Settings

Put store on the maintenance mode while installing/upgrading/backup creation

Create Backup Database

Install New Extensions

- 1 Search for modules via [Magento Connect](#).
- 2 Paste extension key to install: `ty/Woopra_Analytics_Event_And_Visitor_Tracking` [Install](#)

Extension dependencies

Channel	Package Name	Version	Status
community	Woopra_Analytics_Event_And_Visitor_Tracking	1.0.0 (stable)	Ready to install

[Cancel installation](#) [Proceed](#)

Direct package file upload

- 1 Download or build package file.
- 2 Upload package file: No file selected. [Upload](#)

Manage Existing Extensions

[Check for Upgrades](#)

Channel: Magento Community Edition [Commit Changes](#)

Once installation is complete you will see the following in the installation log:

Auto-scroll console contents

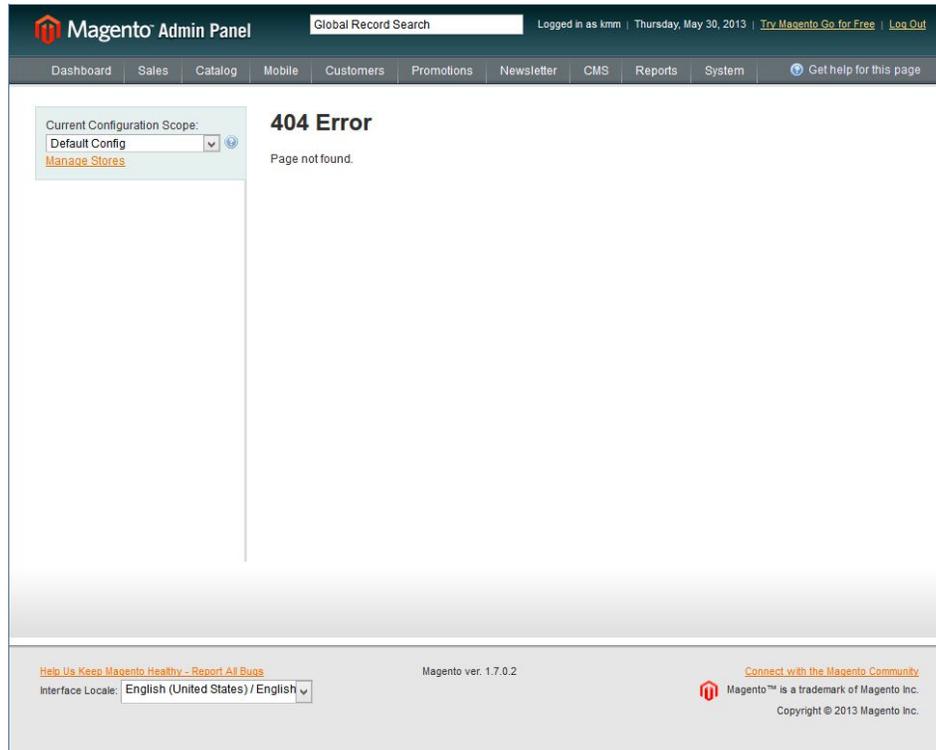
```
Checking dependencies of packages
Starting to download Woopra_Analytics_Event_And_Visitor_Tracking-1.0.0.tgz ...
...done: 14,684 bytes
Installing package community/Woopra_Analytics_Event_And_Visitor_Tracking 1.0.0
Package community/Woopra_Analytics_Event_And_Visitor_Tracking 1.0.0 installed successfully
Package installed:
community Woopra_Analytics_Event_And_Visitor_Tracking 1.0.0

Cleaning cache
Cache cleaned successfully
```

Procedure completed. Please check the output frame for useful information and refresh the page to see changes.

[Refresh](#)

Return to the Magento Administration and logout and then log in to set the new administration privileges for all administrator accounts. **Note: If you do not log out and attempt to open the Woopra configuration you will see a 404 Page not found error as shown below.**



There are a total of eight files that have been added to the web server:

app/etc/modules/Woopra_Analytics.xml app/code/community/Woopra/Analytics/etc/config.xml
app/code/community/Woopra/Analytics /etc/system.xml app/code/community/Woopra/Analytics
/Block/Script.php app/code/community/Woopra/Analytics /Helper/Data.php
app/code/community/Woopra/Analytics /Model/Observer.php
app/design/frontend/base/default/layout/woopra.xml
app/design/frontend/base/default/template/woopra/script.phtml

Should the need arise, there are three methods to disable the extension:

1. Edit app/etc/modules/Woopra_Analytics.xml -

```
<config><modules><Woopra_Analytics><active>false</active></config></modules></Woopra_Analytics>
```

2. Within Magento Admin -> System -> Configuration -> Advanced -> Advanced -> Disable Output:

Mage_XmlConnect	Enable
Phoenix_Moneybookers	Enable
Woopra_Analytics	Disable

3. Within Magento Admin -> System -> Configuration -> Woopra -> Woopra Analytics -> Enable Module:

Magento Admin Panel | Global Record Search | Logged in as kmm | Monday, March 4, 2013 | Try Magento Go for Free | Log Out

Dashboard | Sales | Catalog | Mobile | Customers | Promotions | Newsletter | CMS | Reports | **System** | Get help for this page

Current Configuration Scope: Default Config | Manage Stores

Woopra | Save Config

Basic Woopra Setup

Enable Module: Enable [STORE VIEW]
▲ Enable or disable the Woopra module.

Magento Configuration

There are four sets of user configurable options within the Magento Admin located under System -> Configuration -> Woopra -> Woopra Analytics. **You must complete the Basic Woopra Setup for the extension to function properly.**

1. Basic Woopra Setup
2. Advanced Woopra Setup
3. Name/Disable Woopra Outputs
4. Name/Disable Woopra Event Tracking

For additional information about the Woopra Advanced Setup visit:

<http://www.woopra.com/docs/setup/javascript.tracking>

Scroll towards the bottom of the page, under "Other Tracker Options" there are additional descriptions and examples.

1. Basic Woopra Setup

- A. Enable Module: Enable or disable the Woopra module.

(Note: This MUST be Enabled for tracking to work properly.)

- B. Hostname: Enter hostname to track (ie: example.com).
- C. Woopra API Key: Your API key can be found on woopra.com under My Websites -> Setup -> API Key. (Not required, not currently used by the extension)
- D. Show Test Alert: When enabled, will show a javascript pop-up alert on the frontend.
(Note: This should be set to No after verifying the extension works properly.)

Basic Woopra Setup		
Enable Module:	<input type="text" value="Enable"/>	[STORE VIEW]
	<small>▲ Enable or disable the Woopra module.</small>	
Hostname	<input type="text"/>	[STORE VIEW]
	<small>▲ Enter hostname to track (ie: example.com).</small>	
Woopra API key	<input type="text"/>	[STORE VIEW]
	<small>▲ Your API key can be found on woopra.com under My Websites -> Setup -> API Key.</small>	
Show Test Alert	<input type="text" value="No"/>	[STORE VIEW]

2. Advanced Woopra Setup

(Note: Configuration here is NOT normally required! Default values do not need to be filled out. If a configuration is left empty the default value will automatically be used.)

- a. Subdomain Aggregation: Enter subdomain and root domain to track (ie: 'subdomain', 'rootdomain.com'). Note: Surround subdomain and root domain with apostrophes, separated by a comma.
- b. Visitor Timeout: The idle time in minutes after which visitors are considered no longer on your website. (Default: 30)
- c. Track URL Parameters: Include queries in the url. (Default No)
- d. Tracking Cookie Expiration: The tracking cookie expiration in days (Default: 365)
- e. Tracking Cookie Name: Change the name of the cookie stored by Woopra (Default: woopraTracker)
- f. Tracking Cookie Domain: Change the tracking cookie domain
- g. Tracking Cookie Path: Change the tracking cookie domain (Default: /)
- h. Ping: Enable/Disable the periodic pings (Default: Enable)

i. Ping Interval: Change ping interval (Default: 12000 milliseconds)

j. Download Tracking: Enable/Disable download tracking (Default: Enable)

k. Download Tracking Pause: Change download pause to guarantee the tracking request is sent (Default: 200 milliseconds)

l. Outgoing Link Tracking: Enable/Disable outgoing links tracking (Default: Enable)

m. Outgoing Link Tracking Pause: Change outgoing link pause to guarantee the tracking request is sent (Default: 200 milliseconds)

Advanced Woopra Setup		
Subdomain Aggregation	<input type="text"/>	[STORE VIEW]
	▲ Enter subdomain and root domain to track (ie: 'subdomain', 'rootdomain.com'). Note: Surround subdomain and root domain with apostrophes, separated by a comma!	
Visitor Timeout	<input type="text"/>	[STORE VIEW]
	▲ The idle time in minutes after which visitors are considered no longer on your website. (Default: 30)	
Track URL Parameters	<input type="text" value="No"/>	[STORE VIEW]
	▲ Include queries in the url. (Default No)	
Tracking Cookie Expiration	<input type="text"/>	[STORE VIEW]
	▲ The tracking cookie expiration in days (Default: 365)	
Tracking Cookie Name	<input type="text"/>	[STORE VIEW]
	▲ Change the name of the cookie stored by Woopra (Default: woopraTracker)	
Tracking Cookie Domain	<input type="text"/>	[STORE VIEW]
	▲ Change the tracking cookie domain	
Tracking Cookie Path	<input type="text"/>	[STORE VIEW]
	▲ Change the tracking cookie path (Default: /)	
Ping	<input type="text" value="Enable"/>	[STORE VIEW]
	▲ Enable/Disable the periodic pings (Default: Enable)	
Ping Interval	<input type="text"/>	[STORE VIEW]
	▲ Change ping interval (Default: 12000 milliseconds)	
Download Tracking	<input type="text" value="Enable"/>	[STORE VIEW]
	▲ Enable/Disable download tracking (Default: Enable)	
Download Tracking Pause	<input type="text"/>	[STORE VIEW]
	▲ Change download pause to guarantee the tracking request is sent (Default: 200 milliseconds)	
Outgoing Link Tracking	<input type="text" value="Enable"/>	[STORE VIEW]
	▲ Enable/Disable outgoing links tracking (Default: Enable)	
Outgoing Link Tracking Pause	<input type="text"/>	[STORE VIEW]
	▲ Change outgoing link pause to guarantee the tracking request is sent (Default: 200 milliseconds)	

3. Name/Disable Woopra Outputs (Disabling will stop sending specified outputs to Woopra.)

Outputs include: Name, Email, Company, Location, Phone, Group, Lifetime Sales, Lifetime Orders Placed, Account Creation Date, Total Items in Cart, Cart Total, Total Items in Wishlist, Wishlist Total.

(Note: This information is shown within Woopra on the visitor information page under "Account Info".

At this time, the Woopra platform does not refresh this information as it updates, instead it refreshes each time the visitor page is loaded.)Installation

Name/Disable Woopra Outputs		
You can disable outputs here that you do not want to use. On some servers a performance gain may be noticed by disabling unused calls.		
Customer Name	<input type="text" value="customer_name"/> ▲ Customer name output name (empty to disable).	[STORE VIEW]
Customer Email	<input type="text" value="customer_email"/> ▲ Customer email output name (empty to disable).	[STORE VIEW]
Customer Company	<input type="text" value="customer_company"/> ▲ Customer company output name (empty to disable).	[STORE VIEW]
Customer Location	<input type="text" value="customer_location"/> ▲ Customer location output name (empty to disable).	[STORE VIEW]
Customer Phone	<input type="text" value="customer_phone"/> ▲ Customer phone output name (empty to disable).	[STORE VIEW]
Customer Group	<input type="text" value="customer_group"/> ▲ Customer group output name (empty to disable).	[STORE VIEW]
Lifetime Sales	<input type="text" value="customer_lifetime_sales"/> ▲ Customer lifetime sales output name (empty to disable).	[STORE VIEW]
Lifetime Orders Placed	<input type="text" value="customer_number_orders"/> ▲ Customer number of orders output name (empty to disable).	[STORE VIEW]
Create Account Date	<input type="text" value="customer_create_date"/> ▲ Customer account creation date output name (empty to disable).	[STORE VIEW]
Total Items in Cart	<input type="text" value="customer_cart_items"/> ▲ Customer total items in cart output name (empty to disable).	[STORE VIEW]
Cart Total	<input type="text" value="customer_cart_total"/> ▲ Customer cart total output name (empty to disable).	[STORE VIEW]
Total Items in Wishlist	<input type="text" value="customer_wishlist_items"/> ▲ Customer total items in wishlist output name (empty to disable).	[STORE VIEW]
Wishlist Total	<input type="text" value="customer_wishlist_total"/> ▲ Customer wishlist total output name (empty to disable).	[STORE VIEW]

4. Name/Disable Woopra Event Tracking (Disabling will stop sending specified events to Woopra.) Events include: Catalog Search, Checkout Steps, Checkout Success, CMS No Route, Contact Form Sent, Coupon Code, Customer Account Create, Customer Login/Logout, Estimate Post, Forgot / Changed Password, Newsletter Subscription, Product Add/Remove Cart, Product Add/Remove Compare, Product Add/Remove Wishlist, Product Tag Added, Review Read, Review Posted.

Name/Disable Woopra Event Tracking



You can disable event tracking here that you do not want to use. On some servers a performance gain may be noticed by disabling unused calls.

Catalog Search	<input type="text" value="catalog_search"/> ▲ Catalog search event tracking name (empty to disable).	[STORE VIEW]
Changed Password	<input type="text" value="changed_password"/> ▲ Changed password event tracking name (empty to disable).	[STORE VIEW]
Checkout Billing Address	<input type="text" value="checkout_billing_address"/> ▲ Checkout step billing address event tracking name (empty to disable).	[STORE VIEW]
Checkout Shipping Address	<input type="text" value="checkout_shipping_address"/> ▲ Checkout step shipping address event tracking name (empty to disable).	[STORE VIEW]
Checkout Shipping Method	<input type="text" value="checkout_shipping_method"/> ▲ Checkout step billing address event tracking name (empty to disable).	[STORE VIEW]
Checkout Payment Method	<input type="text" value="checkout_payment_method"/> ▲ Checkout step payment method event tracking name (empty to disable).	[STORE VIEW]
Checkout Review	<input type="text" value="checkout_review"/> ▲ Checkout step review event tracking name (empty to disable).	[STORE VIEW]
Checkout Success	<input type="text" value="checkout_success"/> ▲ Checkout success event tracking name (empty to disable).	[STORE VIEW]
CMS No Route	<input type="text" value="cms_no_route"/> ▲ CMS no route (404) event tracking name (empty to disable).	[STORE VIEW]
Contact Form Sent	<input type="text" value="contact_form_sent"/> ▲ Contact form sent event tracking name (empty to disable).	[STORE VIEW]
Coupon Code Added	<input type="text" value="coupon_added"/> ▲ Coupon code added event tracking name (empty to disable).	[STORE VIEW]
Coupon Code Removed	<input type="text" value="coupon_removed"/> ▲ Coupon code removed event tracking name (empty to disable).	[STORE VIEW]

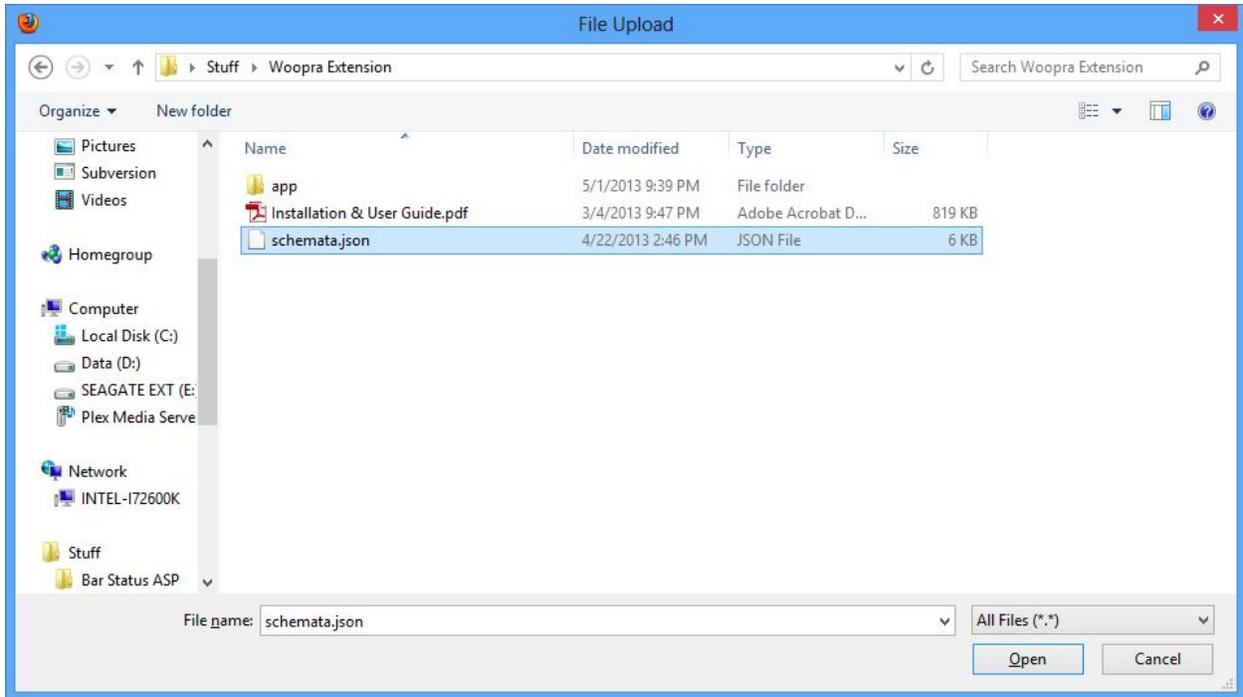
Woopra Configuration

If you do not have an account with Woopra then [create one now](#). If you have an account then sign in to complete the schema setup. In the bottom left of the window click on the Setup Icon. In the setup window click on the Schema Button. On the right hand side click the Gear Icon and then Import Schema.

The screenshot displays the Woopra configuration interface. At the top, the user is logged in as 'Elle' and the domain is 'woopra.com'. The navigation menu includes Agents, Groups, Exclude, Schema, Package, and Preferences. The 'Schema' section is active, showing 'Visitor Data Schema' and 'Action Data Schema' tabs. A search bar is present, and a list of fields is visible on the left, including Instagram_id, ID, Email, User Name, Name, ARR, Avatar, Gender, Company, Company size, Phone Number (in Belgram), Quora Username, and Twitter Id. On the right, there are buttons for 'Import Schema' and 'Export Schema'. The main content area displays 'No Visitor Schema Selected' and a message: 'By setting up Visitor Schemas, you are telling Woopra what type of data you are identifying a customer with and how it can be aggregated.' Below this message is a button labeled 'Add Visitor Schema'.

This section needs an update to the proper location of the schemata.json file. It cannot be included in the download on Magento Connect.

Browse to the extension folder and click on the schemata.json file.



Visitor & Action Data Schema Examples

The following examples for visitor and action data schema are a good starting point but can be customized further for site specific needs.

Visitor Data Schema				
Property Name	Display Name	Type	Aggregate	Description
customer_name	Name	Text	Unique	Customers name.
customer_email	Email	Text	Unique	Customers email address.
customer_phone	Telephone	Text	Unique	Customers telephone number.
customer_company	Company	Text	Group	Customers company.
customer_location	Location	Text	Group	Customers address location.
customer_group	Group	Text	Group	Customers group.
create_date	Account Created	Text	Unique	Date customer created account.
customer_number_orders	Lifetime Orders	Number	Amount	Total order(s) by customer.
customer_lifetime_sales	LifeTime Sales	Number	Amount	Total of order(s) by customer.
customer_cart_items	Cart Items	Number	Amount	Quantity of items in customer cart.
customer_cart_total	Cart Total	Number	Amount	Subtotal of customer cart.
customer_wishlist_items	Wishlist Items	Number	Amount	Quantity of items in customer wishlist.
customer_wishlist_total	Wishlist Total	Number	Amount	Subtotal of customer wishlist.

Action Data Schema			
Event Name	Display Name	Event Properties - Key (Type) [Aggregate]	Template
catalog_search	Catalog Search	keywords (Text) [Group]	\${visitor.name} searched for \${action.keywords}.
changed_password	Changed Password		\${visitor.name} changed password.
checkout_billing_address	Checkout Billing Address		\${visitor.name} is entering a billing address in checkout.
checkout_payment_method	Checkout Payment Method		\${visitor.name} is selecting a payment method in checkout.
checkout_review	Checkout Review		\${visitor.name} is reviewing the order in checkout.
checkout_shipping_address	Checkout Shipping Address		\${visitor.name} is entering a shipping address in checkout.
checkout_shipping_method	Checkout Shipping Method		\${visitor.name} is selecting a shipping method in checkout.

coupon_added	Coupon Added	coupon_code (Text) [Group] coupon_code_active (Text) [Group] coupon_code_name (Text) [Group] coupon_code_validity (Text) [Group]	\${visitor.name} added coupon \${action.coupon_code} (\${action.coupon_code_name}) which is \${action.coupon_code_validity} (\${action.coupon_code_active}).
coupon_removed	Coupon Removed	coupon_code (Text) [Group] coupon_code_active (Text) [Group] coupon_code_name (Text) [Group] coupon_code_validity (Text) [Group]	\${visitor.name} removed coupon \${action.coupon_code} (\${action.coupon_code_name}).

customer_create_account	Create Account		\${visitor.name} started creating an account.
customer_create_account_success	Create Account Success		\${visitor.name} completed creating an account.
customer_logged_in	Customer Logged In		\${visitor.name} logged in.
customer_logged_out	Customer Logged Out		\${visitor.name} logged out.
estimate_post	Estimate Shipping	country (Text) [Unique] state (Text) [Group] zip (Number) [Group]	\${visitor.name} estimated shipping to \${action.country} - \${action.state} - \${action.zip}.
forgot_password	Forgot Password	Email (Text) [Unique]	\${visitor.name} (\${action.email}) used the password reset feature.
newsletter_subscribed	Newsletter Subscribe	email (Text) [Unique]	\${visitor.name} (\${action.email}) subscribed to newsletter.
newsletter_unsubscribed	Newsletter Unsubscribe	email (Text) [Unique]	\${visitor.name} (\${action.email}) unsubscribed from newsletter.
poll_vote	Poll Vote	poll_title (Text) [Group] poll_vote (Text) [Group]	\${visitor.name} took the poll \${action.poll_title} and voted \${action.poll_vote}.
product_added_to_cart	Product Added to Cart	product_name (Text) [Group] product_price (Number) [Amount] product_sku (Text) [Group]	\${visitor.name} added \${action.product_name} (\${action.product_sku} - \$\$\${action.product_price}) to the shopping cart.
product_added_to_compare	Product Added to Compare	product_name (Text) [Group] product_price (Number) [Amount]	\${visitor.name} added \${action.product_name} (\${action.product_sku} - \$\$\${action.product_price}) to

checkout_success	Checkout Success	coupon_code (Text) [Group] discount_amount (Number) [Amount] order_id (Text) [Unique] payment_cc_type (Text) [Group] payment_method (Text) [Group] profit (Number) [Amount] shipping_amount (Number) [Amount] shipping_method (Text) [Group] subtotal (Number) [Amount] total (Number) [Amount] total_items_ordered (Number) [Amount] weight (Number) [Amount]	\${visitor.name} completed checkout. Order Id: \${action.order_id} Order Total: \$\$ {action.total} Items Ordered: \${action.total_items_ordered} Profit: \$\$ {action.profit}
cms_no_route	CMS No Route	path (Text) [Group] url (Text) [Group]	\${visitor.name} saw error 404. Path: \${action.path} URL: \${action.url}
contact_form_sent	Contact Form Sent	customer_comment (Text) [Unique] customer_email (Text) [Unique] customer_name (Text) [Unique] customer_telephone (Text) [Unique]	\${action.customer_name} used the contact form. Email: \${action.customer_email} Telephone: \${action.customer_telephone} > Comment: \${action.customer_comment}

		product_sku (Text) [Group]	compare.
product_added_to_wishlist	Product Added to Wishlist	product_name (Text) [Group] product_price (Number) [Amount] product_sku (Text) [Group]	`\${visitor.name}` added `\${action.product_name}` (\$`\${action.product_sku}` - \$\$`\${action.product_price}`) to the wishlist.
product_removed_from_cart	Product Removed from Cart	product_name (Text) [Group] product_price (Number) [Amount] product_sku (Text) [Group]	`\${visitor.name}` removed `\${action.product_name}` (\$`\${action.product_sku}` - \$\$`\${action.product_price}`) from the shopping cart.
product_removed_from_compare	Product Removed from Compare	product_name (Text) [Group] product_price (Number) [Amount] product_sku (Text) [Group]	`\${visitor.name}` removed `\${action.product_name}` (\$`\${action.product_sku}` - \$\$`\${action.product_price}`) from compare.
.			

product_removed_from_wishlist	Product Removed from Wishlist	product_name (Text) [Group] product_price (Number) [Amount] product_sku (Text) [Group]	`\${visitor.name}` removed `\${action.product_name}` (\$`\${action.product_sku}` - \$\$`\${action.product_price}`) from wishlist.
product_review_posted	Product Review Posted	product_name (Text) [Group] product_price (Number) [Amount] product_sku (Text) [Group] review_detail (Text) [Unique] review_nickname (Text) [Unique] review_title (Text)[Unique]	`\${visitor.name}` posted a review on `\${action.product_name}` (\$`\${action.product_sku}` - \$\$`\${action.product_price}`). Customer Nickname: `\${action.review_nickname}` Review Title: `\${action.review_title}` Review Detail: `\${action.review_detail}`
product_review_read	Product Review Read	product_name (Text) [Group] product_price (Number) [Amount] product_sku (Text) [Group]	`\${visitor.name}` is reading the review(s) of `\${action.product_name}` (\$`\${action.product_sku}` - \$\$`\${action.product_price}`)
product_tag_added	Product Tag Added	product_name (Text) [Group] product_price (Number) [Amount] product_sku (Text) [Group] product_tagged (Text) [Group]	`\${visitor.name}` added the tag(s) `\${action.product_tagged}` to `\${action.product_name}` (\$`\${action.product_sku}` - \$\$`\${action.product_price}`)

Woopra Analytics Examples

Data from the custom events is available in Analytics under Action Reports and you can use the Schema sidebar to narrow down events by a customer:

