# **Microsoft Clarity**

# Dss

# To install Magento 2 MicrosoftClarity extension:

**Step 1:** Unzip the file.

# Step 2:

Create a new directory: app/code/Dss/MicrosoftClarity. MicrosoftClarity is the module's internal identifier which can be found in the "composer.json" file of the downloaded compressed file. (Please see node "psr-4").

# Step 3:

Upload to root file of your Magento installation to have this directory rootfile/app/code/Dss/MicrosoftClarity. The Magento root directory contains directories such as "app", "bin", "lib" and more. All directories should match the existing directory structure.

# Step 4:

Go to Magento 2 root directory. Enter command line:

php bin/magento setup:upgrade

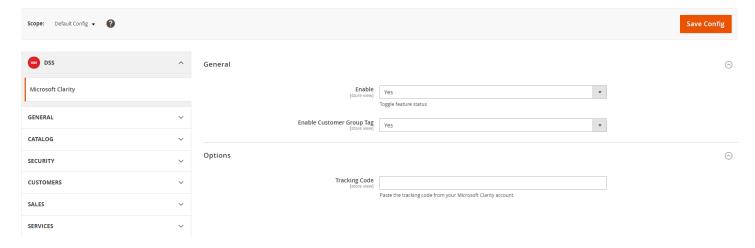
php bin/magento setup:static-content:deploy

php bin/magento cache:flush

#### How it's Work?

# **General Configuration:**

Go to Stores → Configuration → DSS → Microsoft Clarity

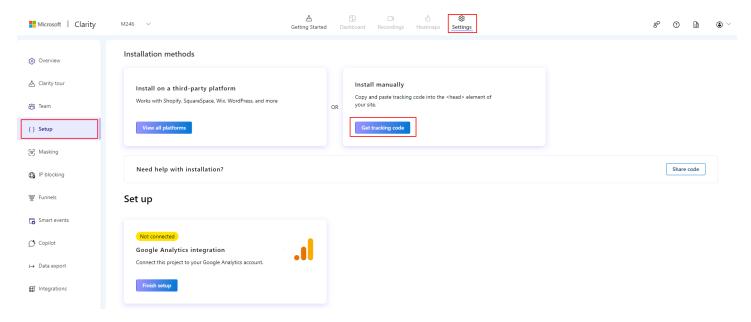


- Enabled: Yes/No Sets whether the module is enabled or disabled.
- Tracking Code: Please enter your Microsoft Clarity tracking code here.
- Enable Customer Group Tag If this is enabled, custom tags and filters will be created based on the Customer Groups available in Magento in Microsoft Clarity. So, for each session and page that are tracked in Clarity, they will have a Customer Group tag, so it will be easier to filter and find session/recording for each page based on customer group.

# **How to get Microsoft Clarity Tracking Code?**

Once you have created a new project in <u>Microsoft Clarity</u>, from your Project Dashboard, select the Setup tab under the setting. In the Setup tab, you will find the **Clarity tracking code**, and below the script will be available.

We only need the tracking code to configure and enable Microsoft Clarity on your Magento website from the script.





#### How the module works:

Once you have added the Tracking Code, the Microsoft Clarity Script will start to appear on the front end of each page. You can view this in Page Source or your browser's developer tools.

```
***Internal Phase of the Content - C
```

Also, in your <u>Microsoft Clarity</u> Account, under the project you have created, you will start to see analytics details based on visitors' activity on your site. You can see this in:

Log in to Your Microsoft Clarity Account, → Select your Project → Dashboard & Recording

