

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**

Scope: Default Config
Save Config

DSS

Microsoft Clarity

GENERAL

CATALOG

SECURITY

CUSTOMERS

SALES

SERVICES

General

Options

Enable
[store view]
Yes
Toggle feature status

Enable Customer Group Tag
[store view]
Yes

Tracking Code
[store view]
Paste the tracking code from your Microsoft Clarity account

- **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 [Microsoft Clarity](#), 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.

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Installation methods

Install on a third-party platform
Works with Shopify, SquareSpace, Wix, WordPress, and more
View all platforms

OR

Install manually
Copy and paste tracking code into the <head> element of your site.
Get tracking code

Need help with installation?
Share code

Set up

Not connected
Google Analytics integration
Connect this project to your Google Analytics account.
Finish setup

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Getting Started Dashboard Recordings Heatmaps Settings

Installation methods > Install manually

Copy and paste the Clarity code into the <head> element of your site or app.

```
<script type="text/javascript">
(function(c,l,a,r,i,t,y){
  c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
  t=l.createElement(r);t.async=1;t.src="https://www.clarity.ms/tag/"+i;
  y=l.getElementsByTagName(r)[0];y.parentNode.insertBefore(t,y);
})(window, document, "clarity", "script", "abcd123");
</script>
```

[Copy to clipboard](#)

This Your Tracking Code

Installed your code? It can take up to 2 hours to start seeing data.
[Learn more](#)

Clarity masks all sensitive content on your site by default.
[Learn more](#)

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.

```
<!doctype html>
<html lang="en">
  <head>
    <script>
      var BASE_URL = [REDACTED];
      var require = {
        'baseUrl': [REDACTED]
      };</script>
      <meta charset="utf-8"/>
      <meta name="title" content="Home Page"/>
      <meta name="robots" content="INDEX, FOLLOW"/>
      <meta name="viewport" content="width=device-width, initial-scale=1"/>
      <meta name="format-detection" content="telephone=no"/>
      <title>Home Page</title>
      <link rel="stylesheet" type="text/css" media="all" href="[REDACTED]frontend/Magento/Luma/en_GB/mage/calendar.css" />
      <link rel="stylesheet" type="text/css" media="all" href="[REDACTED]frontend/Magento/Luma/en_GB/css/styles-m.css" />
      <link rel="stylesheet" type="text/css" media="screen and (min-width: 768px)" href="[REDACTED]static/version1631870504/frontend/Magento/Luma/en_GB/css/styles-l.css" />
      <link rel="stylesheet" type="text/css" media="print" href="[REDACTED]frontend/Magento/Luma/en_GB/css/print.css" />
      <link rel="icon" type="image/x-icon" href="[REDACTED]frontend/Magento/Luma/en_GB/Magento_Theme/favicon.ico" />
      <link rel="shortcut icon" type="image/x-icon" href="[REDACTED]version1631870504/frontend/Magento/Luma/en_GB/Magento_Theme/favicon.ico" />
      <script type="text/javascript" src="[REDACTED]frontend/Magento/Luma/en_GB/requirejs/require.js"></script>
      <script type="text/javascript" src="[REDACTED]frontend/Magento/Luma/en_GB/mage/requirejs/mixins.js"></script>
      <script type="text/javascript" src="[REDACTED]frontend/Magento/Luma/en_GB/requirejs-config.js"></script>
      <link rel="preload" as="font" crossorigin="anonymous" href="[REDACTED]frontend/Magento/Luma/en_GB/fonts/opensans/light/opensans-300.woff2" />
      <link rel="preload" as="font" crossorigin="anonymous" href="[REDACTED]frontend/Magento/Luma/en_GB/fonts/opensans/regular/opensans-400.woff2" />
      <link rel="preload" as="font" crossorigin="anonymous" href="[REDACTED]frontend/Magento/Luma/en_GB/fonts/opensans/semibold/opensans-600.woff2" />
      <link rel="preload" as="font" crossorigin="anonymous" href="[REDACTED]frontend/Magento/Luma/en_GB/fonts/opensans/bold/opensans-700.woff2" />
      <link rel="stylesheet" type="text/css" media="all" href="[REDACTED]media/styles.css" />
      <script type="text/x-magento-init">
        {
          "": {
            "Magento_PageCache/js/form-key-provider": {}
          }
        }
      </script>
      <!-- BEGIN MICROSOFT CLARITY TRACKING CODE -->
      <script type="text/javascript">
        (function(c,l,a,r,i,t,y){
          c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
          t=l.createElement(r);t.async=1;t.src="https://www.clarity.ms/tag/"+i;
          y=l.getElementsByTagName(r)[0];y.parentNode.insertBefore(t,y);
        })(window, document, "clarity", "script", "[REDACTED]");
      </script>
      <!-- END MICROSOFT CLARITY TRACKING CODE -->
    </head>
    <body data-container="body"
      data-mage-init="{ 'loaderAjax': {}, 'loader': { 'icon': '[REDACTED]frontend/Magento/Luma/en_GB/images/loader-2.gif' }}"
      id="html-body" class="cms-home cms-index-index page-layout-1column">
      <script type="text/x-magento-init">
        {
          ...
        }
      </script>
    </body>
  </html>
```

Also, in your [Microsoft Clarity](#) 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

Sessions

Total sessions

1

Distinct users

1

Pages per session

5

average

Scroll depth

44.40%

average

Time spent

30 sec active time

7.2 min total

active

inactive

Dead clicks

100% of sessions have dead clicks

■ sessions with dead clicks

Recordings

Rage clicks

0% of sessions have rage clicks

Quick backs

100% of sessions have quick backs

■ sessions with quick backs

Did you know?

Clarity works with Google Analytics

Connect your accounts and get links to session recordings right on your Google Analytics dashboard

Get started

No thanks

Popular pages

URL parameters

off