



PS Metrics User Guide

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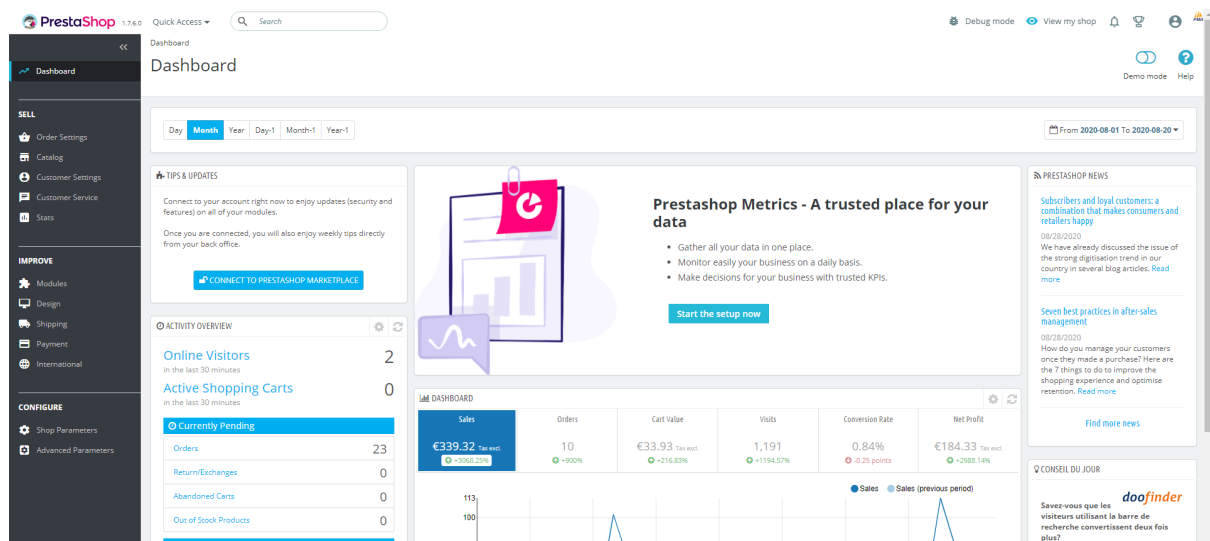
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Installation

New store

If you have just set up a new PrestaShop store, the PrestaShop Metrics module is pre-installed and can be accessed via your Module Manager page.

You can start setting up by simply clicking on the welcome banner on your Main Dashboard



Existing store

If you would like to benefit from PrestaShop Metrics on an existing shop, you will first need to install the PrestaShop Metrics module, available for free on the PrestaShop Addons marketplace.

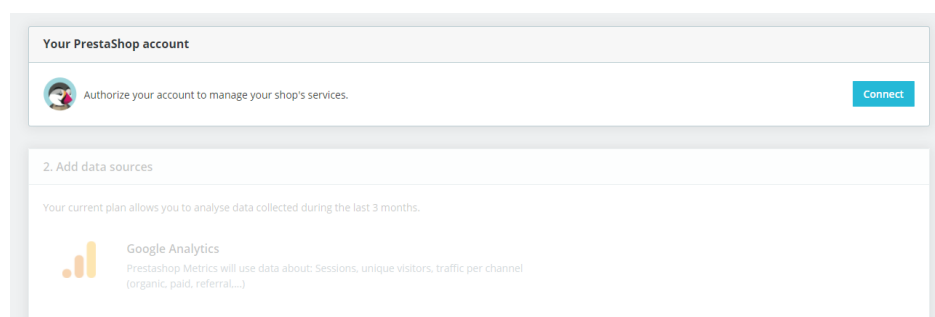
You will be given the option to set up PrestaShop Metrics once the module has been installed.

Setup

Login with PS Account

To activate your PrestaShop Metrics service, you must first log in with a PrestaShop Account. This same account will also allow you to log in and activate other Prestashop services later on, i.e. Prestashop Checkout.

Click on the Connect button to start the setup.



A window will open to let you create your account or log in using your credentials. You will however need to have an employee administrator profile.

- To create an account, enter your email address, enter the password of your choice, read and accept the terms and conditions and then click on continue.
- To log in with your existing account, click on Log In and enter your login details.

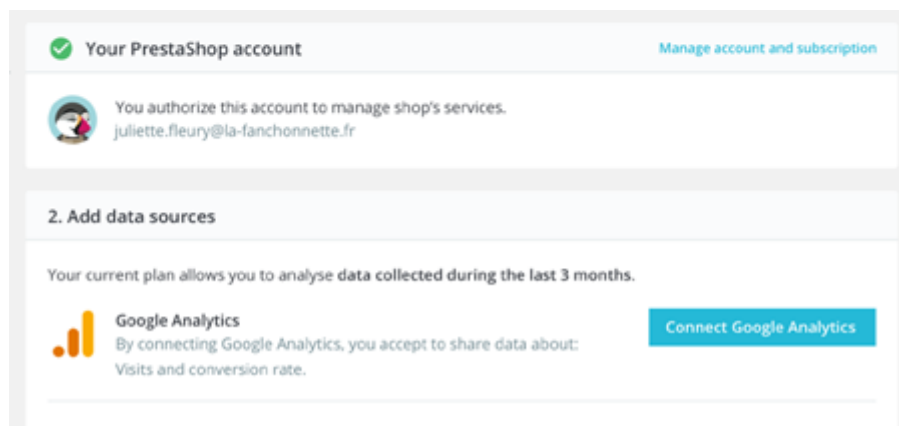
A screenshot of the PrestaShop account creation form. The form is titled "Create your PrestaShop account" and features a dark blue background. It includes fields for "Email address" and "Password", both with placeholder text "Enter your email address" and "Enter your password" respectively. Below the password field is a note "Must be at least 8 characters long." and a link to "Terms of Service". A prominent pink "Create account" button is at the bottom. Below the form, there are links for "Already have an account? Sign in" and "Back to PrestaShop Account", and a language selector set to "English".A screenshot of the PrestaShop account sign-in form. The form is titled "Sign in to your account" and features a white background. It includes fields for "Email address" and "Password", both with placeholder text "Enter your email address" and "Enter your password" respectively. Below the password field is a note "Must be at least 8 characters long." and a pink "Sign in" button. Below the form, there are links for "Create a new account", "Forgot your password?", and "Back to PrestaShop Account", and a language selector set to "English".

Upon completing this step, your store will be successfully linked to your PrestaShop merchant account, allowing you to take advantage of your new services. You will then be automatically redirected to the PrestaShop Metrics setup page. Now that you are logged in to your PrestaShop Account, the second step of the login process will become available.

Google Analytics

This second step allows you to connect with your Google Analytics account to sync your visits data with your PrestaShop Metrics dashboard.

To do this, simply click on the Connect button. You will then be redirected to a Google authentication window.



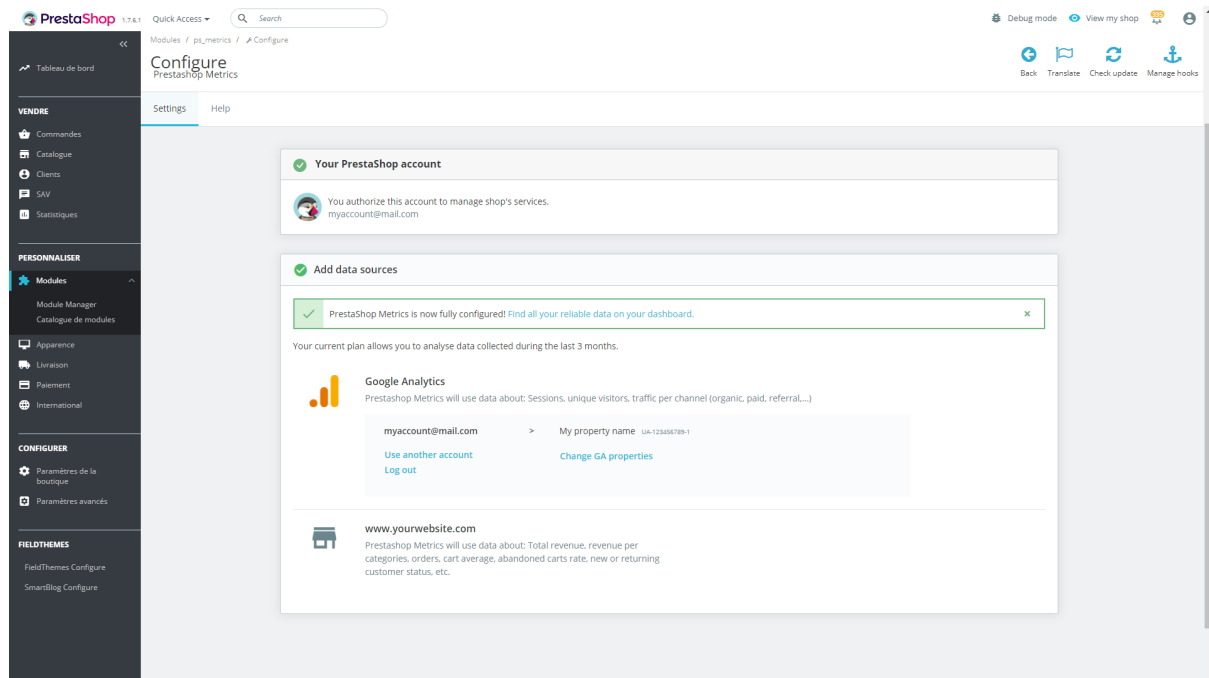
Enter the email account linked to your Google Analytics account. You may need to create an account (more information on how to create a Google Analytics account in the New Google Analytics User section below)

Once you've read and accepted the terms and conditions, click the authorization button to link your Google Analytics account with your PrestaShop Metrics account.

You will then be redirected to the PrestaShop Metrics setup page.

If we are able to automatically detect your Google Analytics tag and it matches the account provided, a banner will appear telling you that your PrestaShop Metrics service is now successfully set up. You can now go directly to the next Dashboard section.

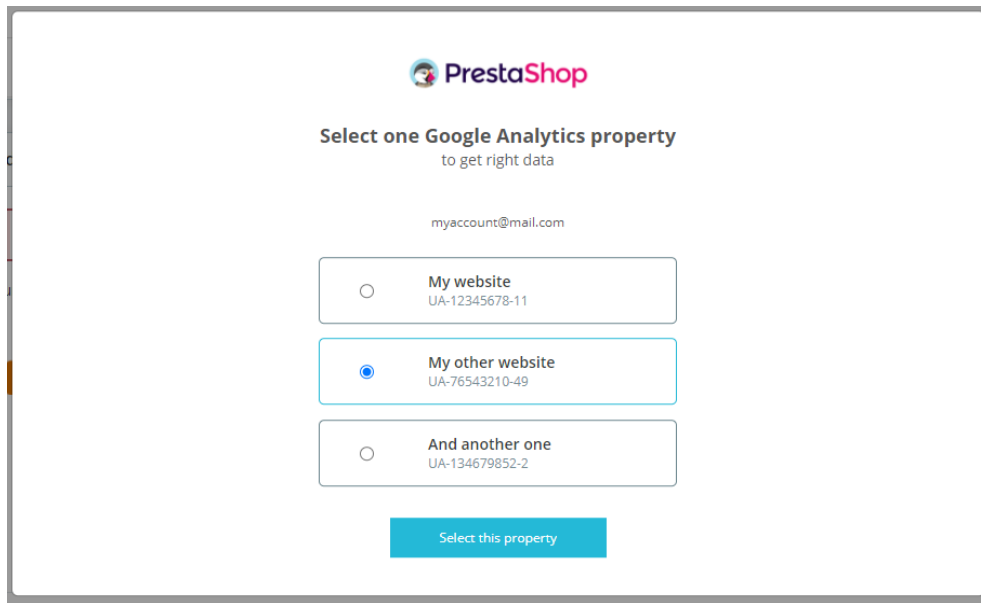
You can also retrieve your Google Analytics account information when you are logged in, allowing you to log out or change your account if you need to.



Special cases: several Google Analytics sites

If you have several properties linked to your Google Analytics account (to track multiple websites for example), an option will appear that allows you to modify the property associated with your website.

Click on Change property and select the appropriate property from the available options related to your Google Analytics account

The image shows a PrestaShop interface for selecting a Google Analytics property. At the top is the PrestaShop logo. Below it, the text "Select one Google Analytics property" is followed by "to get right data". A placeholder email "myaccount@mail.com" is shown. There are three radio button options: "My website" (UA-12345678-11), "My other website" (UA-76543210-49), and "And another one" (UA-134679852-2). The "My other website" option is selected, indicated by a blue dot and a blue border. At the bottom is a blue button labeled "Select this property".

PrestaShop

Select one Google Analytics property
to get right data

myaccount@mail.com

☐ My website
UA-12345678-11

☒ My other website
UA-76543210-49

☐ And another one
UA-134679852-2

Select this property

Special cases: the account or property does not match the detected Google Analytics tag

PrestaShop Metrics automatically detects the presence of a Google Analytics tag on your site. In the event that the Google Analytics tag on your site does not correspond to the account or the appropriate property, a warning banner will be displayed to inform you of this discrepancy.

You have three options to resolve this problem.


- If the error indicates a mismatch between your tag and your Google Analytics account, you need to change your Google Analytics account. The tag detected on your site is associated with another Google Analytics account.
- If the error indicates a mismatch between your tag and the selected property, change the property. The tag detected on your site corresponds to different property within of your Google Analytics account, available in the list.
- If necessary, set a new Google Analytics tag. For more information about this step, see the New Google Analytics user section.

✓ Add data sources

ⓘ

We did find a tag, but it seems that the property is not linked to the Google Analytics account you added. [To solve the issue, find more information here.](#)

Your current plan allows you to analyse data collected during the last 3 months.



Google Analytics

Prestashop Metrics will use data about: Sessions, unique visitors, traffic per channel (organic, paid, referral,...)

myaccount@mail.com

>

Property name UA-1234567-2

[Use another account](#)
[Log out](#)

[Change GA properties](#)

Specific case: no tag detected

PrestaShop Metrics automatically detects a Google Analytics tag on your site. If no tag has been detected, a banner will appear inviting you to add your tag. You will need this tag to sync your visit data with Google Analytics.


To do this, simply use our Google Analytics module. For more details on this step, please see the next paragraph.

✓ Add data sources

ⓘ

It seems you don't have any tag installed on your store. You can configure your tag easily using our free Google Analytics module. [Click here to enable this module.](#)

Your current plan allows you to analyse data collected during the last 3 months.



Google Analytics

Prestashop Metrics will use data about: Sessions, unique visitors, traffic per channel (organic, paid, referral,...)

myaccount@mail.com

>

My property name UA-1234567-49

[Use another account](#)
[Log out](#)

[Change GA properties](#)

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New Google Analytics user

Creating and setting up a Google Analytics account

(source: Google Analytics, <https://support.google.com/analytics/answer/1008015>)

To start collecting standard data from a website :

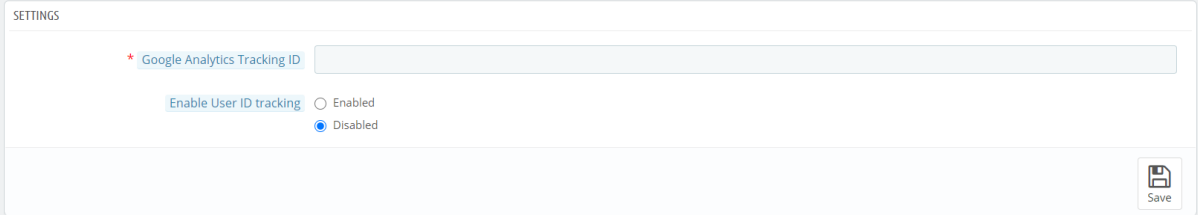
1. Log in to your Analytics account or create one:
Go to google.com/analytics. Use one of the following methods:
To create an account, click on Start for Free.
To log in to your account, click on Login to Analytics.
2. Set up the property in your Analytics account. The property represents your website or application and is the data collection point within Analytics.

Add the Google Analytics tag to your site

In order to collect data in your Analytics account, you need to add your tag to your website. Here you can use our free Google Analytics module.

Once this module is installed on your online store, simply go to the module configuration page.

At the bottom of the page you will find a field asking for your Tracking ID.



This ID is available in your Google Analytics account, in your property settings. It will look something like this: UA-123456789-1.

Copy and paste your ID from Google Analytics and click on the Save button.
Your tag is now installed on your site.

Go back to your Prestashop Metrics configuration page, refresh the page if necessary. A banner will inform you that your PrestaShop Metrics service is now successfully set up.

NB:

- It can takes up to 24 hours to see your visit data in your Prestashop Metrics dashboard.

- To instantly check the actual installation of your Google Analytics tag, go to your Google Analytics account and access the real-time reports section. Visit your site as a normal user would, you should see this activity live on your Google Analytics account.

Are you having trouble?

If you encounter any problems or require any further information, please do not hesitate to contact us. A contact link to our direct support is available from the "Help" tab of the Prestashop Metrics configuration page.

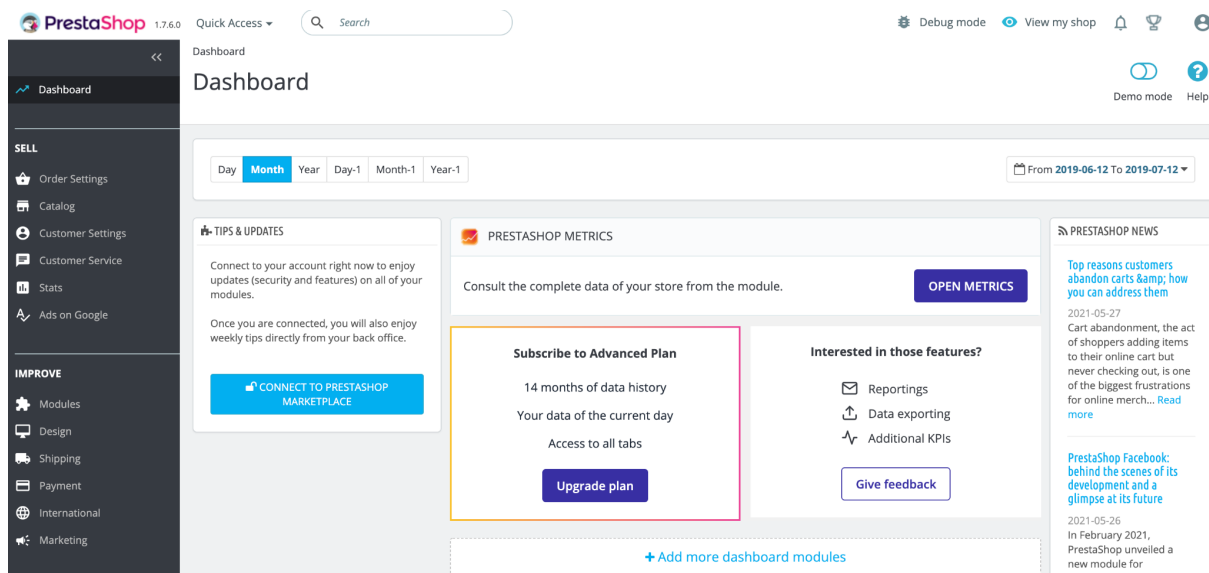
PrestaShop Metrics : a new dedicated interface

PrestaShop Metrics is now available in two distinct plans:

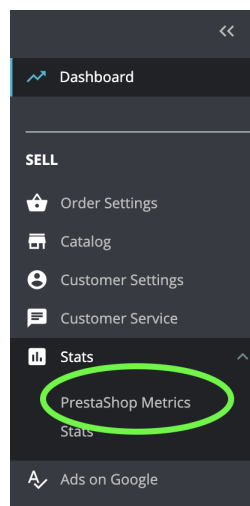
- A **Basic plan** that allows you to access an overview of your KPIs over 3 months of history.
- An **Advanced plan** that allows to get into the details of the KPIs of 3 major dimensions of an e-commerce store: Business, Acquisition and Customer Knowledge. The data history is extended to 14 months.

Once configured, the module is easily accessible from 2 places in your back-office:

- on your dashboard :



- on the side menu, in the folder 'Stats' :



Finally, you may notice that activating PrestaShop Metrics automatically deactivates the old default statistics modules to optimize your dashboard. However, these modules are still available and can be reactivated from your Module Manager page.

Basic plan : Overview

KPIs

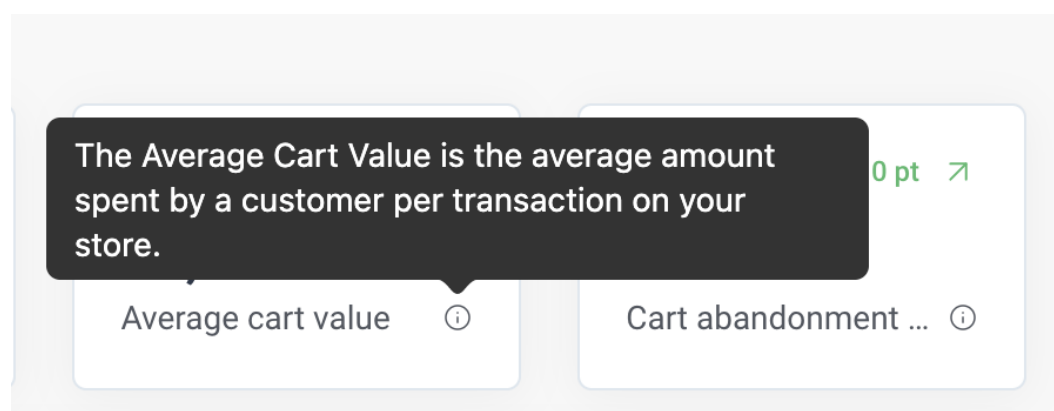
The Basic plan overview allows you to scan at a glance the key figures of your e-commerce activity with 8 KPIs available in the form of cards (you will need to have configured your Google Analytics account!):

- Gross Revenue (PrestaShop)
- Orders (PrestaShop)
- Average cart value (PrestaShop)
- Cart abandonment rate (PrestaShop)
- Conversion rate (PrestaShop / Google Analytics)
- Visits (Google Analytics)
- Bounce rate (Google Analytics)
- Average session duration (Google Analytics)

2 evolution graphs are also available:

- the evolution of your sales
- the evolution of your sessions

In each card, a small tooltip gives you the definition of the KPI concerned:



The horizontal bar at the top of your interface allows you to select period shortcuts with one click:

- [📅 Today](#)
[Yesterday](#)
[7 days](#)
[30 days](#)
[3 months](#)
[📅 6 months](#)
[Custom](#)

Calendar navigation and date selection interface:

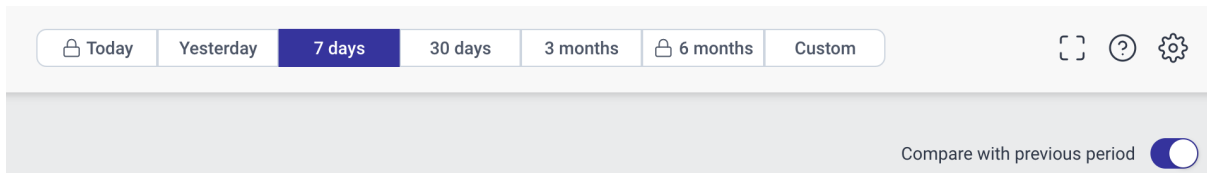
- Navigation buttons: Yesterday, 7 days, 30 days, 3 months, 6 months (locked), February 28, 2021 - May 27, 2021
- Calendar controls: mars (dropdown), 2021 (dropdown), avril (dropdown), 2021 (dropdown), >
- Calendar grid (Left):

W	lun.	mar.	mer.	jeu.	ven.	sam.	dim.
9	1	2	3	4	5	6	7
10	8	9	10	11	12	13	14
11	15	16	17	18	19	20	21
12	22	23	24	25	26	27	28
13	29	30	31				
- Calendar grid (Right):

W	lun.	mar.	mer.	jeu.	ven.	sam.	dim.
13				1	2	3	4
14	5	6	7	8	9	10	11
15	12	13	14	15	16	17	18
16	19	20	21	22	23	24	25
17	26	27	28	29	30		

This feature allows you to compare the evolution of your KPIs from one period to the next.

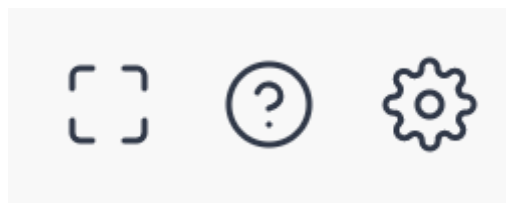
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Interface shortcuts

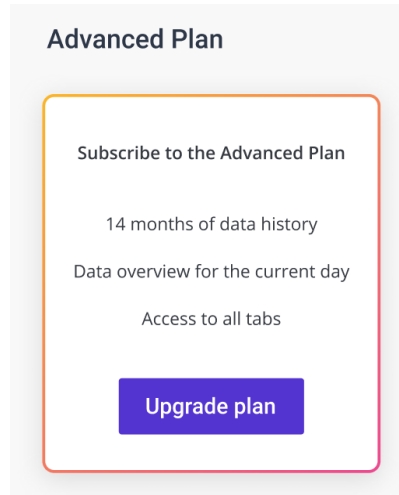
At the top right of your interface, you have 3 shortcuts allowing you to quickly access :

- the full screen mode, on the left
- the tutorial in the middle
- the settings page on the right



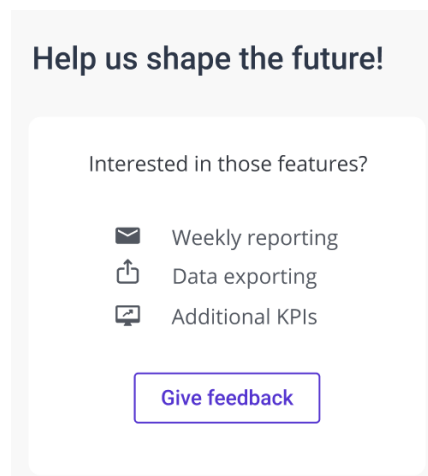
Shortcut to Advanced Plan

This card allows you to quickly subscribe to the Advanced plan, the content of which will be detailed later in this user guide.

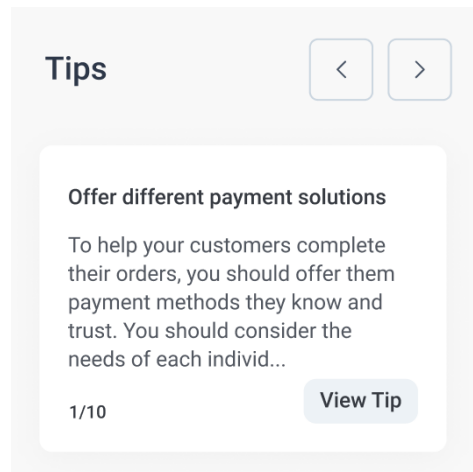


Help us shape the future of PrestaShop Metrics

Give us your opinion and ideas on the features that would interest you in your use of the product through our exchange portal.



Tips carrousel




Plan *Advanced* : Aller plus loin

By subscribing to the Advanced plan, you trigger the synchronization of your data on a fast & secure cloud server to maintain the performance of your store while having access to more depth of data.


This synchronization may take a few hours the first time, your data is then synchronized every night without any discontinuity in its display.

Synchronisations status




Available from your dashboard :

 PRESTASHOP METRICS

Consult the complete data of your store from the module. [OPEN METRICS](#)

Synchronization status

Synchronization done !
Last synchronization
May 20, 2021
Next: Saturday, May 29, 2021 12:00 AM


Interested in those features?

-  Reportings
-  Data exporting
-  Additional KPIs

[Give feedback](#)

And from your interface :

Plan **ADVANCED**

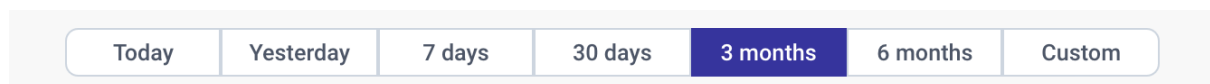
Synchronization status ⓘ

Synchronization done !
Last synchronization
May 20, 2021
Next: Saturday, May 29, 2021 1:00 AM

14 months of data history and your data of the day

By subscribing to the Advanced plan, you unlock expanded access to your data history and can access up to 14 months of depth.

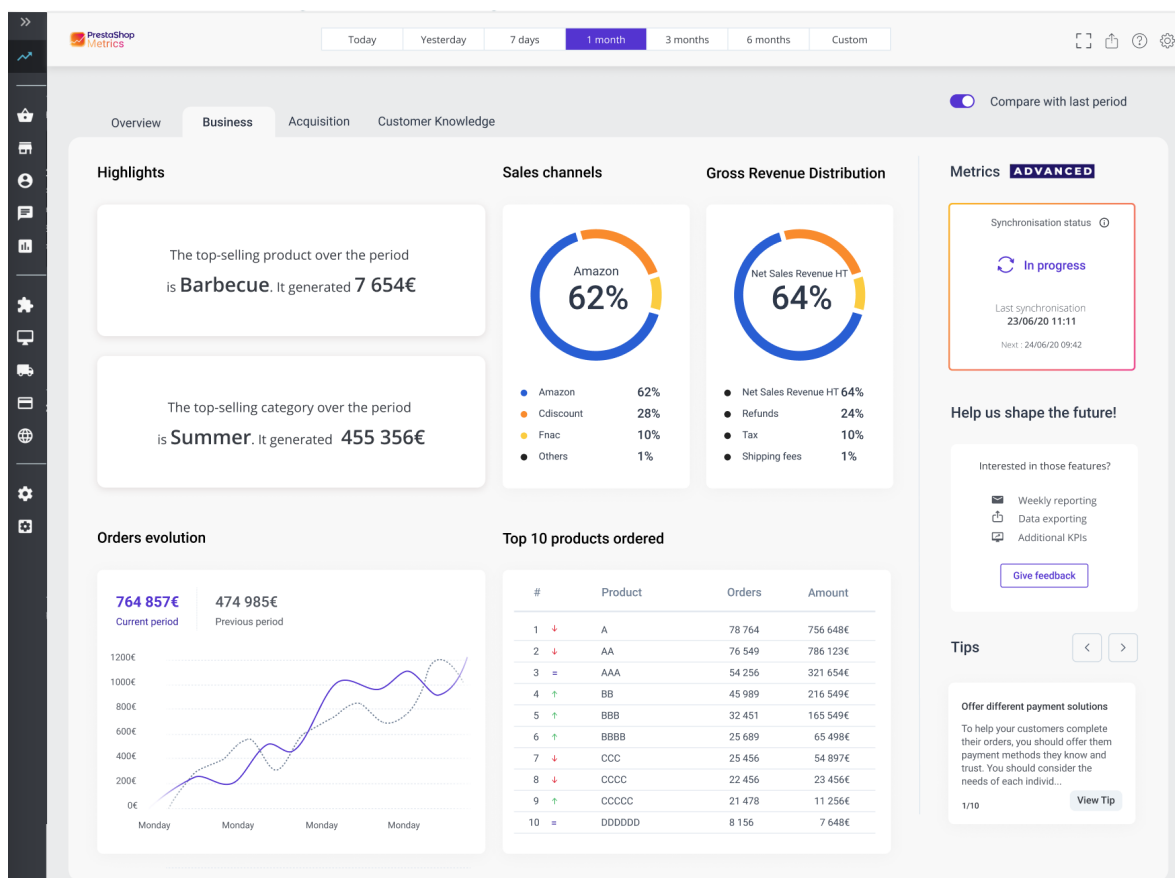
Your period shortcut bar unlocks after subscription, giving you access to the Today view and the 6-month shortcut.

From the date picker, you can now access custom periods of over 1 year of data.



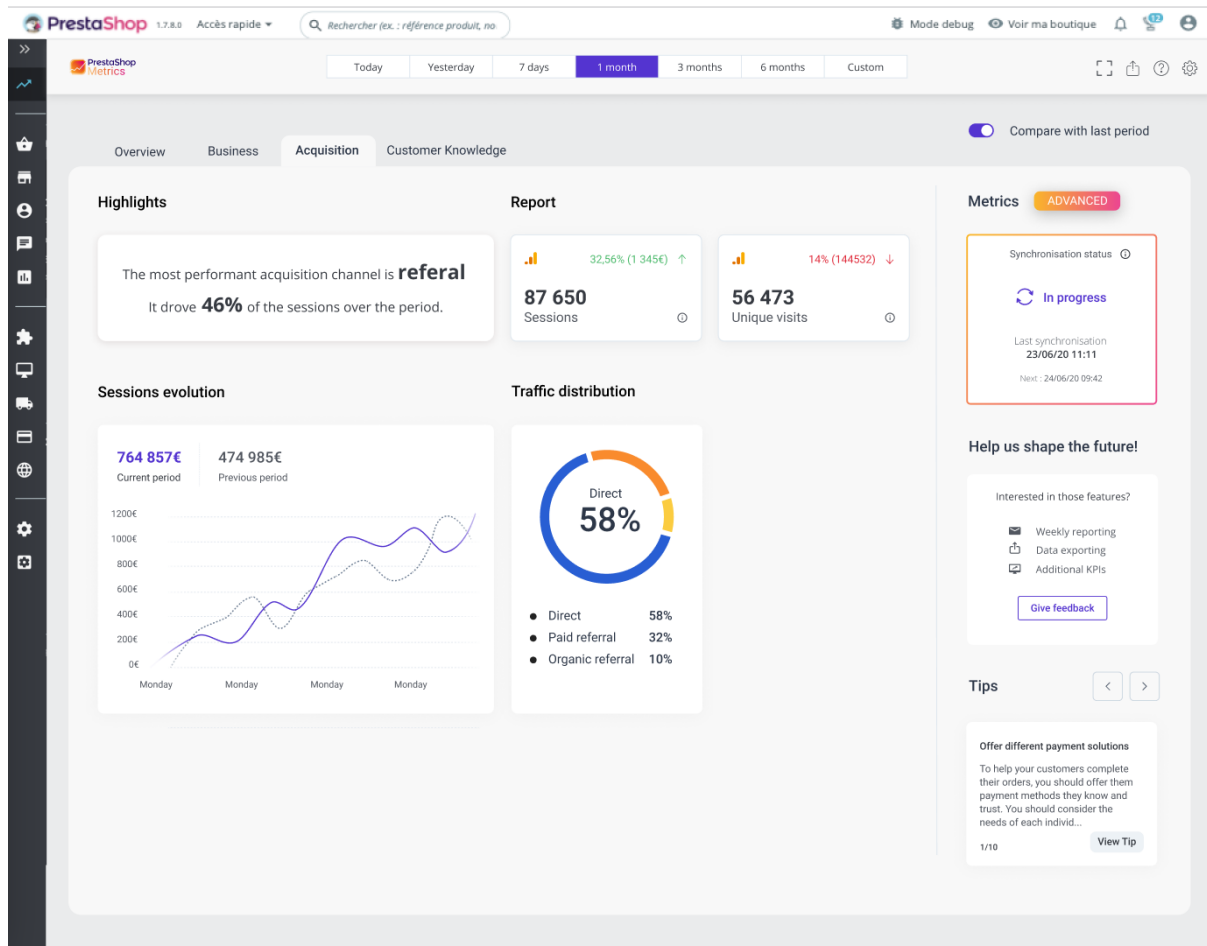
Access to Business tab

Unlock access to the Business tab and go further in analyzing your 'Business' KPIs, with detailed KPIs and access to highlights on your best performing categories and products.



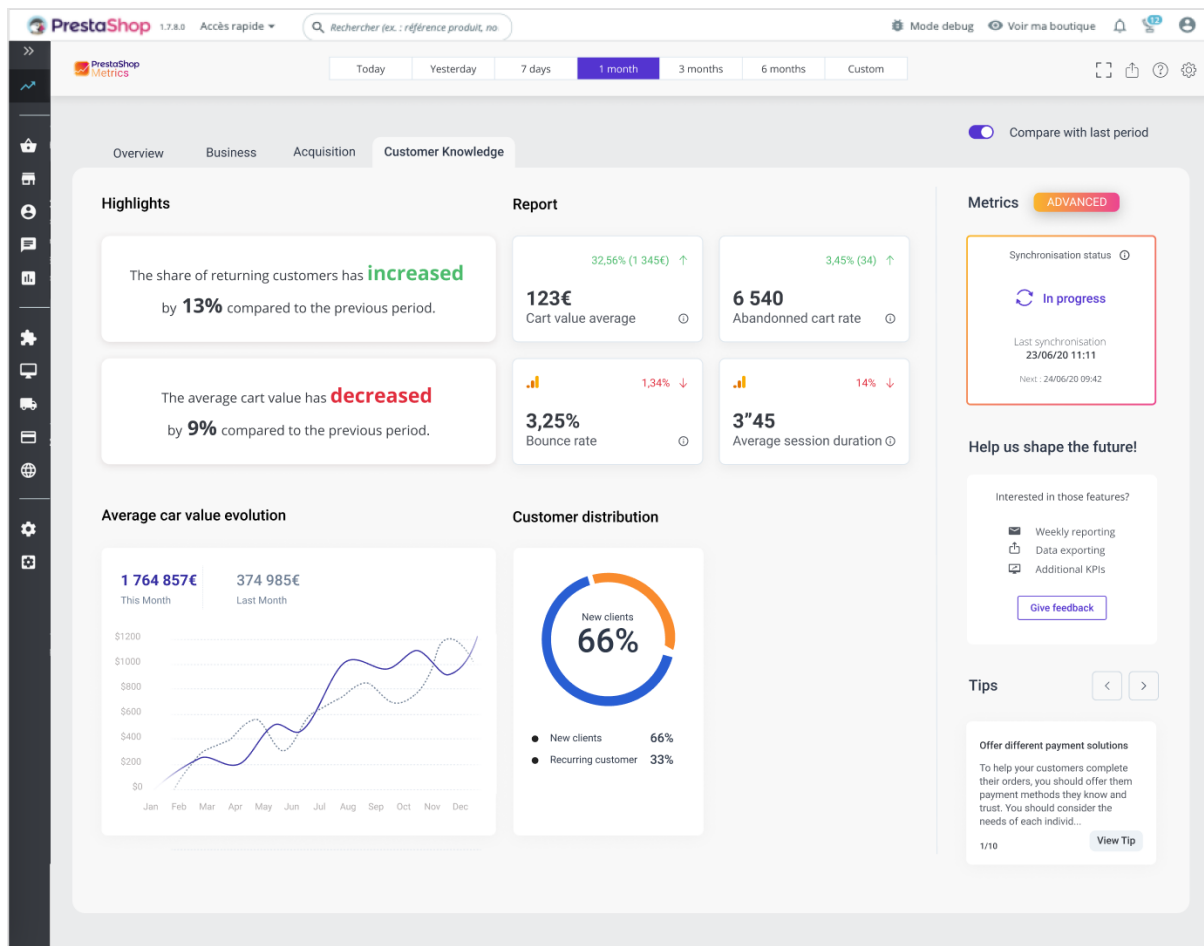
Access to Acquisition tab

Unlock access to the Acquisition tab and go further in the analysis of your 'Acquisition' KPIs, by accessing the details of your sessions and traffic distribution data.



Access to Customer Knowledge tab

Unlock access to the Customer Knowledge tab and go further in the analysis of your KPIs concerning the behavior of your customers, with access to the details of the distribution and evolution of your customer types and the average basket in particular.



Help / Support

If you experience any problems or require any additional information, please visit our help section, where you will find our FAQs and a contact link to the dedicated PrestaShop Metrics support page.