# Usage Tracking

*Pinterest for WooCommerce* implements usage tracking, based on the native [WooCommerce Usage Tracking](https://woocommerce.com/usage-tracking/), and is only enabled when WooCommerce Tracking is enabled.

When a store opts in to WooCommerce usage tracking and uses *Pinterest for WooCommerce*, they will also be opted in to the tracking added by *Pinterest for WooCommerce*.

## What is tracked

As in WooCommerce core, only non-sensitive data about how a store is set up and managed is tracked. We **do not track or store personal data** from your clients.

### [wcadmin\_pfw\_account\_connect\_button\_click](http://assets/source/setup-guide/app/components/Account/Connection.js#L37)

Clicking on "Connect" Pinterest account button.

#### Emitters

* [AccountConnection](http://assets/source/setup-guide/app/components/Account/Connection.js#L82)

### [wcadmin\_pfw\_account\_convert\_button\_click](http://assets/source/setup-guide/app/steps/SetupAccount.js#L32)

Clicking on "… convert your personal account" button.

#### Emitters

* [SetupAccount](http://assets/source/setup-guide/app/steps/SetupAccount.js#L54)

### [wcadmin\_pfw\_account\_create\_button\_click](http://assets/source/setup-guide/app/steps/SetupAccount.js#L27)

Clicking on "… create a new Pinterest account" button.

#### Emitters

* [SetupAccount](http://assets/source/setup-guide/app/steps/SetupAccount.js#L54)

### [wcadmin\_pfw\_account\_disconnect\_button\_click](http://assets/source/setup-guide/app/components/Account/Connection.js#L42)

Clicking on "Disconnect" Pinterest account button.

#### Properties

| **name** | **type** | **description** |
| --- | --- | --- |
| context | string | 'settings' | 'wizard' In which context it was used? |

#### Emitters

* [AccountConnection](http://assets/source/setup-guide/app/components/Account/Connection.js#L82) with the given { context }

### [wcadmin\_pfw\_ads\_manager\_link\_click](http://assets/source/catalog-sync/sections/SyncState.js#L25)

Clicking on the "Pinterest ads manager" link.

#### Emitters

* [SyncState](http://assets/source/catalog-sync/sections/SyncState.js#L41)

### [wcadmin\_pfw\_ads\_credits\_success\_notice](http://assets/source/catalog-sync/sections/AdCreditsNotice.js#L20)

Closing the Ads Credits notice on Catalog Page.

#### Emitters

* [AdCreditsNotice](http://assets/source/catalog-sync/sections/AdCreditsNotice.js#L38)

### [wcadmin\_pfw\_ads\_billing\_details\_link\_click](http://assets/source/catalog-sync/sections/AdCreditsNotice.js#L25)

Clicking on the "add your billing details" link.

#### Emitters

* [AdCreditsNotice](http://assets/source/catalog-sync/sections/AdCreditsNotice.js#L38)

### [wcadmin\_pfw\_business\_account\_connect\_button\_click](http://assets/source/setup-guide/app/components/Account/BusinessAccountSelection.js#L24)

Clicking on "Connect" business account button.

#### Emitters

* [BusinessAccountSelection](http://assets/source/setup-guide/app/components/Account/BusinessAccountSelection.js#L40)

### [wcadmin\_pfw\_business\_account\_create\_button\_click](http://assets/source/setup-guide/app/components/Account/BusinessAccountSelection.js#L19)

Clicking on "Create business account" button.

#### Emitters

* [BusinessAccountSelection](http://assets/source/setup-guide/app/components/Account/BusinessAccountSelection.js#L40)

### [wcadmin\_pfw\_documentation\_link\_click](http://assets/source/setup-guide/app/helpers/documentation-link-props.js#L6)

Clicking on an external documentation link.

#### Properties

| **name** | **type** | **description** |
| --- | --- | --- |
| link\_id | string | Identifier of the link. |
| context | string | 'settings' | 'welcome-section' | 'wizard' | 'ads-credits-terms-and-conditions' In which context the link was placed? |
| href | string | Href to which the user was navigated to. |

#### Emitters

* [documentationLinkProps](http://assets/source/setup-guide/app/helpers/documentation-link-props.js#L49) on click, with given linkId and context.
* [ClaimWebsite](http://assets/source/setup-guide/app/steps/ClaimWebsite.js#L99) with { link\_id: 'claim-website', context: props.view }
* [SetupAccount](http://assets/source/setup-guide/app/steps/SetupAccount.js#L56)
  + with { link\_id: 'ad-guidelines', context: props.view }
  + with { link\_id: 'merchant-guidelines', context: props.view }
* [SetupTracking](http://assets/source/setup-guide/app/steps/SetupTracking.js#L57)
  + with { link\_id: 'ad-guidelines', context: 'wizard'|'settings' }
  + with { link\_id: 'ad-data-terms', context: 'wizard'|'settings' }
  + with { link\_id: 'ad-terms-of-service', context: 'wizard'|'settings' }
  + with { link\_id: 'install-tag', context: 'wizard'|'settings' }
  + with { link\_id: 'automatic-enhanced-match', context: 'wizard'|'settings' }
* [SetupPins](http://assets/source/setup-guide/app/steps/SetupPins.js#L48)
  + with { link\_id: 'ads-manager', context: 'settings' }
  + with { link\_id: 'enhanced-match', context: 'settings' }
* [WelcomeSection](http://assets/source/setup-guide/app/views/LandingPageApp.js#L48) with { link\_id: 'terms-of-service', context: 'welcome-section' }
* [TermsAndConditionsModal](http://assets/source/setup-guide/app/components/TermsAndConditionsModal.js#L24)
  + with { link\_id: 'terms-of-service', context: 'ads-credits-terms-and-conditions' }
    - with { link\_id: 'privacy-policy', context: 'ads-credits-terms-and-conditions' }
    - with { link\_id: 'advertising-services-agreement', context: 'ads-credits-terms-and-conditions' }
* [FormattedReasons](http://assets/source/setup-guide/app/components/HealthCheck/index.js#L29)
  + with { link\_id: 'merchant-guidelines', context: 'merchant-disapproval-reasons' }

### [wcadmin\_pfw\_domain\_verify\_failure](http://assets/source/setup-guide/app/steps/ClaimWebsite.js#L69)

Triggered when domain verification fails.

#### Properties

| **name** | **type** | **description** |
| --- | --- | --- |
| step | string | Identifier of the step when verification failed. |

#### Emitters

* [ClaimWebsite](http://assets/source/setup-guide/app/steps/ClaimWebsite.js#L99)

### [wcadmin\_pfw\_domain\_verify\_success](http://assets/source/setup-guide/app/steps/ClaimWebsite.js#L77)

Triggered when a site is successfully verified.

#### Emitters

* [ClaimWebsite](http://assets/source/setup-guide/app/steps/ClaimWebsite.js#L99)

### [wcadmin\_pfw\_get\_started\_faq](http://assets/source/setup-guide/app/views/LandingPageApp.js#L310)

Clicking on getting started page faq item to collapse or expand it.

#### Properties

| **name** | **type** | **description** |
| --- | --- | --- |
| action | string | 'expand' | 'collapse' What action was initiated. |
| question\_id | string | Identifier of the clicked question. |

#### Emitters

* [FaqQuestion](http://assets/source/setup-guide/app/views/LandingPageApp.js#326) whenever the FAQ is toggled.

### [wcadmin\_pfw\_get\_started\_notice\_link\_click](http://assets/source/setup-guide/app/helpers/documentation-link-props.js#L16)

Clicking on the link inside the notice.

#### Properties

| **name** | **type** | **description** |
| --- | --- | --- |
| link\_id | string | Identifier of the link. |
| context | string | What action was initiated. |
| href | string | Href to which the user was navigated to. |

#### Emitters

* [PrelaunchNotice](http://assets/source/components/prelaunch-notice/index.js#L18) { context: 'pinterest-landing', link\_id: 'prelaunch-notice' }
* [UnsupportedCountryNotice](http://assets/source/setup-guide/app/components/UnsupportedCountryNotice/index.js#L31) with { context: 'pinterest-landing', linkId: 'ads-availability' | 'unsupported-country-link' }

### [wcadmin\_pfw\_modal\_closed](http://assets/source/setup-guide/app/components/Account/Connection.js#L55)

Closing a modal.

#### Properties

| **name** | **type** | **description** |
| --- | --- | --- |
| name | string | Which modal is it? |
| context | string | 'settings' | 'wizard' | 'landing-page' | 'catalog-sync' In which context it was used? |
| action | string | confirm - When the final "Yes, I'm sure" button is clicked.  `dismiss` - When the modal is dismissed by clicking on "x", "cancel", overlay, or by pressing a keystroke. |

#### Emitters

* [AccountConnection](http://assets/source/setup-guide/app/components/Account/Connection.js#L82) with { name: 'account-disconnection', … }
* [LandingPageApp.AdsCreditSection](http://assets/source/setup-guide/app/views/LandingPageApp.js#L140) with { name: 'ads-credits-terms-and-conditions', … }
* [CatalogSync](http://assets/source/catalog-sync/App.js#L37) with { name: 'ads-credits-onboarding', … }
* [SetupAccount](http://assets/source/setup-guide/app/steps/SetupAccount.js#L60) with { name: 'ads-credits-terms-and-conditions', … }

### [wcadmin\_pfw\_modal\_open](http://assets/source/setup-guide/app/components/Account/Connection.js#L39)

Opening a modal.

#### Properties

| **name** | **type** | **description** |
| --- | --- | --- |
| name | string | Which modal is it? |
| context | string | 'settings' | 'wizard' | 'landing-page' | 'catalog-sync' In which context it was used? |

#### Emitters

* [AccountConnection](http://assets/source/setup-guide/app/components/Account/Connection.js#L82) with { name: 'account-disconnection', … }
* [LandingPageApp.AdsCreditSection](http://assets/source/setup-guide/app/views/LandingPageApp.js#L140) with { name: 'ads-credits-terms-and-conditions', … }
* [CatalogSync](http://assets/source/catalog-sync/App.js#L38) with { name: 'ads-credits-onboarding', … }
* [SetupAccount](http://assets/source/setup-guide/app/steps/SetupAccount.js#L59) with { name: 'ads-credits-terms-and-conditions', … }

### [wcadmin\_pfw\_save\_changes\_button\_click](http://assets/source/setup-guide/app/components/SaveSettingsButton.js#L19)

Clicking on "… Save changes" button.

#### Properties

| **name** | **type** | **description** |
| --- | --- | --- |
| enable\_debug\_logging | boolean | Indicates if Enable debug logging option is checked |
| enhanced\_match\_support | boolean | Indicates if Enhanced Match Support option is checked |
| automatic\_enhanced\_match\_support | boolean | Indicates if Automatic Enhanced Match Support option is checked |
| erase\_plugin\_data | boolean | Indicates if Erase Plugin Data option is checked |
| product\_sync\_enabled | boolean | Indicates if Enable Product Sync option is checked |
| rich\_pins\_on\_posts | boolean | Indicates if Add Rich Pins for Posts option is checked |
| rich\_pins\_on\_products | boolean | Indicates if Add Rich Pins for Products option is checked |
| save\_to\_pinterest | boolean | Indicates if Save to Pinterest option is checked |
| track\_conversions | boolean | Indicates if Track Conversion option is checked |
| context | string | The context in which the event is recorded |

#### Emitters

* [SaveSettingsButton](http://assets/source/setup-guide/app/components/SaveSettingsButton.js#L42) with { context: view, … }

### [wcadmin\_pfw\_setup](http://assets/source/setup-guide/app/views/LandingPageApp.js#L38)

Triggered on events during setup, like starting, ending, or navigating between steps.

#### Properties

| **name** | **type** | **description** |
| --- | --- | --- |
| target | string | Setup phase that the user navigates to. |
| trigger | string | UI element that triggered the action, e.g. wizard-stepper or get-started button. |

#### Emitters

* [SetupTracking](http://assets/source/setup-guide/app/steps/SetupTracking.js#L54)
  + with { target: 'complete', trigger: 'setup-tracking-complete' } when "Complete setup" button is clicked.
  + with { target: 'fetch-tags' | 'fetch-advertisers', trigger: 'setup-tracking-try-again' } when "Try again" button is clicked.
* [WelcomeSection](http://assets/source/setup-guide/app/views/LandingPageApp.js#L53) with { target: 'onboarding', trigger: 'get-started' } when "Get started" button is clicked for incomplete setup.
* [WizardApp](http://assets/source/setup-guide/app/views/WizardApp.js#L37)
  + with { target: 'setup-account' | 'claim-website' | 'setup-tracking', trigger: 'wizard-stepper' } when wizard's header step is clicked.
  + with { target: 'claim-website' , trigger: 'setup-account-continue' } when continue button is clicked.
  + with { target: 'setup-tracking', trigger: 'claim-website-continue' } when continue button is clicked.