Advance E-commerce Tracking Plugin Documentation

Thank You for Purchasing Advance E-commerce Tracking Premium Plugin

First of all a huge THANK YOU for purchasing Advance E-commerce Tracking. If you have any questions that are beyond the scope of this help file, please don't hesitate to contact me. Thanks so much!

CONTACT US

Mail : wordpress@multidots.in
Website : www.store.multidots.com

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Advance E-commerce Tracking

This is the help documentation for the Advance E-commerce Tracking for the WooCommerce. Before installing and using the plugin, we recommend going through this manual.

If you've tried this manual and it hasn't solved your issue, please feel free to contact us at wordpress@multidots.in

When you get in touch with us let us know the **means you've attempted** to solve the problem. Thanks!

Contents

1. Introduction
2. Requirements
3. Downloading & Installation
4. How to use the plugin?

Introduction

Advanced E-commerce Tracking plugin allows you to use Enhanced Ecommerce tracking without adding any new complex codes on your WooCommerce. you can integrate multiple tracking tools with a single plugin.

Tracking your WooCommerce sales in tracking and conversion tools. It can be hugely beneficial to understanding your business. By enabling eCommerce tracking will provide a wealth of information about your visitors, how they found your products, how long it took them to buy,User's behavior across their entire purchase journey, how much you're making from each traffic source, how much each visit is worth, etc,

Advance Ecommerce Tracking will provide all the features to track your sales and product performance through Google Analytic.

Easy Integration with Multiple Analytic tools

- WooCommerce Ecommerce Tracking
- Google Conversion Tracking
- Facebook Conversion Tracking
- Woopra Ecommerce Tracking
- Gosquared Ecommerce Tracking
- Twitter Ecommerce Conversion

Requirements

- WordPress 3.8+
- WooCommerce 2.3+
- jQuery (comes with WordPress 3.8+)
- jQueryUI (comes with WordPress 3.8+) Latest browser, like Firefox or Chrome.

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Downloading & Installation

Upload via WordPress Admin Panel

1. Log into WordPress and Plugins page
2. Select the .zip file you downloaded and click Install
3. Enter your FTP information if required and install the plugin
4. Activate the plugin

Upload via FTP

1. Unzip the .zip file you downloaded.
2. Upload the “Advance E-commerce Tracking ” plugin folder to your WP-content/plugins directory.
3. Navigate to your Admin Panel: Plugins.
4. Under “WooCommerce Blacklist Users”, click Activate.

Installing Woocommerce Blocker plugin

1. INSTALLATION

Install WordPress http://codex.wordpress.org/Installing_WordPress

Upload via FTP:

Unzip the zip archive you have downloaded on your computer. Upload the folder to your server via FTP to the plugins directory on your WordPress installation (**wp-content > plugins**).

Upload via WordPress Admin

Go to your WordPress admin panel, and then to the Plugins voice. Click on "Add New" and then upload the zip file of the plugin with the "Upload Plugin" button you can find in the top of the screen.

This plugin works only if WooCommerce is installed and active.

2. ACTIVATION

Once you have uploaded the plugin, activate your plugin in **Plugins > Installed plugins**.

After installing and activating the plugin.

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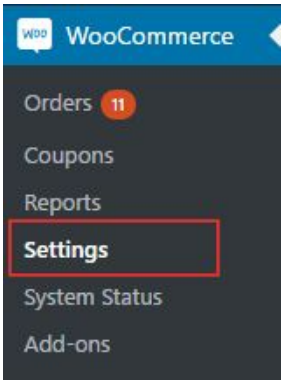

Welcome screen for **Advance E-commerce Tracking** plugin..

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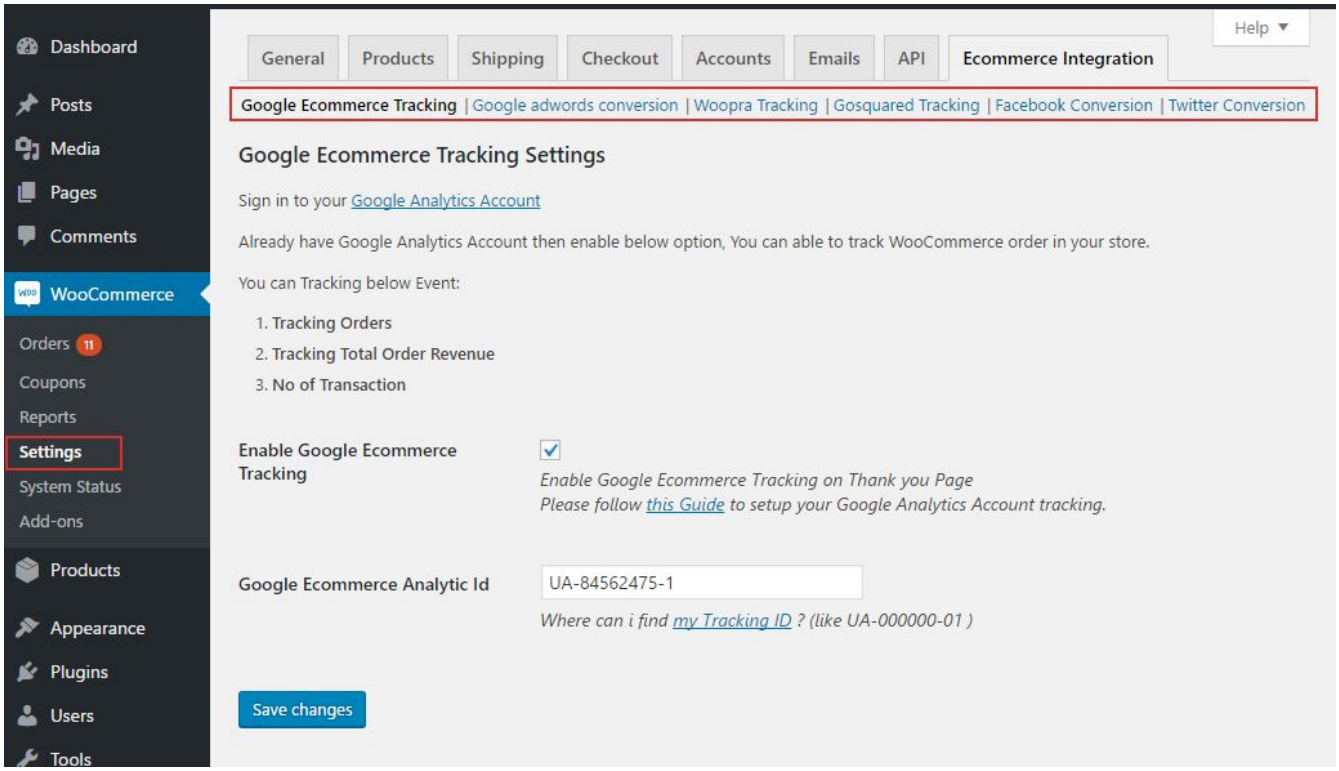
Getting Started

Once you have installed the plugin, you have to visit **Advance E-commerce Tracking** to use it. You will get this interface below information.



Basic Configuration settings

With this plugin, Allows you to use Enhanced Ecommerce tracking without adding any new complex codes on your WooCommerce. you can integrate multiple tracking tools with a single plugin.

Tracking your WooCommerce sales in tracking and conversion tools. It can be hugely beneficial to understanding your business. By enabling eCommerce tracking will provide a wealth of information about your visitors, how they found your products, how long it took them to buy,User's behavior across their entire purchase journey, how much you're making from each traffic source, how much each visit is worth, etc,

Advance Ecommerce Tracking will provide all the features to track your sales and product performance through Google Analytics.

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Easy Integration with Multiple Analytic tools

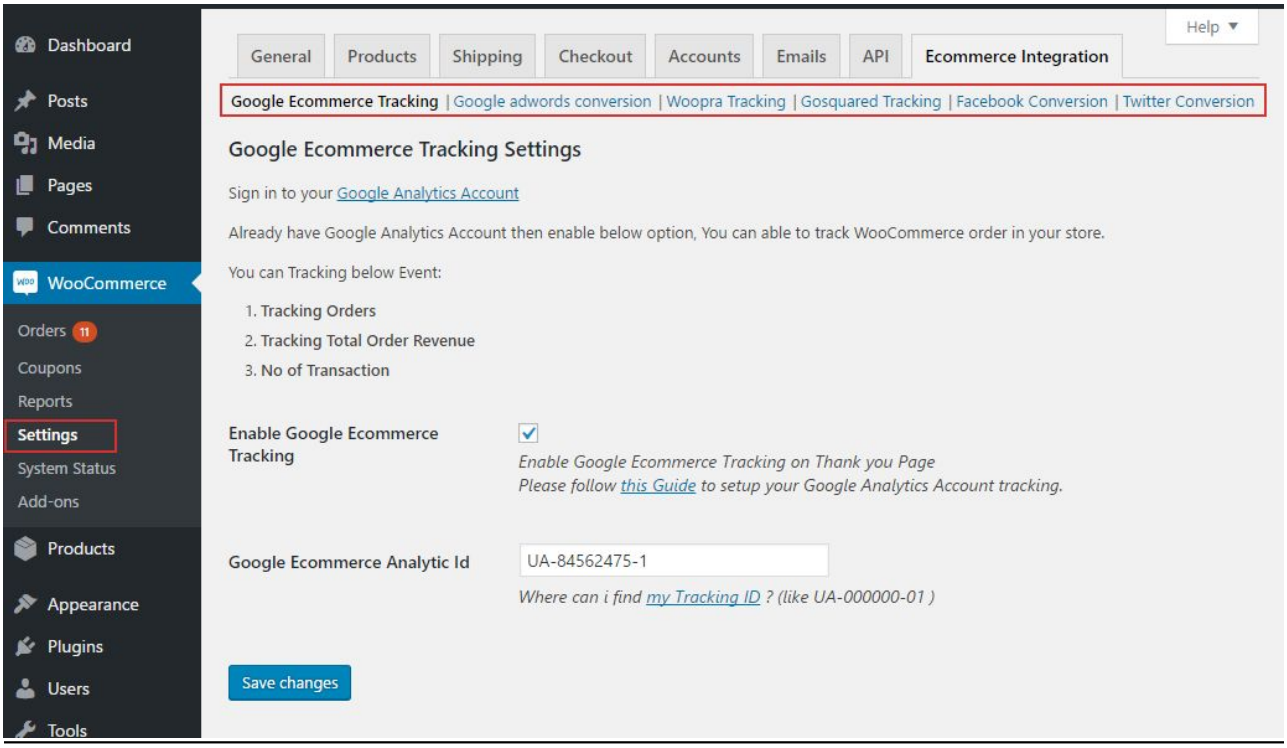
- WooCommerce Ecommerce Tracking
- Google Conversion Tracking
- Facebook Conversion Tracking
- Woopra Ecommerce Tracking
- Gosquared Ecommerce Tracking
- Twitter Ecommerce Conversion

Google Ecommerce Tracking

With this Google Ecommerce tracking you can Tracking your WooCommerce sales in tracking and conversion tools. It can be hugely beneficial to understanding your business. By enabling eCommerce tracking will provide a wealth of information about your visitors, how they found your products, how long it took them to buy,User's behavior across their entire purchase journey, how much you're making from each traffic source, how much each visit is worth, etc,

You can Tracking below Event:

- Tracking Orders
- Tracking Total Order Revenue
- No of Transaction



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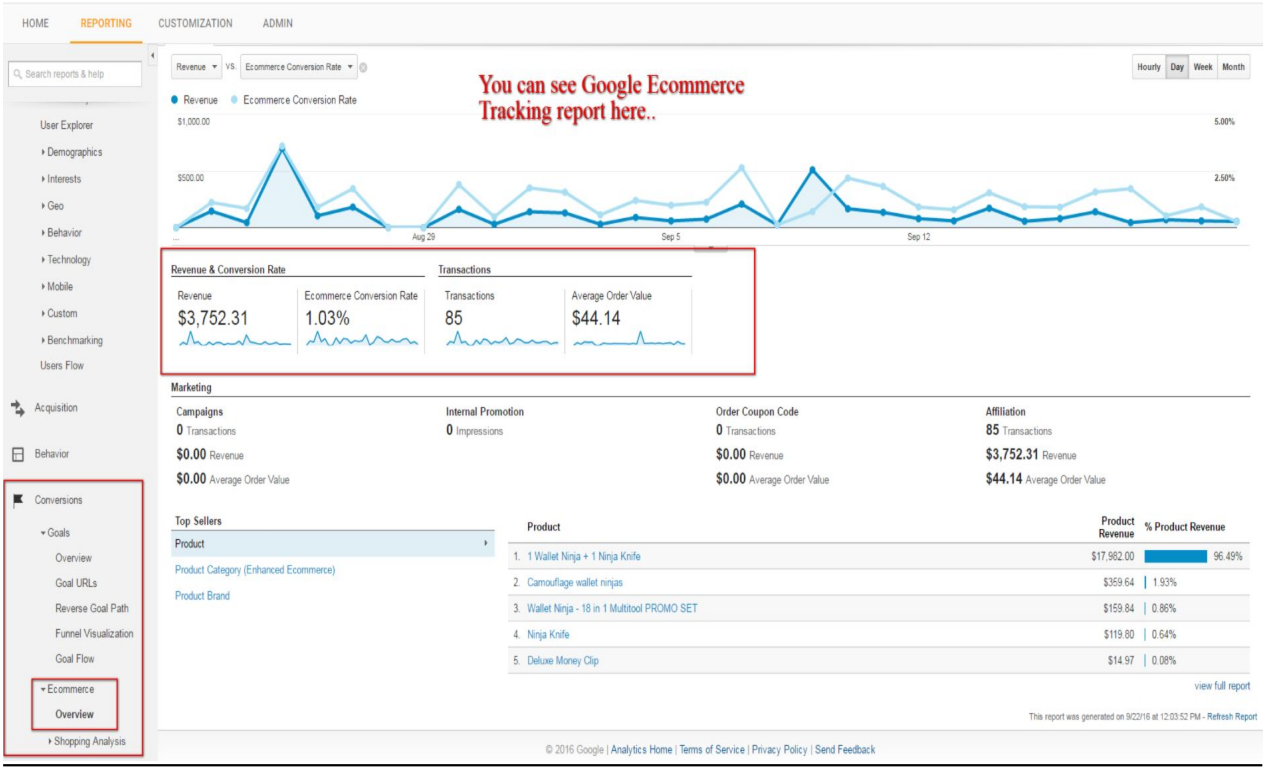

Installation Instructions

- Make sure you have enabled GA tracking code in you website.
- Activate Ecommerce tracking from the Settings page. You can access the setting page from here **WooCommerce -> Settings -> Ecommerce Tracking Settings.**
- Before Activate Ecommerce tracking, Setup goal for Ecommerce in your Google profile. Please Setup Goal by click on this link Setup Goal for reference.
- After done all Ecommerce settings, "Enable Ecommerce Setting" Option from Our plugin.

Google Adwords Conversion

A conversion happens when someone clicks your ad and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone.

- Conversions help you understand how much value your online ads bring to your business.
- Conversion tracking is a free tool in your account that can help identify what customers do after clicking your ad.

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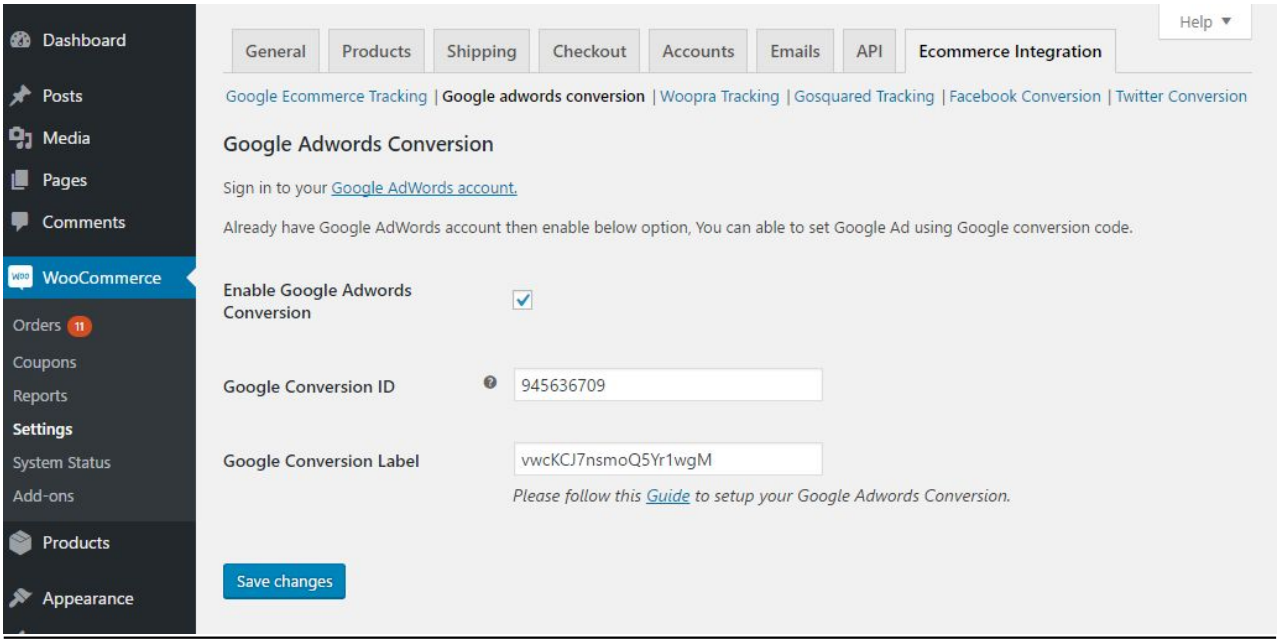
Installation Instructions

Before Enable Google Conversion from our plugin Please follow steps and create Google conversion from this https://support.bigcommerce.com/articles/Public/How-do-I-add-Google-Adwords-Conversion-Tracking and enter "Google conversion id" and "Google conversion lable" to our plugin settings section then you are ready to boost your AdWords in your WooCommerce store.



Woopra Tracking Settings

Woopra is the world's most comprehensive, information rich, easy to use, real-time Web tracking and analysis application. Sign in to your Woopra account.

Already have Woopra account then enable below option, You can able to track WooCommerce order in your store using Woopra tracking.

- For more understanding you can refer this link
- How it work WooPro TRacking video demo

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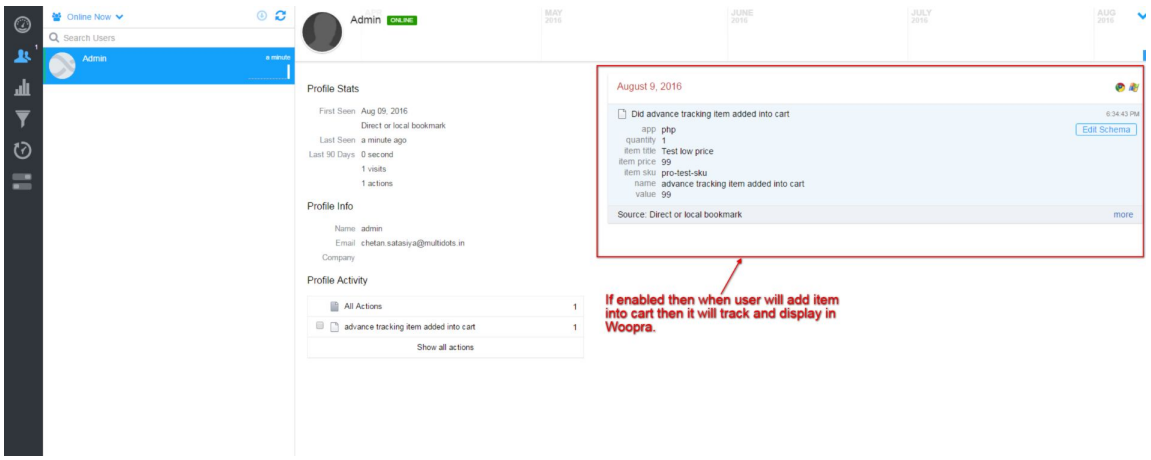
Installation Instructions

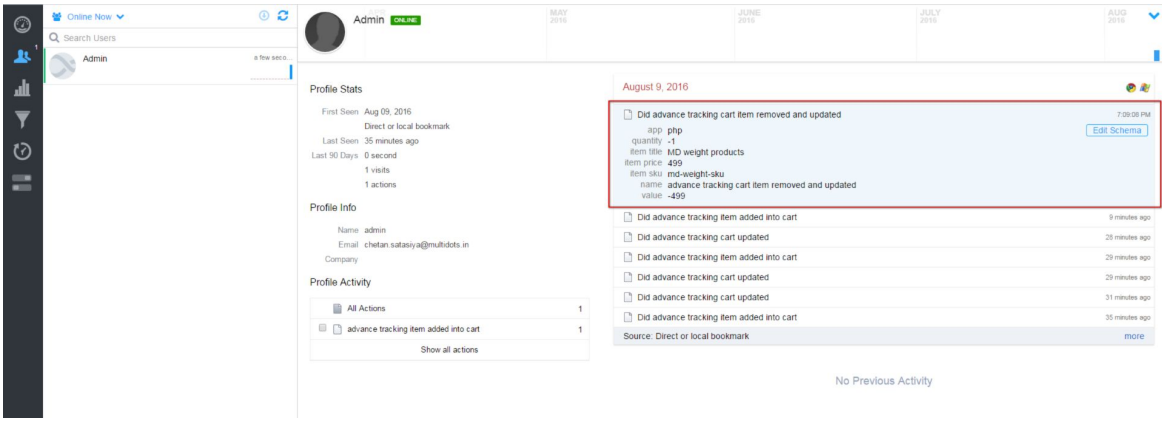
- Make sure you have Woopra account or Sin in
- Activate Ecommerce tracking from the Settings page. You can access the setting page from here **WooCommerce -> Settings -> Woopra Tracking Settings.**
- Please add Woopra Tracking domain in plugin.
- In the plugin have list of event you wish to track event in your Woocommerce store.

You can Track list event with Woopra tracking:

- **Track event in add to cart**



- **Track event in cart item removed**



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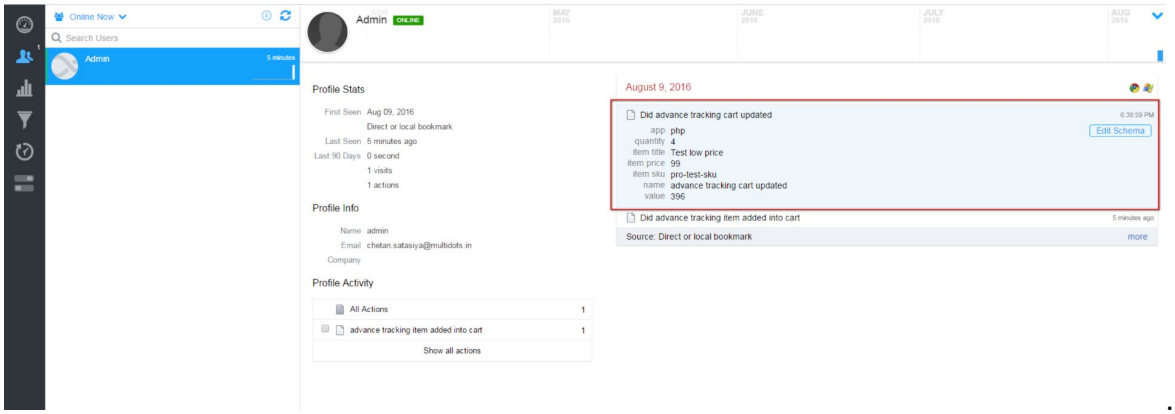
- **Track event in cart item update**



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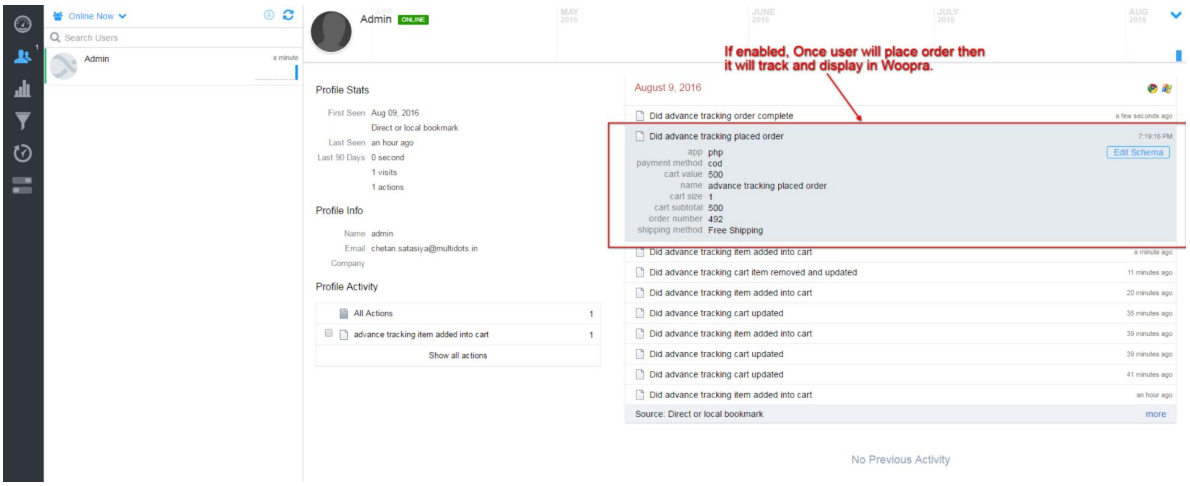
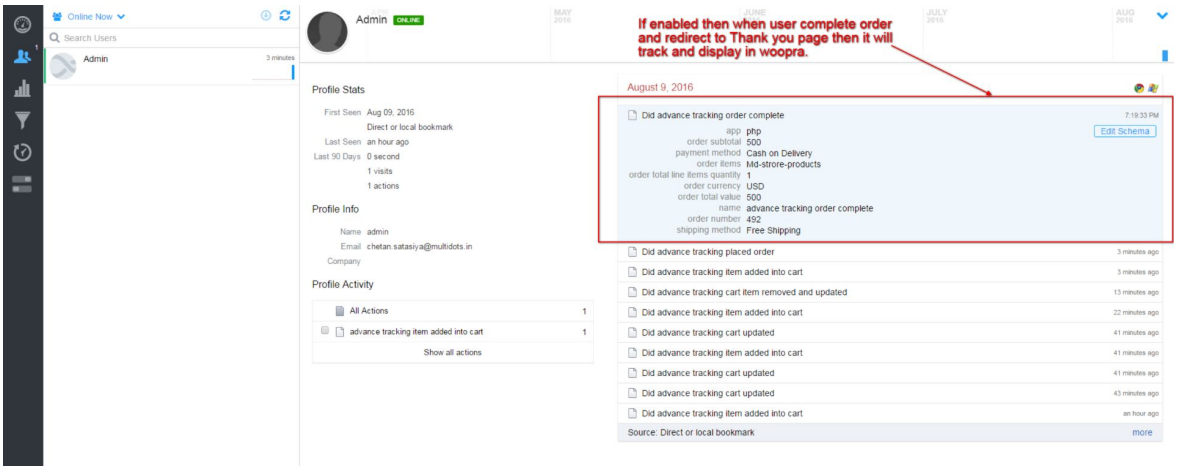
- **Track event in place order**



- Track event after order complete



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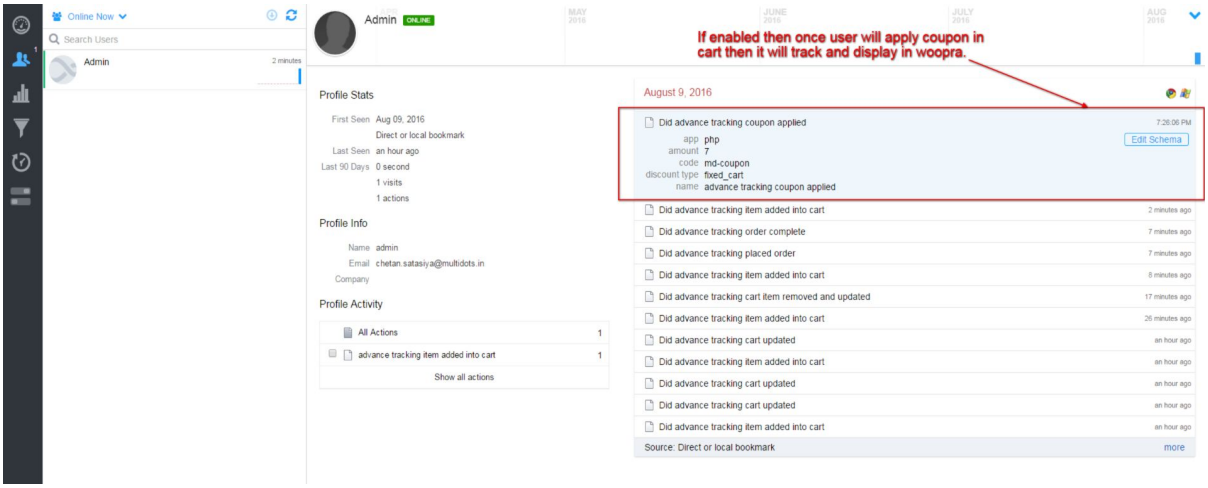
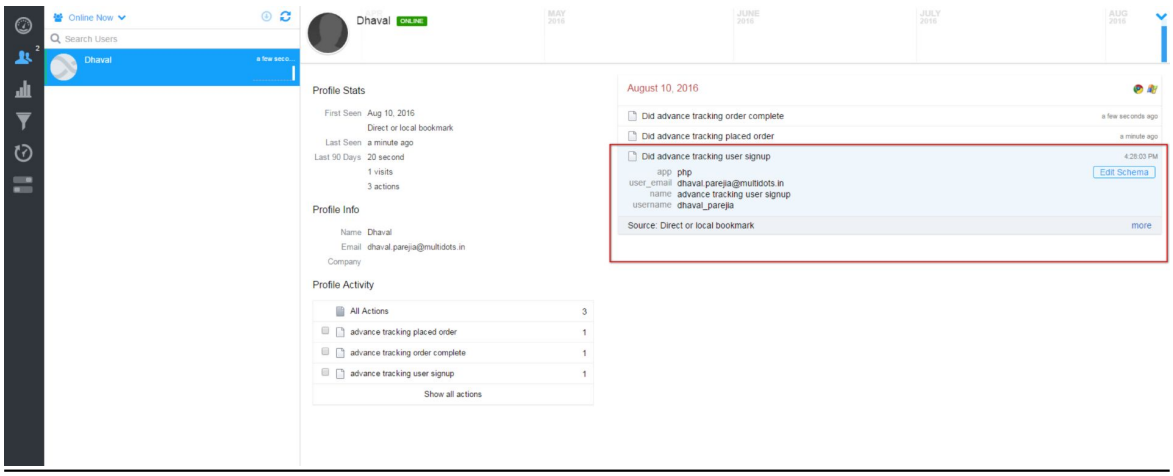
- Track event in applied coupon



- Track event on user register



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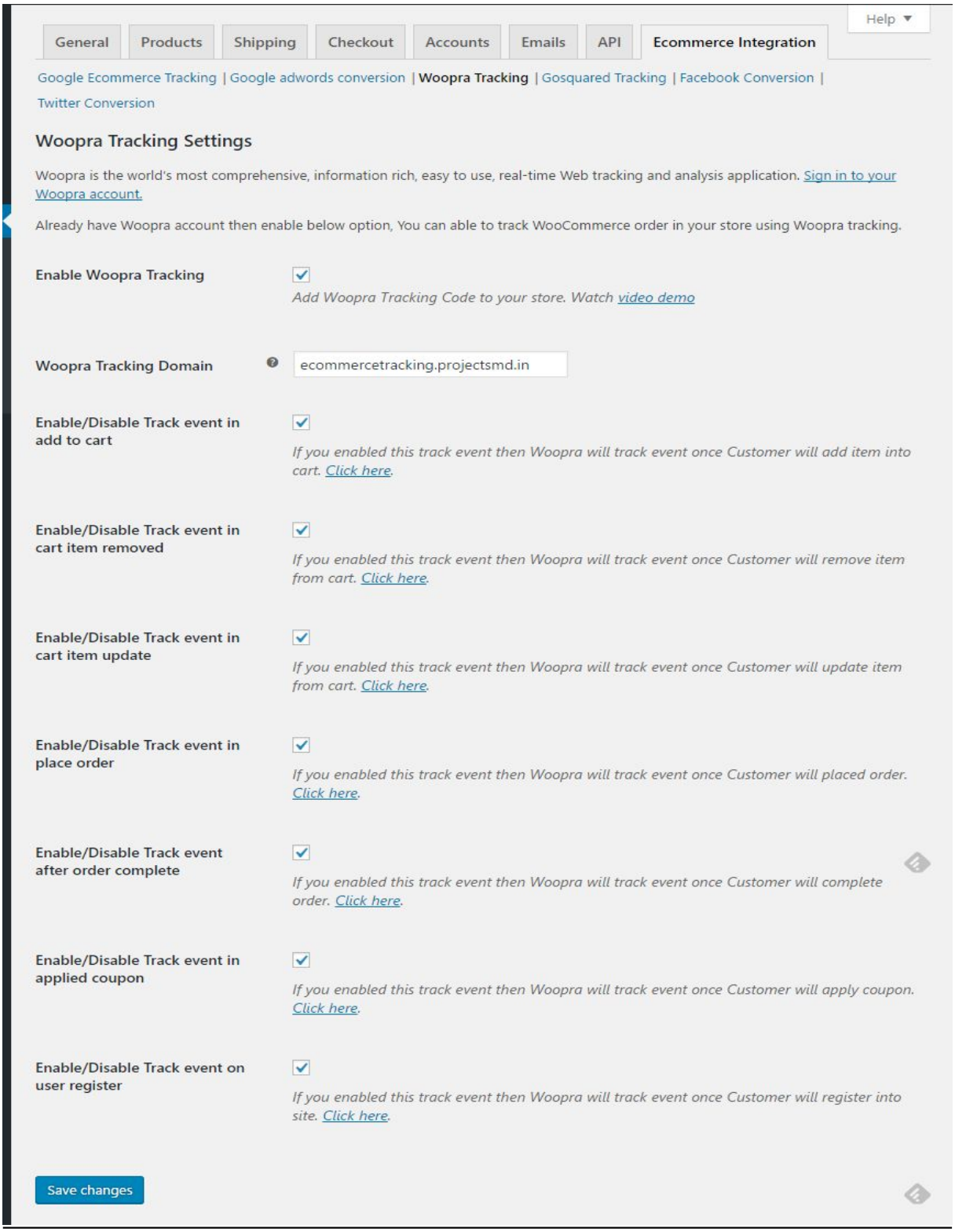

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Gosquared Tracking Settings

Gosquared is easy to start converting more visitors into leads. It easy to see browsing activity that led them to get in touch, and if they leave their email address, you can even see their social profiles, job title and the company they work at. Sign in to your Gosquared Account

Already have Gosquared Account then enable below option, You can able to track WooCommerce order in your store using Gosquared tracking.

You can Track list event with Gosquared Tracking

- Track event in add to cart
- Track event in cart item removed
- Track event in cart item update
- Track event in place order
- Track event after order complete
- Track event in applied coupon
- Track event on user register

Please follow this Guide to setup your Gosquared Tracking and watch video demo

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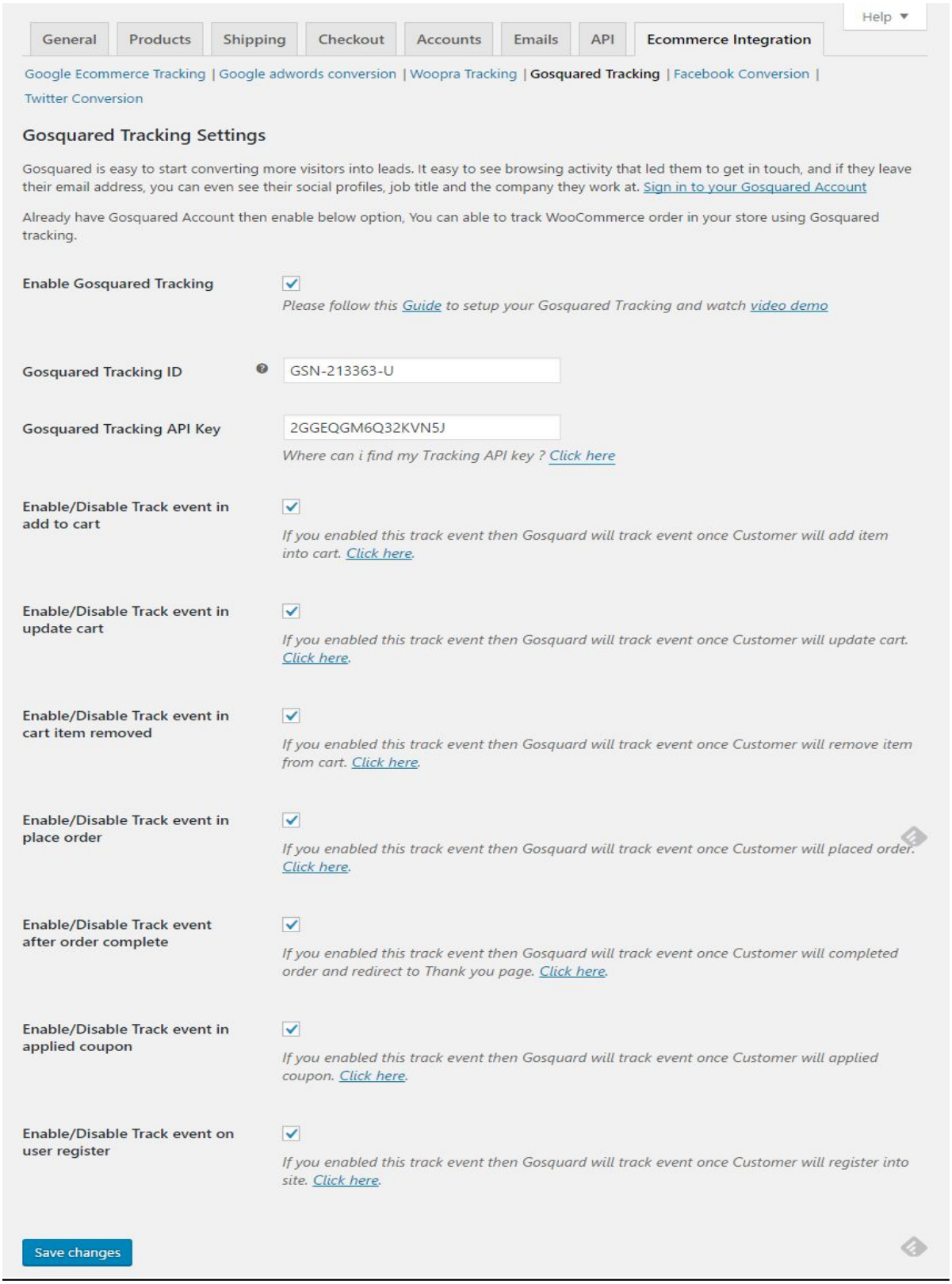

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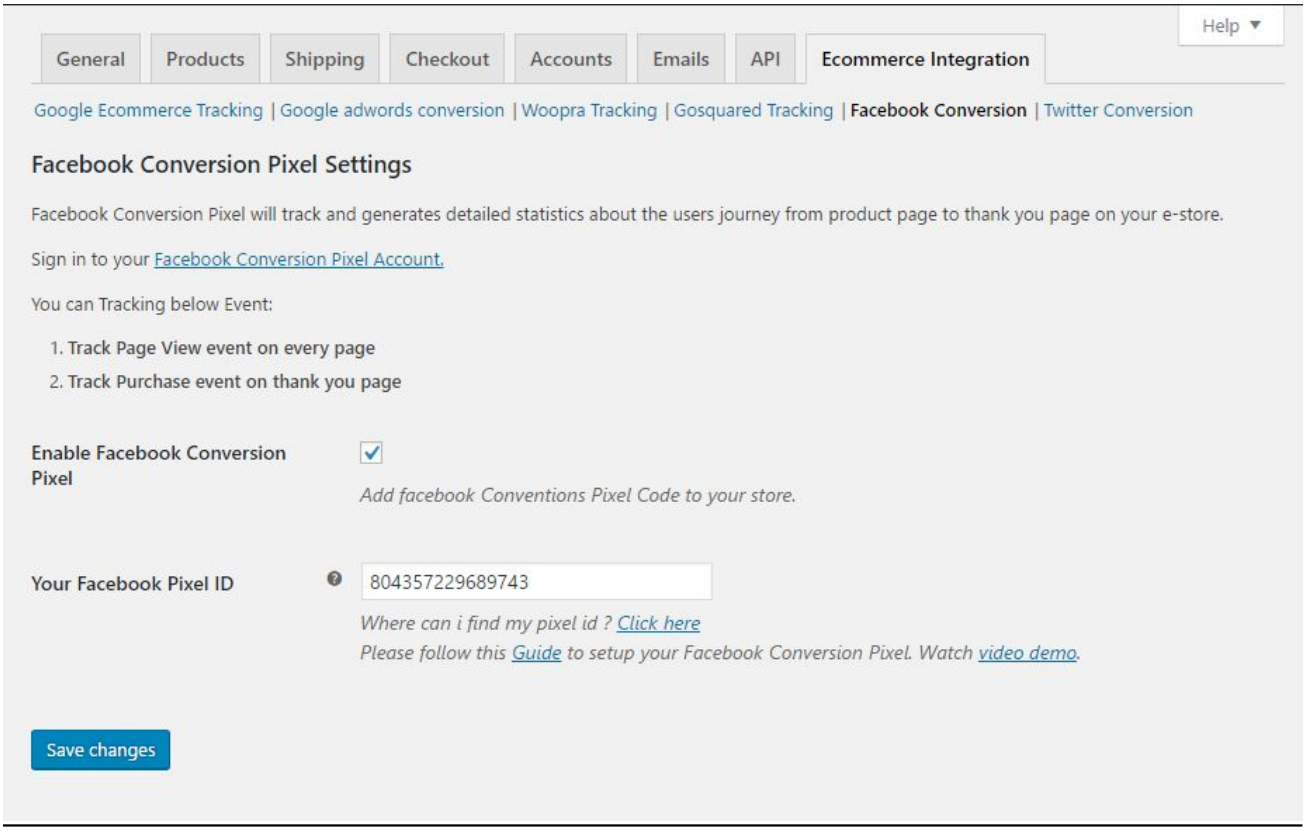
Facebook Conversion Pixel Settings

Facebook Conversion Pixel will track and generates detailed statistics about the users journey from product page to thank you page on your e-store.

Sign in to your Facebook Conversion Pixel Account.

You can Tracking below Event:

1. Track Page View event on every page
2. Track Purchase event on thank you page



Installation Instructions

Before Enable Facebook Conversion from our plugin Please follow steps and create "Facebook Track Id" from this linkhttps://www.facebook.com/business/help/435189689870514?locale=en_GB and enter "Facebook Track id" to our Plugin settings and boost your store marketing :

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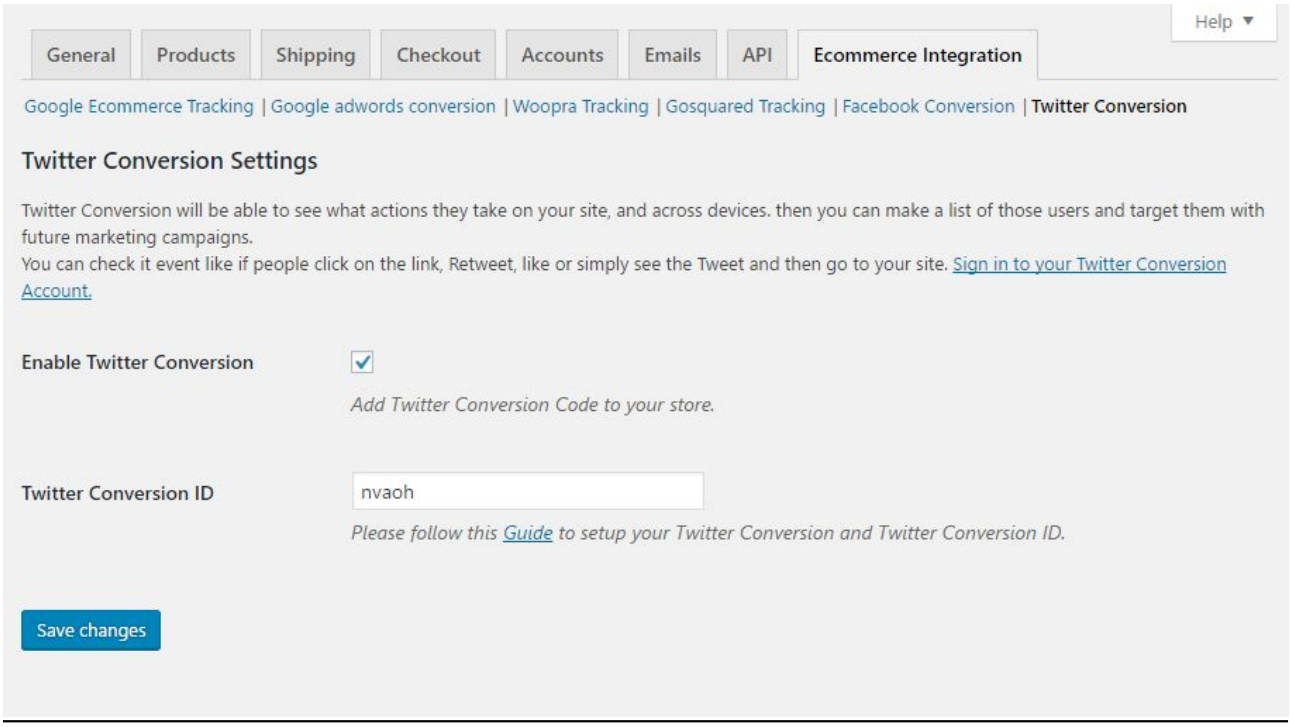
Twitter Conversion Settings

Twitter Conversion will be able to see what actions they take on your site, and across devices. then you can make a list of those users and target them with future marketing campaigns. You can check it event like if people click on the link, Re tweet, like or simply see the Tweet and then go to your site.
Sign in to your Twitter Conversion Account.



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Thank you

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