



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

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!

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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.

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](#)

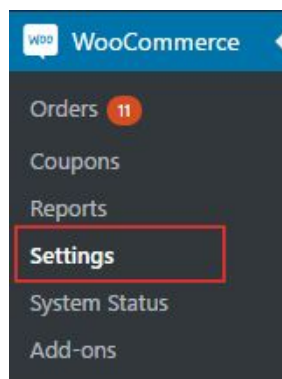
Go to your WordPress admin panel, and then to the Plugins voice. Click on "Add New" and then upload the zip file of the plugin with the "Upload Plugin" button you can find in the top of the screen.

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**.

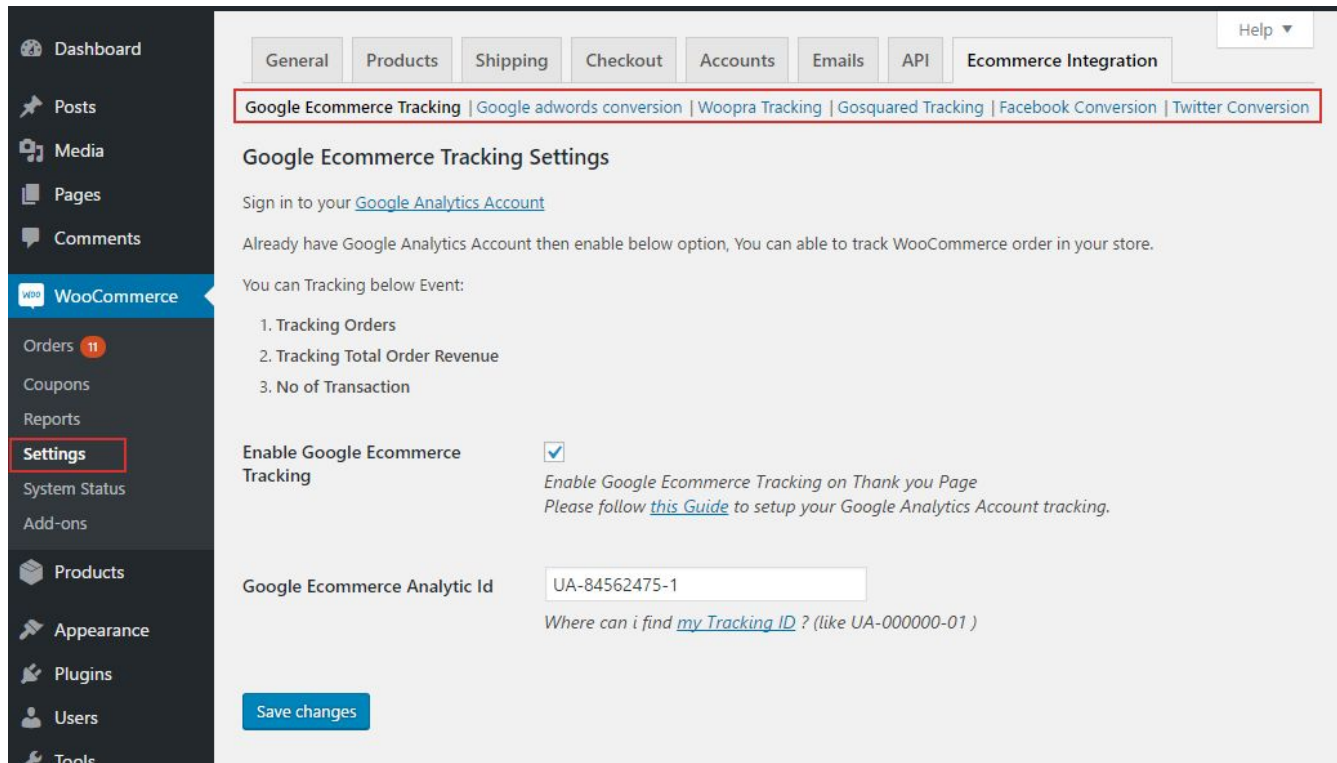
After installing and activating the plugin.



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

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.

Easy Integration with Multiple Analytic tools

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

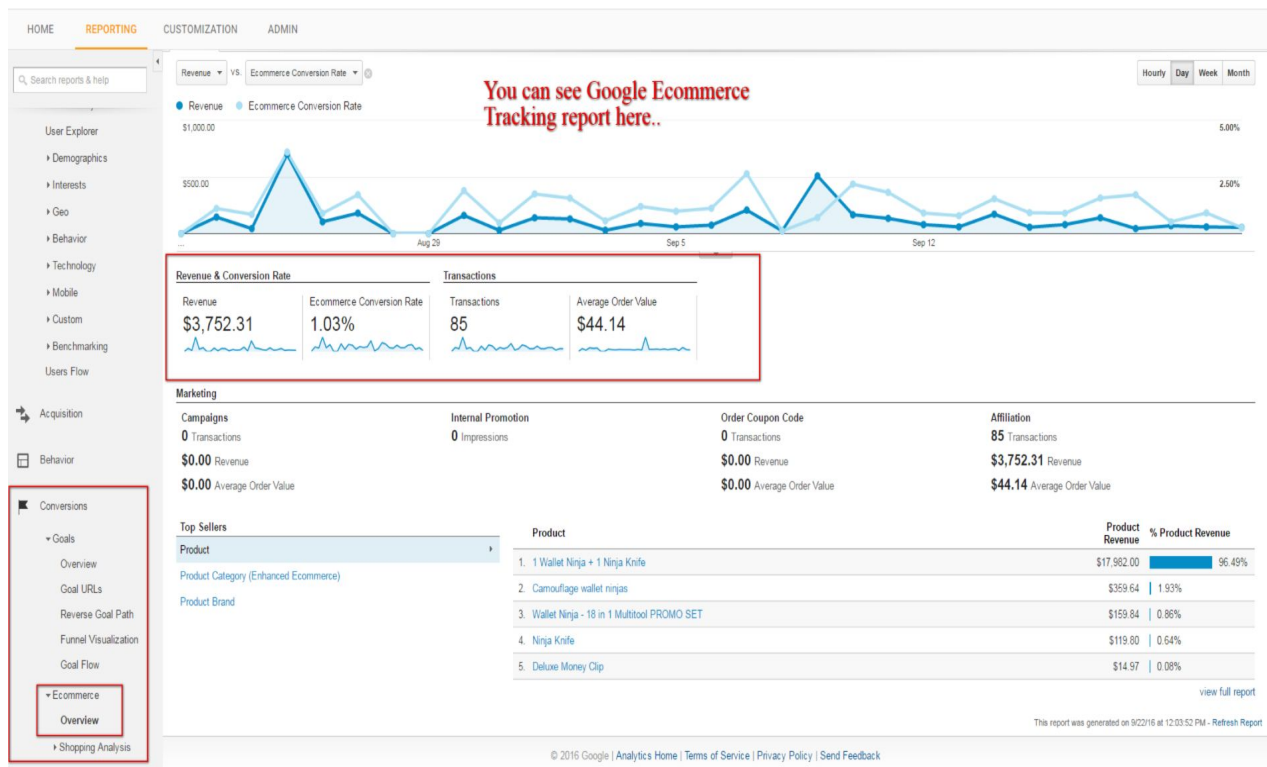
Google Ecommerce Tracking

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

The screenshot displays the WooCommerce Settings interface. On the left is a dark sidebar menu with options: Dashboard, Posts, Media, Pages, Comments, WooCommerce (highlighted), Orders (11), Coupons, Reports, Settings (highlighted with a red box), System Status, Add-ons, Products, Appearance, Plugins, Users, and Tools. The main content area has a top navigation bar with tabs: General, Products, Shipping, Checkout, Accounts, Emails, API, and Ecommerce Integration (selected). Below the tabs is a red-bordered box containing links: Google Ecommerce Tracking, Google adwords conversion, Woopra Tracking, Gosquared Tracking, Facebook Conversion, and Twitter Conversion. The 'Google Ecommerce Tracking Settings' section follows, starting with a 'Sign in to your Google Analytics Account' link. A text block states: 'Already have Google Analytics Account then enable below option, You can able to track WooCommerce order in your store.' Below this, it says 'You can Tracking below Event:' followed by a numbered list: 1. Tracking Orders, 2. Tracking Total Order Revenue, 3. No of Transaction. The 'Enable Google Ecommerce Tracking' option is checked with a blue checkbox. Below this is a note: 'Enable Google Ecommerce Tracking on Thank you Page. Please follow [this Guide](#) to setup your Google Analytics Account tracking.' The 'Google Ecommerce Analytic Id' field contains the value 'UA-84562475-1'. A note below the field reads: 'Where can i find [my Tracking ID](#) ? (like UA-000000-01)'. At the bottom of the settings area is a blue 'Save changes' button.



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.

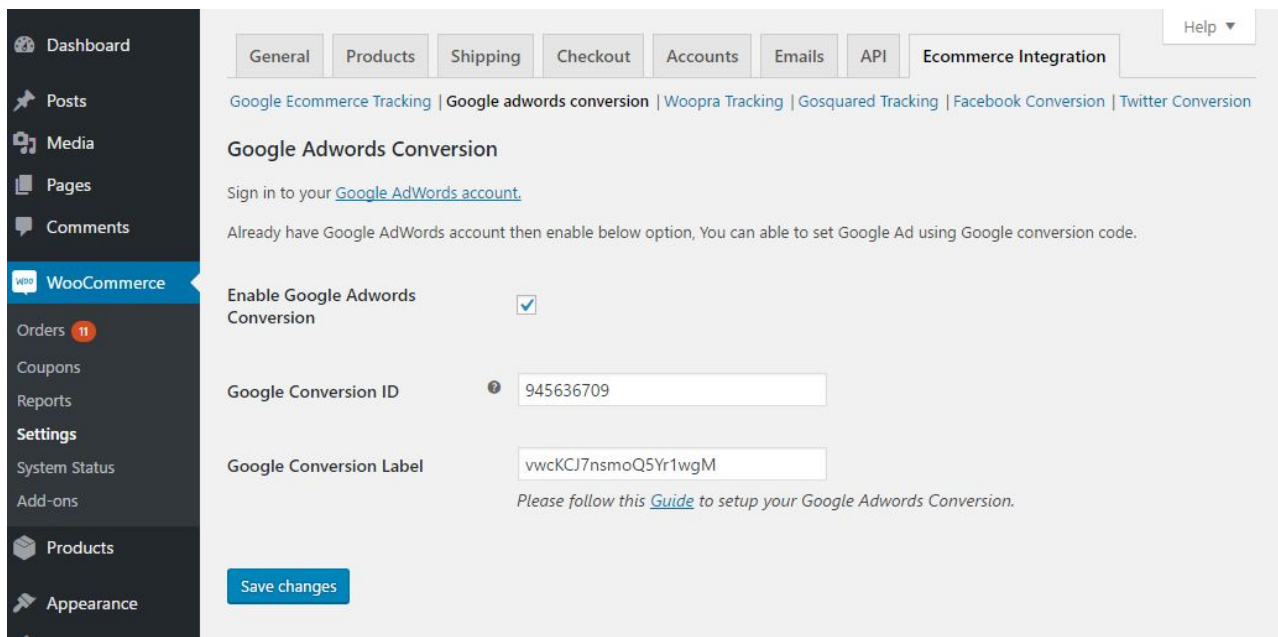
Google Adwords Conversion

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.

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.

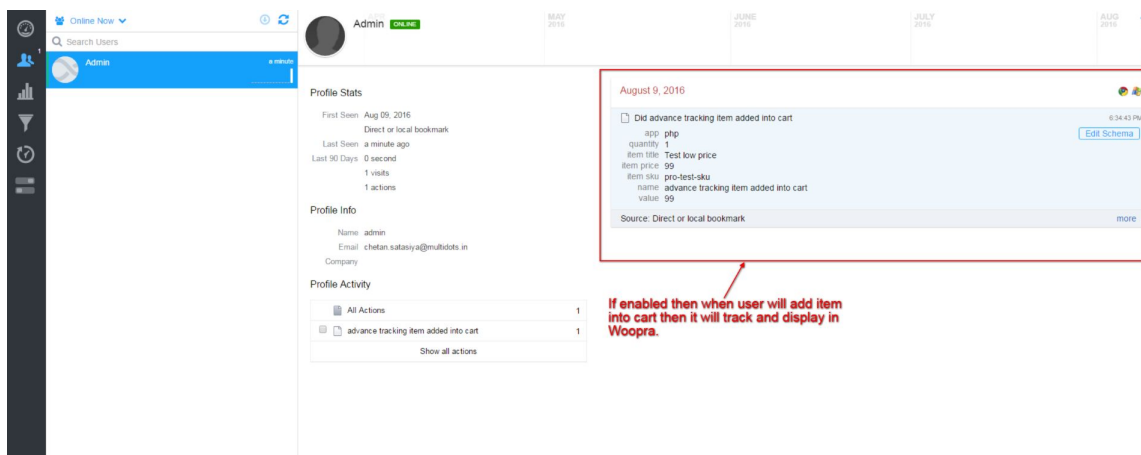
- [For more understanding](#) you can refer this link
- How it work WooPro TRacking [video demo](#)

Installation Instructions

- Make sure you have [Woopra account](#) or Sign 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.

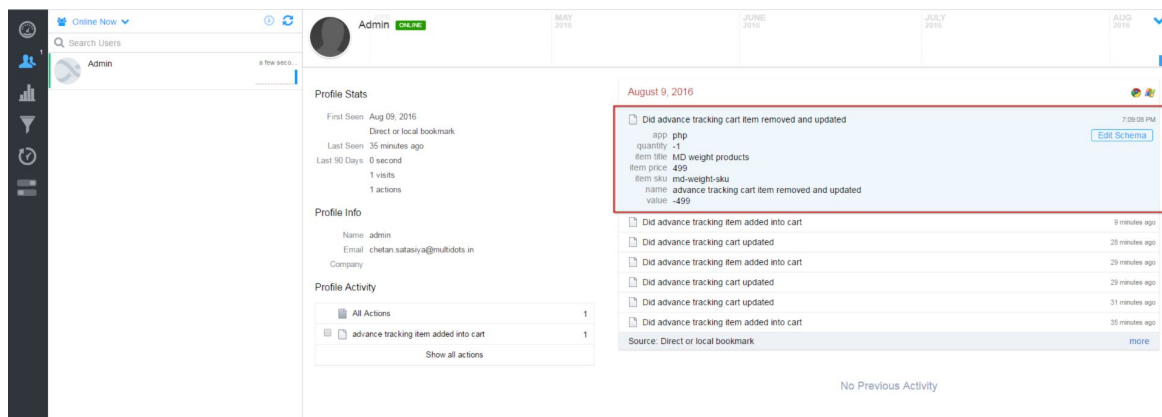
You can Track list event with Woopra tracking:

- Track event in add to cart



The screenshot shows the Woopra Admin interface. On the left is a sidebar with navigation icons. The main content area displays the profile of 'Admin'. The 'Profile Stats' section shows activity for August 9, 2016. The 'Profile Activity' section lists actions, including 'advance tracking item added into cart'. A red box highlights a specific event log entry for 'Did advance tracking item added into cart' on August 9, 2016, at 6:34:43 PM. The event details include item name 'Test low price', item price 99, and item sku 'pro-test-sku'. A red arrow points to the event log with the text: 'If enabled then when user will add item into cart then it will track and display in Woopra.'

- Track event in cart item removed



The screenshot shows the Woopra Admin interface. On the left is a sidebar with navigation icons. The main content area displays the profile of 'Admin'. The 'Profile Stats' section shows activity for August 9, 2016. The 'Profile Activity' section lists actions, including 'advance tracking item added into cart'. A red box highlights a specific event log entry for 'Did advance tracking cart item removed and updated' on August 9, 2016, at 7:09:05 PM. The event details include item name 'MD weight products', item price 499, and item sku 'md-weight-sku'. Below the highlighted entry is a list of other events, including 'Did advance tracking item added into cart' and 'Did advance tracking cart updated'. At the bottom, it says 'No Previous Activity'.

- Track event in cart item update

The screenshot shows the Admin dashboard for a user named 'Admin'. The 'Profile Stats' section indicates the user was first seen on August 9, 2016, and has 1 visit and 1 action. The 'Profile Info' section lists the name as 'admin', email as 'chetan.satsaiya@multidots.in', and company as 'Company'. The 'Profile Activity' section shows a list of actions, including 'advance tracking item added into cart'. A red box highlights the event 'Did advance tracking cart updated' on August 9, 2016, at 6:38:59 PM. The event details include: app: php, quantity: 4, item title: Test low price, item price: 99, item sku: pro-test-sku, name: advance tracking cart updated, and value: 396. An 'Edit Schema' button is visible next to the event.

- Track event in place order

The screenshot shows the Admin dashboard for a user named 'Admin'. The 'Profile Stats' section indicates the user was first seen on August 9, 2016, and has 1 visit and 1 action. The 'Profile Info' section lists the name as 'admin', email as 'chetan.satsaiya@multidots.in', and company as 'Company'. The 'Profile Activity' section shows a list of actions, including 'advance tracking item added into cart'. A red box highlights the event 'Did advance tracking placed order' on August 9, 2016, at 7:19:16 PM. The event details include: app: php, payment method: cod, cart value: 500, name: advance tracking placed order, cart size: 1, cart subtotal: 500, order number: 492, and shipping method: Free Shipping. An 'Edit Schema' button is visible next to the event. A red arrow points to the event with the text: 'If enabled, Once user will place order then it will track and display in Woopra.' Below the event list, it says 'No Previous Activity'.

- Track event after order complete

The screenshot shows the Admin dashboard for a user named 'Admin'. The 'Profile Stats' section indicates the user was first seen on August 9, 2016, and has 1 visit and 1 action. The 'Profile Info' section lists the name as 'admin', email as 'chetan.satsaiya@multidots.in', and company as 'Company'. The 'Profile Activity' section shows a list of actions, including 'advance tracking item added into cart'. A red box highlights the event 'Did advance tracking order complete' on August 9, 2016, at 7:19:33 PM. The event details include: app: php, order subtotal: 500, payment method: Cash on Delivery, order items: Md-store-products, order total line items quantity: 1, order currency: USD, order total value: 500, name: advance tracking order complete, order number: 492, and shipping method: Free Shipping. An 'Edit Schema' button is visible next to the event. A red arrow points to the event with the text: 'If enabled then when user complete order and redirect to Thank you page then it will track and display in woopra.' Below the event list, it says 'No Previous Activity'.

- Track event in applied coupon

Admin Online

Profile Stats

First Seen: Aug 09, 2016
 Direct or local bookmark
 Last Seen: an hour ago
 Last 90 Days: 0 second
 1 visits
 1 actions

Profile Info

Name: admin
 Email: chetan.satsiya@multidots.in
 Company:

Profile Activity

All Actions: 1
 advance tracking item added into cart: 1
 Show all actions

August 9, 2016

Did advance tracking coupon applied 7:28:06 PM [Edit Schema](#)

app: php
 amount: 7
 code: md-coupon
 discount type: fixed_cart
 name: advance tracking coupon applied

Did advance tracking item added into cart: 2 minutes ago
 Did advance tracking order complete: 7 minutes ago
 Did advance tracking placed order: 7 minutes ago
 Did advance tracking item added into cart: 8 minutes ago
 Did advance tracking cart item removed and updated: 17 minutes ago
 Did advance tracking item added into cart: 25 minutes ago
 Did advance tracking cart updated: an hour ago
 Did advance tracking item added into cart: an hour ago
 Did advance tracking cart updated: an hour ago
 Did advance tracking cart updated: an hour ago
 Did advance tracking item added into cart: an hour ago
 Source: Direct or local bookmark [more](#)

If enabled then once user will apply coupon in cart then it will track and display in woopra.

- Track event on user register

Dhaval Online

Profile Stats

First Seen: Aug 10, 2016
 Direct or local bookmark
 Last Seen: a minute ago
 Last 90 Days: 20 second
 1 visits
 3 actions

Profile Info

Name: Dhaval
 Email: dhaval.pareja@multidots.in
 Company:

Profile Activity

All Actions: 3
 advance tracking placed order: 1
 advance tracking order complete: 1
 advance tracking user signup: 1
 Show all actions

August 10, 2016

Did advance tracking order complete: a few seconds ago
 Did advance tracking placed order: a minute ago
 Did advance tracking user signup: 4:28:03 PM [Edit Schema](#)

app: php
 user_email: dhaval.pareja@multidots.in
 name: advance tracking user signup
 username: dhaval_pareja

Source: Direct or local bookmark [more](#)

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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.

Enable Woopra Tracking

☒

Add Woopra Tracking Code to your store. Watch [video demo](#)

Woopra Tracking Domain



Enable/Disable Track event in add to cart

☒

If you enabled this track event then Woopra will track event once Customer will add item into cart. [Click here](#).

Enable/Disable Track event in cart item removed

☒

If you enabled this track event then Woopra will track event once Customer will remove item from cart. [Click here](#).

Enable/Disable Track event in cart item update

☒

If you enabled this track event then Woopra will track event once Customer will update item from cart. [Click here](#).

Enable/Disable Track event in place order


☒

If you enabled this track event then Woopra will track event once Customer will placed order. [Click here](#).

Enable/Disable Track event after order complete

☒

If you enabled this track event then Woopra will track event once Customer will complete order. [Click here](#).



Enable/Disable Track event in applied coupon

☒


If you enabled this track event then Woopra will track event once Customer will apply coupon. [Click here](#).

Enable/Disable Track event on user register

☒

If you enabled this track event then Woopra will track event once Customer will register into site. [Click here](#).

Save changes



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](#)

General
Products
Shipping
Checkout
Accounts
Emails
API
Ecommerce Integration
Help

[Google Ecommerce Tracking](#) | [Google adwords conversion](#) | [Woopra Tracking](#) | **Gosquared Tracking** | [Facebook Conversion](#) | [Twitter Conversion](#)

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.

Enable Gosquared Tracking

☒

Please follow this [Guide](#) to setup your Gosquared Tracking and watch [video demo](#)

Gosquared Tracking ID

Gosquared Tracking API Key

Where can i find my Tracking API key ? [Click here](#)

Enable/Disable Track event in add to cart

☒

If you enabled this track event then Gosquard will track event once Customer will add item into cart. [Click here.](#)

Enable/Disable Track event in update cart

☒

If you enabled this track event then Gosquard will track event once Customer will update cart. [Click here.](#)

Enable/Disable Track event in cart item removed

☒

If you enabled this track event then Gosquard will track event once Customer will remove item from cart. [Click here.](#)

Enable/Disable Track event in place order

☒

If you enabled this track event then Gosquard will track event once Customer will placed order. [Click here.](#)

Enable/Disable Track event after order complete

☒

If you enabled this track event then Gosquard will track event once Customer will completed order and redirect to Thank you page. [Click here.](#)

Enable/Disable Track event in applied coupon

☒

If you enabled this track event then Gosquard will track event once Customer will applied coupon. [Click here.](#)

Enable/Disable Track event on user register

☒

If you enabled this track event then Gosquard will track event once Customer will register into site. [Click here.](#)

Save changes

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

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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

Enable Facebook Conversion Pixel☒

Add facebook Conventions Pixel Code to your store.

Your Facebook Pixel ID ⓘ

804357229689743

Where can i find my pixel id ? [Click here](#)
Please follow this [Guide](#) to setup your Facebook Conversion Pixel. Watch [video demo](#).

Save changes

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 :

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.](#)

GeneralProductsShippingCheckoutAccountsEmailsAPIEcommerce Integration

Google Ecommerce Tracking | Google adwords conversion | Woopra Tracking | Gosquared Tracking | Facebook Conversion | Twitter Conversion

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, Retweet, like or simply see the Tweet and then go to your site. [Sign in to your Twitter Conversion Account.](#)

Enable Twitter Conversion

☒

Add Twitter Conversion Code to your store.

Twitter Conversion ID

Please follow this [Guide](#) to setup your Twitter Conversion and Twitter Conversion ID.

Save changes

Thank you