



# PS Metrics User Guide

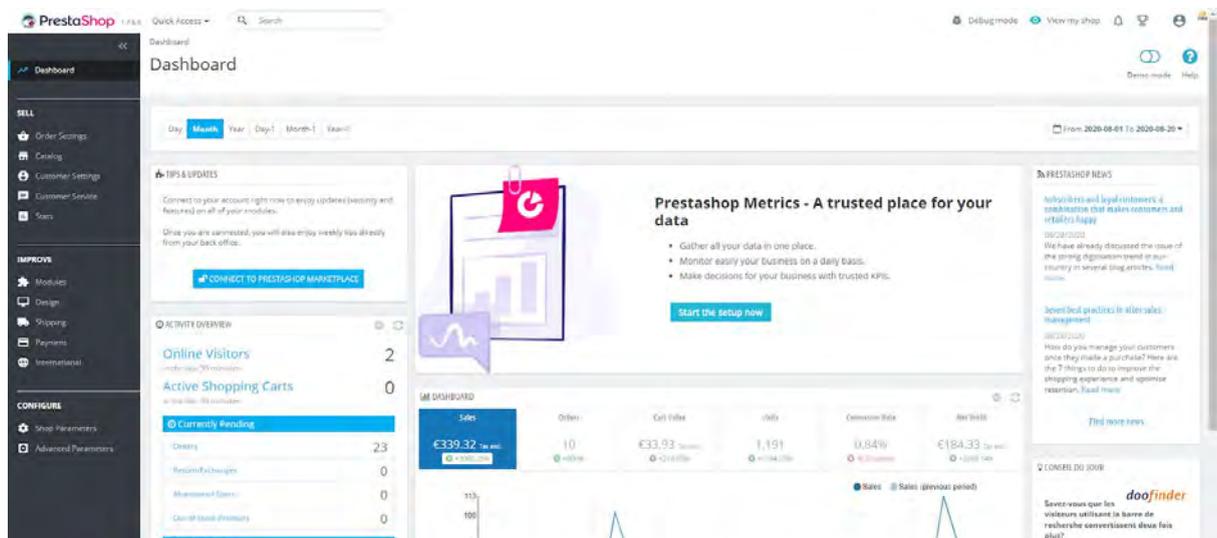
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# Installation

## 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.

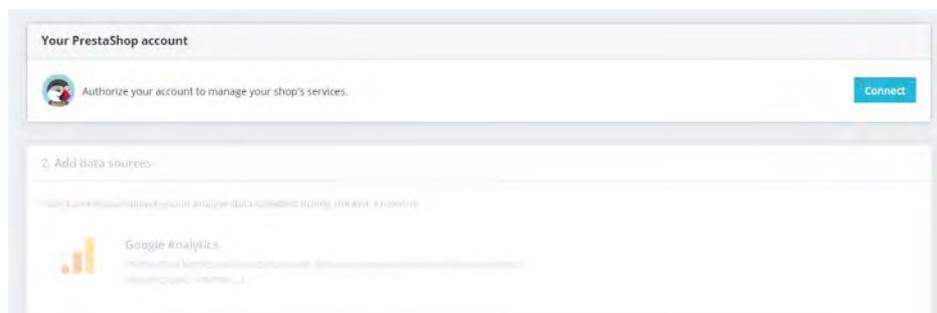
You will be given the option to set up PrestaShop Metrics once the module has been installed.

# 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.

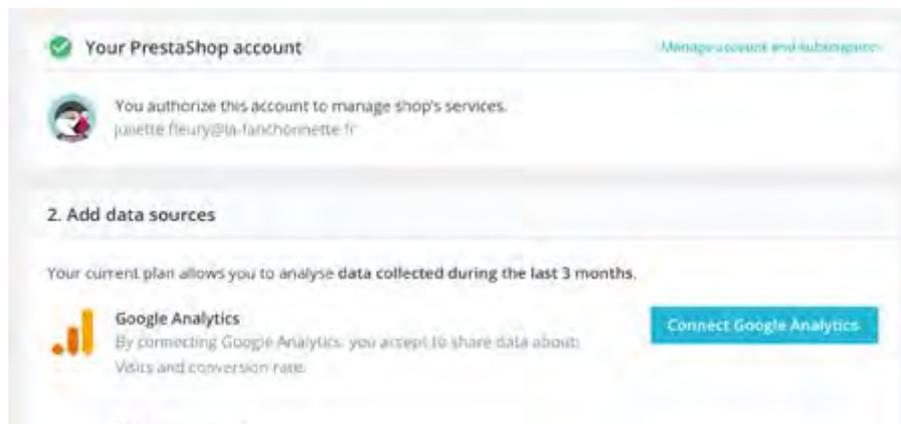
- To create an account, enter your email address, enter the password of your choice, read and accept the terms and conditions and then click on continue.
- To log in with your existing account, click on Log In and enter your login details.

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.



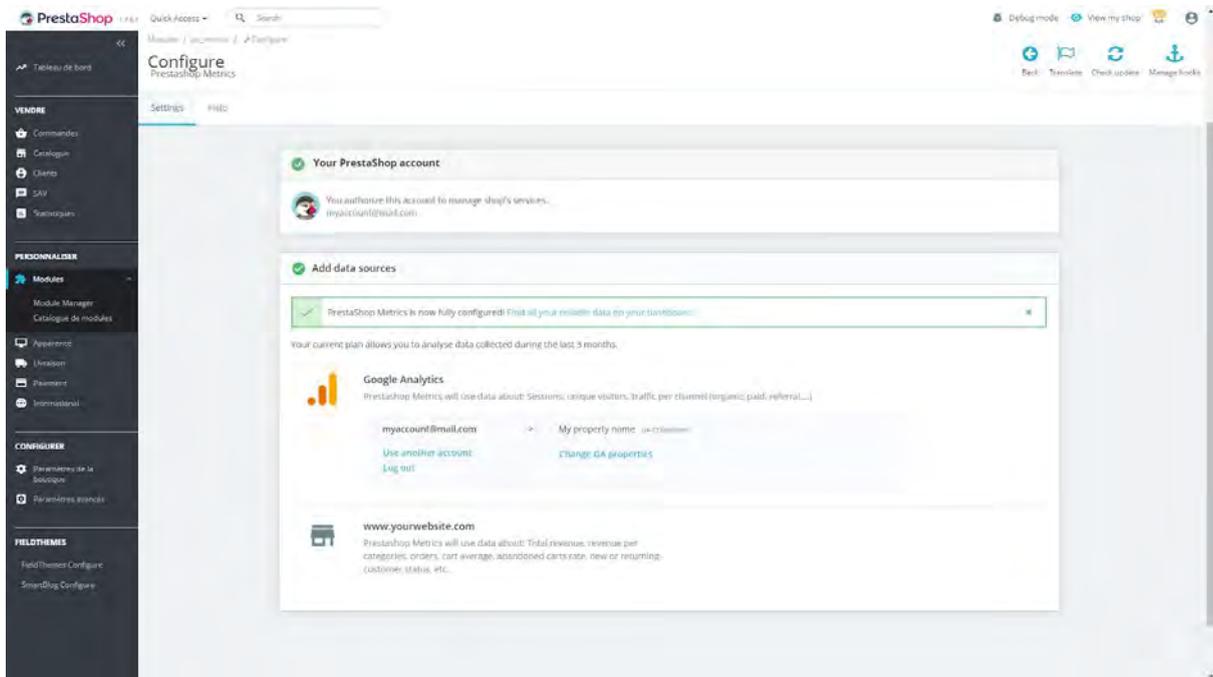
Enter the email account linked to your Google Analytics account. You may need to create an account (more information on how to create a Google Analytics account in the New Google Analytics User section below)

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.

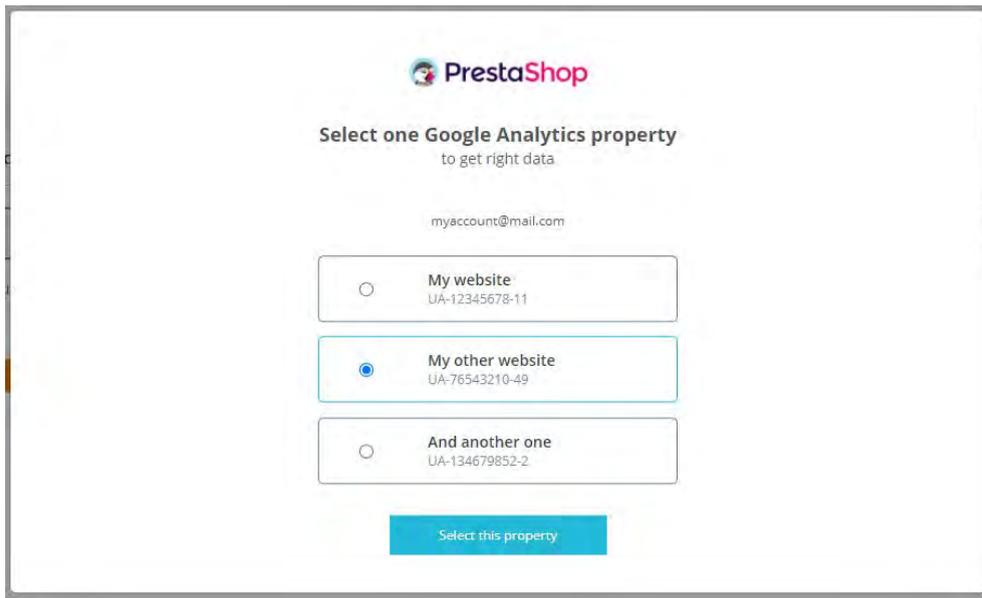
You can also retrieve your Google Analytics account information when you are logged in, allowing you to log out or change your account if you need to.



## 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



## 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](#) [Change GA properties](#)  
[Log out](#)

## 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](#) [Change GA properties](#)  
[Log out](#)

## 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 :

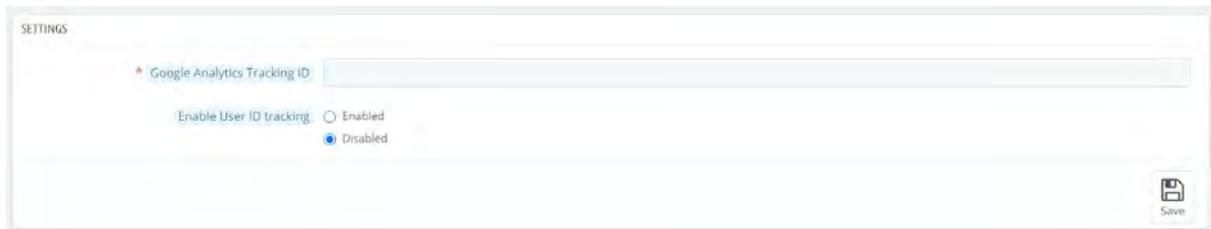
1. Log in to your Analytics account or create one:  
Go to [google.com/analytics](https://google.com/analytics). Use one of the following methods:  
To create an account, click on Start for Free.  
To log in to your account, click on Login to Analytics.
2. Set up the property in your Analytics account. 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.



The image shows a screenshot of a settings page titled "SETTINGS". It features a text input field labeled "Google Analytics Tracking ID" with a red asterisk icon to its left. Below the input field, there is a section for "Enable User ID tracking" with two radio buttons: "Enabled" (which is unselected) and "Disabled" (which is selected with a blue dot). In the bottom right corner of the settings area, there is a "Save" button with a floppy disk icon.

*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.

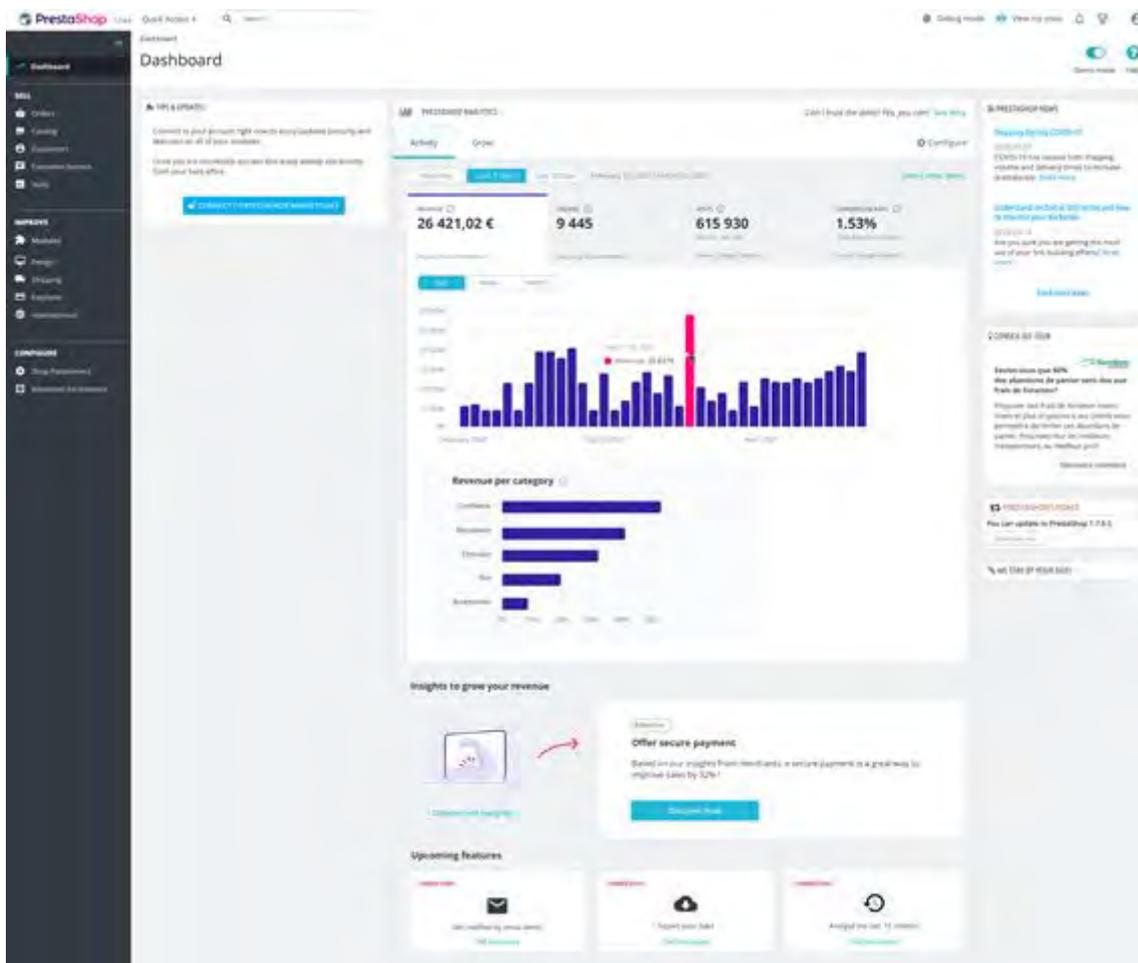
## **Are you having trouble?**

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.

# Dashboard

Once your setup is complete, your dashboard will be updated and you will be able to access PrestaShop Metrics.

You may notice that activating PrestaShop Metrics automatically deactivates any previous default statistics modules. This is to optimise your dashboard. However, you can always access and re-activate these modules in the Module Manager page.

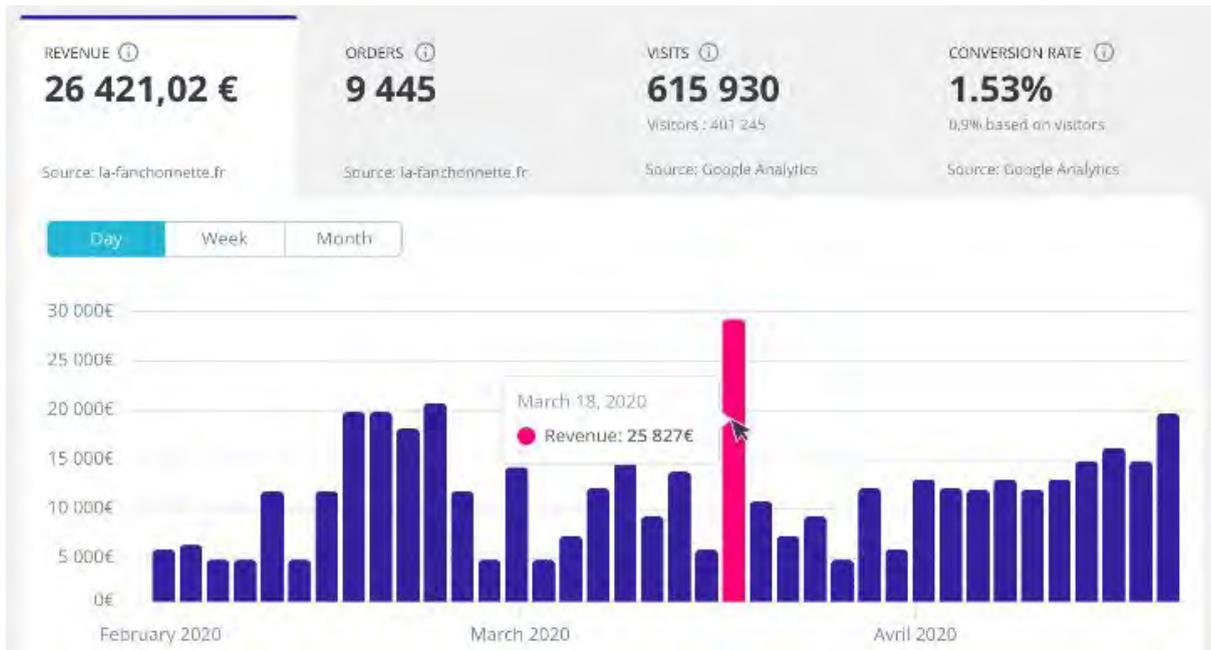


## Activity tab

### The KPIs

Your new PS Metrics service focuses on 4 essential KPIs:

- your revenue (Revenue)
- the number of completed orders (Orders)
- visits to your site (Sessions)
- your conversion rate (Conversion rate).



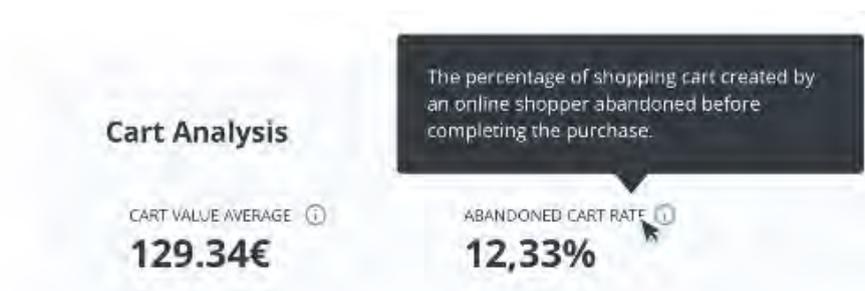
By clicking on one of these KPIs, you can view its evolution in the form of a graph. By moving your mouse over the graph, you will get the exact KPI value for each period.

In addition, each KPI tab lets you view additional relevant information:

- revenue by category
- average cart value and cart abandonment rate
- your main acquisition channels
- how your sales are distributed between new users and existing customers.

All your transaction data (sales, orders, carts...) are directly provided by PrestaShop. Your visit data is taken from your Google Analytics account. Your conversion rate is the ratio between visits orders.

You can find more information about your KPIs and what they mean by moving your mouse over the different information icons "i".



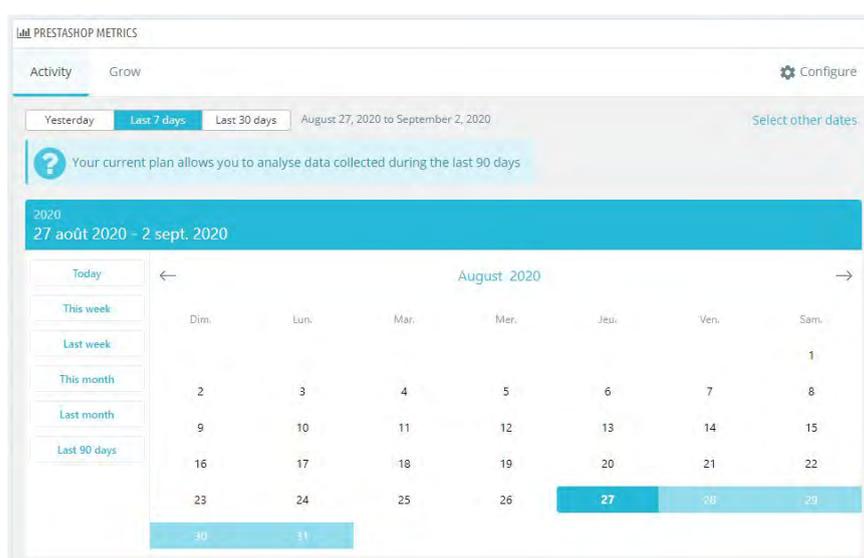
## Date filter

For a quick overview, there are 3 date filters:

- Yesterday
- Last 7 days
- Last 30 days

You can see the evolution of your KPIs according to these time periods in just one click.

By clicking on Select another period, a calendar will open and you can select a start and end date to set your own analysis period. Clicking on a date for the first time selects the start date, then clicking a second time on a date indicates the end date of the period. There are also a few predefined periods.



*Please note that for performance reasons, using PS Metrics under a free plan allows you to select up to 90 days from today's date.*

Depending on the chosen period, you can also determine a grading system to display the changes on your graph.

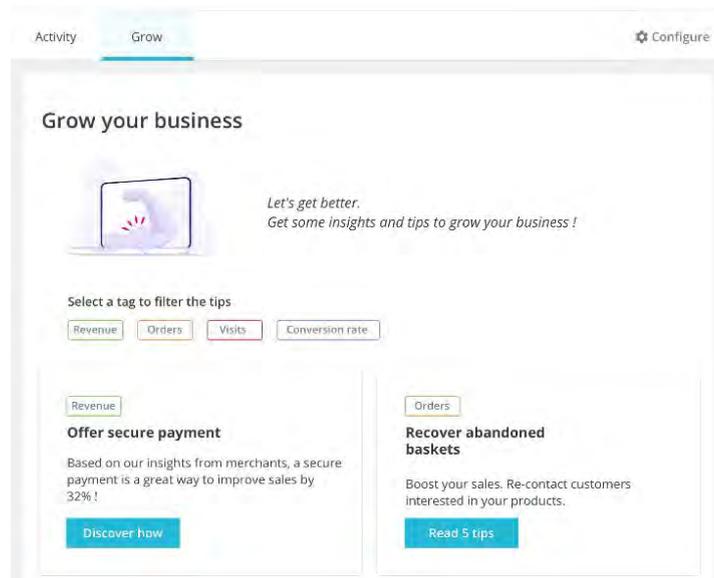
You can then view by day, week or month.



## Grow Tab

The second dimension of the PS Metrics tool: the Grow tab with our Tips Cards.

By clicking on the Grow tab, you can access several Tips Cards that show you ways to improve your business.

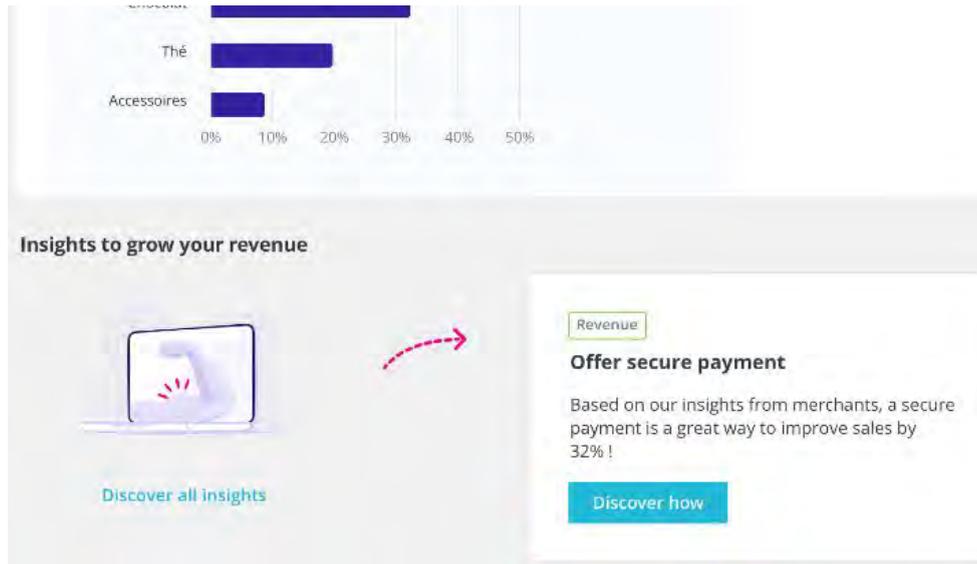


These Tips Cards are grouped by categories, directly linked to one or more of the 4 main KPIs used in your Activity tab. You can simply filter these Tips Cards by clicking on the category or categories of your choice, using the category filter located above the cards.

To open a Tips Card, click the Look Up button. Once opened, you will usually be provided with a link to learn more about the subject or discover modules that bring you some optimisations related to the subject.



You can access Tips Cards via the Activity tab located below your graphs. You can also directly access a Tips Card linked to the selected KPI.



Please note that your Tips Cards library is updated automatically. This means that you can regularly benefit from new advice from our PrestaShop e-commerce experts.

## 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.