

PrestaShop Google & Facebook Conversion Tracking

created: 10/14/2015

latest update: 10/27/2015

by: buy-addons

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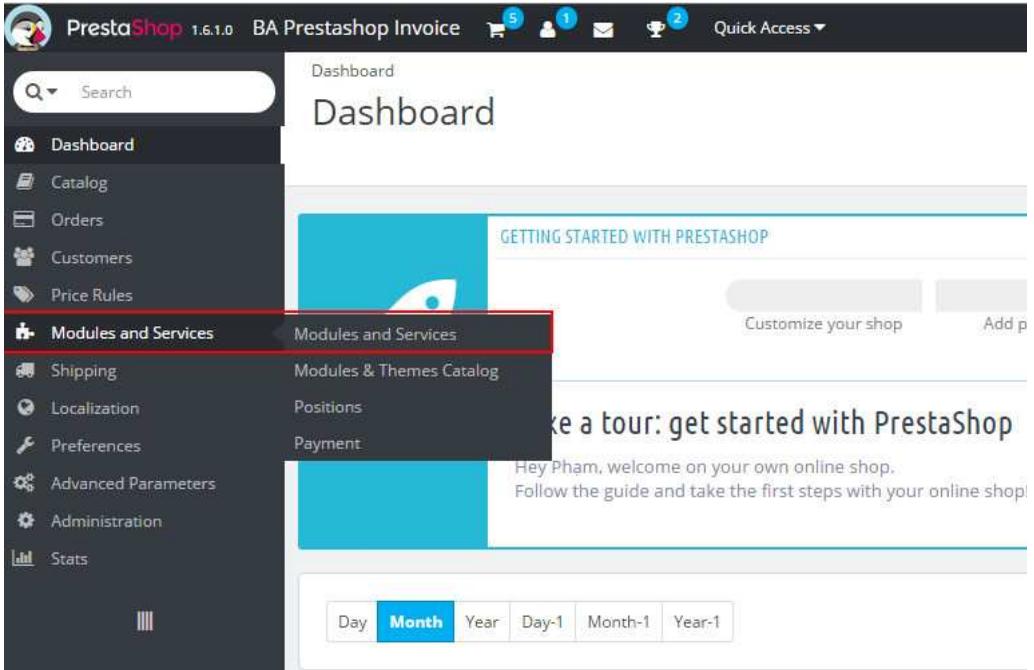
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install

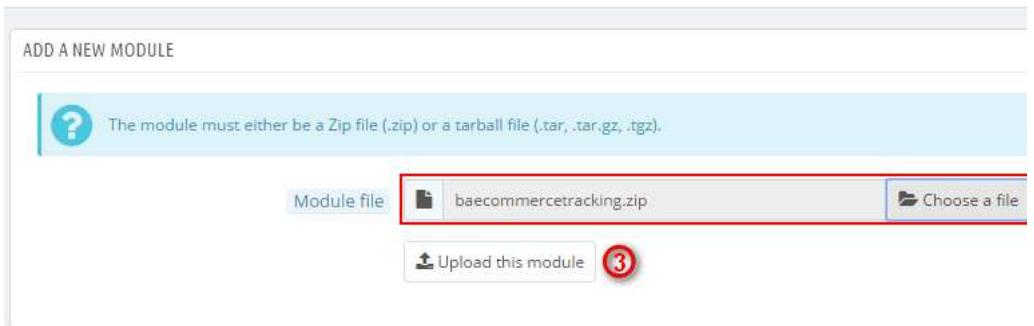
- To install **Ecommerce Tracking** Module at your Shop: Click module menu at your shop backoffice menu bar.



- Then click 'add new module' button, Upload "**baecommercetracking.zip**" module zip file from your local computer

Modules and Services

List of modules



- If successful upload, you will see '**The module was successfully downloaded.**' message like this photo



The module was successfully downloaded.

- After successful upload, your **'Ecommerce Tracking'** module will appear in List of Modules, Click on **"install"** button for install this module

☰ MODULES LIST

🔍 Search

Filter by Installed & Not Installed ▾ Enabled & Disabled ▾

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Analytics and Stats
Ecommerce Tracking v1.0.0 - by buy-addons
Prestashop Ecommerce Tracking buy-addons.com

bulk actions ▾

- You can see this dialog, because you manual module from 3rd party, so prestashop system will notice for security, you can leave this message, click **"Proceed with the installation"**

Important Notice

! Do you want to install this module that could not be verified by PrestaShop?

This generally happens when the module isn't distributed through our official marketplace, PrestaShop Addons - or when you communicate with PrestaShop Addons.

	Module	Ecommerce Tracking
	Author	buy-addons

Click this → **Proceed with the installation** [Back to modules list](#)

? Since you may not have downloaded this module from PrestaShop Addons, we cannot assert that the module is not adding functionalities. We advise you to install it only if you trust the source of the content. [What's the risk?](#)

- If **Ecommerce Tracking** Module installed successfully you will see success message and "**Ecommerce Tracking**" module admin setting will placed and also some demo data will added automatically.



Module(s) installed successfully.

Configure

Ecommerce Tracking

GOOGLE ANALYTICS ECOMMERCE TRACKING

Tracking ID:



Cancel

GOOGLE ADWORDS CONVERSION TRACKING

Add your Google Conversion Tracking ID:

Add your Google Conversion Tracking Label:

Test your code:

[Click Here](#)



Cancel

FACEBOOK CONVERSION TRACKING

Facebook Code:



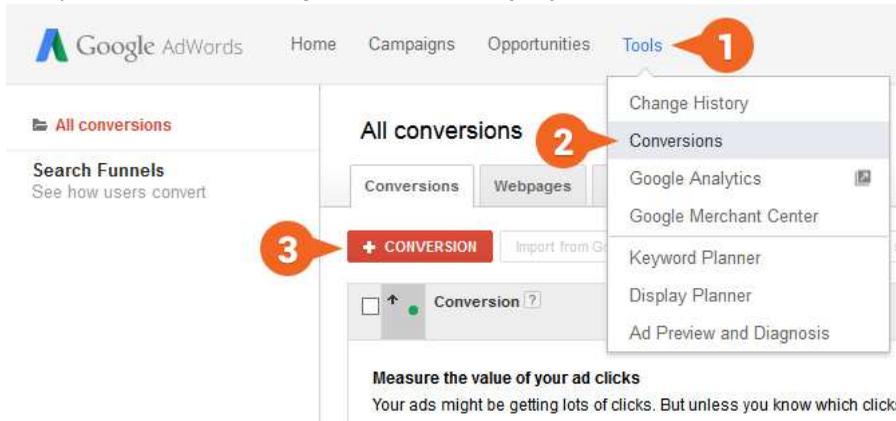
Cancel

Get Google Adwords Conversion Code

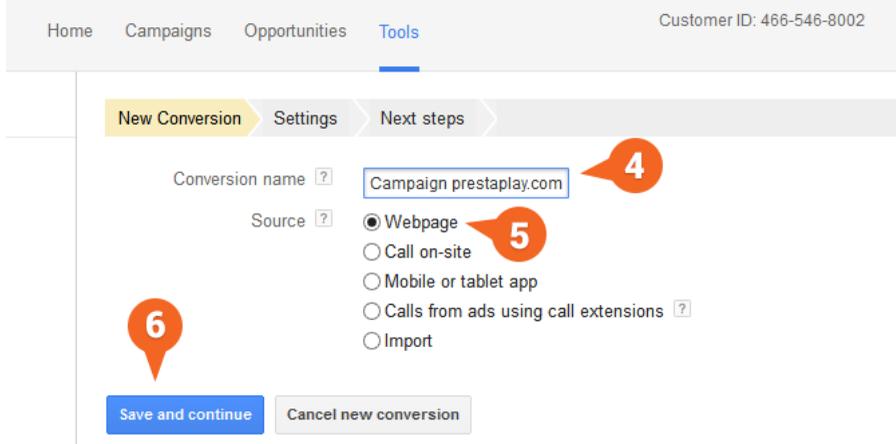
Google AdWords conversion tracking code allowing to merchant monitor and evaluate your advertising campaign on Google AdWords. Merchant can measure the percentage rate of customers came to your e-shop from the campaign and placed an order, but also the return on invested funds.

Google AdWords Conversion Tracking implementation steps

1. [Create and/or log in \(https://adwords.google.com/\)](https://adwords.google.com/) to your Google AdWords account first.
2. Create your new conversion. Follow navigation: Tools > Conversions [1 & 2]



3. On the Conversion page, click on "+ CONVERSION" button [3]
4. Assign a Name [4] to the new conversion, check that Source is set to "Webpage" [5] and click on "Save and continue" button [6].



5. On the Settings page choose and save following important values:

- Conversion category: Purchase/Sale [7]
- Conversion window: 30 days
- Count: All conversions
- Conversion value: The value of this conversion action may vary (for instance, by purchase price) [8]
 - for default value set: 0 [9]
- Markup Language: HTML
- Tracking indicator: Don't add a notification to the code generated for my page [10]

✓ New Conversion **Settings** Next steps

Conversion category **7**

Conversion window [See your conversion time lag report](#)

Count

Conversion value Each time it happens, the conversion action has the same value
 The value of this conversion action may vary (for instance, by purchase price)

8 You'll need to customize your conversion tracking to include [transaction specific values](#).

9 If no value is assigned, what should the default value be?

Don't assign a value to this conversion action

You will need to update the code on your webpage if you change these settings.

Markup Language

Tracking indicator Add a 'Google Site Stats' notification to the code generated for my page
This notification will appear only on the page you add the conversion tracking code to.

10 Don't add a notification to the code generated for my page
Google recommends letting users know which pages you're tracking, either with a "Google Stats" notification or in your site's privacy policy.

11 [Advanced options](#)

[Save and continue](#)

[Cancel new conversion](#)

6. In the last step choose "I make changes to the code" [12] option. You will be able to see your Google AdWords Conversion Tracking code.



✓ New Conversion

✓ Settings

Next steps

Who makes changes to the code on your website?

Someone else makes changes to the code

Choose this option to send an email with the code to your webmaster or someone else

I make changes to the code

12

Choose this option to copy and paste the code we generate into your webpage's HTML

Copy the code in the box below. Then, paste the code between the <body></body> tags of the page you'd like to track. [Learn more](#)

For example, paste this code into the webpage the user sees after signing up for your newsletter

```
<!-- Google Code for Campaign prestaplay.com Conversion Page -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1006120818;
var google_conversion_language = "en";
var google_conversion_format = "3";
var google_conversion_color = "ffffff";
var google_conversion_label = "ut0jCPbLgQoQ8t7g3wM";
var google_conversion_value = 0.00;
var google_remarketing_only = false;
/*  */
</script>
<script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>
<div style="display:inline;">

</div>
</noscript>
```

13**14**

Once you've added the Conversion Tracking code to your site, it can take up to 24 hours before conversions are credited to your AdWords account.

Done**15**

7. Copy, paste and save following values into PrestaShop module settings:

- google_conversion_id [13] as Conversion ID [16]
- google_conversion_label [14] as Conversion label [17]

MODULE SETTINGS

* Conversion ID: **16**
 Follow [module documentation](#) and learn how to get this ID.

* Conversion Label: **17**
 Follow [module documentation](#) and learn how to get this Label.

8. You are done!

Facebook Conversion Pixel

To create a conversion pixel from:

Ads Manager

Create Pixel

What is the type of action you want to measure?

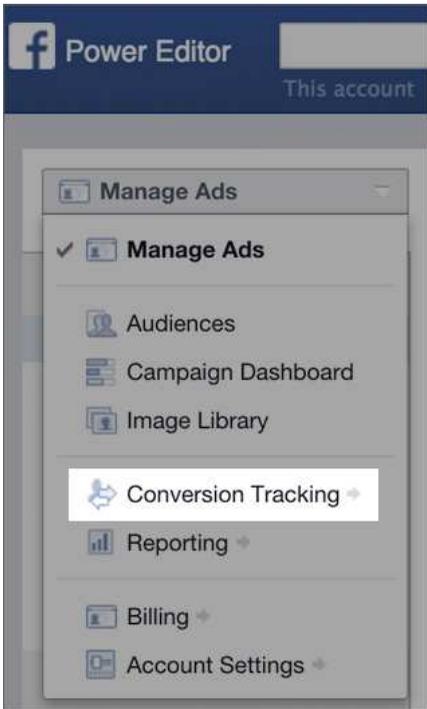
Checkouts ▼

- ✓ Checkouts
- Registrations
- Leads
- Key Page Views
- Adds to Cart
- Other Website Conversions

What is the name of your conversion pixel?

Learn More Cancel Create Pixel

1. In [Ads Manager](https://www.facebook.com/ads/manage) (<https://www.facebook.com/ads/manage>), click Tools and then select Conversion Tracking
2. Click Create Pixel in the top right.
3. Select a category from the dropdown menu and give your conversion pixel a name. When choosing a category, pick the one which best describes the type of conversion you want ([checkouts](https://www.facebook.com/business/help/1453344101596809) (<https://www.facebook.com/business/help/1453344101596809>), [registrations](https://www.facebook.com/business/help/847153091986048) (<https://www.facebook.com/business/help/847153091986048>), [leads](https://www.facebook.com/business/help/280551218800503) (<https://www.facebook.com/business/help/280551218800503>), [key page view](https://www.facebook.com/business/help/495691033899906) (<https://www.facebook.com/business/help/495691033899906>), [adds to cart](https://www.facebook.com/business/help/256019281275126) (<https://www.facebook.com/business/help/256019281275126>), or [other website conversions](https://www.facebook.com/business/help/570981283007079) (<https://www.facebook.com/business/help/570981283007079>)) because we'll report the conversion events in Ads Manager using those categories.
4. Click Create Pixel.
5. Copy the code that appears and [add it to your web page](https://www.facebook.com/business/help/373979379354234) (<https://www.facebook.com/business/help/373979379354234>).



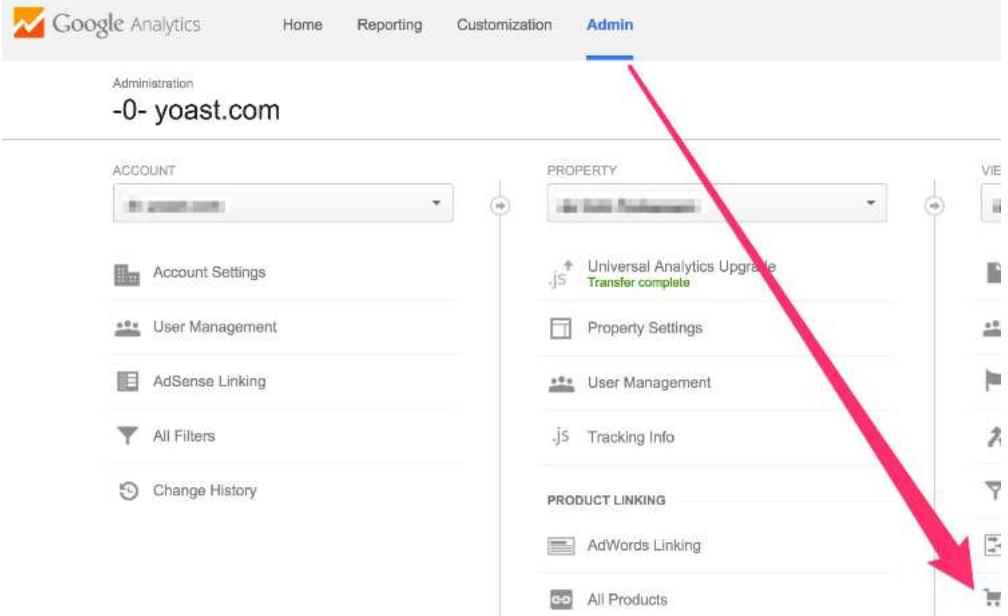
1. Go to [Power Editor](https://www.facebook.com/ads/manage/powereditor) (<https://www.facebook.com/ads/manage/powereditor>).
2. Click the Manage Ads dropdown in the top-left corner and select Conversion Tracking.
3. Click Create Pixel.
4. Select a category from the dropdown menu and give your conversion pixel a name.
5. Click Create Pixel.
6. Copy the code that appears and [add it to your web page](https://www.facebook.com/business/help/373979379354234) (<https://www.facebook.com/business/help/373979379354234>).

Enable Google Analytics Ecommerce

Before you'll be able to track sales in Google Analytics, you'll need to enable Ecommerce tracking in Google Analytics. Enabling this is fairly easy. Obviously you'll also need our [Google Analytics eCommerce Tracking plugin](#).

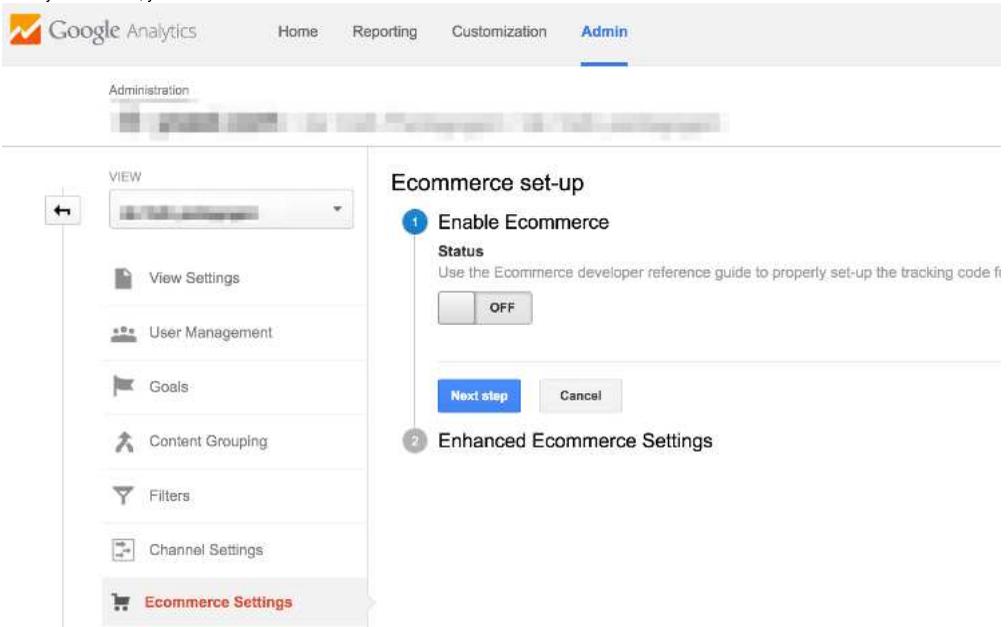
1

The first thing you need to do, is select the right property (website) in the Home tab of Google Analytics. Once you've done that, click the "Admin" tab and then click "Ecommerce Settings":



2

Once you click that, you'll see this view:



3

Select the "Status" button so it turns to "ON" and click the "Next step" button, you'll see this:

Administration

VIEW

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Ecommerce set-up

Enable Ecommerce [Edit](#)

Status: ON

2 **Enhanced Ecommerce Settings**

Enable Enhanced Ecommerce Reporting

 OFF

You can turn the Enhanced Ecommerce Settings, but it's not obligatory. We might added enhanced ecommerce tracking features in future releases though, so it might be a good idea to just enable it now.

4 All you have to do now is click "Submit" and watch for the green "Success" message at the top:

5 You're done!

