

Tracking

Makaira offers the possibility to record user behavior in the store by means of tracking. We use the tracking solution Matomo (formerly Piwik), which we host for this purpose on our own servers in Germany. We can then in turn use this data for you to expand the ranking mix with detailed page view and "added to cart" boosts or to automatically evaluate the data, which allows us to provide the functions machine learning and recommendations by shopping cart history or by user history. Bist du an diesen vielfältigen Möglichkeiten interessiert, dann kontaktiere uns einfach. Das Tracking an sich ist kostenlos und es zeigt sich, dass je früher man damit anfängt, desto besser die später Ergebnisse sind.

- Where and what is tracked
- Integrations
 - OXID
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Where and what is tracked

On all pages

- Download & Outlink

Search

- Search word
- Number of products found

Category page

- Category name

Product page

- Item number
- Item name
- Category name
- Page view

Shopping cart page / Add product to shopping cart

- Products
 - Item number

- Item name
- Category name
- Unit price
- Quantity
- Shopping cart total

Order confirmation page

- Products
 - Item number
 - Item name
 - Category name
 - Unit price
 - Quantity
- Shopping cart total
- Order number
- Order total
- Total products - Total discount - Coupon discount
- VAT amount
- delivery costs + payment method costs + packaging costs
- absolute discount for order

On all other pages

- Page view

Integrations

We have already prepared various integration options. For example, in our OXID Connect module or via Google Tag Manager - choose your desired solution to learn more:

OXID

A page ID is required for tracking, which is provided by Makaira Support.

In the module settings, this can be stored under "Tracking & Privacy".

The tracking starts when the following points are fulfilled:

- Page ID is stored
- Customer has agreed to the cookie or the option "Activate cookie banner" is deactivated

If you disable the cookie banner, you must ensure the legal security of your store!

The module settings can be changed under oxide 6.2 only in the deactivated state of the module.

	Makaira :: Connect
	PAYONE Payment für OXID eShop
	PayPal
	Paymorrow Zahlungen
	WYSIWYG Editor + Mediathek

Installierte Shop-Module	Stamm	Einstell.	
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- ▶ **Einstellungen**
- ▶ **Personalisierung**
- ▼ **Tracking & Datenschutz**

Seiten-ID für das Tracking

? Cookie-Banner aktivieren

Google Tag Manager

Variables

Constants

{{Makaira Tracking ID}}	Can be retrieved from your Installation page in Makaira
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Data Layer Variables (DLV)

{{DLV - addToCart}}	Object: Product added to the shopping cart with fields `sku`, `name`, `price` (unit price), `category` (category title) and `quantity`.
{{DLV - totalCartValue}}	Float: Total basket value in the current currency
{{DLV - order}}	Object: An order with the fields id, revenue, subtotal, tax, shippingtotal, discounttotal and products (purchased products - respectively `name`, `price` (unit price), `category` (category title) and `quantity` as well as `sku`)
{{DLV - pageType}}	String: type of page - either `product` (product detail page) or `category` (category page) or `searchresults` (search results page)
{{DLV - pageType}}	String: type of page - either `product` (product detail page) or `category` (category page) or `searchresults` (search results page)
{{DLV - category}}	String: category name of the current category (on category page)
{{DLV - search}}	Object: Search `searchTerm` (search term) `resultCount` (number of search results)
{{DLV - experiments}}	Array of Objects: `experiment` (Experiment ID) `variation` (Experiment Variation) (Can be read 1:1 from the Makaira API response (key: `experiments`) and passed to GTM)

Tags

Makaira Tracking - Base Tag

Type: Custom HTML

Trigger: All Pages

```
<script type="text/javascript">
  var _paq = window._paq || [];

  _paq.push(['enableLinkTracking']);
  (function() {
    var u="https://piwik.makaira.io/";
    _paq.push(['setTrackerUrl', u+'piwik.php']);
    _paq.push(['setSiteId', '{{Makaira Tracking ID}}']);
    var d=document, g=d.createElement('script'), s=d.getElementsByTagName('script')[0];
    g.type='text/javascript'; g.async=true; g.defer=true; g.src=u+'piwik.js';
    s.parentNode.insertBefore(g,s);
  })();
</script>
```

Makaira Tracking - AddToCart

Type: Custom HTML

Trigger: addToCart - Custom Event

```
<script type="text/javascript">
(function() {
  var _paq = window._paq = window._paq || [];

  var product = {{DLV - addToCart}}

  _paq.push(["addEcommerceItem", product.sku, product.name, product.category, product.price, product.quantity]);
  _paq.push(["trackEcommerceCartUpdate", {{DLV - totalCartValue}}]);
})();
</script>
```

Makaira Tracking - Purchase

Type: Custom HTML

Trigger: Pages with thank-you-URL or Custom Event - Purchase

```
<script type="text/javascript">
(function() {
  var _paq = window._paq = window._paq || [];

  var order = {{DLV - order}};
  var order_items = order.products;
  for(var i = 0; i < order_items.length; i++){
    _paq.push(["addEcommerceItem", order_items[i].sku, order_items[i].name,
order_items[i].category, order_items[i].price, order_items[i].quantity]);
  }
  _paq.push(["trackEcommerceOrder", order.id, order.revenue, order.subtotal, order.tax,
order.shippingtotal, order.discounttotal]);
  _paq.push(["trackPageView"]);
})();
</script>
```

Makaira Tracking - Category, Product Detail

Type: Custom HTML

Trigger: Pages with detail URL pattern and category URL pattern or ProductDetailView & ProductImpression - Custom Events

```
<script type="text/javascript">
(function() {
  var _paq = window._paq = window._paq || [];

  var trackView = false;
  var arg1, arg2, arg3;
  switch ({{DLV - pageType}}) {
    case ('category'):
      var cat = {{DLV - category}};
      arg1 = false;
      arg2 = false;
```

```

    arg3 = cat;
    trackView = true;
    break;

case ('product'):
    var prod = {{DLV - product}};
    arg1 = prod.sku;
    arg2 = prod.name;
    arg3 = prod.brand;
    trackView = true;
    break;
}

if (trackView) {
    _paq.push(['setEcommerceView', arg1, arg2, arg3]);
    _paq.push(['trackPageView']);
}
})();
</script>

```

Site Search Tag

Type: Custom HTML

Trigger: Pages with search page URL pattern *or* SearchResultView - Custom Event

```

<script type="text/javascript">
(function() {
    var _paq = window._paq = window._paq || [];

    var trackView = false;
    var arg1, arg2, arg3;

    switch ({{DLV - pageType}}) {
        case ('searchresults'):
            arg1 = {{DLV - search.searchTerm}};
            arg2 = false;
            arg3 = {{DLV - search.resultCount}};
            trackView = true;
            break;
    }
}

```

```
if (trackView) {
  _paq.push(['deleteCustomVariables', 'page']);
  _paq.push(['trackSiteSearch', arg1, arg2, arg3]);
  _paq.push(['trackPageView']);
}
})();
</script>
```

Makaira Tracking - A/B-Testing

Type: Custom HTML

Trigger: All Pages

```
<script type="text/javascript">
(function() {
  var _paq = window._paq = window._paq || [];

  var experiments = {{DLV - experiments}};
  for(var i = 0; i < experiments.length; i++){
    _paq.push(['trackEvent', 'abtesting', experiments[i].experiment,
experiments[i].variation]);
  }
})();
</script>
```

Shopware 5

A page ID is required for tracking, which is provided by Makaira Support.

You must set it in the plugin setting "Tracking Page-ID".

The name of the cookie is `makairaExperiments` and it is registered under the name `makairaTracking` in the cookie consent manager.

The tracking starts when the following points are fulfilled:

- "Tracking Page-ID" is stored and "Activate Makaira Tracking" is set to "Yes"

The screenshot shows the configuration interface for the Makaira Tracking plugin. At the top, there are two tabs: 'Configuration' (selected) and 'Plugin description'. Below the tabs, there are four language/shop selection buttons: 'Deutsch', 'English', 'Sub-Shop', and 'test'. The main configuration area contains three rows of settings:

- Shared Secret:** A text input field containing 'EnterYourSecretHere'.
- Activate Makaira Tracking:** A dropdown menu currently set to 'Yes'.
- Tracking Page-ID:** A text input field containing '1'.

A red rectangular box highlights the 'Activate Makaira Tracking' dropdown and the 'Tracking Page-ID' text field. At the bottom right of the configuration area, there is a blue 'Save' button.

• Customer has agreed

cookies, which increase the comfort when using this website, are used for direct advertising or to facilitate interaction with other websites and social networks, are only set with your consent.

Configuration

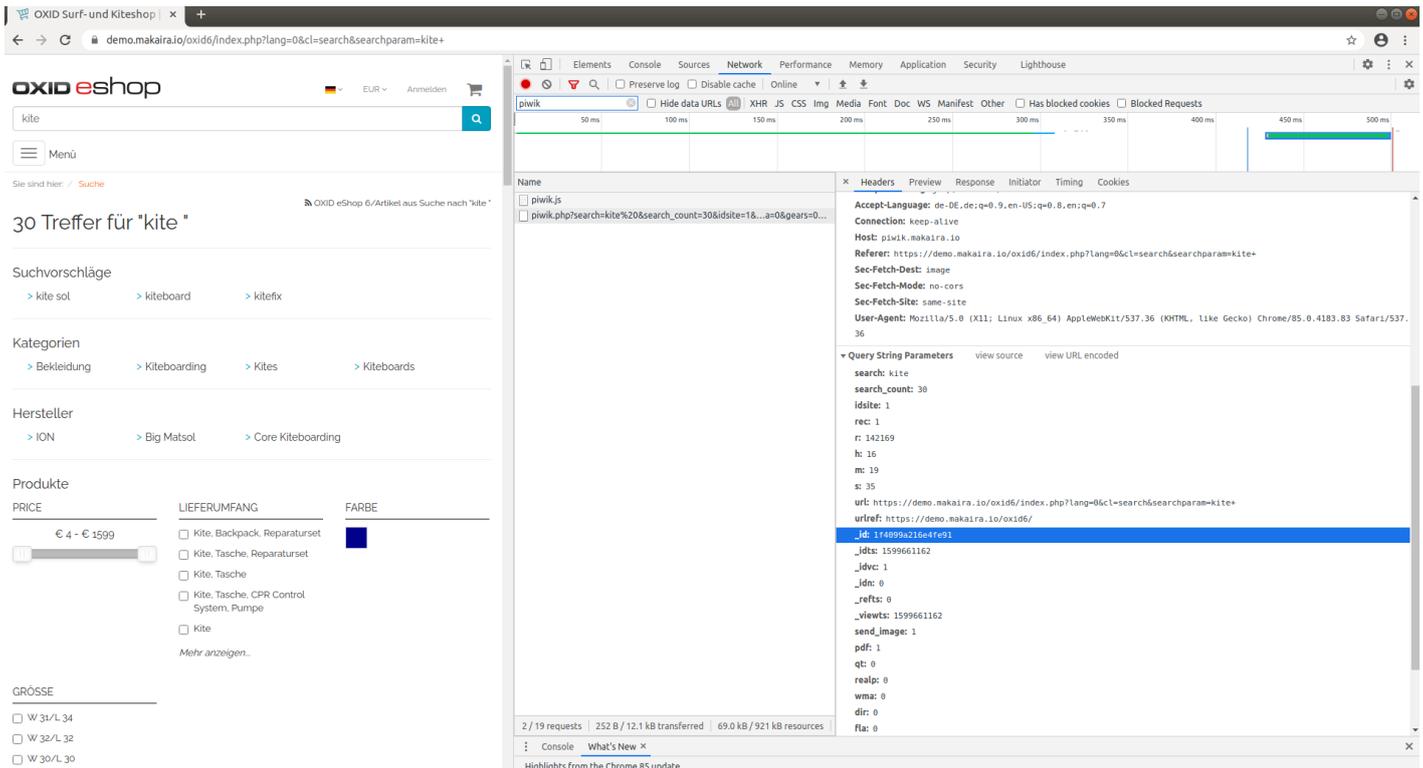
- Technically required >
- Comfort functions >
- Statistics & Tracking v
- Affiliate program
- Track device being used
- Tracking for Machine Learning

Save preferences

Learning" in the "Statistics

& Tracking" group.

Check the tracking function



Matomo (formerly Piwik see also <https://matomo.org/>) is integrated into your store via JavaScript and sends the actions of the users to our Matomo servers. To check if the tracking works correctly on your site you can do the following:

1. Make sure JavaScript is enabled in your browser and no tracking blockers are active.
2. Go to your site and perform some typical actions there, such as searches, or page visits.
3. In the network tab of your browser, if you filter for Piwik, you should see at least two entries: `piwik.js` and `piwik.php` (see image above). If this is the case, your tracking is working fine.
 1. if you don't see the call to `piwik.js`: Check if you are loading our base tag correctly see <https://docs.makaira.io/books/tracking/page/google-tag-manager#bkmrk-name%3A-3pt---piwik--->
 2. If you don't see the call to `piwik.php`:

1. Check if you have the correct siteID set and the base tag is loaded correctly by executing the following command in your command line in the browser `|_paq.push(["trackPageView"])|`
2. If yes: then your integration works correctly but your events that are firing the tracking are maybe not working correctly. Check your Google Tag Manager Configuration and/or your Javascript.
See also <https://docs.makaira.io/books/tracking/page/google-tag-manager> for our default event code
4. In the data of the piwik.php requests you will find, among other things, the field `_id`. This is your user ID in our Matomo.
5. If steps 1-4 worked, please simulate a user and buy something in your store.
6. Now please send us your Matomo UserID so that we can search your visitor profile for you. With this profile you can check in detail if all places have been tracked by our tracking.

The screenshot displays a Matomo visitor profile for a user with ID `dc:3f34e90aad5fc9e`. The profile includes the following information:

- Besucherprofil:** Location (Magdeburg), Browser (Chrome 74.0), OS (GNU/Linux), and Resolution (1680x1050).
- Zusammenfassung:** Total time on site: 35s, 2 pages viewed, 0 goals converted. Average page load time: 0.266s.
- Ecommerce:** Generated total sales of 0€, 0 items, 0 E-commerce orders purchased.
- Erster Besuch:** Wednesday, 9. September 2020 - vor 0 Tagen, via Direct traffic.
- Geräte:** 1 visit from Desktop devices: Allgemeines Desktop (1x).
- Ort:** 1 visit from Magdeburg, Deutschland (Map hidden).

The right-hand side of the screenshot shows the user's activity for **Besuch #1** on Wednesday, 9. September 2020 at 10:48:32. It lists two actions:

- KATE SPADE JABREA/S (/p/kate-spade-jabrea-s-09qha-braun-braun/)
- Tagelinsen (/kontaktins/en/tagelinsen/)

A note indicates: "Für diesen Besucher sind keine weiteren Besuche vorhanden." (No further visits for this visitor).

At the bottom, there is a tip: "Did you know? With [Heatmap & Session Recording](#) you can record all clicks, mouse movements, scrolls and form interactions of your visitors and replay them in a video to truly understand your visitors."

Privacy

Important notes for the users of Makaira

If you embed Makaira on your website, you must inform your website visitors about this in your privacy policy. We provide you with a corresponding passage for this purpose. Please note that the data protection passage has been created to the best of our knowledge and belief, but it is a voluntary service on our part that cannot replace legal advice. In particular, we cannot guarantee that the passage we have provided does not contain any contradictions with your existing data protection statement. In case of doubt, you should therefore have it checked by your lawyer.

Please also note that based on existing case law, the use of analytics tools may require consent, which we also recommend.

1. Analysis with Makaira

The website operator uses analysis tools from Makaira GmbH, Rudolf-Diesel-Strasse 11, 69115 Heidelberg (hereinafter Makaira) on its website. An order processing agreement has been concluded with Makaira.

Makaira enables the website operator to analyze the use of the website by website visitors using the open source software Matomo. This involves various usage data, such as page views, dwell time, device categories, operating system (e.g. PC with Windows operating system) and origin of the user (e.g. access to the site via paid advertisements or unpaid search results) or contents of the current shopping cart. This data is summarized by Makaira in a profile that is assigned to the respective user or their end device.

Based on the collected data, Makaira creates a forecast about the preferences of the website visitors. Depending on the preferences determined, the products in the store are then presented to the customer in a specific order or suitable product suggestions are made.

2. Legal basis

The use of Makaira is based on the legitimate interest of the website operator of an optimal promotional presentation of its products (Art. 6 para. 1 p. 1 lit. f DSGVO). If consent has been requested, the data is processed exclusively on the basis of Art. 6 para. 1 p. 1 lit. a DSGVO. The consent can be revoked at any time with effect for the future.

3. Storage

The profiles created with the help of Makaira are stored anonymously only.