



CUSTOMER ACTIVITIES

Check your customers' behavior while visiting your PrestaShop store, the products they view, and the ones they are more interested in.

A product of PrestaHero

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I. INTRODUCTION

Customer Activities - Track / View customer behavior is a great PrestaShop customer tracking module that helps you to check your customers' behavior while visiting your PrestaShop store, the products they view, and the ones they are more interested in.

***Customer Activities** is compatible with PrestaShop 1.7.x and 8.x

II. INSTALLATION

- Navigate to **“Modules / Modules Manager”** > click on **“Upload a module / Select file”**.
- Select the module file **“ets_trackingcustomer.zip”** from your computer then click on **“Open”** to install.
- Click on **“Configure”** button of the module you just installed to open the module's configuration page.

III. MODULE CONFIGURATION

1. Analytics

When you configure the module, **“Analytics”** will be the first page shown. Analytics will provide you with statistics about session traffic, top visit pages, top action, and customer insight.

You can choose the period to display the statistical data by clicking the buttons: day, day-1, etc. Or directly select the specific time at which you want to view the data.

Configure

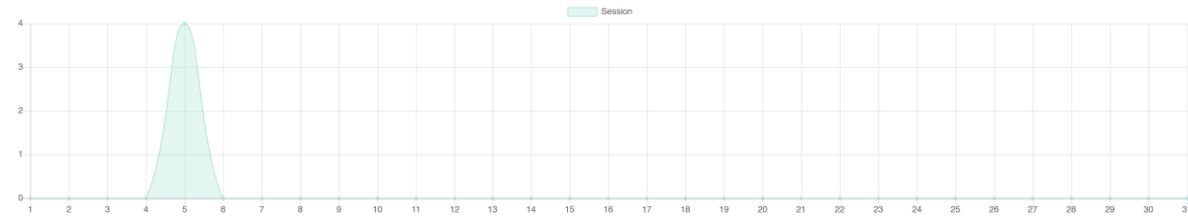
Customer activities - Track / View customer behavior

Back Translate Check update Manage hooks

Analytics Customer sessions Products viewed Settings

Day Day-1 Month Month-1 From To Filter

Session traffic



Top visit pages

All users

Page	Total visits	Avg duration
1 index	11	6.01 Hours
2 My account	7	2 Seconds
3 Cart	6	12 Seconds
4 Order History	4	4 Seconds
5 Order	4	15 Seconds
6 Mug The best is yet to come	3	1 Minute
7 Login	3	14 Seconds
8 order-detail	2	3 Seconds
9 Order confirmation	2	4 Seconds
10 Mug The adventure begins	2	3 Seconds
11 Accessories	2	3 Seconds
12 Clothes	2	3 Seconds
13 Hummingbird printed sweater	1	4 Minutes
14 Art	1	13 Seconds
15 Addresses	1	--
16 Terms and conditions of use	1	7 Seconds
17 Delivery	1	3 Seconds
18 Contact us	1	9 Seconds
19 Customizable mug	1	5 Seconds
20 Legal Notice	1	5 Seconds

Load more

Top customers by actions

All actions All users

Customer	Total actions
1 Helen Le	15
2 Helen Le	4
3 Anna Anna	2
4 Fire Fox	2

Customer insights

All users

Browsers

Browser	Times
1 Google Chrome	3
2 Mozilla Firefox	1

Countries

ID	Country	Times
21	United States	4
8	France	1

Languages

ID	Language	Times
2	Français (French)	3
1	English (English)	2
3	Español (Spanish)	1
4	Italiano (Italian)	1

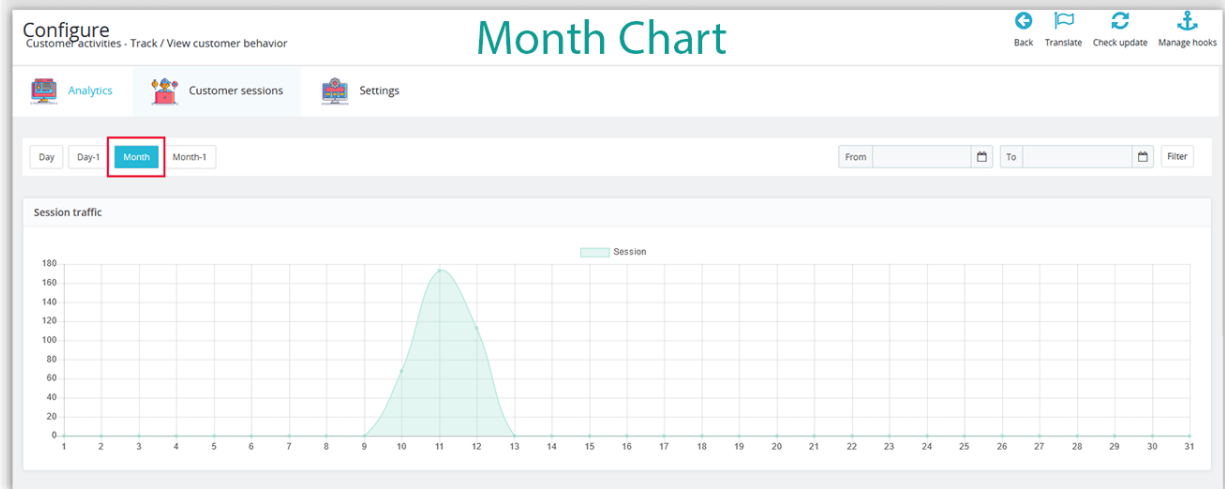
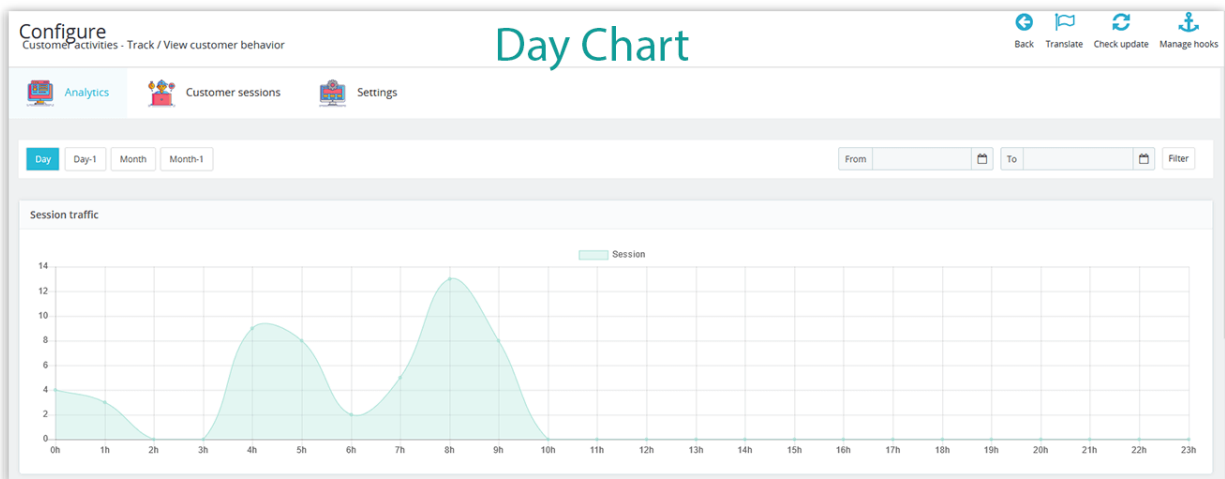
Top actions

All users

Action	Executed
1 Add cart	12
2 Create order	2
3 Delete product in cart	2
4 Add discount code	2
5 Log out	2
6 Create account	1
7 Reduce product quantity	1
8 Log in	1

The “**Analytics**” page analyzes the data which the module aggregates and presents the results into 4 sections:

- **Session traffic:** display analysis results by the chart. Show you the number of visits by the period of your choice (day/month) to easily track and compare time frames of the day/days of the month. From there, you will be able to know when clients are most likely to visit and when they are least likely to visit.

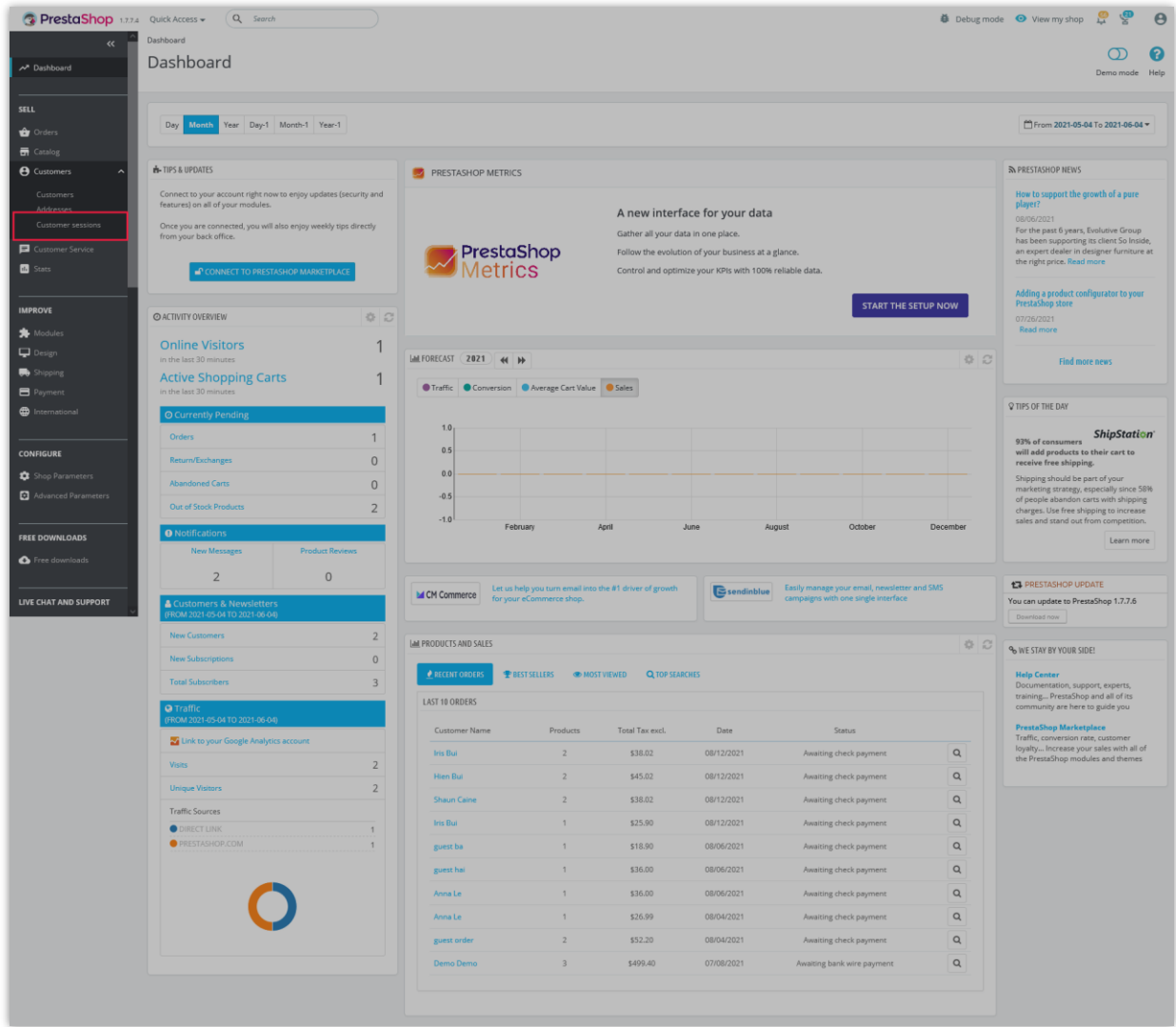


- **Top visit page:** Display the list of pages customers visited. The page list is sorted based on visits. As a result, store managers will be able to see which products/pages customers are most interested in.

- **Top action:** Display the list of customers' actions when they visit your website. Same with "**Top visit page**", "**Top action**" is also sorted base on the number of actions. Customers' most common activities will appear at the top of the list.
- **Customer insight:** statistics of customers visiting your website by browsers. Customers most popularly used browsers will be at the top list.

2. Customer sessions

Click on the "**Customer sessions**" menu to open the customer sessions configuration page on a new tab. Also, for more convenience, after installing this module, the "**Customer sessions**" option will be displayed in the "**Customers**" menu on the back office sidebar for quick access.



All the sessions that customers visit your website will be listed on this page for store administrators easy to look at and manage.

CUSTOMER SESSIONS 359

Customize session list Customer analytics

ID	Customer	Duration	Total viewed page	Create order	Start time	Action
361	Izzy Staneby izzy@gmail.com	1 Minutes	8	✗		View
360	Reiss Anderson (United States) reiss@gmail.com	2 Minutes	11	✓		View
359	Ngoc Kim ngoc@gmail.com	1 Minutes	9	✗		View
358	Kien Bui kienbui@gmail.com	39 Seconds	6	✗		View
356	Iris Bui (United States) hangbt@gmail.com	38 Minutes	14	✓		View
357	--	--	1	✗	08/12/2021 16:47:28	View
353	Shaun Caine (United States) shaun@gmail.com	36 Minutes	35	✓	08/12/2021 15:39:25	View
355	Cuong Bui cuong@gmail.com	47 Seconds	5	✗	08/12/2021 15:47:39	View
354	Hien Bui (United States) hien@gmail.com	4 Minutes	28	✓	08/12/2021 15:43:32	View
352	Iris Bui (United States) hang@gmail.com	5 Minutes	20	✓	08/12/2021 15:34:14	View
351	--	--	1	✗	08/12/2021 15:23:28	View

It's also easy for the store admin to search or filter customer sessions by multiple options such as ID, Name, min/max total view page, date, etc.

- **Customize session list**

You can customize the session listing page by clicking on the **"Customize session list"** button at the right top corner of the page.

Quick Access Search

Debug mode View my shop

Customers / Customer sessions

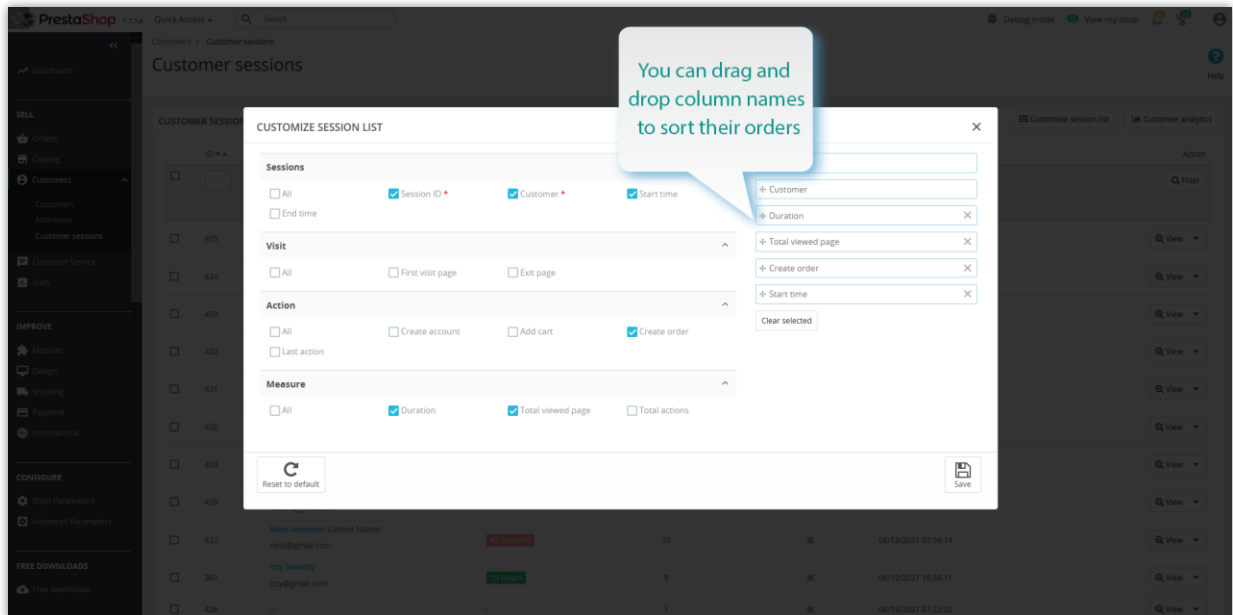
Customer sessions

CUSTOMER SESSIONS 433

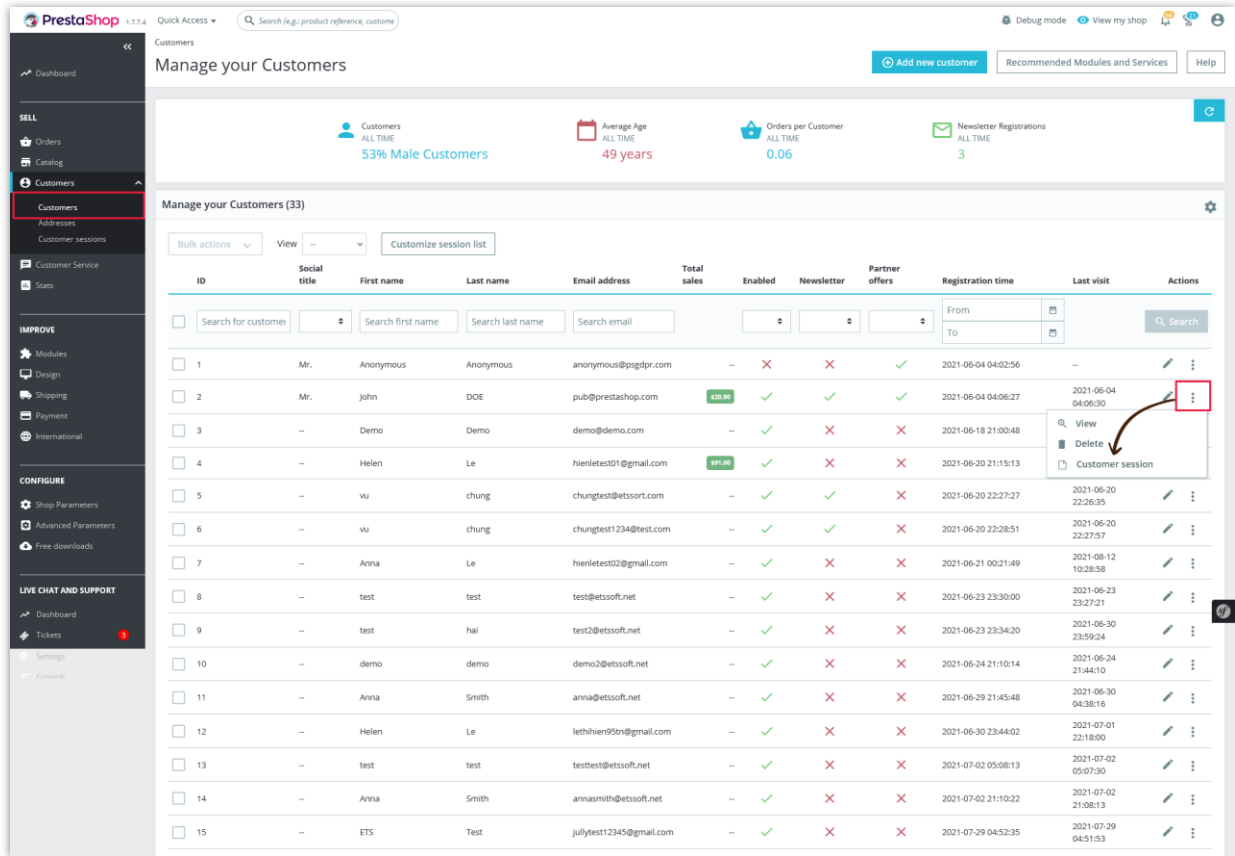
Customize session list Customer analytics

ID	Customer	Duration	Total viewed page	Create order	Start time	Action
435	Andrea Leisy andrea@gmail.com	39 Seconds	6	✗	08/13/2021 08:07:43	View
434	Soren Larsen soren@gmail.com	57 Seconds	8	✗	08/13/2021 08:06:45	View
433	Andrew Makin andrew@gmail.com	1 Minute	8	✗	08/13/2021 08:05:03	View
432	Cuong Bui cuong@gmail.com	23 Seconds	4	✗	08/13/2021 08:04:39	View
431	ngoc kim kimngoc@gmail.com	1 Minute	7	✗	08/13/2021 08:02:52	View
430	Cuong Bui cuong@gmail.com	38 Seconds	7	✗	08/13/2021 08:02:15	View
429	Kien Bui kienbui@gmail.com	54 Seconds	10	✗	08/13/2021 08:01:19	View
428	Shaun Caine (United States) shaun@gmail.com	1 Minute	9	✓	08/13/2021 07:59:58	View
427	Reiss Anderson (United States) reiss@gmail.com	43 Seconds	10	✗	08/13/2021 07:59:14	View
361	Izzy Staneby izzy@gmail.com	15 Hours	9	✗	08/12/2021 16:59:11	View

On the "**Customize session list**" popup, select the contents you want to display by columns on the customer sessions page. Drag and drop your mouse to customize the display order of columns as you want.



In addition to viewing specific session information from the "**Customer session**" page, the store admin can view it from the "**Customers listing**" page > click on the 3 dots > select **customer session** to see all the sessions which that customer visits your website.



- **Customer analytics**

Click on this button next to the **“Custom session list”** button straight here to open the **“Analytics”** page.

You can also click the **“View”** button to view the detailed activity history of a specific customer.

Customer sessions

CUSTOMER SESSIONS (439)

Customize session list Customer analytics

ID	Customer	Duration	Total viewed page	Create order	Start time	Total actions	Action
441	Anna Le (United States) ✓ hienletest02@gmail.com	7 Seconds	3	✗	08/13/2021 08:53:41	1	View
11	Anna Le (United States) ✓ hienletest02@gmail.com	64.5 Hours	1	✗	08/10/2021 16:23:33	1	View
440	--	--	1	✗	08/13/2021 08:52:51	--	View
439	--	--	1	✗	08/13/2021 08:37:50	--	View
438	--	--	1	✗	08/13/2021 08:37:10	--	View
437	Shaun Caine (United States) shaun@gmail.com	30 Seconds	6	✗	08/13/2021 08:30:34	1	View
435	Andrea Letsly andrea@gmail.com	22 Minutes	6	✗	08/13/2021 08:07:43	3	View
436	--	--	1	✗	08/13/2021 08:09:16	--	View
434	Soren Larsen soren@gmail.com	57 Seconds	8	✗	08/13/2021 08:06:45	2	View
433	Andrew Makin andrew@gmail.com	1 Minute	8	✗	08/13/2021 08:05:03	3	View
432	Cuong Bui cuong@gmail.com	23 Seconds	4	✗	08/13/2021 08:04:39	2	View

All the activities of a specific customer while visiting your website will be aggregated here.

PrestaShop 1.7.7.4 Quick Access Search

Customers / Customer sessions

Customer session: Shaun Caine (shaun@gmail.com) - United States

SESSION 437

Info

- Source site: demo2.ets-demos.com
- Medium: --
- Total viewed page: 6
- Total actions: 8
- Duration: 30 Seconds
- Browser: Mozilla Firefox

Activities

- Start: 08/13/2021 08:30:34
- Cart: 5 Seconds
- Login: 18 Seconds
- Action 1: Login
- My account: 2 Seconds
- Category - Clothes: 1 Second
- Category - Accessories: 2 Seconds
- Product - Mug The adventure begins: 2 Seconds
- Product - Mug Today is a good day: 1 Second

SESSION 428 +

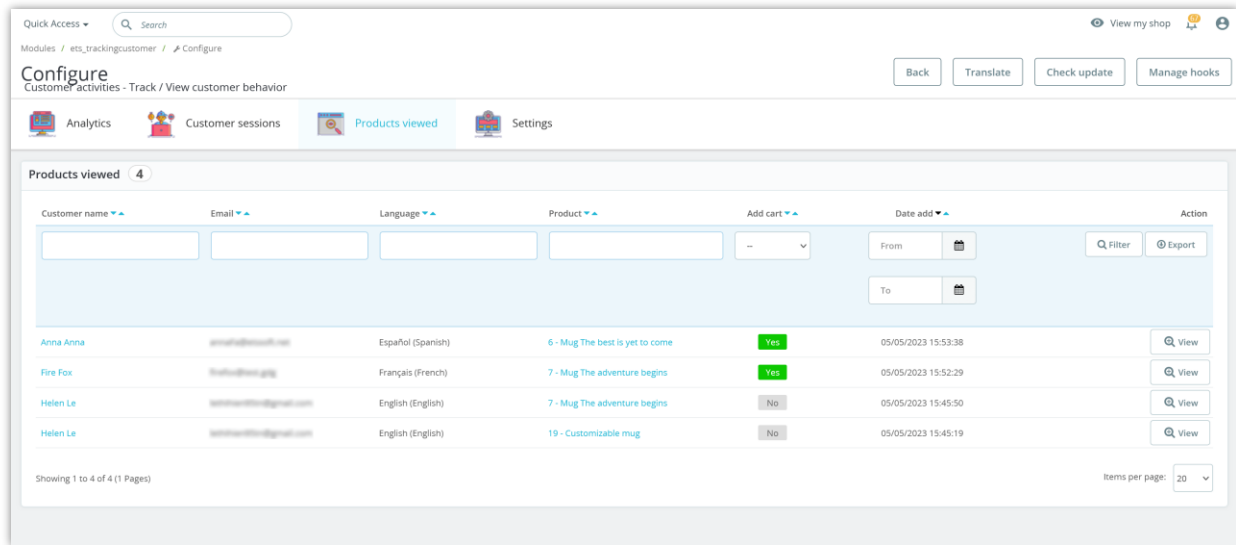
SESSION 353 +

Back to list

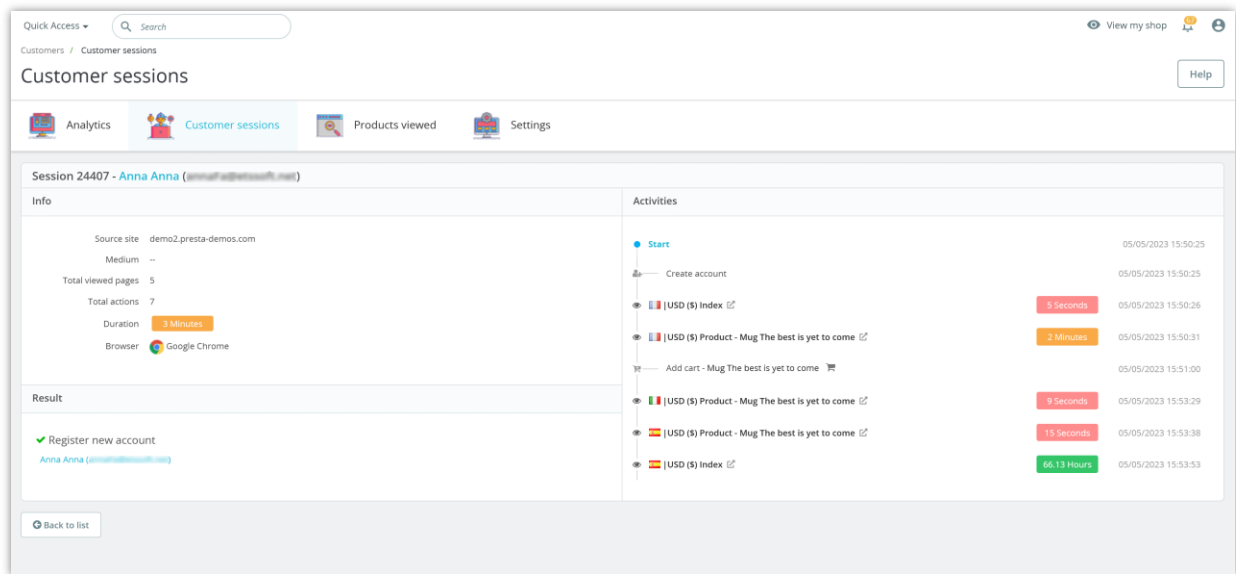
3. Product viewed

The "Product viewed" page lists customers who visited the product detail page but did not make a purchase. The data from this page will help you know the products that customers

are interested in but not motivated to buy, from which you can propose promotions, incentives, etc. to encourage customers.



Click the **"View"** button to open that client's session details page.



4. General settings

From your installed module list (located at **"Modules/Module Manager"**), find **"Customer Activities"** then click on the **"Configure"** button to open its configuration page.

- Click on the **"Settings"** button to navigate to the **"Setting"** tab.
- Fill in the number of maximum latest sessions/actions you want to store, or you can leave the box blank to store all.
- You also can select the period of time (1 week ago, 1 month ago, 6 months ago,...) then click on the **"Clear sessions"** to delete customers' activities on the period you want.
- Save your changes.

The screenshot shows the 'Configure' interface for 'Customer sessions'. The page title is 'Configure Customer activities - Track / View customer behavior'. The 'Settings' tab is selected. The settings include:

- Maximum number of latest sessions to store:** Input field with '20' and a 'Sessions' button. Below it, the text 'Leave blank to store all customer sessions' is visible.
- Maximum number of latest customer actions to store:** Input field with '50' and an 'Actions' button. Below it, the text 'Leave blank to store all customer actions' is visible.
- Only record sessions of registered user:** A toggle switch is turned on, labeled 'Yes'.
- Clear customer activities data older than:** A dropdown menu is open, showing options: 'All time', '1 week ago', '1 month ago', '6 months ago', and '1 year ago'. A 'Clear sessions' button is next to it.

A 'Save' button is located at the bottom right of the settings area.

IV. COMPATIBLE MODULES

The **Customer Activities - Track / View customer behavior** module is also compatible with other modules, and it will record the customer activities when interacting with these modules:

- [Trusted Reviews - Product reviews, ratings, Q&A](#)
- [BLOG module](#)
- [Live Chat and Ticketing System Module](#)

Configure
Customer activities - Track / View customer behavior

Back Translate Check update Manage hooks

Top visit page		
Page	Total visits	Avg duration
1 Login	379	19 Seconds
2 index	40	2.67 Hours
3 Accessories	27	33 Minutes
4 Hummingbird printed t-shirt	16	6 Seconds
5 module-ybc_blog-blog	14	--
6 Clothes	14	2 Seconds
7 'The best is yet to come' Framed poster	12	8 Minutes
8 Cart	11	2 Minutes
9 Hummingbird cushion	11	3 Seconds
10 Hummingbird printed sweater	10	4 Seconds
11 My account	10	3 Seconds
12 Mug 'The best is yet to come'	10	8 Seconds
13 Brown bear notebook	9	4 Minutes
14 Brown bear cushion	8	7 Seconds
15 'The adventure begins' Framed poster	7	13 Seconds
16 Art	6	4 Seconds

Top action	
Action	Execute
1 Logout	19
2 Add cart	18
3 Create account	14
4 Login	8
5 Create order	6
6 Add ticket (Live chat system)	4
7 Delete product in cart	3

Customer insight	
Browser	Times
1 Google Chrome	371
2 Something	51
3 Mozilla Firefox	23
4 Safari	2

V. THANK YOU

Thank you again for purchasing our product and going through this documentation. We hope this document is helpful and efficient in the installation and usage of **Customer Activities** module. If you do have any questions for which the answer is not available in this document, please feel free to contact us.