# 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

# Contents

## 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.
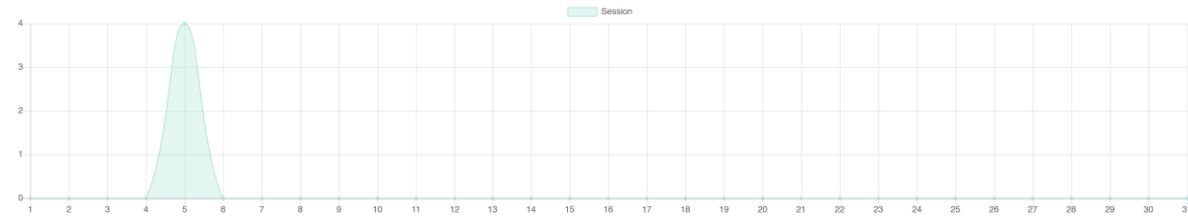
# Configure
Customer activities - Track / View customer behavior

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 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 |

## 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 |

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.
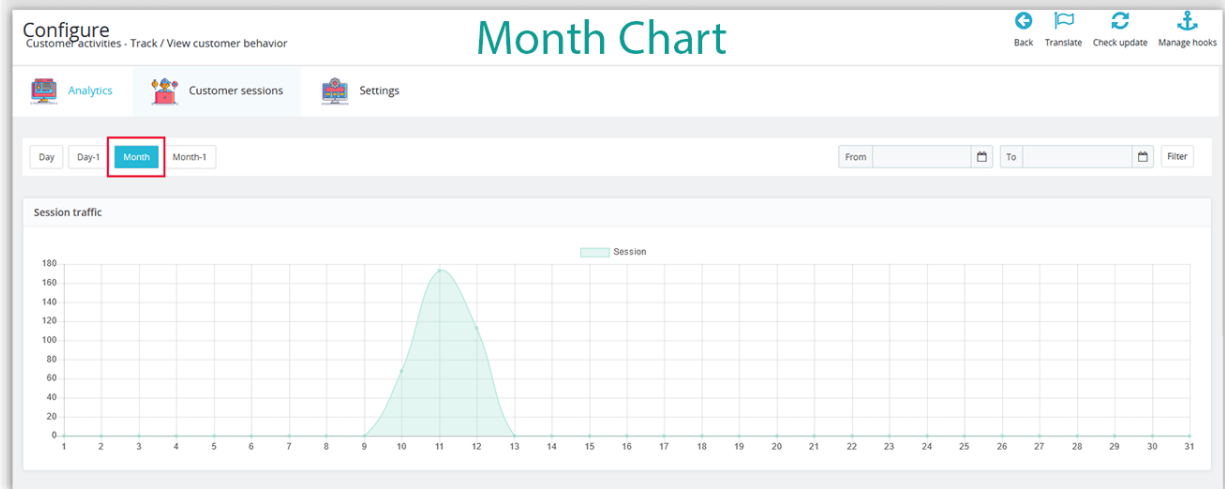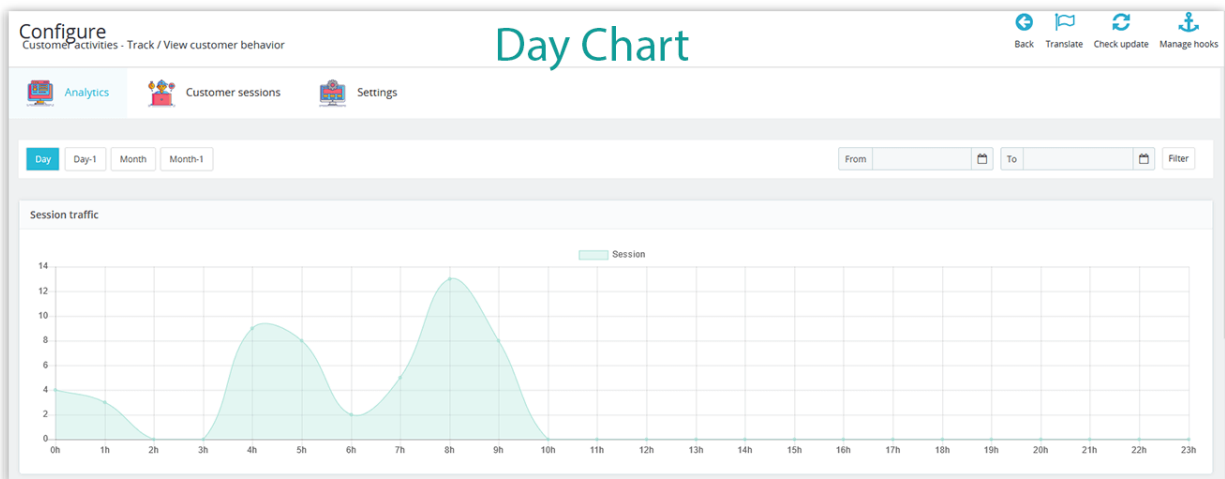




- **Top visit page:** Display the list of pages customers visited. The page list is sorted based on visits. As a result, store managers will be able to see which products/pages customers are most interested in.

- **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

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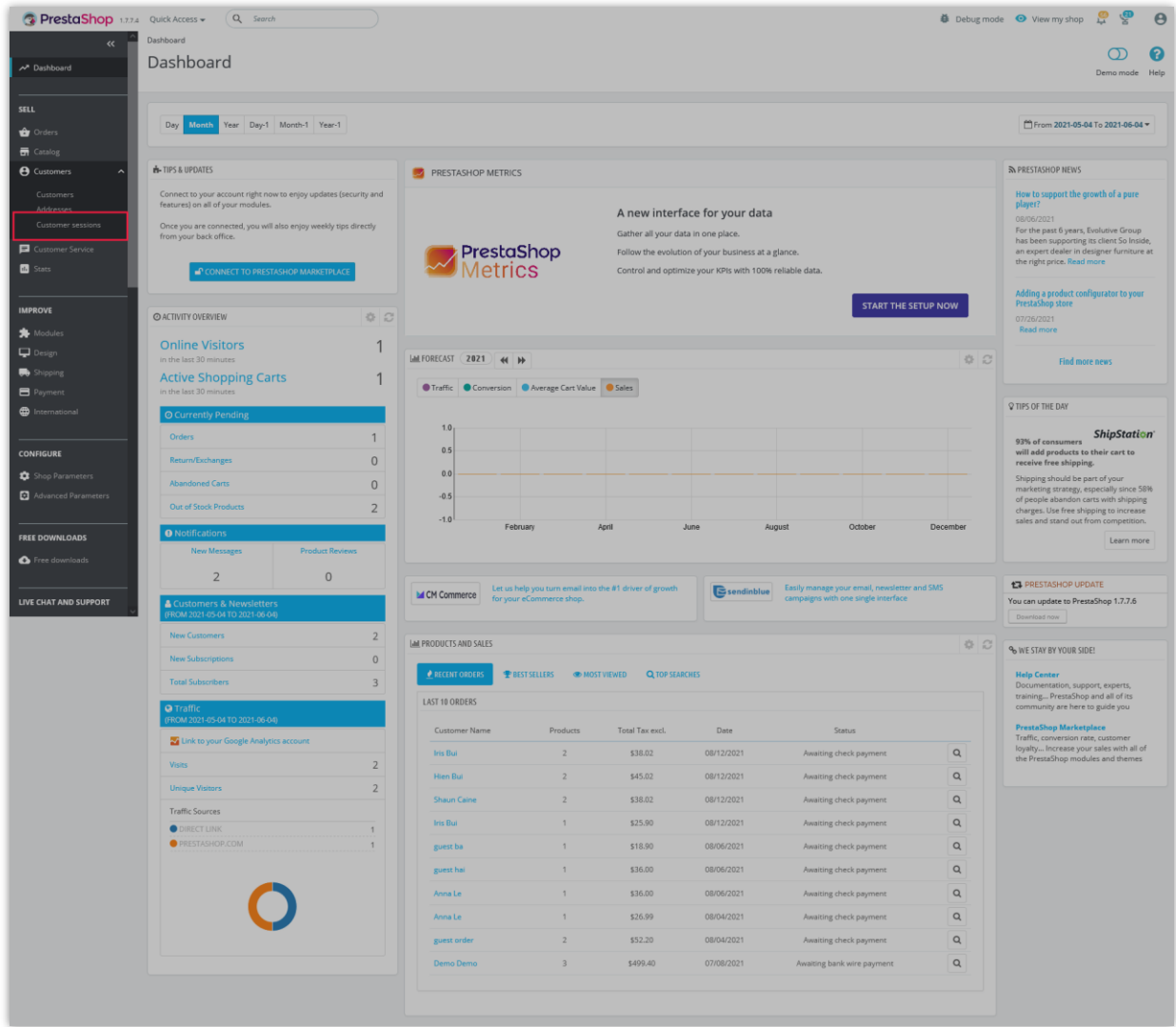
All the sessions that customers visit your website will be listed on this page for store administrators easy to look at and manage.

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.

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.
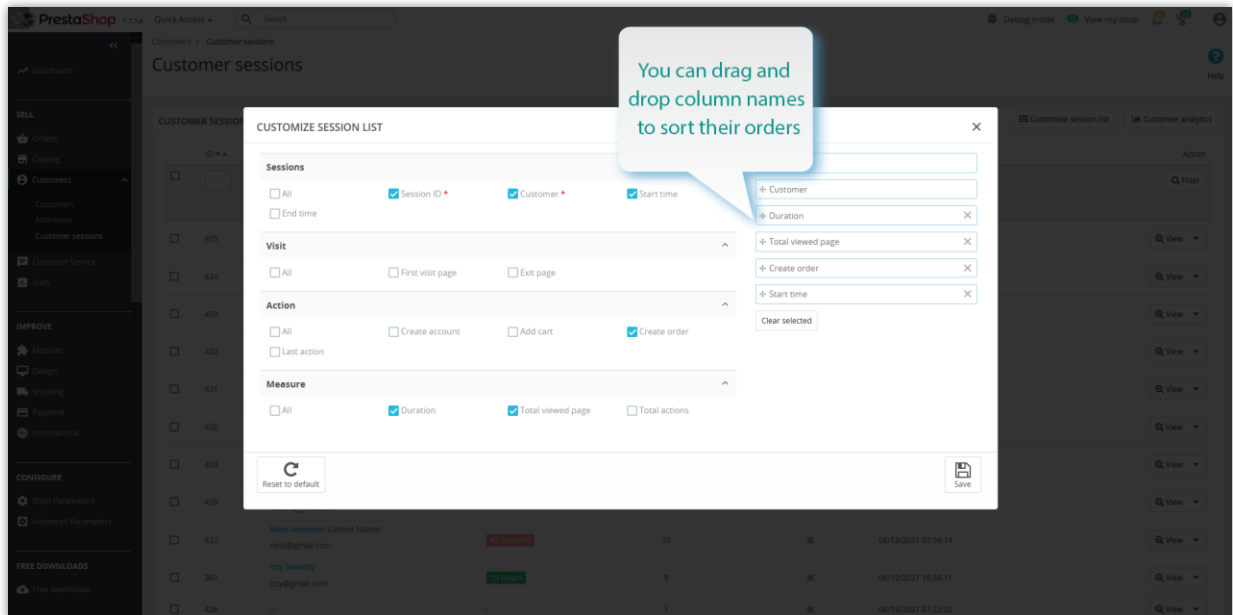


In addition to viewing specific session information from the "**Customer session**" page, the store admin can view it from the "**Customers listing**" page > click on the 3 dots > select **customer session** to see all the sessions which that customer visits your website.
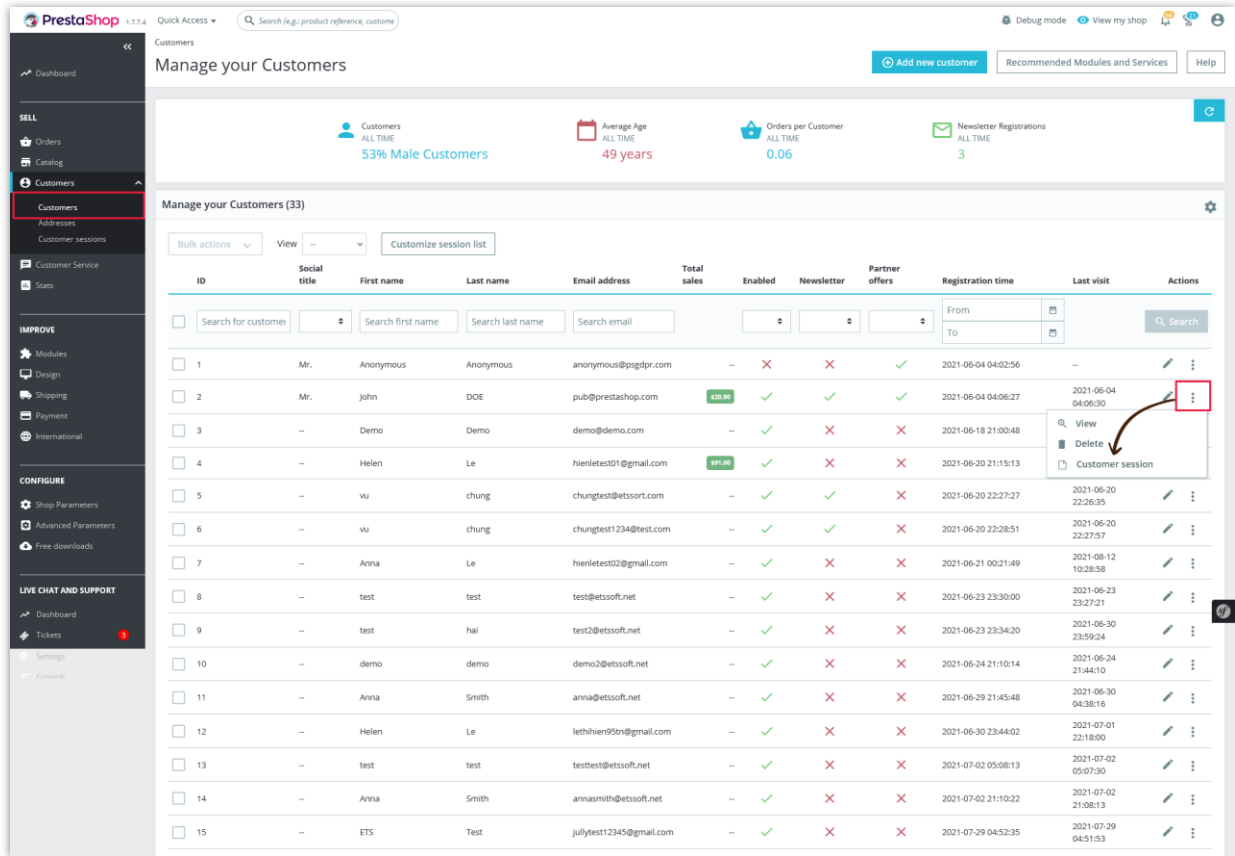
- **Customer analytics**

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.

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



### 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.
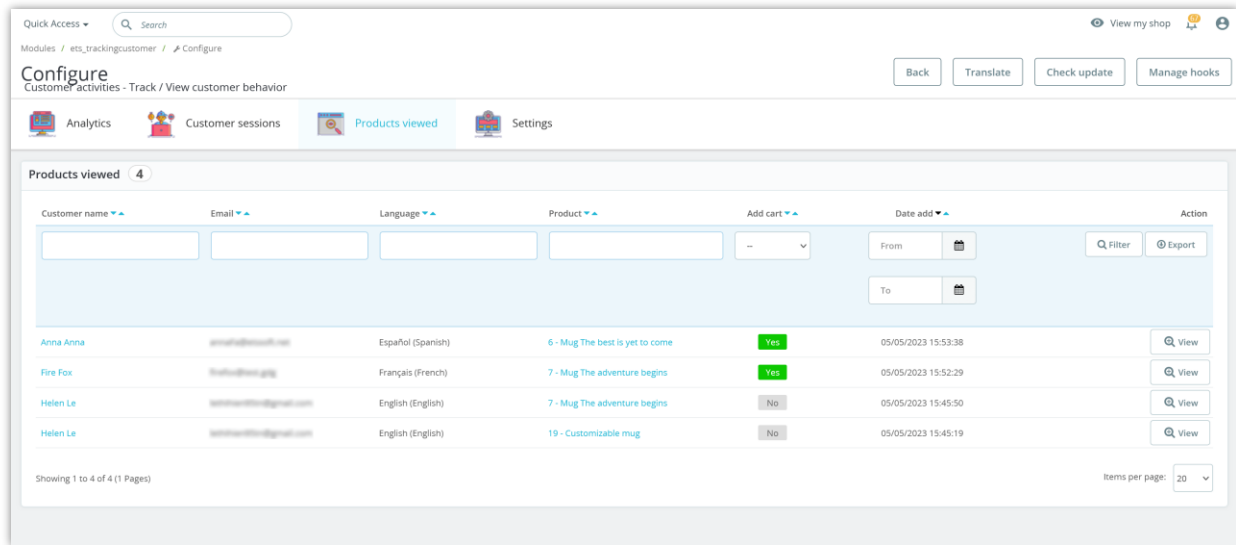


Click the "**View**" button to open that client's session details page.
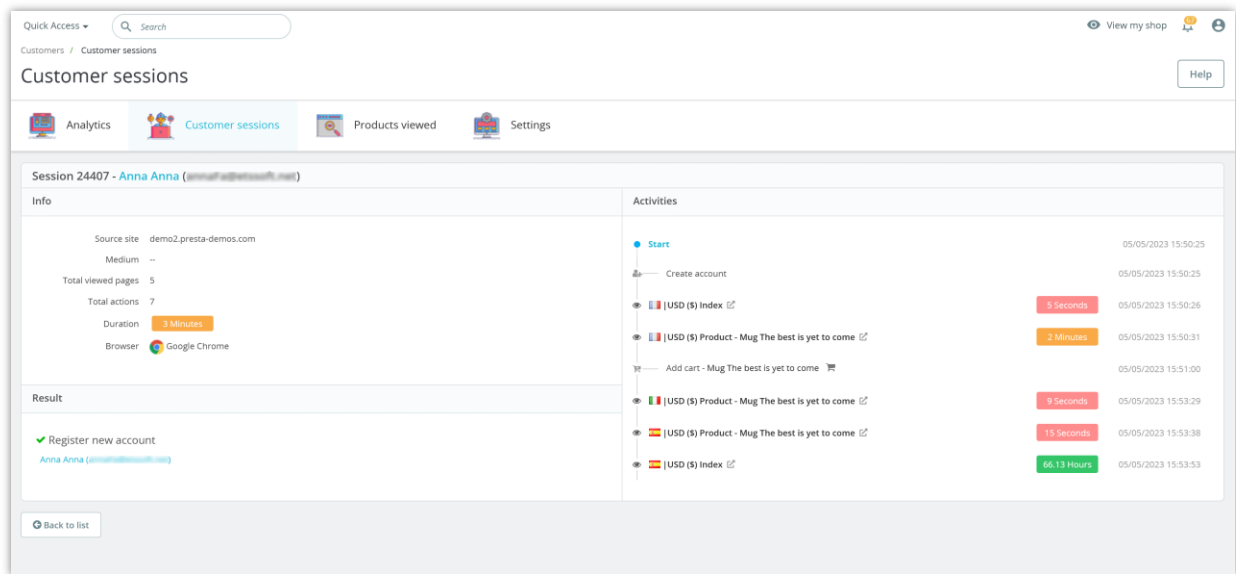


## 4. General settings

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 **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](#)



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.