

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.



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.

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• **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.

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All the sessions that customers visit your website will be listed on this page for store

administrators easy to look at and manage.

STON	IER SESSIONS	359					E Customize session list	Ltdl Customer analyti
	ID 🔽 🔺	Customer 💌 🔺	Duration 🔻 🔺	Total viewed page 💙 🔺	Create order 💌 🔺	Start time 🔽 🔺		Action
			-	Min Max	- •	From		Q Filter
						August 2021	0	
	361	Izzy Staneby izzy@gmail.com	1 Minute	8	×	Mo Tu We Th Fr Sa	Su	Q View 🔻
	360	Reiss Anderson (United States) reiss@gmail.com	2 Minutes	11	~	2 3 4 5 6 7	8	Q View 🔻
-	359	Ngoc Kim ngoc@gmial.com	1 Minute	9	×	9 10 11 12 13 14 16 17 18 19 20 21		Q View 👻
	358	Kien Bui kienbui@gmail.com	39 Seconds	6	×	23 24 25 26 27 28		Q View -
	356	Iris Bui (United States) hangbt@gmail.com	38 Minutes	14	~	30 31		Q View -
	357		-	1	×	08/12/2021 16:47:28		Q View 👻
	353	Shaun Caine (United States) shaun@gmail.com	36 Minutes	35	~	08/12/2021 15:39:25		Q View 👻
	355	Cuong Bui cuong@gmail.com	47 Seconds	5	×	08/12/2021 15:47:39		Q View 👻
	354	Hien Bui (United States) hien@gmail.com	4 Minutes	28	~	08/12/2021 15:43:32		Q View 👻
	352	Iris Bui (United States) hang@gmail.com	5 Minutes	20	~	08/12/2021 15:34:14		Q View 👻
	351	**		1	×	08/12/2021 15:23:28		Q 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.

sto	omer se	essions					
STON	IER SESSIONS	; (433)					E Customize session list
	ID 🔽 🔺	Customer 🔽 🔺	Duration 🔻 🔺	Total viewed page 🔽 🔺	Create order 💌 🔺	Start time 🔻 🔺	Actio
			-	Min Max	-	From	Q, Filter
						То	
	435	Andrea Leisly andrea@gmail.com	59 Seconds	6	×	08/13/2021 08:07:43	Q View -
	434	Soren Larsen soren@gmail.com	57 Seconds	8	×	08/13/2021 08:06:45	Q View -
	433	Andrew Makin andrew@gmail.com	1 Minute	8	×	08/13/2021 08:05:03	Q View -
	432	Cuong Bui cuong@gmail.com	23 Seconds	4	×	08/13/2021 08:04:39	Q View 👻
	431	<mark>ngoc kim</mark> kimngoc@gmail.com	1 Minute	7	×	08/13/2021 08:02:52	Q View 👻
	430	Cuong Bui cuong@gmail.com	36 Seconds	7	×	08/13/2021 08:02:15	Q View 👻
	429	<mark>Kien Bui</mark> kienbui@gmail.com	54 Seconds	10	×	08/13/2021 08:01:19	Q View 💌
	428	Shaun Caine (United States) shaun@gmail.com	1 Minute	9	~	08/13/2021 07:59:58	Q View -
	427	Reiss Anderson (United States) reiss@gmail.com	43 Seconds	10	×	08/13/2021 07:59:14	Q View 👻
	361	<mark>izzy Staneby</mark> izzy@gmail.com	15 Hours	9	×	08/12/2021 16:59:11	Q 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.

PrestaShop 177							_	Ŭ	Debug mode 🛛 💿 View my s	ihop 🛱 🦉 🔒
≪. ≁ Dashboard	Customers / Customer Customer s				You can drop colu	-				
SELL	CUSTOMER SESSION	CUSTOMIZE SESSION LIS	т		to sort th			×	E Customize session list	IM Customer analytics
Catalog	ID = A	Sessions								
Customers ^	•	All	Session ID *	🛃 Customer *	Start time		+ Customer			
Addresses Customer sessions	435						Duration Total viewed page	×		
Customer Service	434		First visit page	Exit page		^	+ Create order	×		
Stats		Action				^	4 Start time	×		
IMPROVE	433	All	Create account	Add cart	Create order		Clear selected			
Andules	432	Last action								
🖵 Design	431	Measure				^				
 Payment International 	430	AII	✓ Duration	✓ Total viewed page	Total actions					
CONFIGURE	429	C Reset to default						Save		
🏟 Shop Parameters	428	Neset to default						29/6		
Advanced Parameters										
FREE DOWNLOADS										

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.

ard	Manage your Cus	tomers	5						⊕ Add ne	w customer Recom	mended Modules and Se	rvices
ers ^		2	Customers ALL TIME 53% Male Custo	omers	Average Age ALL TIME 49 years		Order ALL TI 0.00			Newsletter Registration	ns	
ners Ses	Manage your Customers (33)										
ner sessions er Service	Bulk actions 🧹 Vie	Social title	Customize ses First name	Last name	Email address	Total sales	Enabled	Newsletter	Partner offers	Registration time	Last visit	A
	Search for customer	¢	Search first name	Search last name	Search email		¢	¢	•	From To	8	Q s
5	1	Mr.	Anonymous	Anonymous	anonymous@psgdpr.com	-	×	×	~	2021-06-04 04:02:56	-	1
5	2	Mr.	John	DOE	pub@prestashop.com	\$20.90	~	~	~	2021-06-04 04:06:27	2021-06-04 04:06:30	-
t ional	3	-	Demo	Demo	demo@demo.com	-	~	×	×	2021-06-18 21:00:48	Q ViewI Delete	
:	4		Helen	Le	hienletest01@gmail.com	\$91.00	~	×	×	2021-06-20 21:15:13	Customer sess	ion
rameters	5		VU	chung	chungtest@etssort.com		~	~	×	2021-06-20 22:27:27	22:26:35	/
ed Parameters wnloads	6		vu	chung	chungtest1234@test.com	-	~	~	×	2021-06-20 22:28:51	2021-06-20 22:27:57	/
	7		Anna	Le	hienletest02@gmail.com	-	\checkmark	×	×	2021-06-21 00:21:49	2021-08-12 10:28:58	/
ND SUPPORT	8		test	test	test@etssoft.net	-	\checkmark	×	×	2021-06-23 23:30:00	2021-06-23 23:27:21	/
erd 🚯	9	-	test	hai	test2@etssoft.net	-	~	×	×	2021-06-23 23:34:20	2021-06-30 23:59:24	1
	10		demo	demo	demo2@etssoft.net	-	~	×	×	2021-06-24 21:10:14	2021-06-24 21:44:10	1
	11		Anna	Smith	anna@etssoft.net		~	×	×	2021-06-29 21:45:48	2021-06-30 04:38:16	1
	12	-	Helen	Le	lethihien95tn@gmail.com	-	~	×	×	2021-06-30 23:44:02	2021-07-01 22:18:00	1
	13		test	test	testtest@etssoft.net	-	~	×	×	2021-07-02 05:08:13	2021-07-02 05:07:30	1
									×	2021-07-02 21:10:22	2021-07-02	

• 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.

isto	omer s	sessions							E
ISTON	MER SESSIO	NS (439)						I≡ Customize session list	LML Customer analytic
	ID 🔽 🔺	Customer 🔻	Duration 🔻 🔺	Total viewed page	Create order 🔻 🔺	Start time 💌 🔺		Total actions 💌 🔺	Action
			-	Min Max	- ~	From	8	-	Q Filter
						То			
	441	Anna Le (United States) 🖋 hienletest02@gmail.com	7 Seconds	3	×	08/13/2021 08:53:41		1	Q View ▼
	11	Anna Le (United States) 💙 hienletest02@gmail.com	64.5 Hours	1	×	08/10/2021 16:23:33		1	Q View 🔻
	440	84	-	1	×	08/13/2021 08:52:51			🔍 View 🔻
	439		-	1	×	08/13/2021 08:37:50			Q View 💌
	438		-	1	×	08/13/2021 08:37:10			Q View 🔻
	437	Shaun Caine (United States) shaun@gmail.com	30 Seconds	6	×	08/13/2021 08:30:34		1	Q View 👻
	435	Andrea Leisly andrea@gmail.com	22 Minutes	6	×	08/13/2021 08:07:43		3	Q View 🔻
	436	**	-	1	×	08/13/2021 08:09:16			Q View 🔻
	434	Soren Larsen soren@gmail.com	57 Seconds	8	×	08/13/2021 08:06:45		2	Q View ▼
	433	Andrew Makin andrew@gmail.com	1 Minute	8	×	08/13/2021 08:05:03		3	Q View 🔻
	432	Cuong Bui cuong@gmail.com	23 Seconds	4	×	08/13/2021 08:04:39		2	Q View 👻

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

PrestaShop 1.7.74		Debug mode	💿 View my shop 🚆 🔮 😝
✓ Cashboard	Customer sessions		() Help
SELL	Customer session: Shaun Caine (shaun@gmail.com) - United States		
Catalog	SESSION 437		-
Customers	Info	Activities	
Addresses Customer Service Customer Service Stars MMRROVE MMRROVE MMRROVE Design Stopping Payment	Source site demo2 es-demos com MeBum – Total viewed page 6 Total actions 8 Duration 3 Browser C Mocilia Frefox	Store Store Store Market of Market of	04/13/2021 08:30:34 9 Seconds 18 Seconds 19 Seconds 19 Seconds 2 Seconds 2 Seconds 19 Seconds
International	SESSION 428		+
CONFIGURE			
 Shop Parameters Advanced Parameters 	SESSION 353		+
FREE DOWNLOADS Free downloads	O Back to Set		

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.

onfigure stomer activities - Track / V	liew customer behavior				Back Translate	Check update Manage ho
Analytics	Customer sessions	Products viewed	Settings			
oducts viewed 4						
Customer name 🔻 🔺	Email 💌 🔺	Language 🔻 🔺	Product 💌	Add cart 💌 🔺	Date add 💌 🔺	Actio
				- v	From	Q, Filter ④ Export
					То	
Anna Anna	and details on	Español (Spanish)	6 - Mug The best is yet to come	Yes	05/05/2023 15:53:38	Q View
Fire Fox	Trafacilities gift	Français (French)	7 - Mug The adventure begins	Yes	05/05/2023 15:52:29	Q View
Helen Le	ant the fills dignal con-	English (English)	7 - Mug The adventure begins	No	05/05/2023 15:45:50	Q View
Helen Le	with a third goal out	English (English)	19 - Customizable mug	No	05/05/2023 15:45:19	Q View
howing 1 to 4 of 4 (1 Pages)						Items per page: 20

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

Quick Access v Q Search OView my: Customers / Customers sessions										
ustomer sessions										
Analytics 😰 Customer sessions 🔯 Products viewed 🏚 Settings										
Session 24407 - Anna Anna (
Info	Activities									
Source site demo2.presta-demos.com Medium	Start	05/05/2023 15:50:25								
Total viewed pages 5	å⊢— Create account	05/05/2023 15:50:25								
Total actions 7	● III USD (\$) Index ピ 5 Seconds	05/05/2023 15:50:26								
Duration 3 Minutes Browser o Google Chrome	III [USD (\$) Product - Mug The best is yet to come 2 2 Minutes	05/05/2023 15:50:31								
-	〒 — Add cart - Mug The best is yet to come 菁	05/05/2023 15:51:00								
Result	III USD (\$) Product - Mug The best is yet to come Z	05/05/2023 15:53:29								
✓ Register new account	USD (\$) Product - Mug The best is yet to come Z	05/05/2023 15:53:38								
Anna Anna (05/05/2023 15:53:53								
G Back to list										

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.

Modules / es_trackingcustomer / #Configure									
Configure Customer activities - Track / View customer behavior		Back Translate Check update Manage	hooks						
Analytics 🟦 Customer sessions 💽 Products viewed									
Settings									
Maximum number of latest sessions to store	20 Leave blank to store all customer sessions	Sessions							
Maximum number of latest customer actions to store	Leave brank to store oil clustomer sessions	Actions							
	Leave blank to store all customer actions								
Only record sessions of registered user	Ves Yes								
Clear customer activities data older than	All time 🗸 🗑 Clear sesions								
	All time								
	1 week ago								
	1 month ago	s	ave						
	6 months ago								
	1 year ago								
			_						

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

gı	Jre ctivities - Track / View customer behavior					G	Translata	Check update	
	er activities - Track / view customer behavior					Dack	Translate	check update	IV
s	sit page			Top a	ction				
	Page	Total visits	Avg duration		Action			Execute	
	Login	379	19 Seconds	1	Logout			19	
	index	40	2.67 Hours	2	Add cart			18	
	Accessories	27	33 Minutes	3	Create account			14	
	Hummingbird printed t-shirt	16	6 Seconds	4	Login			8	
	module-ybc_blog-blog	14	-	5	Create order			6	
	Clothes	14	2 Seconds	6	Add ticket (Live chat system)			4	
	The best is yet to come' Framed poster	12	8 Minutes	7	Delete product in cart			3	
	Cart	11	2 Minutes						
	Hummingbird cushion	11	5 Seconds	Custo	mer insight				
	Hummingbird printed sweater	10	4 Seconds	Custo	mer insignt				
	My account	10	3 Seconds		Browser		Times		
	Mug The best is yet to come	10	8 Seconds	1	💽 Google Chrome		371		
	Brown bear notebook	9	4 Minutes	2	Something		51		
	Brown bear cushion	8	7 Seconds	3	🚳 Mozilla Firefox		23		
	The adventure begins Framed poster	7	15 Seconds	4	🧭 Safari		2		
	Art	6	4 Seconds						

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.