

ShinyStat Analytics PrestaShop Module

Integration of ShinyStat services in PrestaShop e-commerce

ver. 1.0.0

Last updated: Friday 10 June 2022

Document modification list

Changes	Description	Date
First version	Inserted the instruction to show how to register a ShinyStat account and configure the Prestashop module.	2021-02-24
Registration url	Changes to account registration section	2022-06-10

1. Create a ShinyStat account

The first step to integrate ShinyStat services inside a PrestaShop e-commerce is to create an account on the ShinyStat platform.

Fill the form at the url:

https://www.shinystat.com/it/registrazione.html?ABBO=0&EMAIL=Email&URL=shop_url

to register a free account by following the suggestions in the column Note.

Free accounts provide a restricted set of features compared to business version.



Login information fields marked with a * are mandatory

*Email¹
mario.rossi@info.com

*Password² Password *Repeat the Password Repeat the Password

Site Data

*URL³
www.mariorossi.it

*Site Description⁴
Description

*Main Category⁵ --- ??? --- *Subcategory⁵ Choose a main category first

Note

1. Email:
The email cannot be changed unless you contact our support centre. If you have already registered other accounts, use the same mail already used in previous registrations.

2. New Password:
8 to 30 characters long.

3. URL:
Website address. ex.:
www.site.com

4. Description:
the description of your website will be used for the search in ShinyStat Top Sites

5. Category / Subcategory:
please, choose your category carefully. ShinyStat reserves the right to list your website in any category as ShinyStat deems appropriate.

Report Data

Language

Italiano

*Country

Italia

*Time Zone

GMT+01:00

6. Cookie Consent:

it allows to automatically show the banner with the cookie consent and ask users the consent to release ShinyStat profiling cookies

Cookie Consent

 Activate the ShinyStat "Cookie Banner" Service ⁶

Terms of Use

Checking "I accept", the user represents to have read and to specifically approve the [Terms of Service, available by clicking here.](#)

 ***I accept**

Pursuant to Articles 1341 and 1342 of the Italian Civil Code, the user represents to have read and to specifically approve the provisions under the following Articles of this agreement: Art. 1 (Information for consumers), Art. 2 (Duration and withdrawal), Art. 6 (Conditions of service), Art. 7 (Indemnification); Art. 8 (Limitation of responsibility) Art. 9 (Limitations on service use), Art. 10 (Force majeure), Art. 13 (Competent authorities).

 ***I accept**

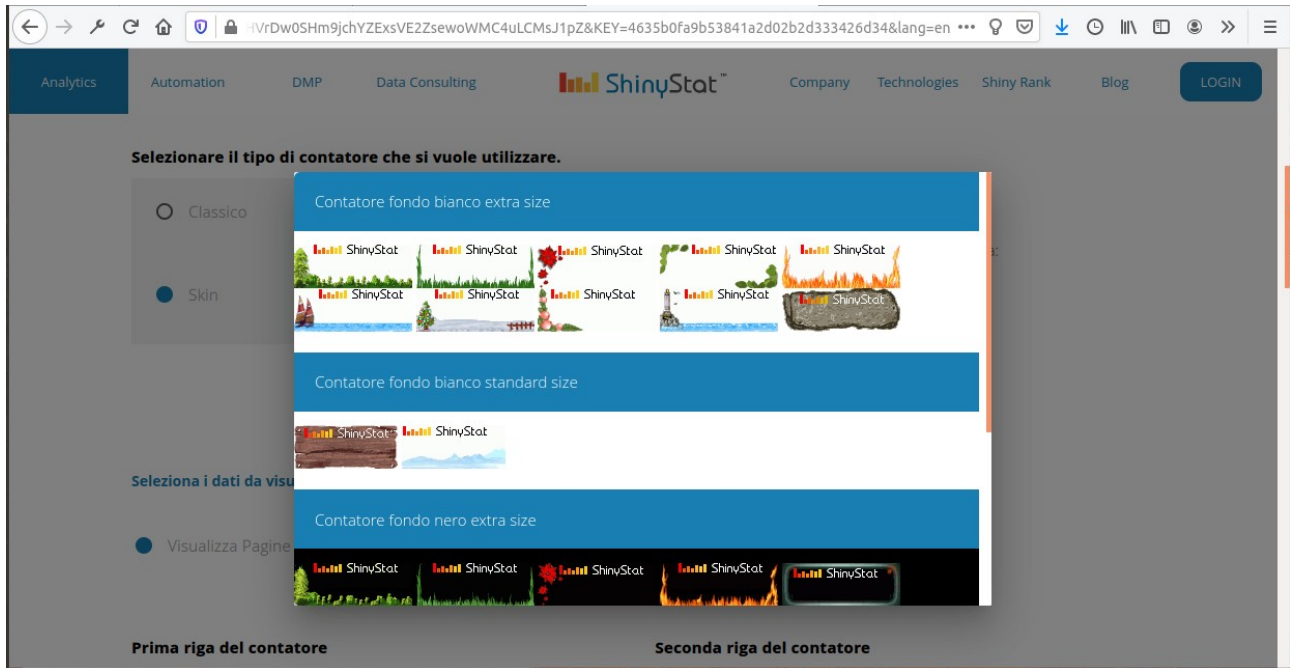
Privacy

Free

 ***I consent**[SUBSCRIBE ACCOUNT FREE](#)

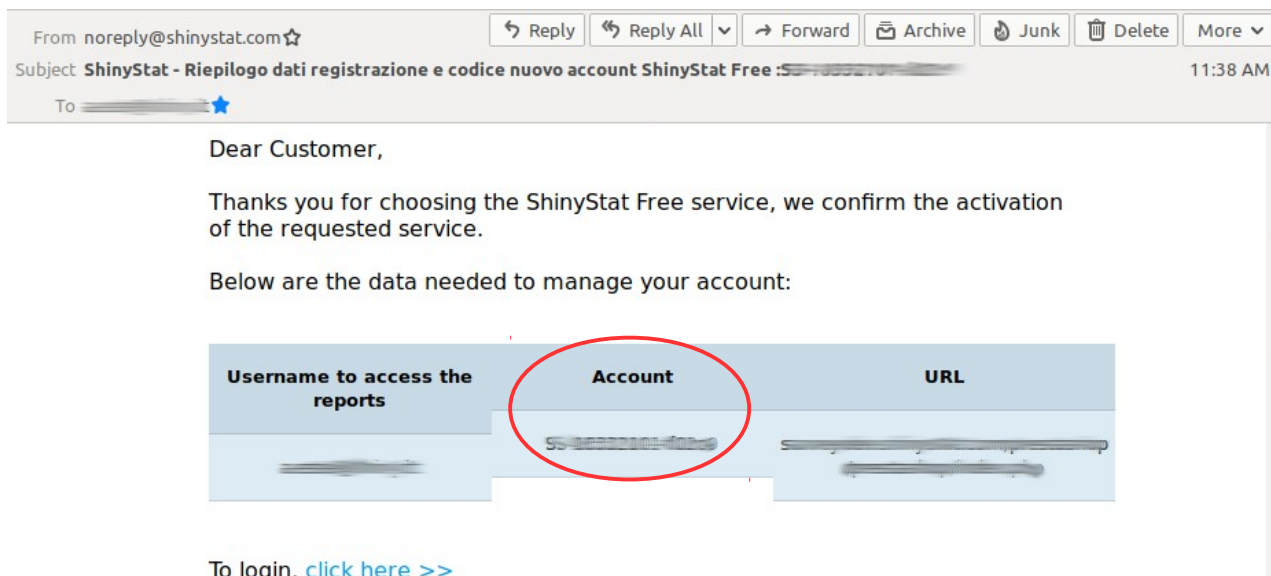
When you press on the *subscription* button, you'll receive an e-mail that includes the confirmation link.

In the page you'll be redirected to, you can choose your favorite *counter icon* that will be inserted in your e-commerce pages, if you'd like to show it (See Section 3).



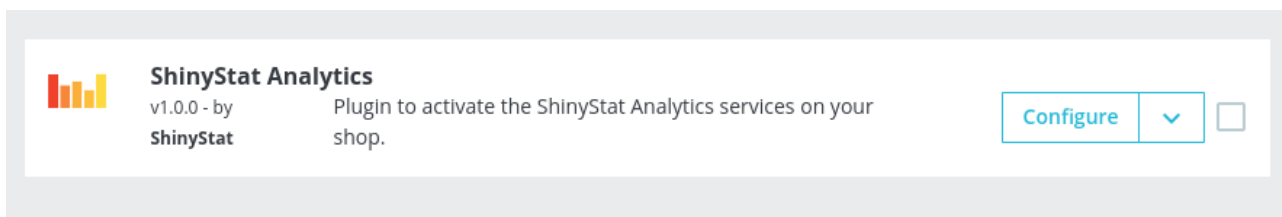
You'll receive then a summary e-mail, including the data required to login in the report pages.

The e-mail also includes the account identifier that it is required later to configure the module (See Section 3).



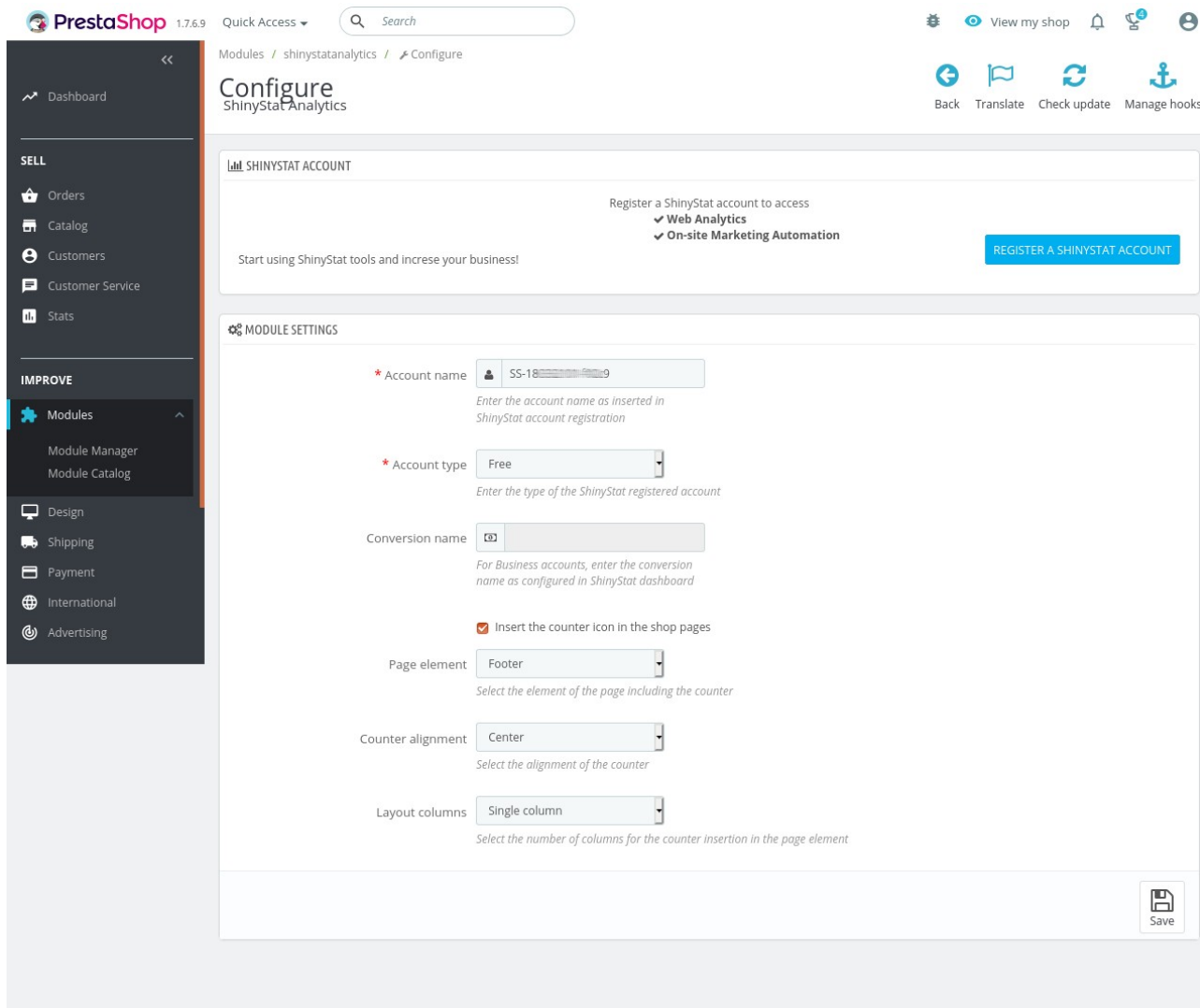
2. Install the ShinyStat Analytics module

Go to the admin panel of your PrestaShop e-commerce and install the ShinyStat Analytics module. If the installation is completed successfully, you'll see the module in the list of installed modules.



3. Configure the Analytics ShinyStat module

The configuration of the ShinyStat Analytics module requires to insert the account name received in the summary e-mail, the account type and, optionally, the position of the icon counter.



The screenshot shows the PrestaShop configuration interface for the ShinyStat Analytics module. The interface is divided into two main sections: 'SHINYSTAT ACCOUNT' and 'MODULE SETTINGS'.

SHINYSTAT ACCOUNT: This section prompts the user to register a ShinyStat account. It lists the benefits: 'Web Analytics' and 'On-site Marketing Automation'. A blue button labeled 'REGISTER A SHINYSTAT ACCOUNT' is visible.

MODULE SETTINGS: This section contains several configuration options:

- Account name:** A text input field containing 'SS-18...'. Below it, a note says: 'Enter the account name as inserted in ShinyStat account registration'.
- Account type:** A dropdown menu set to 'Free'. Below it, a note says: 'Enter the type of the ShinyStat registered account'.
- Conversion name:** A text input field. Below it, a note says: 'For Business accounts, enter the conversion name as configured in ShinyStat dashboard'.
- Insert the counter icon in the shop pages:** A checked checkbox.
- Page element:** A dropdown menu set to 'Footer'. Below it, a note says: 'Select the element of the page including the counter'.
- Counter alignment:** A dropdown menu set to 'Center'. Below it, a note says: 'Select the alignment of the counter'.
- Layout columns:** A dropdown menu set to 'Single column'. Below it, a note says: 'Select the number of columns for the counter insertion in the page element'.

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

The three input related to the counter icon position determine if the icon has to be inserted in the navigation menu, in the top or in the footer of each page.

You can also define the exact position of the icon by selecting the alignment and the layout.

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Orders
Credit slips
Addresses
Vouchers

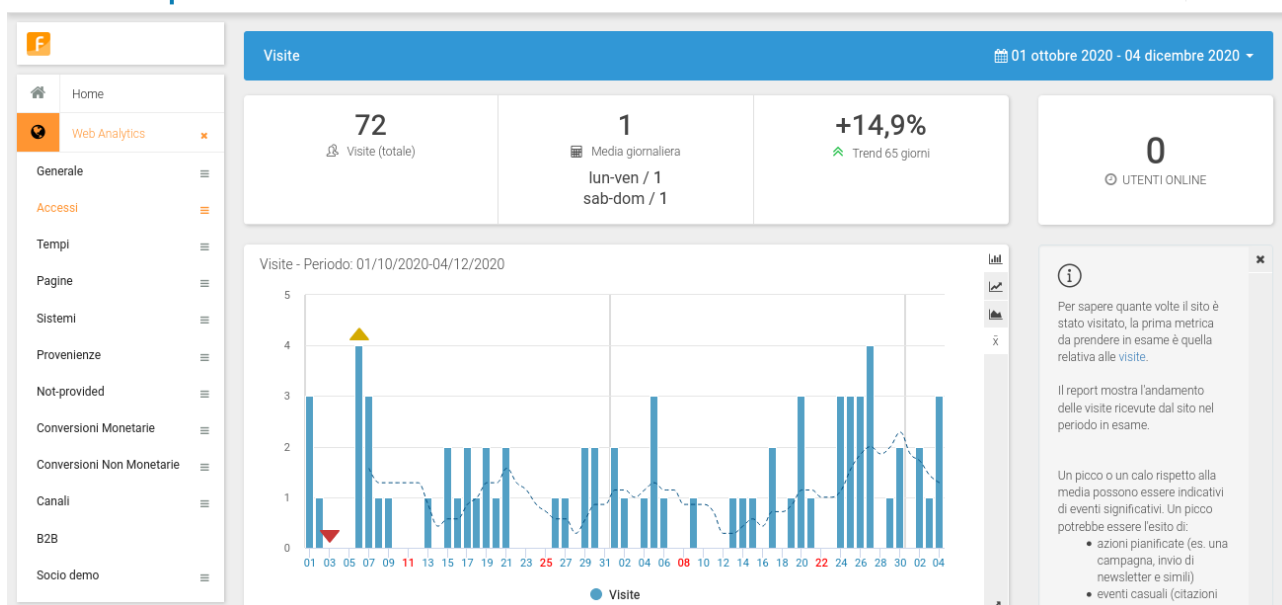
STORE INFORMATION

shinytest
Italy
Email us: shinytest@shinytest.it



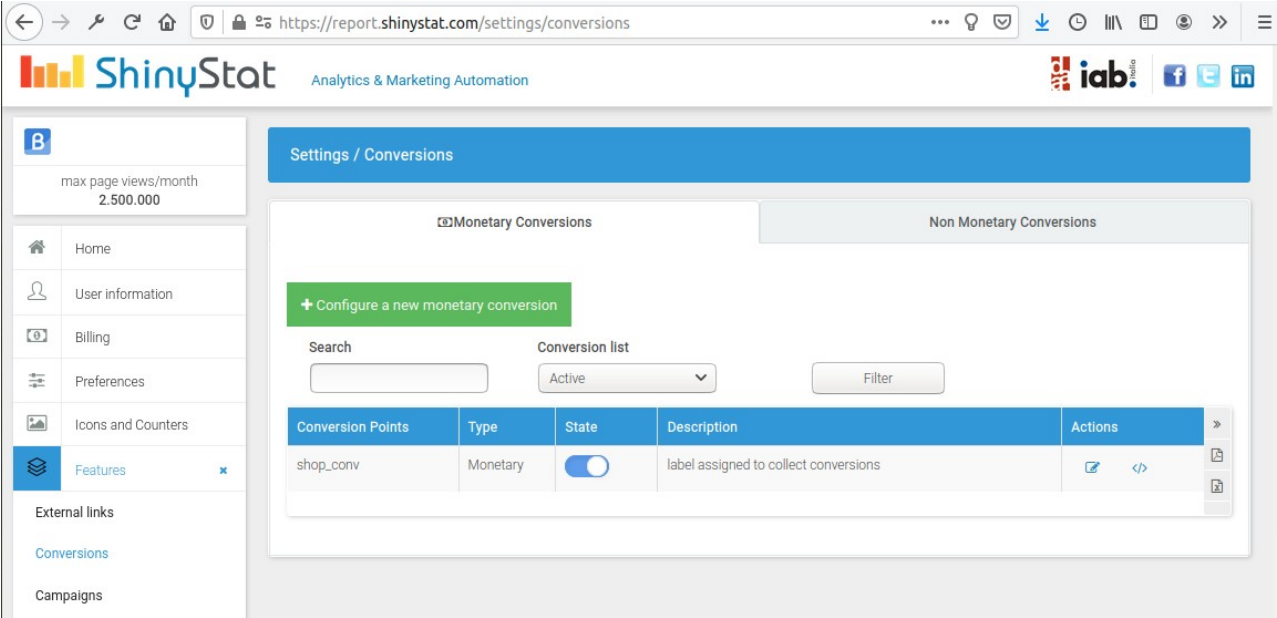
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At this point you can see in real-time the traffic to your PrestaShop e-commerce in the ShinyStat dashboards.



Business accounts can also see statistics about the monetary conversions. To define the conversion name in the ShinyStat platform, click the menu item *Account management* and then *Settings*.

In the panel reached by clicking *Features > Conversions* you can choose a *conversion name* and copy it in the module configuration.




The screenshot shows the 'Settings / Conversions' interface. On the left is a navigation menu with 'Features' selected. The main content area has two tabs: 'Monetary Conversions' (active) and 'Non Monetary Conversions'. A green button '+ Configure a new monetary conversion' is visible. Below it is a search bar and a 'Conversion list' dropdown set to 'Active'. A table lists conversion points:

Conversion Points	Type	State	Description	Actions
shop_conv	Monetary	<input checked="" type="checkbox"/>	label assigned to collect conversions	Edit Code Copy

shinystat account registration

* Account type
Enter the type of the ShinyStat registered account

Conversion name
For Business accounts, enter the conversion name as configured in ShinyStat dashboard

 *Insert the counter icon in the shop pages*

After the configuration has been saved, when a visitor complete a monetary conversion, you can see the collected information in the dedicated report pages.

