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JaJuMa

Matomo Analytics

01/2024

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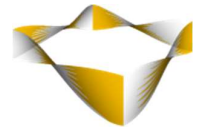
Table of Contents

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1. Introduction

JaJuMa Matomo Analytics enables you to use Matomo, the GDPR compliant Google Analytics alternative that respects your customers privacy, with your Magento 2 store.

Build trust in your brand and shop by being fully GDPR compliant and in full control over your customers data.

With JaJuMa Matomo Analytics you can use either the Cloud hosted version provided by Matomo or your self-hosted Matomo to benefit from this powerful analytics platform while ensuring privacy protection for your customers.

And this extension provides you with highly flexible and powerful features that allow you to make full use of the most powerful open-source analytics solution:

Javascript tracking for pageviews and e-commerce tracking or server-side conversion tracking for 100% accuracy as well as Matomo Tag Manger integration. Additionally, JaJuMa Matomo Analytics enables you to access your Matomo Dashboard from your Magento Backend. No need to login into another system anymore!

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2. Installation

For installing the extension, follow installation process as with any Magento Extension.

2.1.　　Extension Installation via composer

For installing the extension via composer, follow installation process as with any Magento Extension from Magento Marketplace.

See: https://devdocs.magento.com/extensions/install/

2.2.　　Manual Extension Installation via FTP

For manual installation by FTP, please follow these steps:

Before Installing

1. We recommend you to duplicate your live store on a staging/test site and try installation on your staging/test site before deploying to your live store
2. Backup Magento files and the store database

Please Note: It's very important to backup all themes and extensions in Magento before installation, especially when you are working on a live server.
We strongly recommend you to do not skip this step.

Upload the Extension

1. Log into your hosting space via a FTP client (e. g. FileZilla, WinSCP, cuteFtp)
2. Create Folder: <magentoroot>/app/code/Jajuma/Matomo
3. Unzip extension package and upload files into:
   <magentoroot>/app/code/Jajuma/Matomo
4. Enter and run the following commands at the command line:

```
php bin/magento setup:upgrade
php bin/magento setup:static-content:deploy
```

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3. Extension Scope

JaJuMa Matomo Analytics enables you to use the powerful Matomo Analytics platform in your Magento 2 store.
With:

- Tracking Pageviews:
  The script for tracking pageviews will be added to all your pages, with all needed configuration options to ensure you get the best possible results while ensuring also the privacy of your customers as well as maximum accuracy and completeness by providing advanced features such as a Stealth Mode to avoid AdBlockers or tracking restores from bfcache as page views.
- E-Commerce Tracking:
  Tracking your customers interactions in your store, such as Add-To-Cart, Product Views, Purchases etc.
    - Via Javascript Tracking
      or
    - Via server-side/PHP Tracking, either in real-time or via queue
- Matomo Tag Manager Integration
- Backend Integration that allows accessing your Matomo Dashboard within your Magento backend
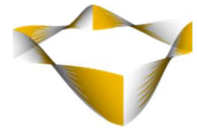
Note:
For using JaJuMa Matomo Analytics you will need a Matomo System, either

- As a Cloud Hosted Service https://matomo.org/pricing/
  Or
- On-premise/self-hosted on your server https://matomo.org/matomo-on-premise/

See comparison here to find the best option or you:

https://matomo.org/what-is-on-premise/

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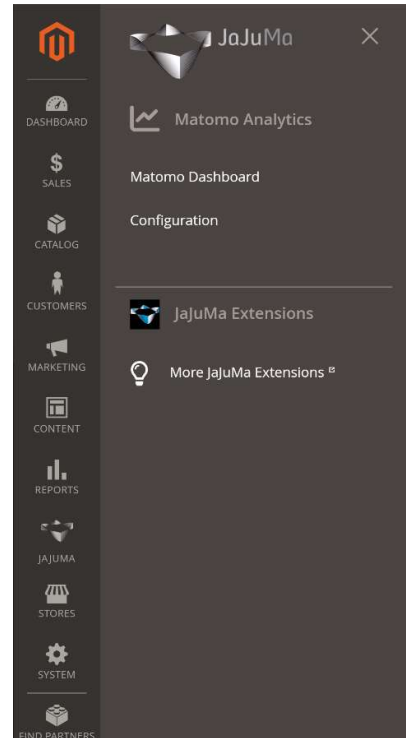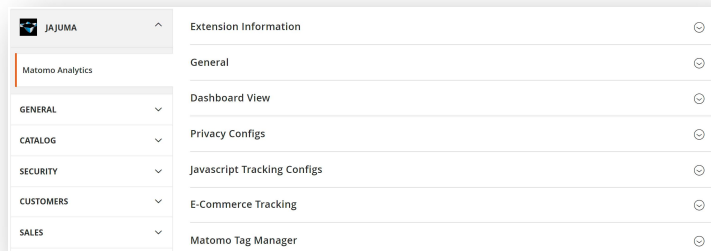
4. Configuration

In Magento Backend see

JaJuMa -> Matomo Analytics-> Configuration

For JaJuMa Matomo Analytics configuration with 6 sections:

- General
- Dashboard View
- Privacy Configs
- Javascript Tracking Configs
- E-Commerce Tracking
- Matomo Tag Manager

To access your Matomo Dashboard from Magento see:
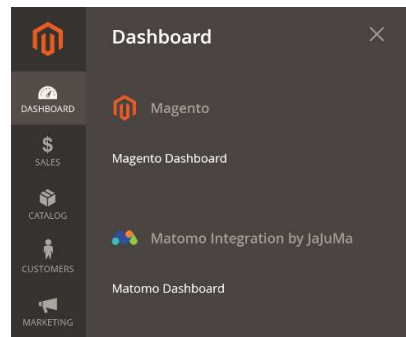
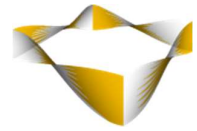*JaJuMa -> Matomo Analytics-> Matomo Dashboard*

Or

Dashboard -> Matomo -> Matomo Dashboard

For details, see sections

- 4.2 - Dashboard &
- 5 - Matomo Dashboard

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4.1.　　General

For using Matomo Analytics, please complete general configs as described below:

Matomo URL:
Configure URL to your Matomo Site, e. g. 'https://matomo.yourdomain.com/'

SiteID:
Configure the SiteID as configured in your Matomo Site in Settings > Websites > Manage

Duplicate SiteID:
For duplicating your web analytics data into the same Matomo server, but in another website, input duplicate SiteID(s).
One or more SiteID(s) supported. Input multiple IDs separated by comma " , "

Tracker Access Token:
When using the server-side tracking/PHP Tracker or Stealth Mode / Avoid AdBlockers Mode please create an auth token for a Matomo user with admin access and input here.
(See Matomo FAQ for more info)

Enable Tracker Logging
For debugging, stealth mode/php tracker actions can be logged, selected from Drop Down "**Enable Tracker Logging**":

- o Yes → Tracker log can be found in */var/log/matomo/tracker_dd.log* (with dd=day)
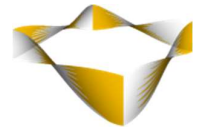- o No → Tracker log is disabled

General		⊙
Matomo URL [store view]	https://matomo.jajuma.de/	
	Input URL to your Matomo Site, e. g. 'https://matomo.yourdomain.com/'.	
SiteID [store view]	1	
	Input the SiteID as configured in your Matomo Site in Settings > Websites > Manage.	
Duplicate SiteID [store view]	2,3,4	
	For duplicating your web analytics data into the same Matomo server, but in another website, input duplicate SiteID(s). One or more SiteID(s) supported. Input multiple IDs separated by comma " , "	
Tracker Access Token [global]	......	
	When using the **server-side tracking/PHP Tracker** or **Stealth Mode / Avoid AdBlockers Mode** please create an auth token for a Matomo user with admin access and input here. (See Matomo FAQ for more info)	
Enable Tracker Logging [store view]	Yes ▾	
	If enabled, Tracker Log can be found in: */var/log/matomo/tracker_dd.log (with dd=day).*	

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4.2. Dashboard View

For using the Matomo Dashboard integration in your Magento backend, please configure:

Dashboard Period:
Configure the default reporting period in dashboard view.
(Note: You can also switch the reporting period in dashboard view anytime.)

Dashboard View Access Token:
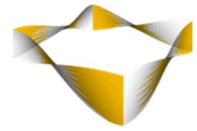Add the access token for your Matomo user here.
It must be an auth token for a Matomo user with only view access.
Please also see https://matomo.org/faq/general/faq_114

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4.3.   Privacy Configs

In Privacy Configs section, you can choose to respect DoNotTrack as send by Browser and configure the use of cookies for tracking.

Enable Do Not Track
To enable client side DoNotTrack detection, select from Drop Down "**Enable Do Not Track**":

- Yes → Enable
- No → Disable

If Yes, DoNoTrack will be respected and tracking requests will not be sent if visitors do not wish to be tracked.

Disable All Tracking Cookies
To disable all first party cookies, select from Drop Down "**Disable All Tracking Cookies**":

- Yes → Do not use cookies for tracking
- No → Use cookies for tracking

If choose Yes:
Existing Matomo cookies for this website will be deleted on the next page view.

Note:
Please also see Matomo documentations for further explanations regarding privacy:
https://matomo.org/privacy/

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4.4.   Javascript Tracking Configs

Enable Matomo Analytics JS Tracker
To enable Matomo Analytics JS Tracker, select from Drop Down:

- Yes → Enable Page View tracking via JS Tracker
- No → Disable Page View tracking via JS Tracker

Load JS Tracker after user interaction
The "Load JS Tracker after user interaction" dropdown allows you to choose if JS tracker should load and run only after user interaction was detected or not.

- •   If Yes: Matomo tracking script will only be loaded after user interaction
- •   If No: Matomo tracking script will be loaded immediately on page load

Select "Yes" to avoid any impact on your Page Speed and Core Web Vitals KPIs.

Track One Domain + Subdomains in One Website
Allows to tell Matomo the website domain so that clicks on these domains are not tracked as 'Outlinks, select from Drop Down

"**Track One Domain + Subdomains in One Website** ":

- Yes → Main-Domain + Sub-Domains will be tracked as one website
- No → Main-Domain + Sub-Domains will be tracked as separate websites
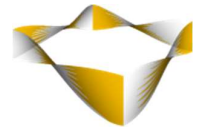
    If No:
    If one visitor visits x.yourdomain.com and y.yourdomain.com, they will be counted as a unique visits.

    If Yes:
    Configure your Cookie Domain to track visitors across sub-domains:

Cookie Domain
Use e. g. '*.yourdomain.com' for tracking users across all subdomains.

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Enable Heartbeat

To enable heartbeat to accurately measure the time spent on the last pageview of a visit., select from Drop Down "**Enable Heartbeat** ":

- Yes → Heartbeat enabled
- No → Heartbeat disabled

If Yes: Configure the

Heartbeat Interval

The heartbeat interval defines how long a tab needs to be active to be counted as viewed as numeric value in seconds, e. g. '30'.

Track Users with JS disabled

For adding a tracking pixel for tracking users with JS disabled, select from Drop Down "**Track Users with JS disabled** ":

- Yes → Tracking Pixel will be added
- No → Tracking Pixel will not be added

Use Stealth Mode / Avoid AdBlockers

To enable Stealth Mode / Avoid AdBlockers select from Drop Down "**Use Stealth Mode / Avoid AdBlockers**":

- **No** → Tracking via JS will run normally, with tracking requests sent directly to your Matomo site.
- **Yes** → Tracking via JS will be proxied via your Magento site to your Matomo site, invisible for AdBlockers.
  matomo.js file will be loaded from your Magento server as well.
  You can configure a custom name for this file in config below.

  Note: For using this option, please make sure to configure tracker access token above in General section.

Custom JS Tracker File Name

Configure the file name for your JS Tracker. Input without .js
e. g.: For 'myshop.js' -> input: 'myshop'
If empty, default will be used: mtmjajuma.js
Note: When changing this config, please flush cache

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Custom Router Tracker
Configure the route name for Stealth Mode / Avoid AdBlockers.
Please use only letters (a-z or A-Z), numbers (0-9) or underscore(_) in this field, first
character should be a letter.
Example: 'mtmmyshop'
If empty, default will be used: rest/V1/mtmjajuma/

Use Standalone Tracker Script
The standalone script provides better performance and reduces the server footprint
when using Stealth Mode / Avoid AdBlockers Mode, but requires some manual steps for
setting up. See *4.4.1 - Setup Standalone Tracker Script*

Standalone Tracker Script URL
If empty, default will be used: 'tracker.php'

Http Method For Stealth Mode
Can keep HTTP/2 for most sites. Please only switch to HTTP/1.1 when see some errors
related to HTTP/2.

Track Back/Forward Cache Restores As Pageviews
For tracking restores from bfcache as page views, select from Drop Down "**Track
Back/Forward Cache Restores As Pageviews "**:

- **No** → Restores from Back/Forward Cache will not be tracked as pageviews
  (Matomo/GA default).
- **Yes** → Restores from Back/Forward Cache will be tracked as pageviews

  Note: With this option enabled your tracking will be more complete and accurate.
  When enable this option for the first time, your pageviews may increase 10%-20%
  compared to previous periods.
  Especially when using [JaJuMa Back/Forward Cache for Magento 2](#)

Javascript Tracking Configs

Enable Matomo Analytics JS Tracker
[store view]

Yes

If Yes: Pageviews will be tracked via Matomo JS Tracker
If No: Pageview tracking is disabled

Load JS Tracker after user interaction
[store view]

Yes

If Yes: Matomo tracking script will only be loaded after user interaction
If No: Matomo tracking script will be loaded immediately on page load
Select "Yes" to avoid any impact on your Page Speed and Core Web Vitals KPIs by JS Pageview/E-Commerce tracking with this module.

Track One Domain + Subdomains in One Website
[store view]

Yes

If one visitor visits x.yourdomain.com and y.yourdomain.com, they will be counted as a unique visitor.

Cookie Domain
[global]

*.jajuma.de

Tell Matomo the website domain so that clicks on these domains are not tracked as 'Outlinks', use '*.yourdomain.com' when tracking users across all subdomains.

Enable Heartbeat
[store view]

Yes

Enable heartbeat to accurately measure the time spent on the last pageview of a visit.

Heartbeat Interval
[global]

2

Change how long a tab needs to be active to be counted as viewed in seconds, e. g. '30'.

Track Users with JS disabled
[store view]

Yes

Add a tracking pixel for tracking users with JS disabled.

Heatmap & Session Recordings
[store view]

No

Truly understand your visitors by seeing where they click, hover, type and scroll. Replay their actions in a video and ultimately increase conversions.
Note: This option only works with Matomo Cloud or
if have Heatmaps for Matomo On-Premise installed.

Use Stealth Mode / Avoid AdBlockers
[store view]

Yes

If No: Tracking via JS will run normally, with tracking requests sent directly to your Matomo site.
If Yes: Tracking via JS will be proxied via your Magento site to your Matomo site, invisible for AdBlockers.
matomo.js file will be loaded from your Magento server as well.
You can configure a custom name for this file below.
Note: For using this option, please make sure to configure tracker access token above in General section.

Custom JS Tracker File Name
[store view]

jajuma

Configure the file name for your JS Tracker. Input without .js
e. g.: For 'myshop.js' -> input: 'myshop'
If empty, default will be used: mtmjajuma.js
Note: When changing this config, please flush cache

Custom Router Tracker
[store view]

Configure the route name for Stealth Mode / Avoid AdBlockers.
Please use only letters (a-z or A-Z), numbers (0-9) or underscore(_) in this field, first character should be a letter.
Example: 'mtmmyshop'
if empty, default will be used: rest/V1/mtmjajuma/

Use Standalone Tracker Script
[store view]

No

The standalone script provides better performance and reduces the server footprint when using Stealth Mode / Avoid AdBlockers Mode, but requires some manual steps for setting up.
Please refer to the Manual for further instructions on how to set up and use the standalone script.
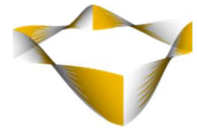
Http Method For Stealth Mode
[store view]

HTTP 2

Can keep HTTP/2 for most sites. Please only switch to HTTP/1.1 when see some errors related to HTTP/2.

Track Back/Forward Cache Restores As Pageviews
[store view]

Yes

If No: Restores from Back/Forward Cache will not be tracked as pageviews (Matomo/GA default).
If Yes: Restores from Back/Forward Cache will be tracked as pageviews

Note: With this option enabled your tracking will be more complete and accurate.
When enable this option for the first time, your pageviews may increase 10%-20% compared to previous periods.
Especially when using JaJuMa Back/Forward Cache for Magento 2

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4.4.1. Setup Standalone Tracker Script

> **Note:**
> **!!! We do not provide free support for getting this optional feature up and running on your individual environment. !!!**
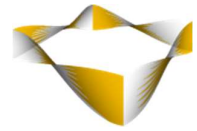
For using the standalone tracker script, your

- access token and
- Matomo URL

has to be added in the script and it needs to be publicly accessible via path as configured in **Standalone Tracker Script URL** configuration.

See next page for further details and an example setup.

Notes:

- The standalone script may also be put on a different server than Magento
- Please make sure to avoid "matomo" or other strings that might be detected by AdBlockers in tracker script URL

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Below is an example setup. You may achieve the same with a different config or your config may look slightly different depending on your environment.

Example steps for setup the standalone script on your Magento server:

1. Download *tracker.php* via config screen
2. Create an auth token for a Matomo user with admin access (See [Matomo FAQ](#))
   and add your token in `tracker.php` script in line 7 as
   *const WRITE_ACCESS_TOKEN = **'YOUR_TOKEN'**;*
3. Add Matomo URL in *tracker.php* script in line 12 as
   const MATOMO_URL_TRACKER = '';
4. Copy updated *tracker.php* into */magento_root/pub/*
5. Webserver config
   a. If using Apache: No further configs should be needed
   b. If using nginx: Please also add this in your virtual host config

```
location ~ ^/tracker.php$ {
    try_files /tracker.php =404;
    fastcgi_pass    fastcgi_backend;
    fastcgi_buffers 16 16k;
    fastcgi_buffer_size 32k;

    fastcgi_param  PHP_FLAG  "session.auto_start=off \n suhosin.session.cryptua=off";
    fastcgi_param  PHP_VALUE "memory_limit=756M \n max_execution_time=18000";
    fastcgi_read_timeout 600s;
    fastcgi_connect_timeout 600s;

    fastcgi_index  index.php;
    fastcgi_param  SCRIPT_FILENAME  $document_root$fastcgi_script_name;
    include        fastcgi_params;
}
```

above

```
# Banned locations (only reached if the earlier PHP entry point regexes don't match)

location ~* (\.php$|\.phtml$|\.htaccess$|\.git) {
    deny all;
}
```

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4.5.   E-Commerce Tracking

Enable E-Commerce Tracking
To enable E-Commerce Tracking, select from Drop Down "**Enable E-Commerce Tracking "**:

- Yes → E-Commerce Tracking enabled
- No → E-Commerce Tracking disabled

Tracking Type
The extension supports 2 different tracking types, select from Drop Down "**Tracking Type"**:

- **Matomo Javascript Tracker**
  → E-Commerce actions will be tracked client-side by JS.
  This means: Conversions will only be tracked if customer visits the success page and customer is not blocking tracking scripts (i. e. via AdBlocker).

or

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- **Matomo PHP Tracker:**
  → E-Commerce actions will be tracked server-side by PHP.
  This allows 100% accurate ecommerce reports in Matomo, with conversions tracked even if customer does not visit the success page or is blocking tracking scripts.

  Please note when using PHP Tracker:
  For using this option, please make sure to configure tracker access token above in General section.
  With "Disable All Tracking Cookies" set to "Yes" above, page views and conversions from one customer will be tracked as separate visitors in Matomo.

  PHP Tracker Mode
  Matomo PHP Tracker can be used in 2 modes, select from Drop Down "**Enable PHP Tracker Queue**":
  - Yes (recommended) → Add To Cart actions & Conversions will be tracked with a slight delay via queue, but without impact to your sites performance.
  - No → Add To Cart actions & Conversions will be tracked in real-time.

  Push Order Data Action
  You can choose when PHP Tracker should track orders, select from Drop Down "**Push Order Data Action** ":
  - Order Success → All orders will be tracked
  - Invoice Success → Only paid orders will be tracked

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4.6.   Matomo Tag Manager

Enable Matomo Tag Manager

To enable Matomo Tag Manager, select from Drop Down "**Enable Matomo Tag Manager "**:

- Yes → Matomo Tag Manager enabled
- No → Matomo Tag Manager disabled

Container ID

Input Container ID to your Matomo Site. Examples:

Live Environment Container: *'V3lCFYdS'*

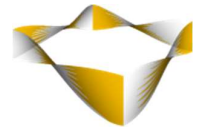Dev Environment Container: *'V3lCFYdS_dev_c3a5c5649301528edef95159'*

Load Tag Manager after user interaction

The "Load Tag Manager after user interaction" dropdown allows you to choose if Tag Manager should load and run only after user interaction was detected or not.

- If Yes: Matomo Tag Manager will only be loaded after user interaction
- If No: Matomo Tag Manager will be loaded immediately on page load

Select "Yes" to avoid any impact on your Page Speed and Core Web Vitals KPIs.

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Sample Json Import

You may use the provided sample JSON to speed up creating your container in Matomo. Simply copy the JSON, then

1. Go to your container in Matomo,
2. Select "Versions" tab and
3. Click "Import" button
4. Paste the JSON formatted data that you exported previously
5. Replace "CONTAINER_ID" & "SITE_ID" (in 2 places, line 3 + 318) in JSON with your Matomo ContainerID/SiteID
6. Click "Overwrite current draft with this version" button

After the import you can see all the Tags, Triggers and Variables provided by the Data Layer.

For more details you can also check in your browser console by executing:
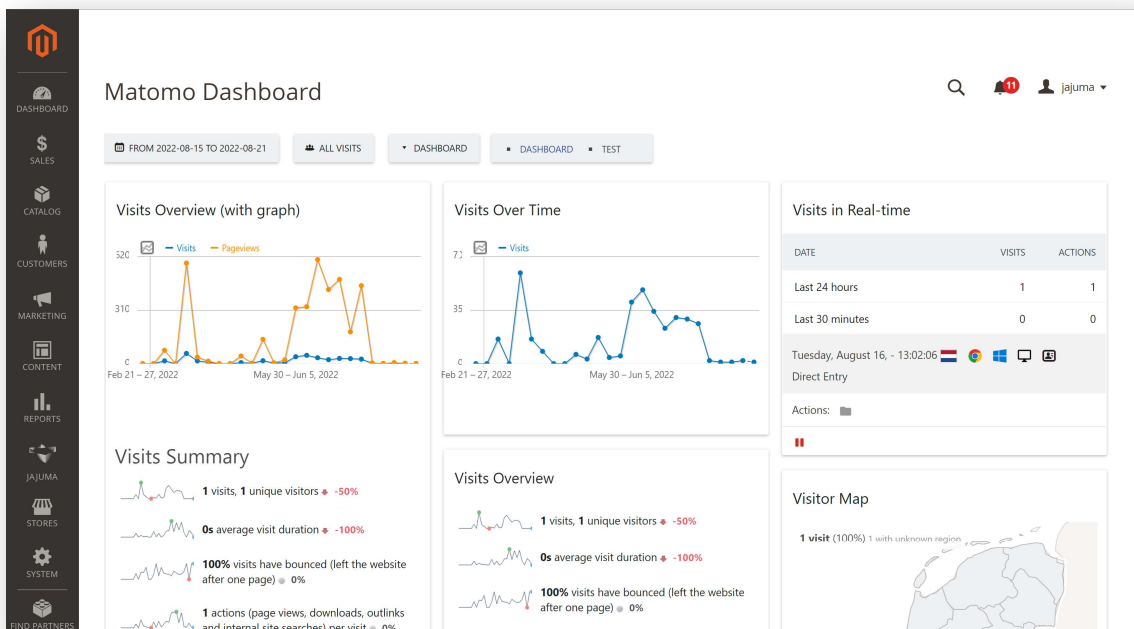
windows._mtm

5. Matomo Dashboard

To access your Matomo Dashboard from Magento please make sure to configure your auth token first, see section: **4.2 - Dashboard**
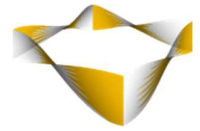
With your auth token configured, you can access your Matomo Dashboard from your Magento backend by going to:

JaJuMa -> Matomo Analytics-> Matomo Dashboard

Or

Dashboard -> Matomo -> Matomo Dashboard

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6. Storefront

This module does not show in front end.

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7. Support

Please feel free to contact JaJuMa support team via support@jajuma.de.
In case any additional information is required. We'd be more than happy to assist in setting up the extension.