



JajuMa

**Matomo
Analytics**

07/2021

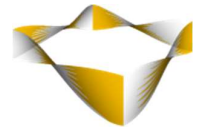
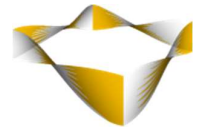


Table of Contents

1. Introduction	- 3 -
2. Installation.....	- 4 -
2.1. Extension Installation via composer	- 4 -
2.2. Manual Extension Installation via FTP	- 4 -
3. Extension Scope.....	- 5 -
4. Configuration.....	- 6 -
4.1. Matomo Analytics.....	- 7 -
4.2. Privacy Configs	- 8 -
4.3. Advanced Tracking Configs	- 9 -
4.4. E-Commerce Tracking.....	- 11 -
5. Support.....	- 12 -



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.



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

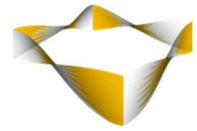
Please Note: It's very important to backup all themes and extensions in Magento before installation, especially when you are working on a live server.

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
```



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
- E-Commerce Tracking:
Tracking your customers interactions in your store, such as Add-To-Cart, Product Views, Purchases etc.

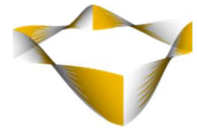
Note:

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/>



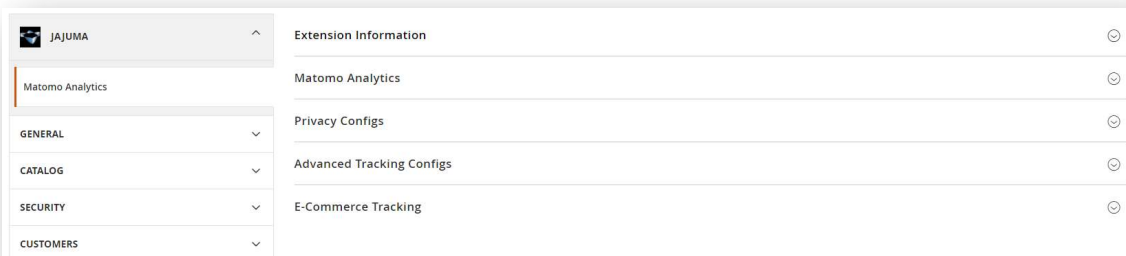
4. Configuration

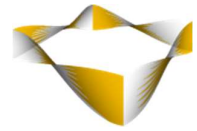
In Magento Backend see

Stores -> Configuration -> Open Tab: JajuMa -> Select: Matomo Analytics

For JajuMa Matomo Analytics configuration with 4 sections:

- Matomo Analytics
- Privacy Configs
- Advanced Tracking Configs
- E-Commerce Tracking





4.1. Matomo Analytics

To enable Matomo Analytics, select from Drop Down:

- Yes → Enable Extension
- No → Disable Extension

and in

Matomo URL:

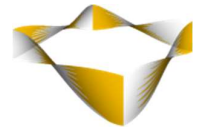
Configure URL to your Matomo Site, e. g. 'https://matomo.yourdomain.com/'

SiteID:

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

The screenshot shows the 'Matomo Analytics' configuration window. It contains three main settings:

- Enable Matomo Analytics** (Store view): A dropdown menu set to 'Yes'. Below it is the text 'Enable Matomo Analytics Extension.'
- Matomo URL** (global): A text input field containing 'https://matomo.jajuma.de/'. Below it is the text 'Input URL to your Matomo Site, e. g. 'https://matomo.yourdomain.com/'.'
- SiteID** (global): A text input field containing '3'. Below it is the text 'Input the SiteID as configured in your Matomo Site in Settings > Websites > Manage.'



4.2. 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.

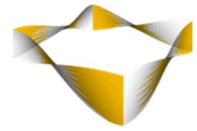
The screenshot shows the 'Privacy Configs' window with two settings:

- Enable Do Not Track** (with a '[store view]' link): The dropdown menu is set to 'Yes'. Below it, a note reads: 'Enable client side DoNotTrack detection. So tracking requests will not be sent if visitors do not wish to be tracked.'
- Disable All Tracking Cookies** (with a '[store view]' link): The dropdown menu is set to 'Yes'. Below it, a note reads: 'Disables all first party cookies. Existing Matomo cookies for this website will be deleted on the next page view.'

Note:

Please also see Matomo documentations for futher explanations regarding privacy:

<https://matomo.org/privacy/>



4.3. Advanced Tracking Configs

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.

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

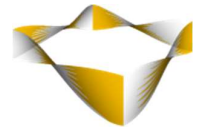
The heartbeat interval defines how long a tab needs to be active to be counted as viewed as numeric value in seconds, e. g. '30'.

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



Advanced Tracking Configs ⌵

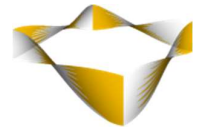
Track One Domain + Subdomains in One Website [store view] ▼
If one visitor visits x.yourdomain.com and y.yourdomain.com, they will be counted as a unique visitor.

Cookie Domain [global]
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] ▼
Enable heartbeat to accurately measure the time spent on the last pageview of a visit.

Heartbeat Interval [global]
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] ▼
Add a tracking pixel for tracking users with JS disabled.



4.4. 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

E-Commerce Tracking

Enable E-Commerce Tracking [store view] Yes



5. 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.