etracker Analytics and Signalize for PrestaShop 1.7.x

* You can also just use Signalize for web push marketing. Please contact the etracker Customer Service at moin@signalize.com.
1. Installation

1. Open the Module Manager in the PrestaShop Back-Office.

2. Click on **Upload a module**.

3. Select the ZIP file of the **etracker Analytics** module via the pop-up. The installation will start automatically.

4. Click on **Configure** in the pop-up to carry out the configuration.
2. Configuration

2.1 Insert and confirm the etracker account key in module settings

2.2 Where can I find the etracker account key?

1. Log in to your etracker account.
2. Click on Menu.
3. Click on **Account**.

4. Click on **Setup/Tracking Code**.

5. Click on **Account-Key for App Analytics Tracking Framework**.

The following links provide you with more information about App Analytics:

- Library implementation documentation for developers
- Account key for the App Analytics Tracking Framework
6. Copy the account key and enter it as described in 2.1.

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3. Features

- Connection between shop and etracker analytics
- Connection between shop and Signalize
- Implementation of the following eCommerce events for etracker Analytics
  - Product detail page called up
  - Product added to shopping cart
  - Order completed

Note: This module is a development of EVO-CON in cooperation with etracker.

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In addition to the current etracker module, we offer you individual modifications to integrate further etracker Analytics functions. If you are interested, simply send us a message to service@evo-con.de.

Examples for further events:
  - Product removed from shopping cart
  - Product added to wish list / removed from wish list