



# Getting started

## Part 1: Tracking setup

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Start now

Signup now & start your free trial!



Web analytics without consent data loss & without US data transfer

- By default without cookies
- Consent-free tracking
- Audited GDPR compliant

Test etracker Analytics free of charge and without obligation!

- 30-day trial with access to all products and features
- Free trial ends automatically: no obligations, no cancellation necessary, no credit card required
- After the test, conveniently book the **edition** that is best for you directly in your account

Title ▾

First name\*

Last name\*

E-mail\*

Phone\*

Website URL\*

☐ By registering, I agree to the [General Terms & Conditions](#) and the [Data Processing Agreement](#) in accordance with the EU General Data Protection Regulation.



# Getting up and running in no time!

1. Install the tracking code
2. List „internal“ domains
3. Amend the privacy notice
4. Check your onsite search term

## **Tracking can go live!**

5. Track click and view events
6. Define conversion actions
7. Set up campaign tracking

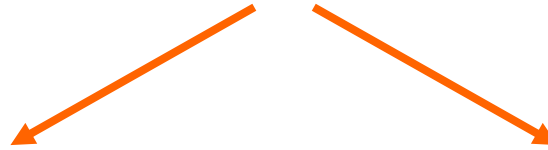
**Hurray, done!**



Step 1 of 7:  
**Install the tracking code**



## 2 options for the integration



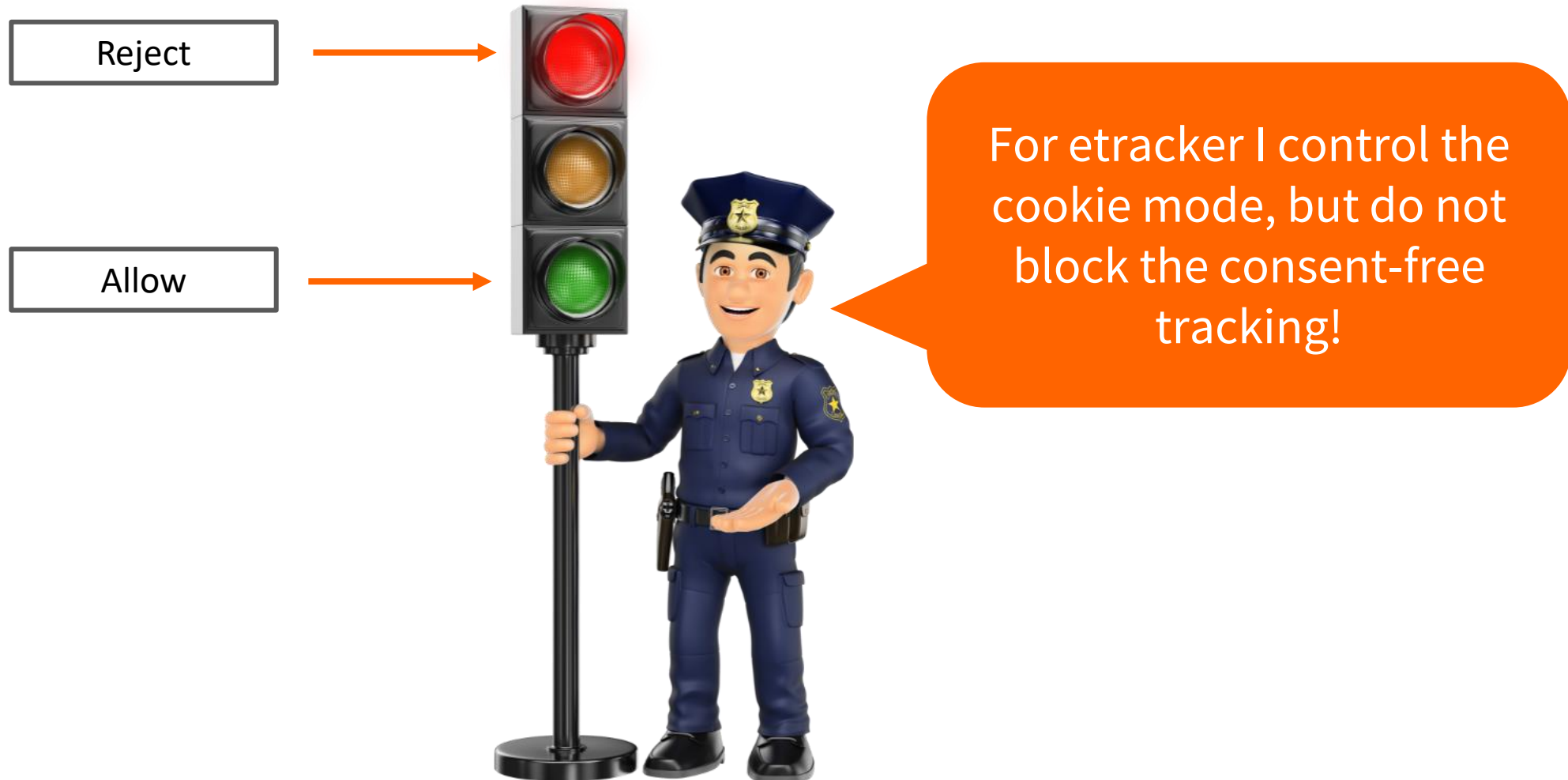
- Via plugin



- Manually

```
<!-- Copyright (c) 2000-2022 etracker GmbH. All rights reserved. -->
<!-- This material may not be reproduced, displayed, modified or distributed -->
<!-- without the express prior written permission of the copyright holder. -->
<!-- etracker tracklet 5.0 -->
<script type="text/javascript">
// var et_pagename = "";
// var et_areas = "";
// var et_tval = 0;
// var et_tsale = 0;
// var et_tonr = "";
// var et_basket = "";
</script>
<script id="_etLoader" type="text/javascript" charset="UTF-8" data-block-
cookies="true" data-respect-dnt="true" data-secure-code=„XXXXXXX"
src="//code.etracker.com/code/e.js" async></script>
<!-- etracker tracklet 5.0 end -->
```

# Correctly connect etracker with your CMP



# Correctly connect your CMP!



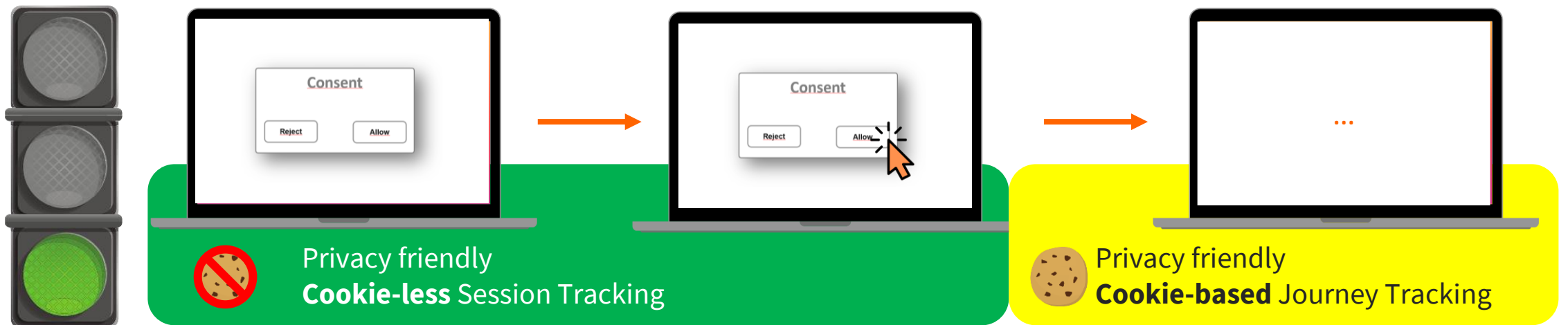
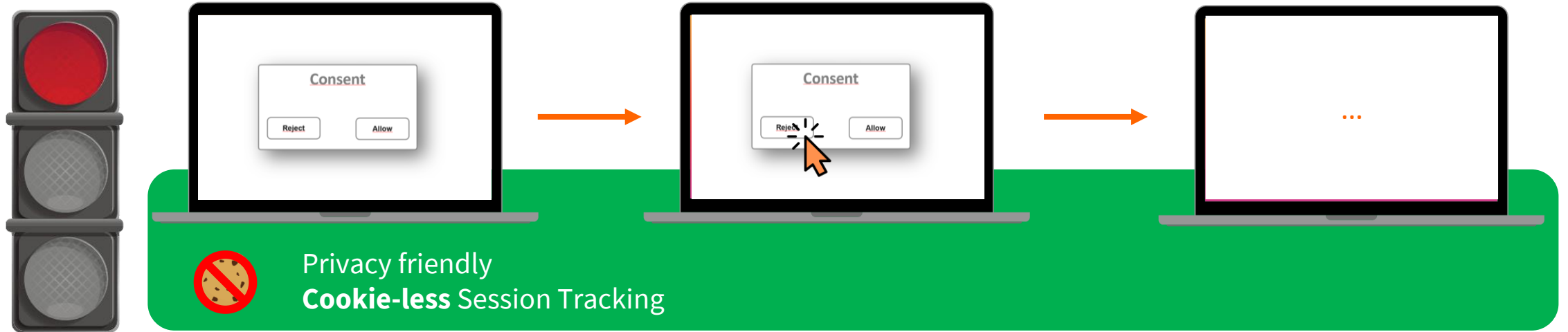
## 1. CMP must not block the etracker tags!

- The tracking code must remain executable:

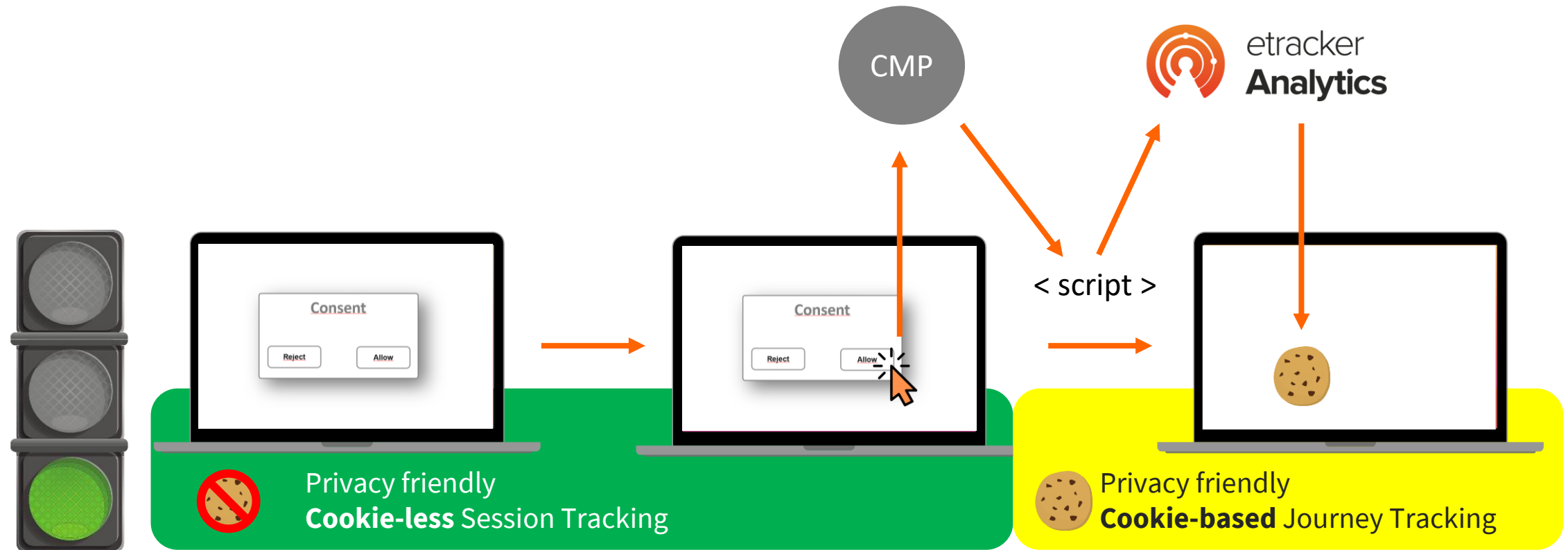
`type="text/javascript"`

- For Cookiebot, Consentmanager.net and OneTrust a parameter has to be added to the tracking & event code (incl. eCommerce events), in order to avoid blocking – **if auto blocking is enabled in the CMP.**

<https://www.etracker.com/docs/integration-setup/consent-management-tools/>







# Connect to CMP correctly!

## 2. Link cookie activation!

- In Usercentrics for example

Window Event

Use the Window Event to register custom event handlers on consent events.

**Window Event Name**  
Define the name of the Window Event.

onConsentStatusChange

**Activate Events for Google Tag Manager / Data layer**  
Events can be passed to Google Tag Manager via the data layer. In the Google Tag Manager you can setup trigger based on the events below.

consents\_initialized\_storage

consents\_initialized\_setting

consents\_changed

- On the website

```
<script>
  function etrackerSetCookieConsent(e) {
    var data = e.data || e.detail;
    if(data && (data.event === 'consent_changed' || data.event === 'consent_status') && typeof _etracker !== 'undefined') {
      if(data['_etracker'] === true)
        _etracker.enableCookies('mydomain.com');
      else if (data['_etracker'] === false)
        _etracker.disableCookies('mydomain.com');
    }
  };
  window.addEventListener('onConsentStatusChange', etrackerSetCookieConsent, false);
</script>
```

<https://www.etracker.com/docs/integration-setup/consent-management-tools/>



## What is automatically tracked via the **etracker Code**?

### **Interactions**

- All page impressions with domain, URL and title as well as grouping by URL structure
- All external, mailto and phone links plus downloads as click events
- Playable media (videos, podcasts, music) as events
- Scrolling per page 0-9%, 10-24%, etc.
- Onsite search

### **Referrer**

- Referrer domain and path
- Search term (if provided)
- Classification by medium (Direct, Search, Social Media, Referrer)
- Tracking and Matching of Google campaign parameters (UTM)
- Geo information (country, area, city)

### **Technology**

- Device type
- Device name and brand
- OS system and version
- Browser name, version and language setting



## What is automatically tracked via **Shop Plugins?**

### Interactions, Referrer and Technology plus:

- Internal search with search terms and with or without results
- eCommerce events with article information (name, ID, price, grouping)
  - Viewed on list
  - Viewed product page
  - Added to wishlist
  - Added to the basket
  - Ordered

## 3 Options for eCommerce Tracking



**1**

**etracker  
Shop Plugins**

[List with links](#)

**2**

**Google  
Enhanced  
Ecommerce  
Grabbing**

[Documentation](#)

**3**

**etracker  
eCommerce  
API**

[Documentation](#)

## Why individual code integration can be necessary?

- Individual page naming or grouping
  - Adaptation of parameter `et_pagename` & `et_areas`
- Data enrichment for pages, visits or visitors
  - Define own segments
- User Mapping
  - Cross Device Identifier
- Capture conversions with values or for later leads to sale transformation
  - Order parameters
- Individual events (if not via CSS selectors or IDs)
  - JavaScript Event Tracker
- Dynamic content & Single Page Applications
  - Wrapper function
- Form tracking down to form fields
  - JavaScript Forms Tracking

## Worried about ad blocking and browser cookie restrictions?

Avoid data loss due to ad blocking and  
cookie expiration set by browsers!

[How to set up your own tracking domain](#)

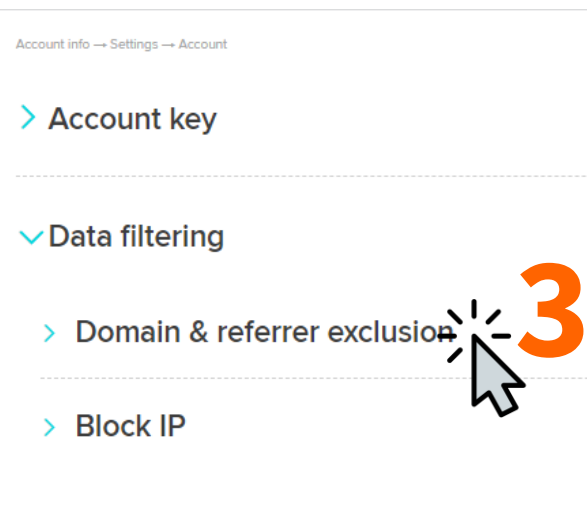
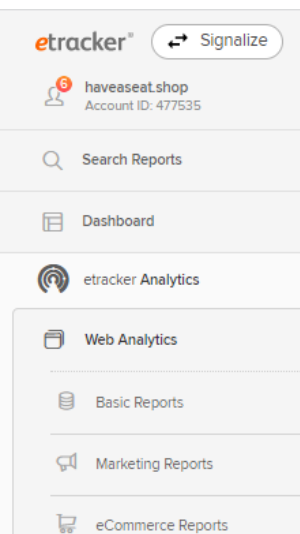
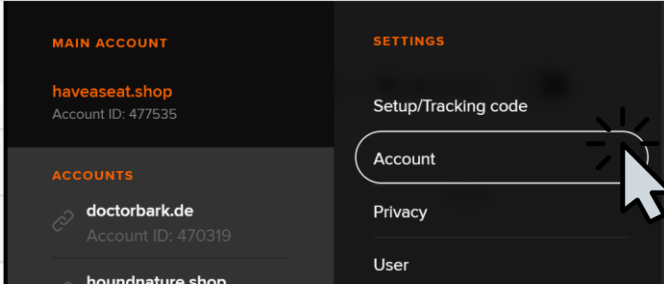
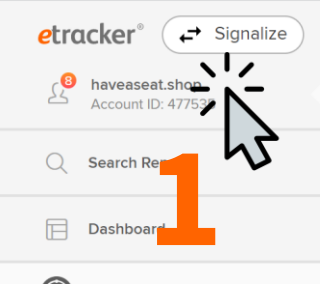


## Step 2 of 7: List „internal“ Domains

Express Checkout







### ✓ Domain & Referrer exclusion

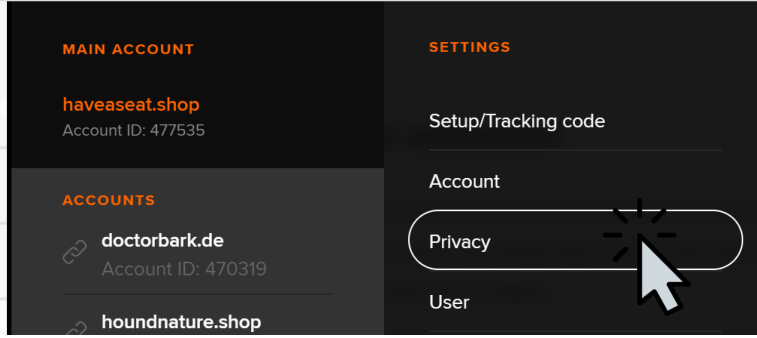
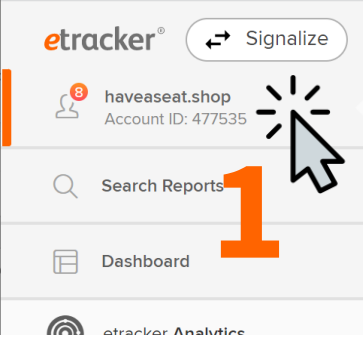
Use the exclusion list to correctly track conversions for transactions via third-party providers, such as ticketing or payment providers. If applicable, specify the domains of the third-party providers here. The exclusion list should also include the main domain and - if applicable - all other internal domains of the website (all domain names with their endings; subdomains are automatically included).

A screenshot of the 'Domain & Referrer exclusion' form. The form has a 'Main domain' section with a text input field containing 'haveaseat.shop' and an 'Add to exclusion list' button. Below this is an 'Excluded referrers' section with a list of domains: 'haveaseat.shop' and 'paypal.com'. Each domain has a trash icon to its right. There is an 'Add' button at the bottom left and a 'Save changes' button at the bottom right. A large red number '4' is overlaid on the form, and a cursor icon points to the 'Add to exclusion list' button.

## Step 3 of 7: **Amend the privacy notice**



My visit data is used for web analysis.



2

3



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### ✓ Data protection notice and right to object

In order to inform your website visitors about the use of etracker in accordance with the law and to enable them to exercise their right to object to data processing, you can include the following paragraph directly in your data protection notice. It includes a slider that visitors can use to exercise their right to object.

Please make sure that your main domain using etracker is entered correctly in the text.

```
<b>etracker</b><br>
<br>
The provider of this website uses the services of etracker GmbH, Hamburg, Germany (<a href="https://www.etracker.com/en/home-en/">www.etracker.com</a>) to analyse usage data. We do not use cookies for
web analysis by default. If we use analysis and optimisation cookies, we will obtain your explicit consent separately in advance. If this is the case and you agree, cookies are used to enable a
statistical range analysis of this website, a measurement of the success of our online marketing measures and test procedures, e.g. to test and optimise different versions of our online offer or its
components. Cookies are small text files that are stored by the Internet browser on the user's device. etracker cookies do not contain any information that could identify a user.<br>
<br>
The data generated by etracker on behalf of the provider of this website is processed and stored by etracker solely in Germany by commission of the provider of this website and is thus subject to the
strict German and European data protection laws and standards. In this regard, etracker was independently checked, certified and awarded with the <a href="https://www.eprivacy.eu/en/customers/awarded-
seals/company/etracker-gmbh/">ePrivacyseal</a> data protection seal of approval.<br>
<br>
The data processing is based on Art. 6 Section 1 lit f (legitimate interest) of the General Data Protection Regulation (GDPR). Our legitimate interest is the optimisation of our online offer and our
website. As the privacy of our visitors is very important to us, the data that may possibly allow a reference to an individual person, such as IP address, registration or device IDs, will be anonymised
or pseudonymised as soon as possible. etracker does not use the data for any other purpose, combine it with other data or pass it on to third parties.<br>
<br>
You can object to the outlined data processing at any time. Your objection has no disadvantageous consequences.<br>
<br>
<a href="#" data-language="en" data-tld="haveaseat.shop" id="et-opt-out"></a> <br>
<br>
Further information on data protection with etracker can be found <a href="https://www.etracker.com/en/data-privacy/">here</a>.
```

Alternatively, individual objection options are also possible, e.g. for multilingual pages:

[Documentation for individual design of the objection option](#)

## Step 4 of 7: **Check your onsite search term**

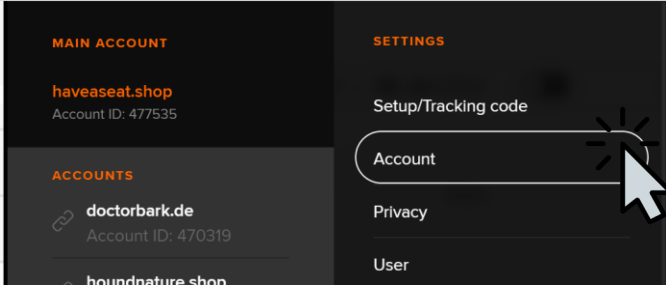
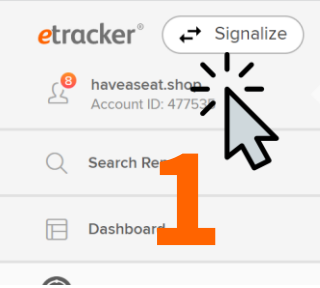
Search

Documentation Search ...

All Docs



Search



## ✓ Automated tracking

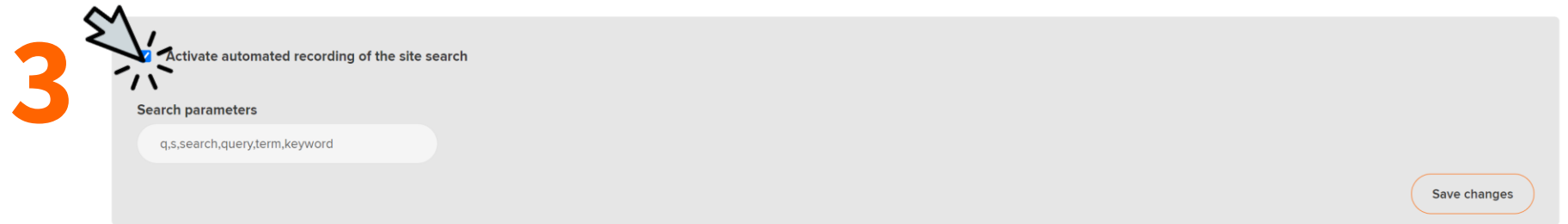
> Automated area detection

> Automated registration of the page name

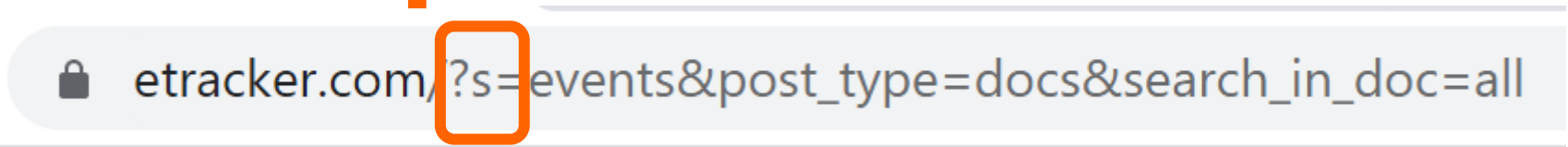
> Automated tracking of events

## ✓ Automated tracking of site search & configuration

The search terms entered on your website can be automatically recorded using this function. For this purpose, the URLs are analysed and the transfer of certain search parameters is checked. By default, the parameters q, s, search, term, query and keyword are recorded. If none of the parameters are transferred on the page, additional parameters can be entered here. After saving the additional search parameters, these will also be recorded.

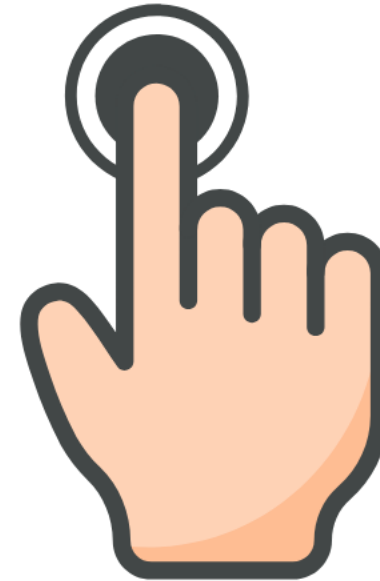


4



**Ready to go**   
Let the data collection begin!

Step 5 of 7:  
**Track click and view events  
without coding**



## Newsletter

Abonnieren Sie den kostenlosen Newsletter und verpassen Sie keine Neuigkeit oder Aktion mehr von haveaseat.shop.

☐ Die [Datenschutzbestimmungen](#) habe ich zur Kenntnis genommen.

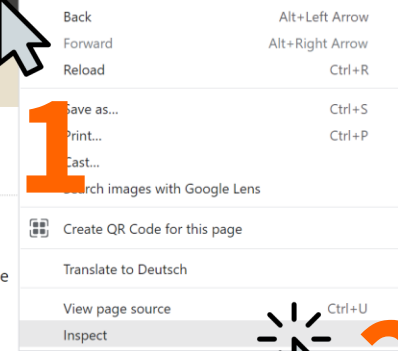
### Shop Service

- Kontakt
- Zahlungsarten und Versand
- Widerrufsrecht und Rückgabe
- AGB

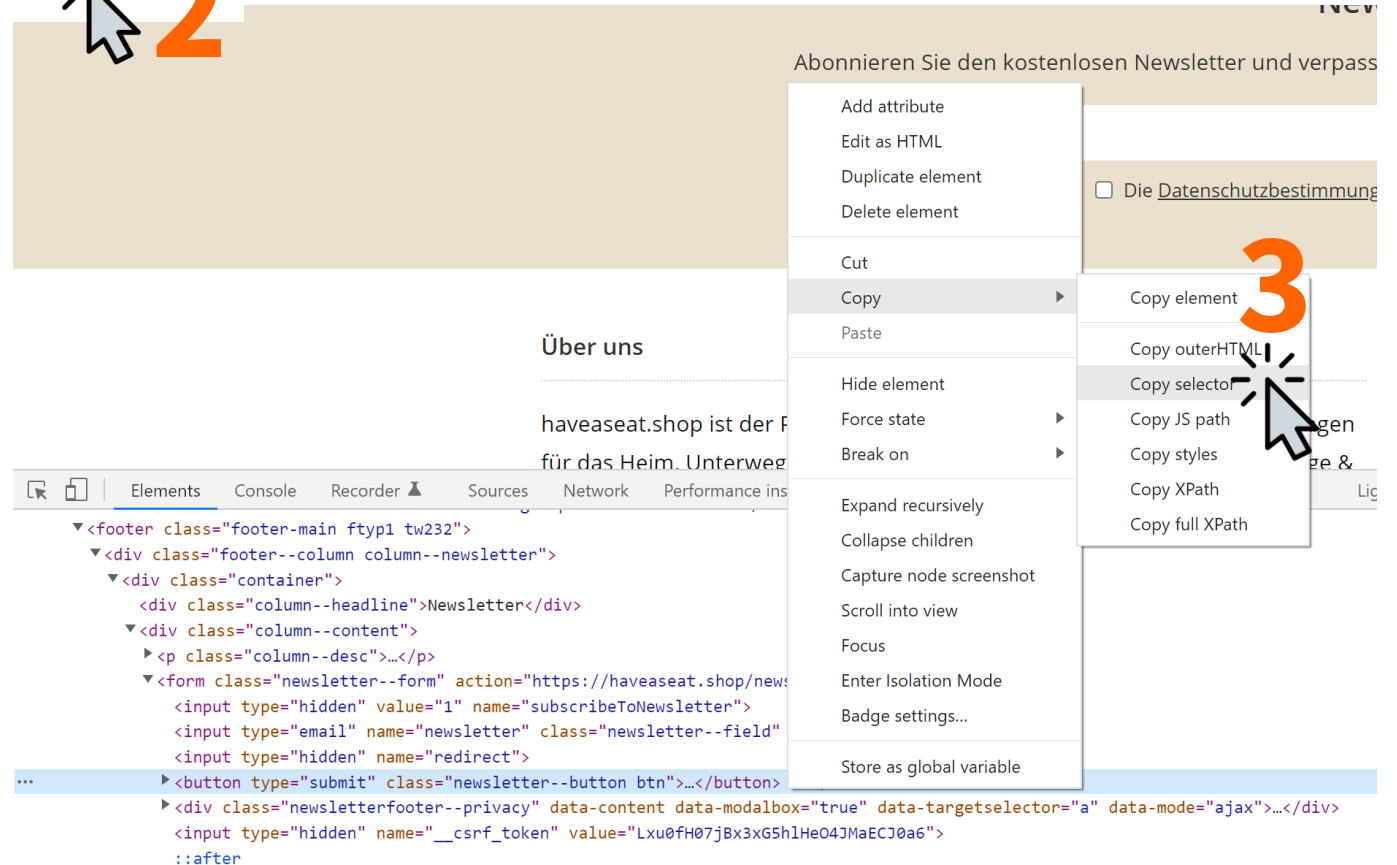
ist der Premium-Shop für hochwertige Kissen und Sitzauflagen unterwegs und in der Gastronomie. Nur ein Produkt das lange & rd, ist ein nachhaltiges Produkt.

right click

1



2



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etracker® Signalize

haveaseat.shop  
Account ID: 477535

Search Reports

Dashboard

etracker Analytics

Web Analytics

Basic Reports

Marketing Reports

eCommerce Reports

Own Reports

**1**

**MAIN ACCOUNT**

haveaseat.shop  
Account ID: 477535

**ACCOUNTS**

doctorbark.de  
Account ID: 470319

houndnature.shop  
Account ID: 484464

**SETTINGS**

Setup/Tracking code

Account

Privacy

User

User management

Multi-Account Management

Data Processing Agreement (DPA)

Billing and Licences

Alarm

CSS Selector Events

Possibility to Opt-out

**2**

## Manage Selector Events

ADD EVENT

CSS-Selector/ID/Class ⓘ

body > div.page-wrap > footer > div.

Event type ⓘ

Click

URL(s)

\*

Category

Conversion

Action

click

Object ⓘ

Click Class

Record as website target ⓘ



Website target name

Newsletter Opt-In

Record as onsite campaign



Record as custom segment



Save and measure

etracker®

**3**



Step 6 of 7:  
**Define conversion actions**



## Manage Selector Events

ADD EVENT

CSS Selector or ID

body > div.page-wrap > footer > div.

Event type ⓘ

Click

URL(s)

\*

Category

Conversion

Action

click

Object

Newsletter registration

Record as website target ⓘ



Website target name

Newsletter registration

Record as onsite campaign

☐

Save and measure

etracker®

↔ Signalize

8

haveaseat.shop

Account ID: 477535

🔍

Search Reports

📅

Dashboard

📡

etracker Analytics

📁

Web Analytics

📊

Basic Reports

📢

Marketing Reports

🛒

eCommerce Reports

📝

Own Reports

📱

App Analytics

🎬

UX Analytics

🌀

etracker Optimiser

TIME

Month & Year

Week

Day

Hour

TECHNOLOGY

Device

Operating System

Browser

CONTENT

Pages

Entry pages

Exit pages

Areas

Search term

Events

Site Search

Click Paths

Website targets

LOCATION

Geo

Language

VISITORS

Last visitors

BEHAVIOR

Visitor type

Staytime

3

STATUS

NAME

DESCRIPTION

AKTIONEN

Active

Checkout

Checkout Prozess

Please select

+

Add

Website target process → Create new process

USER-DEFINED

SIGN IN/UP

ORDER

APPLICATION

INQUIRY

VISIT DURATION

PAGES PER VISIT

CHOOSE A NAME

Newsletter registration

Description

DEFINE STEPS

STEP	TYP	LABEL	PAGES/EVENTS	
1		Newsletter registration	Add trigger	
	Page	Label (optional)	Please select	
	or			
	Event	Label (optional)		
		Klicks > Newsletter regsi > Action (optional) > Type (optional)		
	or			
	URL(s)	Label (optional)	Please select	
Add step				

Step 7 of 7:  
**Set up campaign tracking**



# 3 options for campaign tracking



1

**Google UTM-  
Parameter  
Mapping  
(automatic)**

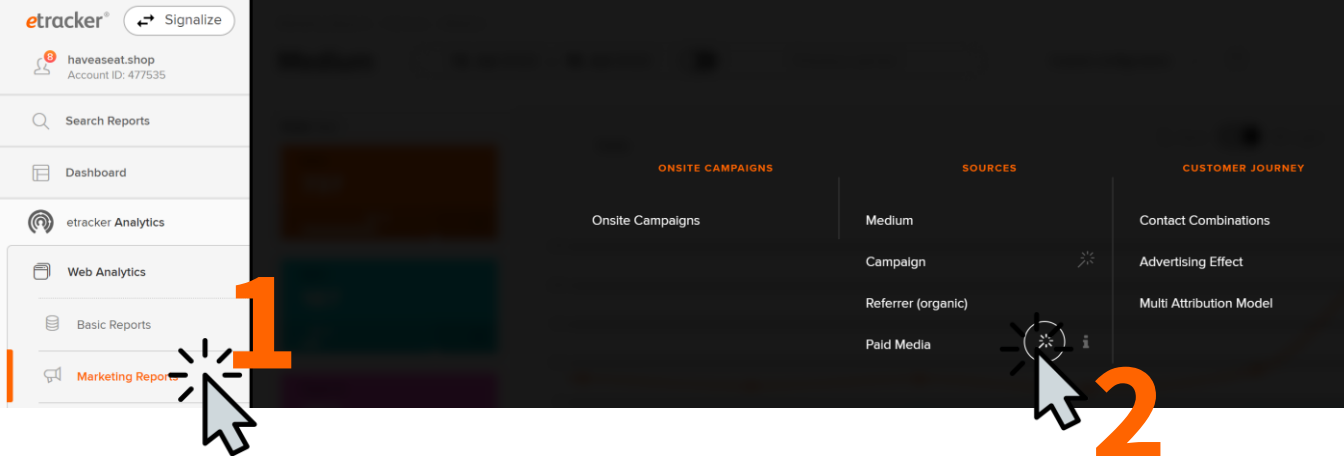
* Campaign Source	<input type="text"/>
The referrer: (e.g. <code>google</code> , <code>newsletter</code> )	
* Campaign Medium	<input type="text"/>
Marketing medium: (e.g. <code>cpc</code> , <code>banner</code> , <code>email</code> )	
* Campaign Name	<input type="text"/>
Product, promo code, or slogan (e.g. <code>spring_sale</code> )	

2

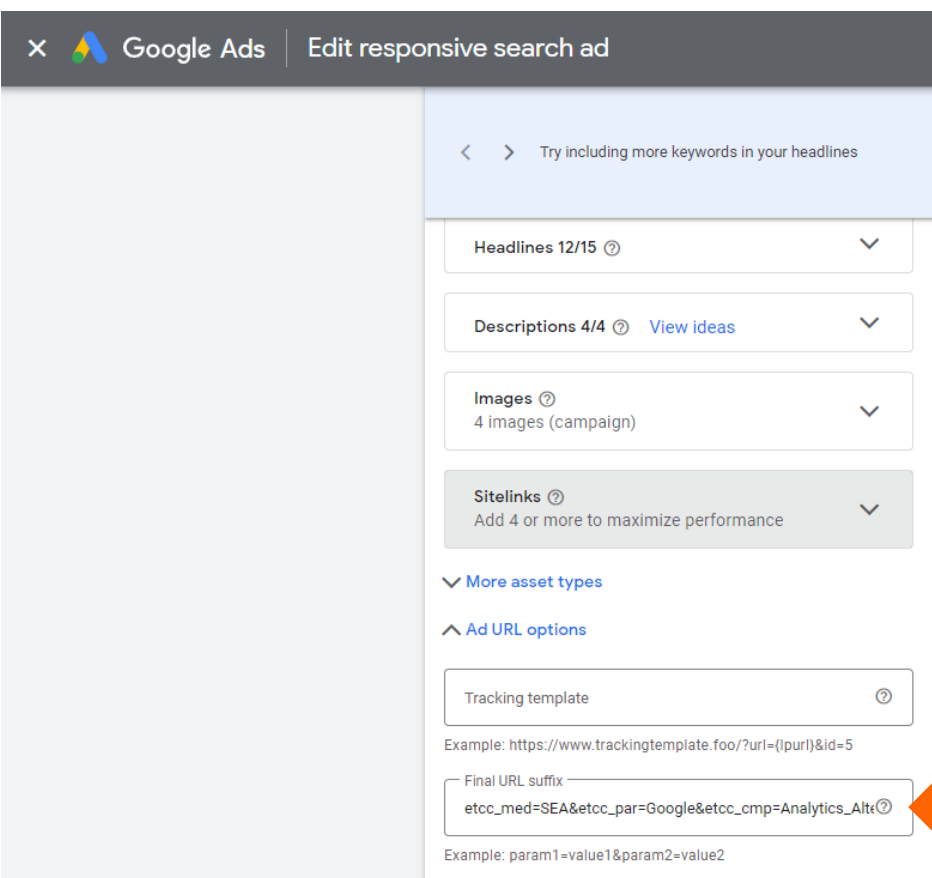
**Dynamic  
parameters in  
Google Ads,  
Microsoft Ads,  
Facebook Ads,  
etc.**

3

**etracker Link  
Generator**



etracker®



Google Ads Upload

Microsoft Ads Upload

Facebook/Instagram Ads Tracking

## Upload conversion data to Google Ads

Here you can make the settings for the automatic conversion upload to Google Ads.

### Tracking

Integrate these parameters by copy & paste into Google Ads in the **Suffix field of the final URL** for all active campaigns and **replace CAMPAIGNNAME** with the campaign name or the parameter {campaignid}:

```
etcc_med=SEA&etcc_par=Google&etcc_cmp=CAMPAIGNNAME&etcc_grp={adgroupid}&etcc_bky={keyword}&etcc_mty={matchtype}&etcc_plc={placement}&etcc_ctv={creative}&etcc_bde={device}&etcc_var={gclid}
```



# Conversion upload setup

Conversion actions (website goals) defined ✓

Tracking parameter inserted as suffix ✓

How to get the data back to Google Ads & Co?

Because I want to use the automatic bidding mechanisms.

CTR	↓	Avg. CPC	Cost	Bid strategy type	Conv. rate
4.09%		€4.35	€1,417.65	Maximize conversions	1.23%

## Upload conversion data to Google Ads

Here you can make the settings for the automatic conversion upload to Google Ads.

### Tracking

Integrate these parameters by copy & paste into Google Ads in the **Suffix field of the final URL** for all active campaigns and **replace CAMPAIGN NAME** with the respective campaign name or the parameter {campaignid}:

```
etcc_med=SEA&etcc_par=Google&etcc_cmp=CAMPAIGNNAME&etcc_grp={adgroupid}&etcc_bky={keyword}&etcc_mty={matchtype}&etcc_plc={placement}&etcc_ctv={creative}&etcc_bde={device}&etcc_var={gclid}
```

### Frequency & Attribution

Please ensure that the upload frequency selected here matches the frequency selected in the schedule form in Google Ads when entering the source URL. Our recommendation for the upload frequency: daily or every 24 hours.

- ☒ Daily upload  
☐ Weekly upload

Attribution model

Linear

### Conversion Selection

Select the conversions you want to upload. Please make sure that the conversions are captured correctly and appear as Leads, Sales or All Target Achievements in the report **Marketing Reports** → **Sources** → **Paid Media**.

- ☐ Leads  
☐ Sales  
☒ Target Achievements  
    ☐ Total all targets  
    ☒ Selected targets differentiated

←

Google Ads

Conversions

Summary

Settings

Uploads

Value rules

Custom variables

Salesforce

Summary

+ New conversion action

Converted lead

Account-default goal

1 of 1 campaign

☐

Conversion action

Action optimization ↓

←

Google Ads

Conversions

Summary

Settings

Uploads

Value rules

Custom variables

Salesforce

Uploads

Schedules

Upload and schedule conversions

Set a schedule to regularly upload your conversions. [Learn more about bulk uploads](#)

HTTPS

Source URL \*

https://

Username (optional)

Password (optional)

Frequency

Select frequency

Time

Select time

(GMT+02:00) Central European Time

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Make sure to use the exact spelling as well as upper and lower case!

4. Then select as value **Different values for each conversion**, as counting method **Every** and for the attribution model **Use external attribution**.

In the case of multiple selection or differentiated target selection, these steps must be carried out for all selected conversions or targets.

## Source URL

Store the source URL in the Google Ads account as follows.

- Click on **Generate Source URL** or **Renew Token** and copy the generated source URL to the clipboard.
- In Google Ads, go to **Tools & Settings** → **Conversions** → **Uploads** → **Schedules** and click on the + icon to create a new schedule.
- Select **HTTPS** as the source and integrate the generated **Source URL** in the Source URL field.
- Finally, set the appropriate frequency (recommended: every 24 hours) and time (recommended: 05:00) and save everything by clicking **Save and Preview**.

Generate Source URL

Renew token

## Source URL

https://ws.etracker.com/api/v6/google/daily/conversion/lastAd/detailed?  
token=fa608ffced41d0b08d0f78baa109c6ec879837b028feb6998385f8f6013110d57f05c  
7219956d825694e5be63&conversions[]=lead&conversions[]=sale&conversions[]=ta  
rgetAchievement

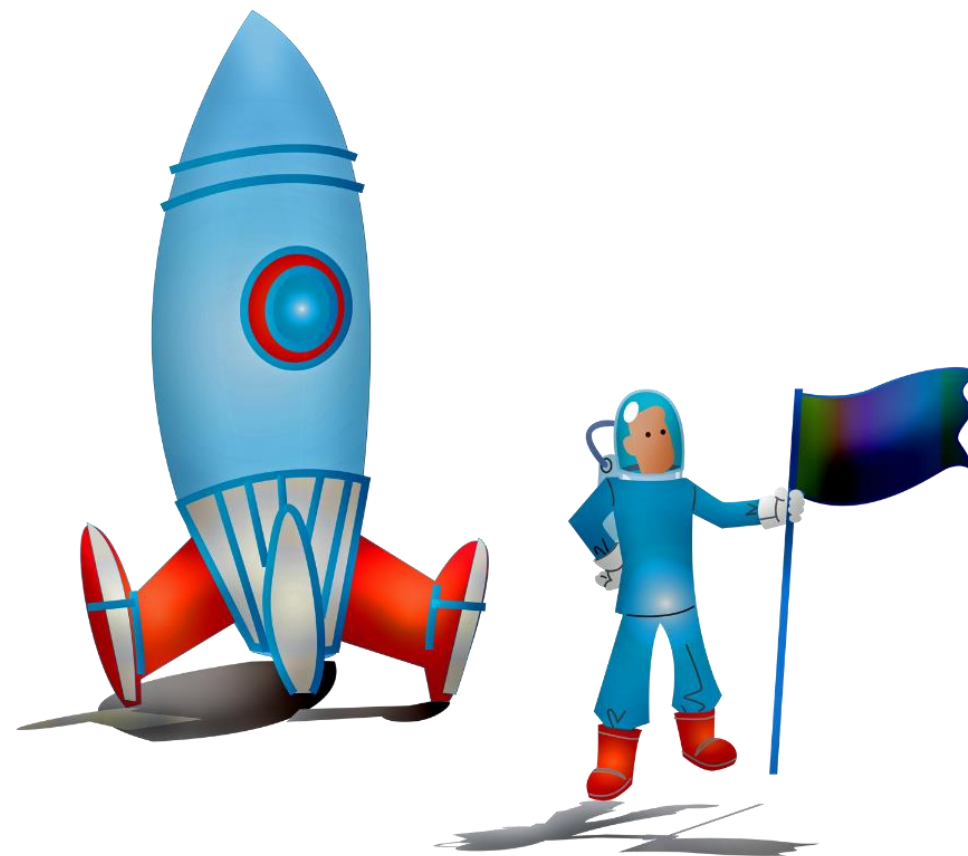
[Copy to clipboard](#)

1. Install the tracking code ✓
2. List „internal“ domains ✓
3. Amend the privacy notice ✓
4. Check the onsite search term ✓

**Tracking can go live!**

5. Track click and view events ✓
6. Define conversion actions ✓
7. Set up campaign tracking ✓

**Hurray, done!**





Any questions? We are happy  
to help

**[service@etracker.com](mailto:service@etracker.com)** or

**+49 40 55 56 59 77**

(Mon–Fri 10 am – 4 pm CET).