OpenGlobal Virtuemart Checkout Analytics

Instruction Manual

Introduction

This Joomla! plugin makes it easy to run the Google Analytics E-commerce code as well as many other e-commerce analysis packages, including affiliate marketing tracking software and pay per click ROI tracking.

The software comes preloaded with the Google Analytics E-commerce code using the latest, asynchronous version of the Google Analytics code. Also included are instructions for setting up ROI tracking for:

- PriceGrabber
- Shopping.com
- Shopzilla

and instructions for setting up affiliate tracking for:

- Affiliate Future
- Affiliate Window
- Paid on Results
- ShareASale
- Webgains

You can, of course, configure the plugin to run any bespoke code in the checkout receipt page very easily.

Installation

The OpenGlobal Virtuemart Checkout Analytics plugin installs in exactly the same way as any other Joomla! plugin. Simply log into the Joomla! administrative control panel as an Administrator (not “Manager”) and go to Extensions > Install/Uninstall.

Upload and install the package by locating the package on your computer and clicking “Upload File & Install”.

As long as there are no errors, the plugin is now installed and can be access from Extensions > Plugin Manager.

Plugin Configuration

From the Plugin Manager, click on the OpenGlobal Virtuemart Checkout Analytics plugin.

Enable the plugin by selecting “Yes” next to “Enabled:”.

On the right hand side are 3 large text areas, which by default are filled with the Google Analytics E-commerce code. You can remove all of this if you do not wish to use Google Analytics.

Please note that if you want to add HTML or Javascript to these text areas (or retain the Google Analytics code), you may need to disable content filtering for your user category in Site > Global Configuration > Text Filters.

The “Header code” box should contain the code that needs to run first, before the cycle through the ordered products. This is likely to be set up code or the HTML <script> tags to pull in external Javascript files.

The “Product item code” box contains the code the should run for each product. This will usually be setting up the product data list for the Javascript code.

The “Footer code” box contains the code that should run at the end of all of the rest of the code. This is usually the processing of the product data or the transmission of the product data to an external server.

The following values can be used to insert data from the order into any of the three boxes.

{{ORDER_ID}}	The order ID assigned to this order.
{{ORDER_NUMBER}}	The order number assigned to this order.
{{ORDER_SUBTOTAL}}	The subtotal value of this order.
{{ORDER_TOTAL}}	The total value of this order.
{{ORDER_TAX}}	The tax, if any, charged on this order.
{{ORDER_SHIPPING}}	The total shipping charge for this order.
{{ORDER_SHIPPING_TAX}}	The tax on the shipping charge for this order.
{{COUPON_DISCOUNT}}	The coupon discount applied to this order.
{{COUPON_CODE}}	The coupon code used with this order.
{{ORDER_DISCOUNT}}	The order discount applied to this order. (negative number is an extra fee charged)
{{DELIVERY_CITY}}	The customer's delivery city.
{{DELIVERY_STATE}}	The customer's delivery state.
{{DELIVERY_STATE_2_CODE}}	The customer's delivery state as an ISO 2 character code.
{{DELIVERY_STATE_3_CODE}}	The customer's delivery state as an ISO 3 character code.
{{DELIVERY_COUNTRY}}	The customer's delivery country.
{{DELIVERY_COUNTRY_2_CODE}}	The customer's delivery country as an ISO 2 character code.
{{DELIVERY_COUNTRY_3_CODE}}	The customer's delivery country as an ISO 3

	character code.
{{INVOICE_CITY}}	The customer's invoice city.
{{INVOICE_STATE}}	The customer's invoice state.
{{INVOICE_STATE_2_CODE}}	The customer's invoice state as an ISO 2 character code.
{{INVOICE_STATE_3_CODE}}	The customer's invoice state as an ISO 3 character code.
{{INVOICE_COUNTRY}}	The customer's invoice country.
{{INVOICE_COUNTRY_2_CODE}}	The customer's invoice country as an ISO 2 character code.
{{INVOICE_COUNTRY_3_CODE}}	The customer's invoice country as an ISO 3 character code.

The Product item code box can also use the following values attributable to individual products.

{{PRODUCT_SKU}}	The SKU of the ordered product.
{{PRODUCT_NAME}}	The name of the ordered product.
{{PRODUCT_ITEM_PRICE}}	The item price of the ordered product.
{{PRODUCT_FINAL_PRICE}}	The final price of the ordered product.
{{PRODUCT_TAX}}	The tax of the ordered product.
{{PRODUCT_QUANTITY}}	The order quantity of this product.
{{PRODUCT_ATTRIBUTE}}	The product attribute string for the particular product variation ordered.
{{PRODUCT_CATEGORY_ID}}	The category ID of this product.
{{PRODUCT_CATEGORY_NAME}}	The category name of this product.

The Product item code box can access the fields from the corresponding #__vm_product table in the database using the following syntax:

{{PRODUCT|####}}

...where #### is the case-sensitive column name from the #__vm_product table. For example {{PRODUCT|product_s_desc}}

The Product item code box can access the fields from any custom fields associated with the products using the following syntax:

{{CUSTOM_FIELD|####}}

...where #### is the case-sensitive custom field title. For example, “Custom field 1” would be inserted with {{CUSTOM_FIELD|Custom field 1}}

The *Order Number Parameter* and *Order ID Parameter* fields are used to identify the order from the payment callback URL. They are only really needed if the payment processing plugin logs out the buyer at the thank you page because without these, it simply uses the logged in user's latest order. If this is the case, you need to specify either the Order Number Parameter Order ID Parameter name that is passed from the payment processing agent.

Some payment plugins do not use the correct code on the receipt page to trigger this plugin. To accommodate this bug, another field has been added to the config to change the plugin to use the Payment Notification trigger, instead of the (correct) Payment Response trigger. If you suspect that your payment plugin is using the wrong trigger, you should try setting this field to “Yes”.

Google Analytics

In order for the default Google Analytics code to work, the standard (non-E-commerce) Google Analytics code must already be installed on your website, either in the template or via another plugin. If it is not already installed, go to your template manager and add the latest Google Analytics code just before the </head> tag:

```
<script type="text/javascript">
//<![CDATA[
  (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)
[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
  })(window,document,'script','//www.google-analytics.com/analytics.js','ga');

  ga('create', '##########', 'auto');
  ga('send', 'pageview');
//]]>
</script>
```

...where ########## is your Google Analytics ID.

Affiliate Future

Enter the following code into either the “Header code” section or “Footer code” section of the plugin configuration:

```
<script language="javascript"
src="https://scripts.affiliatefuture.com/AFFunctions.js"></script>
<script language="javascript">
var merchantID = ####;
var orderValue = '{{ORDER_TOTAL}}';
var orderRef = '{{ORDER_ID}}';
AFProcessSaleV2(merchantID, orderValue,orderRef);
</script>
```

...where #### is your Affiliate Future Merchant ID.

Affiliate Window

Enter the following code into “Header code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      var affiliate_window_textarea = '';
      var affiliate_window_sale_parts = new Object;
//]]>
</script>
```

Enter the following code into the “Product item code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      var affiliate_window_commission_group = {{PRODUCT_TYPE|1|
affiliate_window_commission_group}};
      if ('' == affiliate_window_commission_group)
{affiliate_window_commission_group = 'DEFAULT';}
      affiliate_window_textarea += 'AW:P|####|{{ORDER_ID}}|{{PRODUCT_SKU}}|
{{PRODUCT_NAME}}|{{PRODUCT_FINAL_PRICE}}|{{PRODUCT_QUANTITY}}|sku:
{{PRODUCT_SKU}}|' + affiliate_window_commission_group + '|' +
String.fromCharCode(13);
      if (undefined ==
affiliate_window_sale_parts[affiliate_window_commission_group]) {
             affiliate_window_sale_parts[affiliate_window_commission_group] = 0;
      }
      affiliate_window_sale_parts[affiliate_window_commission_group] +=
({{PRODUCT_FINAL_PRICE}} * {{PRODUCT_QUANTITY}});
//]]>
</script>
```

...where DEFAULT is the name of your default commission group.

Enter the following code into “Footer code” section of the plugin configuration:

```
<form style="display:none;" name="aw_basket_form">
<textarea wrap="physical" id="aw_basket">
</textarea>
</form>
<script type="text/javascript">
//<![CDATA[
    document.getElementById('aw_basket').value = affiliate_window_textarea;

    var AWIN = {};
    AWIN.Tracking = {};
    AWIN.Tracking.Sale = {};

    AWIN.Tracking.Sale.amount = '{{ORDER_TOTAL}}';
    AWIN.Tracking.Sale.currency = 'GBP';
    AWIN.Tracking.Sale.orderRef = '{{ORDER_ID}}';
    for (var cg in affiliate_window_sale_parts) {
        if (undefined != cg) {
            if (undefined == AWIN.Tracking.Sale.parts) {
                AWIN.Tracking.Sale.parts = '';
            } else {
                AWIN.Tracking.Sale.parts += '|';
            }
            AWIN.Tracking.Sale.parts = AWIN.Tracking.Sale.parts + cg + ':' +
affiliate_window_sale_parts[cg];
```

```
        }
    }
    AWIN.Tracking.Sale.voucher = '{{COUPON_CODE}}';
    AWIN.Tracking.Sale.test = '1';

    document.write('<img src="https://www.awin1.com/sread.img?
tt=ns&amp;tv=2&amp;merchant=####&amp;amount={{ORDER_TOTAL}}&amp;ref={{ORDER_ID}}
&amp;parts=' + AWIN.Tracking.Sale.parts +
'&amp;vc={{COUPON_CODE}}&amp;testmode=1&amp;cr=GBP" />');
//]]>
</script>
<script src="https://www.dwin1.com/####.js" type="text/javascript"
defer="defer"></script>
```

...where #### is your Affiliate Window Merchant ID.

Unfortunately, due to a deficiency in the HTML language, you will need to re-enter the Footer code for everything after the `<textarea>` tag every time you save a change to this plugin.

Paid On Results

Enter the following code into either the “Header code” section or “Footer code” section of the plugin configuration:

```
<script type="text/javascript" src="https://secure.paidonresults.net/cgi-
bin/create-sale2.pl?
client=java&merchant_id=####&country=GB&sale_id={{ORDER_ID}}&primary=sale_id&sal
e_data=&P1=1,{{ORDER_TOTAL}}"></script>
<noscript><img src="https://secure.paidonresults.net/cgi-bin/create-sale2.pl?
client=img&merchant_id=####&country=GB&sale_id={{ORDER_ID}}&primary=sale_id&sale
_data=&P1=1,{{ORDER_TOTAL}}" width="10" height="10" border="0"></noscript>
```

...where #### is your Paid On Results Merchant ID.

PriceGrabber

Enter the following code into “Header code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      var pricegrabber_string = '';
      var pricegrabber_index = 1;
//]]>
</script>
```

Enter the following code into the “Product item code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
       pricegrabber_string = pricegrabber_string + '&amp;item' +
(pricegrabber_index++) + '=|{{PRODUCT_SKU}}|{{PRODUCT_FINAL_PRICE}}|
{{PRODUCT_SKU}}||{{PRODUCT_QUANTITY}}';
//]]>
</script>
```

Enter the following code into “Footer code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      document.write('<img src="https://www.pricegrabber.com/conversion.php?
retid=#####' + pricegrabber_string + '" />');
//]]>
</script>
```

...where ##### is your PriceGrabber Merchant ID.

ShareASale

Enter the following code into “Header code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      var shareasale_skus = '';
      var shareasale_prices = '';
      var shareasale_quantities = '';
//]]>
</script>
```

Enter the following code into the “Product item code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      if (shareasale_skus != '') {
             shareasale_skus += ',';
             shareasale_prices += ',';
             shareasale_quantities += ',';
      }
      shareasale_skus += '{{PRODUCT_SKU}}';
      shareasale_prices += '{{PRODUCT_FINAL_PRICE}}';
      shareasale_quantities += '{{PRODUCT_QUANTITY}}';
//]]>
</script>
```

Enter the following code into “Footer code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      document.write('<img src="https://shareasale.com/sale.cfm?
amount={{ORDER_TOTAL}}&tracking={{ORDER_ID}}&transtype=sale&merchantID=#####&sku
list=' + shareasale_skus + '&pricelist=' + shareasale_prices + '&quantitylist='
+ shareasale_quantities + '" width="1" height="1" />');
//]]>
</script>
```

...where ##### is your ShareASale Merchant ID.

Shopping.com

Enter the following code into either the “Header code” section or “Footer code” section of the plugin configuration:

```
<script language="JavaScript">
//<![CDATA[
var merchant_id = '######';
var order_id = '{{ORDER_ID}}';
var order_amt = '{{ORDER_TOTAL}}';
var product_id = '{{PRODUCT_SKU}}';
var product_name = '{{PRODUCT_NAME}}';
//]]>
</script>
<script language="JavaScript" src="https://stat.DealTime.com/ROI/ROI.js?
mid=######"></script>
```

...where ###### is your Shopping.com Merchant ID.

Shopzilla

Enter the following code into "Header code" section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      var shopzilla_units_ordered = 0;
//]]>
</script>
```

Enter the following code into the "Product item code" section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
       shopzilla_units_ordered++;
//]]>
</script>
```

Enter the following code into "Footer code" section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      /* Performance Tracking Data */
      var mid            = '######';
      var cust_type      = '';
      var order_value    = '{{ORDER_TOTAL}}';
      var order_id       = '{{ORDER_ID}}';
      var units_ordered  = shopzilla_units_ordered;
//]]>
</script>
<script type="text/javascript"
src="https://www.shopzilla.com/css/roi_tracker.js"></script>
```

...where ###### is your Shopzilla Merchant ID.

WebGains

Enter the following code into “Header code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      var wgItems = '';
//]]>
</script>
```

Enter the following code into the “Product item code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
      if (wgItems != '') {wgItems += '|';}
      var webgains_commission_id = {{PRODUCT_TYPE|1|webgains_commission_id}};
      if ('' == webgains_commission_id) {webgains_commission_id = $$$$$;}
      wgItems = wgItems + webgains_commission_id + '::{{PRODUCT_FINAL_PRICE}}::
{{PRODUCT_NAME}}::{{PRODUCT_SKU}}';
//]]>
</script>
```

...where $$$$ is your default WebGains Commission ID. The above code assumes that you have set up a “Product Type” in Virtuemart for the WebGains Commission ID using Product Type ID '1' with parameter name 'webgains_commission_id'.

Enter the following code into “Footer code” section of the plugin configuration:

```
<script type="text/javascript">
//<![CDATA[
var wgOrderReference = "{{ORDER_ID}}";
var wgOrderValue = "{{ORDER_TOTAL}}";
var wgComment = "";
var wgLang = "en_EN";
var wgsLang = "javascript-client";
var wgVersion = "1.2";
var wgProgramID = ####;
var wgSubDomain = "track";
var wgCheckSum = "";
var wgVoucherCode = "{{COUPON_CODE}}";
var wgCurrency = "GBP";

if(location.protocol.toLowerCase() == "https:") wgProtocol="https";
else wgProtocol = "http";

wgUri = wgProtocol + "://" + wgSubDomain + ".webgains.com/transaction.html" + "?
wgver=" + wgVersion + "&wgprotocol=" + wgProtocol + "&wgsubdomain=" +
wgSubDomain + "&wgslang=" + wgsLang + "&wglang=" + wgLang + "&wgprogramid=" +
wgProgramID + "&wgvalue=" + wgOrderValue + "&wgchecksum=" + wgCheckSum +
"&wgorderreference="  + wgOrderReference + "&wgcomment=" + escape(wgComment) +
"&wglocation=" + escape(document.referrer) + "&wgitems=" + escape(wgItems) +
"&wgvouchercode=" + escape(wgVoucherCode) + "&wgCurrency=" + escape(wgCurrency);
document.write('<sc'+'ript language="JavaScript"  type="text/javascript"
src="'+wgUri+'"></sc'+'ript>');
//]]>
</script>
<noscript>
<img src="http://track.webgains.com/transaction.html?
wgver=1.2&wgprogramid=####&wgrs=1&wgvalue={{ORDER_TOTAL}}&wgeventid=$$$
$&wgorderreference={{ORDER_ID}}&wgitems=&wgvouchercode={{COUPON_CODE}}&wgcustome
```

```
rid=&wgCurrency=GBP" alt="" />
</noscript>
```

...where $$$$ is your default WebGains Commission ID and #### is your WebGains Program ID.