
THE GUIDE

GETTING STARTED
WITH
PIWIK PRO

 ANALYGO

BY HAMZA EL KHARRAZ

TABLE OF CONTENTS



Introduction

Chapter 1: Overview of Piwik Pro

- [Piwik Pro Core vs. Enterprise](#)
- [Should You Ditch GA4?](#)

Chapter 2: Introduction to the Piwik PRO Interface

- [How Piwik PRO is structured](#)
- [Piwik PRO Tag Manager](#)
- [Piwik PRO Customer Data Platform](#)
- [Deeper dive into Piwik PRO analytics module](#)

Chapter 3: Installing Piwik pro on your website

- [Step 1: Add Piwik pro script to your website](#)
- [Step 2: debug your set-up](#)
- [Alternative: using Google Tag Manager](#)

Chapter 4: Advanced event tracking in Piwik pro

- [Event tracking using Piwik pro tag manager](#)
- [Alternative: Piwik pro form tracking using Google Tag Manager \(GTM\).](#)

Chapter 5: Conversion tracking in Piwik pro

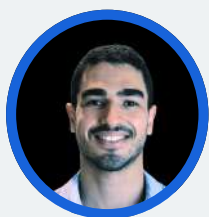
- [How to configure Goals in Piwik pro?](#)

Final words

Introduction

A lot of discussion about finding Google Analytics 4 (GA4) alternatives is sparked each day. Piwik Pro is one of the more well-known analytics tools that are available today.

This e-book is for you if you are looking to understand how to get started with Piwik Pro with as little hassle as possible (we will cover other tools in the future). You don't have to migrate to another tool and abandon your old set up altogether. We are big believers in using more than one tool to balance your perspective.



Hamza El Kharraz

hamza@analygo.co

Hamza El Kharraz is a digital analyst the founder of ANALYGO, a data marketing consultancy with the mission to facilitate data driven decisions for medium and large agencies and their clients.

Chapter 1: Overview of Piwik Pro

In this chapter, we will talk about the free and paid version of Piwik Pro, the different modules available with Piwik Pro (tag manager, consent manager, and Piwik Pro).

Piwik pro: Core vs. Enterprise

The image shows two side-by-side cards comparing the 'Core plan' and the 'Enterprise plan'. The Core plan is described as 'Free forever' and includes 3 modules, 500,000 monthly actions, 14-month data retention, EU cloud, and community support. The Enterprise plan is for users who need premium support and customization, including up to 4 modules, tiers up to 1B+ monthly actions, 25-month data retention, cloud/on-premises options, and dedicated technical support.

Core plan	Enterprise plan
Full customer journey & privacy-friendly analytics. Free forever.	Make it fit your use case, get premium support & customization options
Includes:	Includes:
3 modules: Analytics, Tag Manager & Consent Manager	Up to 4 modules: Analytics, Tag Manager, Consent Manager & Customer Data Platform
500,000 monthly actions – need more?	Tiers up to 1B+ monthly actions ⓘ
14-month data retention	25-month data retention ⓘ
EU cloud	Cloud, private cloud or on-premises
Community support	Dedicated technical support & onboarding ⓘ
	Optional custom setups and add-ons
Create a free account	Get your quote

The main factor that will dictate which plan you should go for is the number of events (actions) your website receives each month.



If you are using GA4, the concept of event/action will be quite familiar to you. A page view is an event, so is a scroll, etc. Any time you want to count an interaction that happens on your website, you are dealing with actions.

Aside from the event limit, you don't get to choose the location of the servers that host your data. This could have been an issue if you are based in the EU and your servers are elsewhere (Privacy regulation), but luckily Piwik Pro's servers are in the EU region as well. If you want to use your own servers (self-hosting), then consider using the enterprise version.

These two factors are in my opinion the main reasons you may select one plan or the other. In the case of having more than 500k event counts per month, you really do not have much of a choice.



500k Event Limit



Hosting using Servers
in EU

Piwik pro Core



1B+ Events



Self-Hosting & Private
cloud

Piwik pro Enterprise

Should You Ditch GA4?

You can migrate your GA4 set-up to Piwik Pro. This doesn't mean that shutting off GA4 is mandatory just because you are using a second tool. Both can be used to have a balanced view of what is going on in your website.



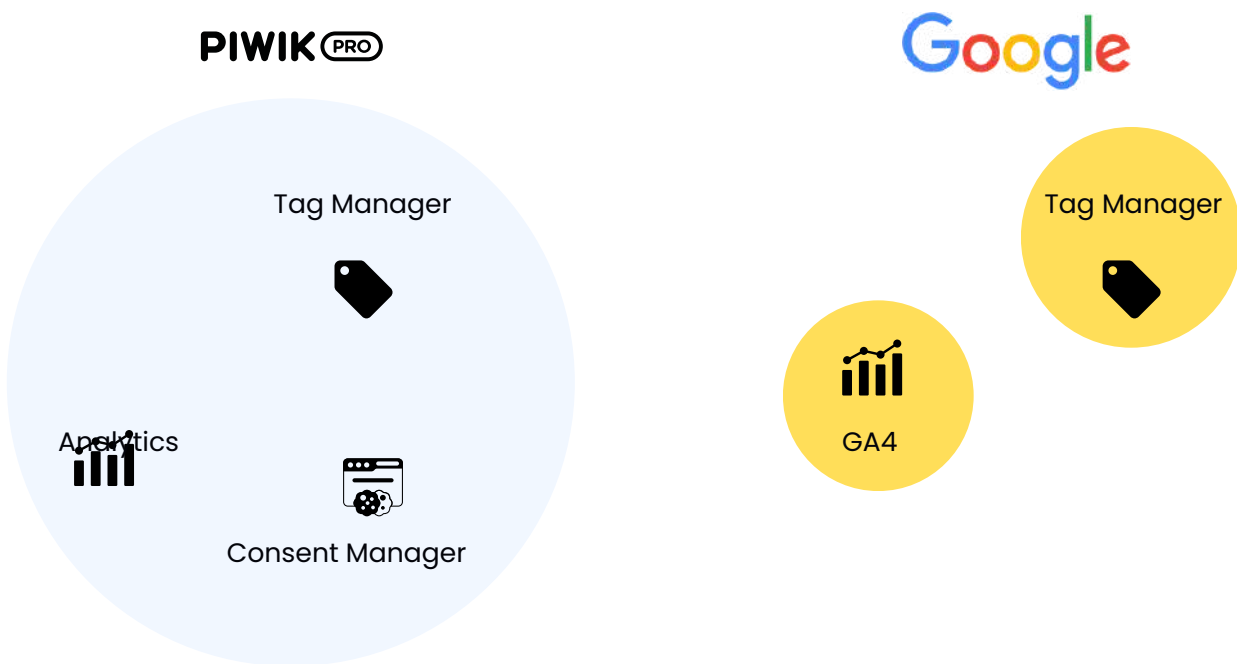
No matter what you are using, these are just tools you can swap at any time to serve your purposes. Choose what fits your needs at the moment.

Finally, although GA4 got a lot of negative feedback, it's still having the chance to make a comeback. It's still a decent tool, but the UI is having a long way to go. Keep it running meanwhile; you may never know when you will need it.

Chapter 2: Introduction to the Piwik PRO Interface

The Piwik PRO interface may seem a bit weird to you if you are coming from the so-called Google stack (Google Tag Manager, Google Analytics, etc.). In contrast to the Google approach, Piwik PRO combines all the functionalities like tag and consent management into the same UI. Think of it as a one-time stop to shop for everything you need.

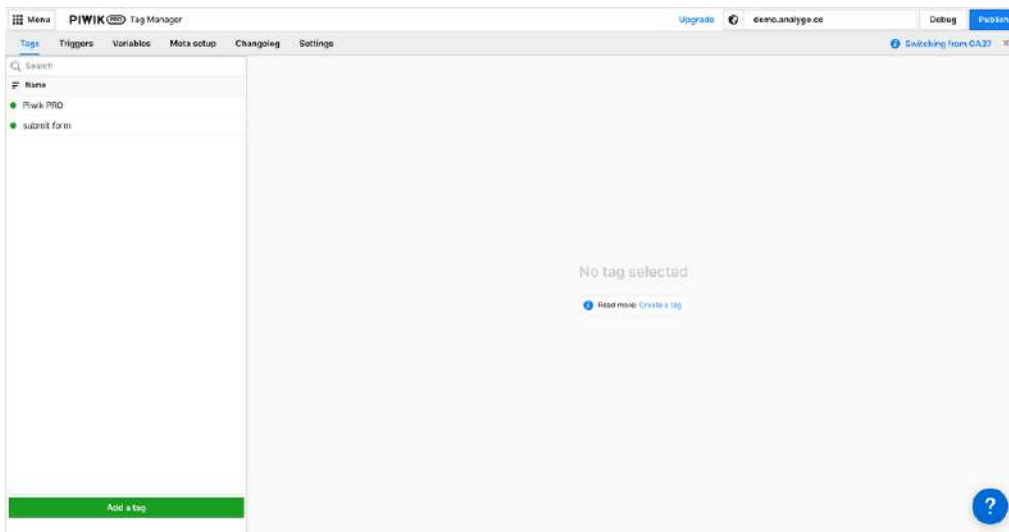
How Piwik PRO is structured



The main factor that will dictate which plan you should go for is the number of events (actions) your website receives each month.

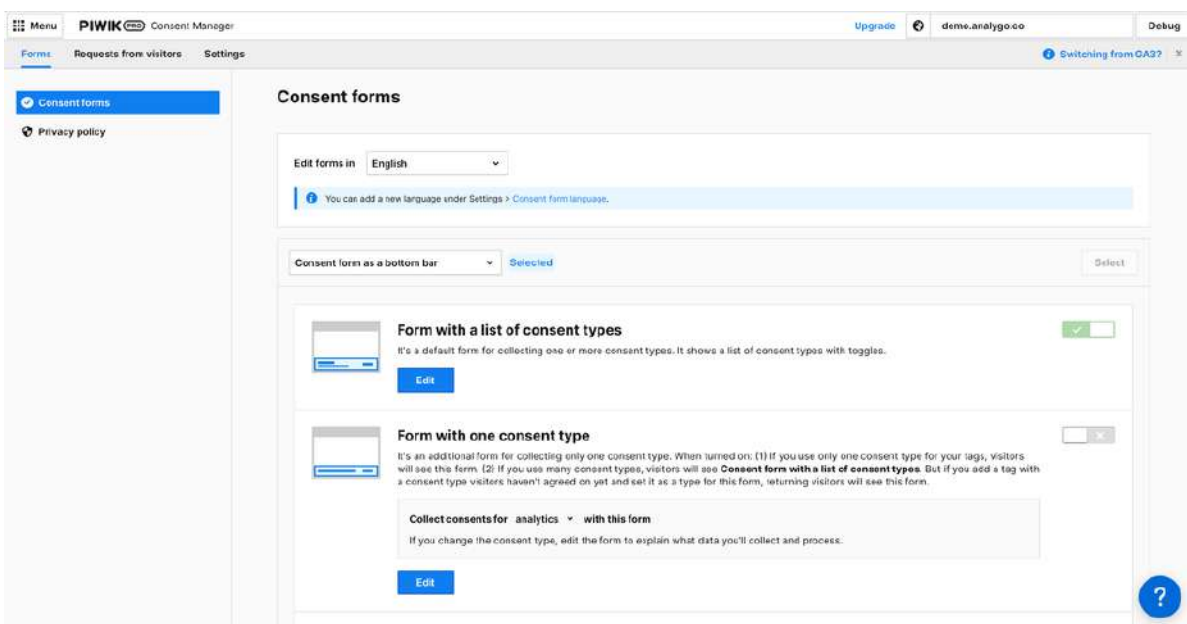
Piwik PRO Tag Manager

As the name suggests, this module is all about tracking. You can add tags to keep track of clicks, impressions, form submissions, you name it.



Piwik PRO Consent Manager

The consent manager is a feature not currently available in Google Analytics 4 (GA4) and most web analytics platforms. Using this module, you can manage user consent choices, keep a consent record, and customize your cookie banner.



Piwik PRO Customer Data Platform

A customer data platform helps you understand users across all platforms by using all the data from your channels (website, CRM, social media...) to create a customer profile. This data can be later used for advanced targeting and personalization.

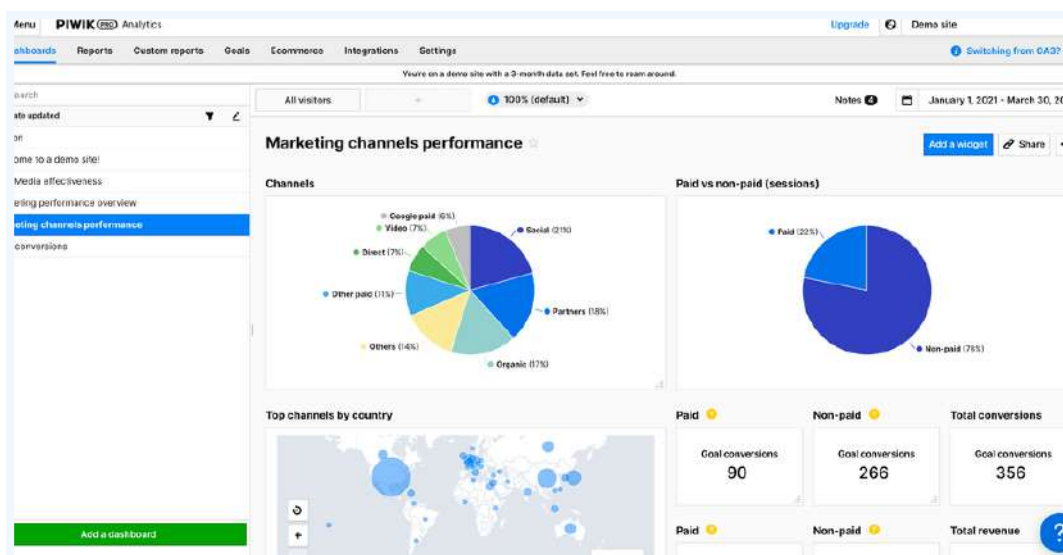
Note: this module is only available in Piwik PRO Enterprise (paid version).

Deeper dive into Piwik PRO analytics module

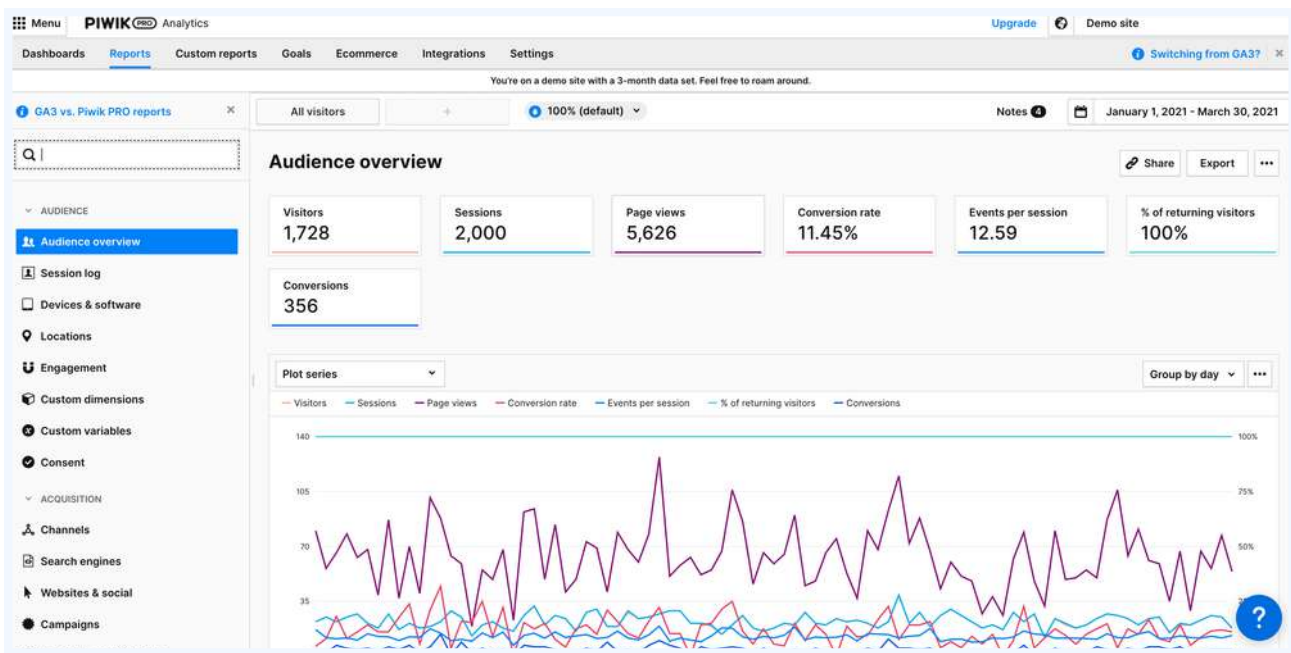
Since this e-book is about using Piwik PRO as an alternative to GA4, we will give more focus to this module. Piwik PRO has several sections, each has a particular use.

Dashboards

If you are coming from GA4, this section is the equivalent of “Exploration.” You can create dashboards to fit your own needs, and you will find some that are available by default.

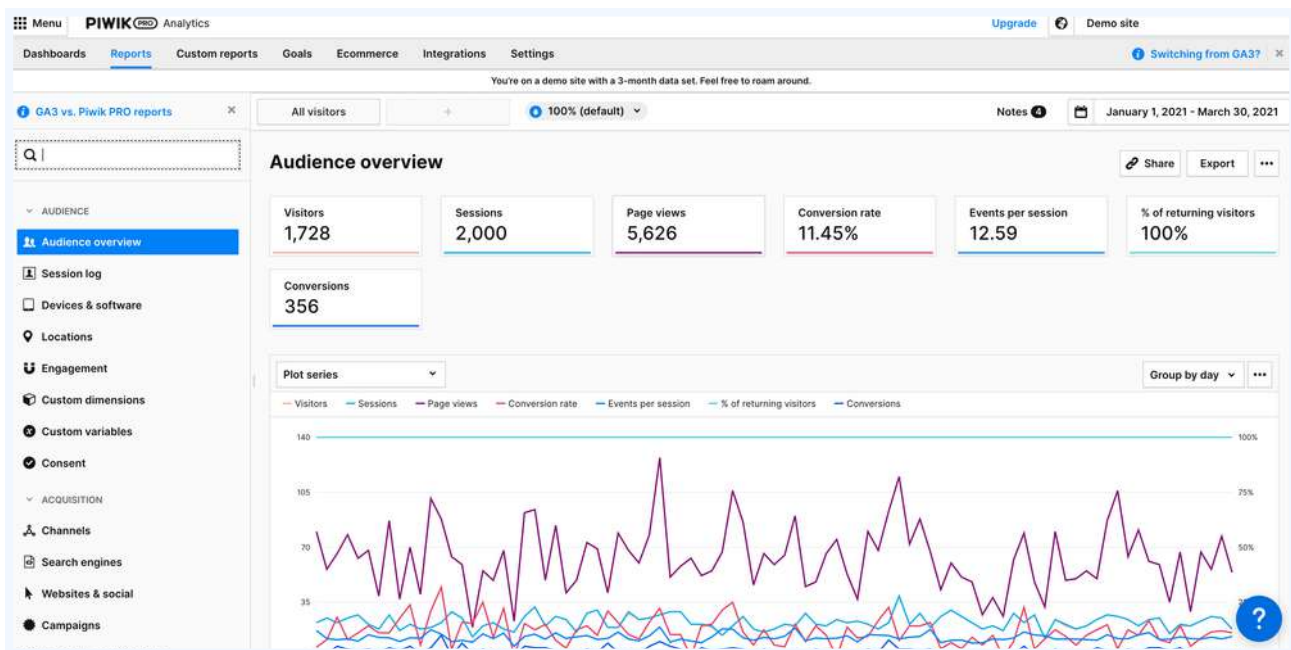


Reports



This is probably the section you will use the most, unless you are an ecommerce business. Reports give you a very detailed look at how your website is doing. This section has many subparts

Audience: know your traffic



You can group your traffic by common characteristics, like the device they use or an action they did. For example, we can see in the custom dimension section how each content category on our website is performing.



Custom dimensions are used to track unique things on your website, like the rating of each article, product categories, etc.

Acquisition: know your marketing channels

Source / medium (Website)	Visitors	Sessions	Bounce rate	Goal conversions	Goal conversion rate	Sum of goal revenue
	441	461	64.21%	86	11.5%	\$4,002,018.00
www.economist.com / referral	143	143	43.36%	34	18.78%	\$1,574,009.00
www.wsj.com / referral	90	89	50.56%	24	19.1%	\$1,156,007.00
www.forbes.com / referral	66	66	39.39%	18	18.18%	\$1,272,002.00
bing / direct	64	65	100%	0	0%	No data
google / direct	56	56	100%	0	0%	No data
direct / direct	42	42	100%	0	0%	No data

The goal of this section is to answer this question: “Where is my traffic coming from?” You can add data from Google Ads and your search console to make this report even more useful.

You can group your traffic by common characteristics, like the device they use or an action they did. For example, we can see in the custom dimension section how each content category on our website is performing.



Custom dimensions are used to track unique things on your website, like the rating of each article, product categories, etc.

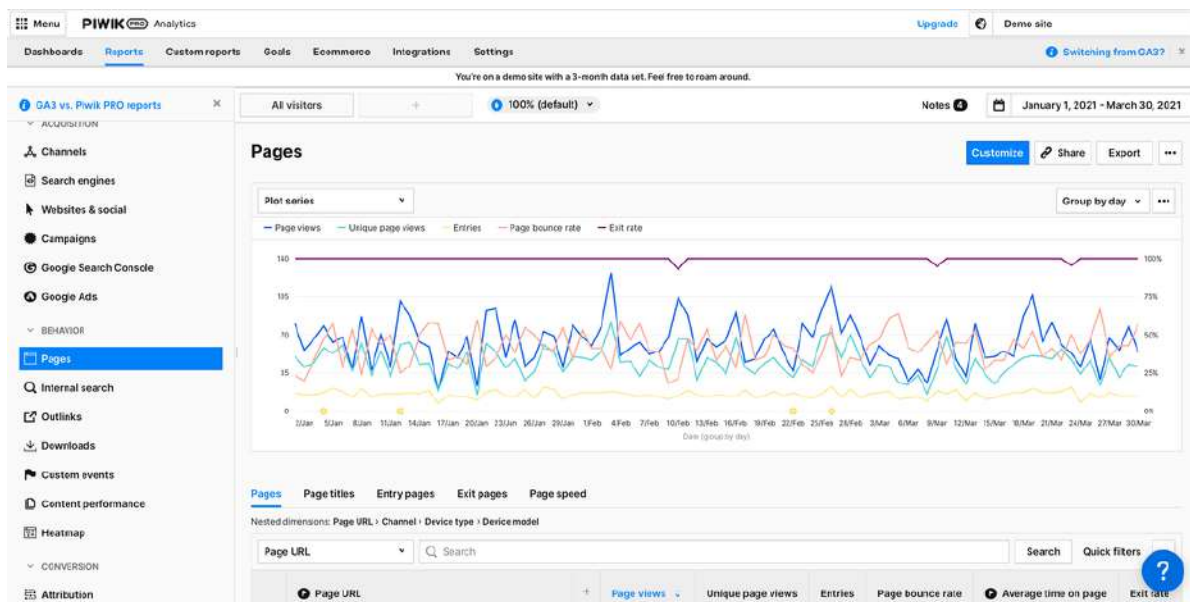
Acquisition: know your marketing channels

The screenshot shows the Piwik Analytics interface for the 'Acquisition' section. The main table displays traffic sources with columns for Source / medium (Website), Visitors, Sessions, Bounce rate, Goal conversions, Goal conversion rate, and Sum of goal revenue. The data is as follows:

Source / medium (Website)	Visitors	Sessions	Bounce rate	Goal conversions	Goal conversion rate	Sum of goal revenue
All visitors	441	461	64.21%	85	11.5%	\$4,002,018.00
www.economist.com / referral	143	143	43.36%	34	16.78%	\$1,574,009.00
www.wsj.com / referral	80	80	50.56%	24	19.1%	\$1,156,007.00
www.forbes.com / referral	66	66	39.39%	28	18.18%	\$1,272,002.00
bing / direct	64	65	100%	0	0%	No data
google / direct	66	66	100%	0	0%	No data
direct / direct	42	42	100%	0	0%	No data

The goal of this section is to answer this question: “Where is my traffic coming from?” You can add data from Google Ads and your search console to make this report even more useful.

Behavior: how people use your website



Your best-performing pages, the keywords people search for within your website, even heatmaps are available in this report.

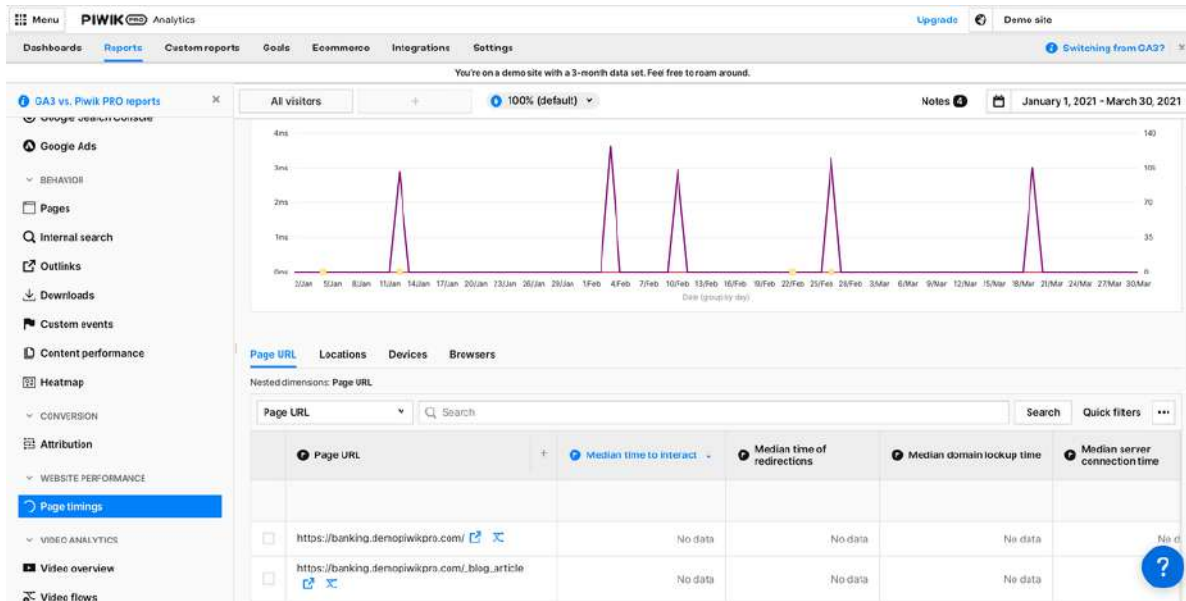
Conversion: track your goals

The screenshot shows the 'Goals' report in Piwik Analytics. The table displays performance metrics for various sources and mediums. The columns are: Source / medium (Website), Visitors, Sessions, Bounce rate, Goal conversions, Goal conversion rate, and Sum of goal revenue. The data is as follows:

Source / medium (Website)	Visitors	Sessions	Bounce rate	Goal conversions	Goal conversion rate	Sum of goal revenue
	441	461	64.21%	86	11.5%	\$4,002,018.00
www.economist.com / referral	143 32.43%	143 31.02%	43.36%	34 39.52%	18.78%	\$1,574,009.00 39.33%
www.wsj.com / referral	66 14.97%	69 14.99%	50.56%	34 49.29%	19.1%	\$1156,007.00 28.8%
www.forbes.com / referral	66 14.97%	66 14.32%	39.39%	8 12.12%	18.18%	\$1,272,002.00 31.7%
bing / direct	64 14.51%	65 14.1%	100%	0	0%	No data
google / direct	56 12.7%	56 12.15%	100%	0	0%	No data
direct / direct	42 9.52%	42 9.11%	100%	0	0%	No data

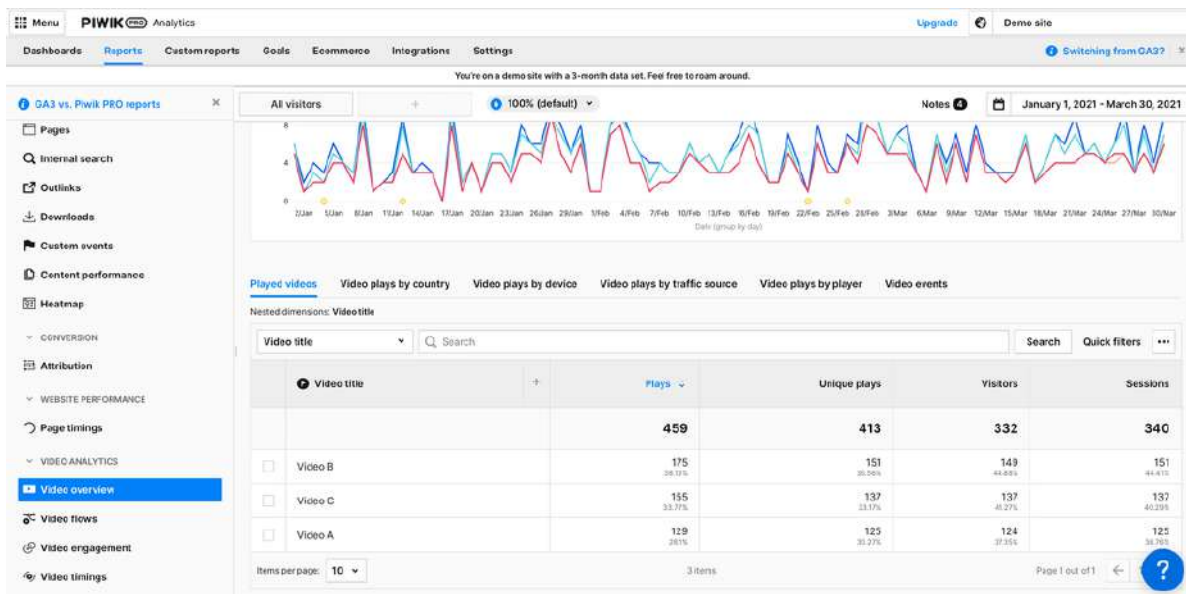
You can keep track of the performance relative to your goals in this section. You can change your attribution model at will and even use your own custom model.

Website Performance



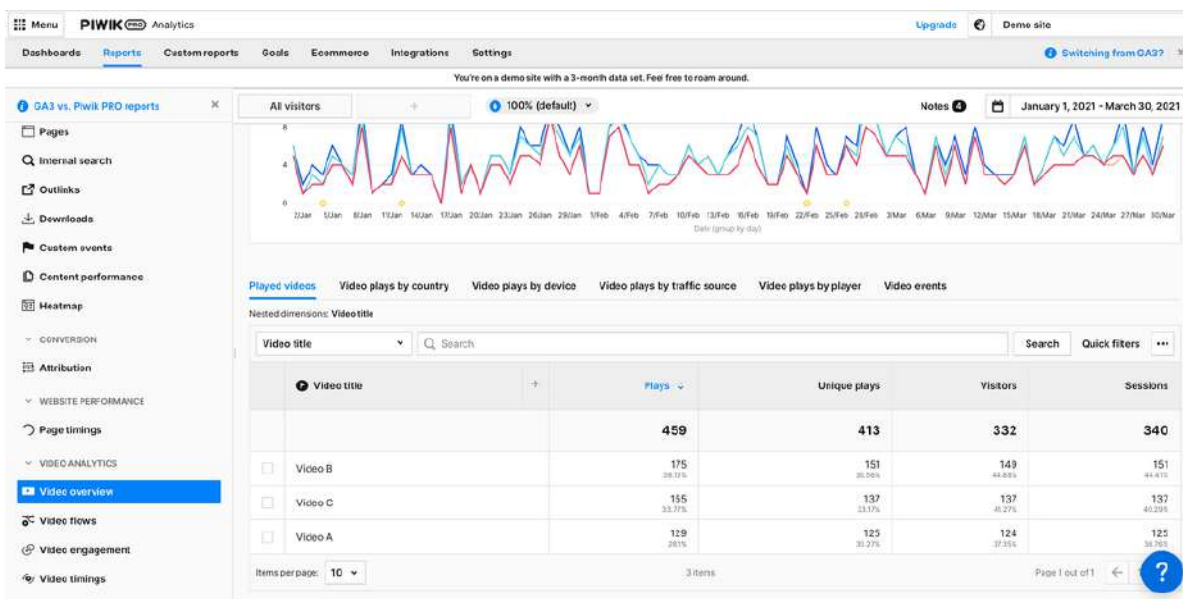
One of the missing reports in GA4 default is your website's loading speed. Piwik PRO has a dedicated section to keep track of how fast your pages are loading, among other indicators.

Video Analytics



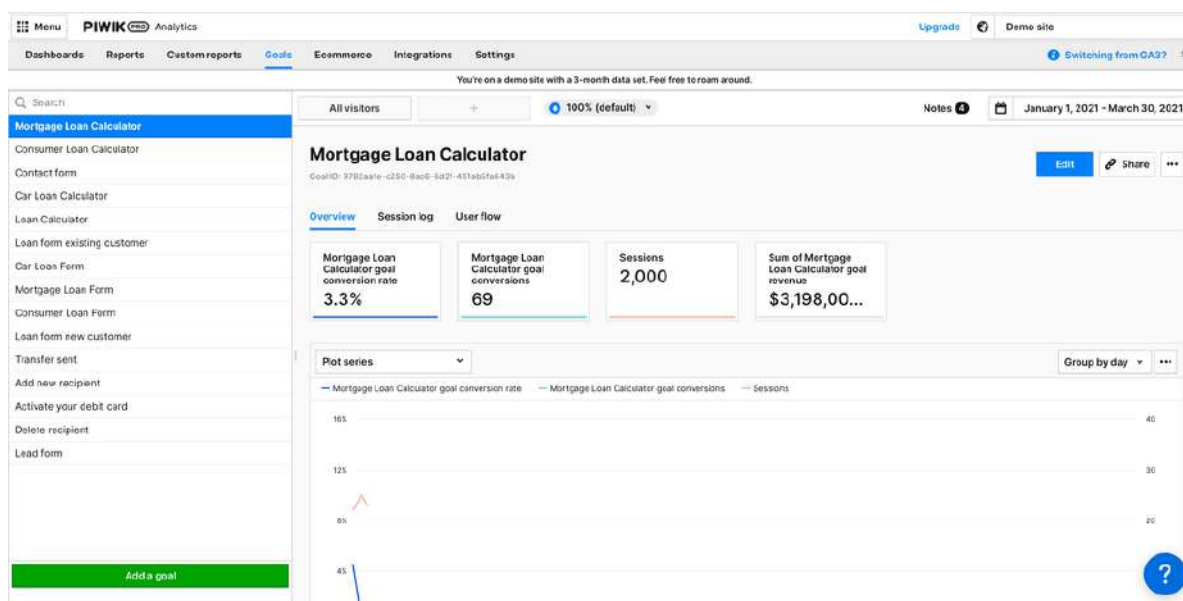
If you have a lot of video content, this section is definitely useful to see how your videos are performing over time.

Custom Reports



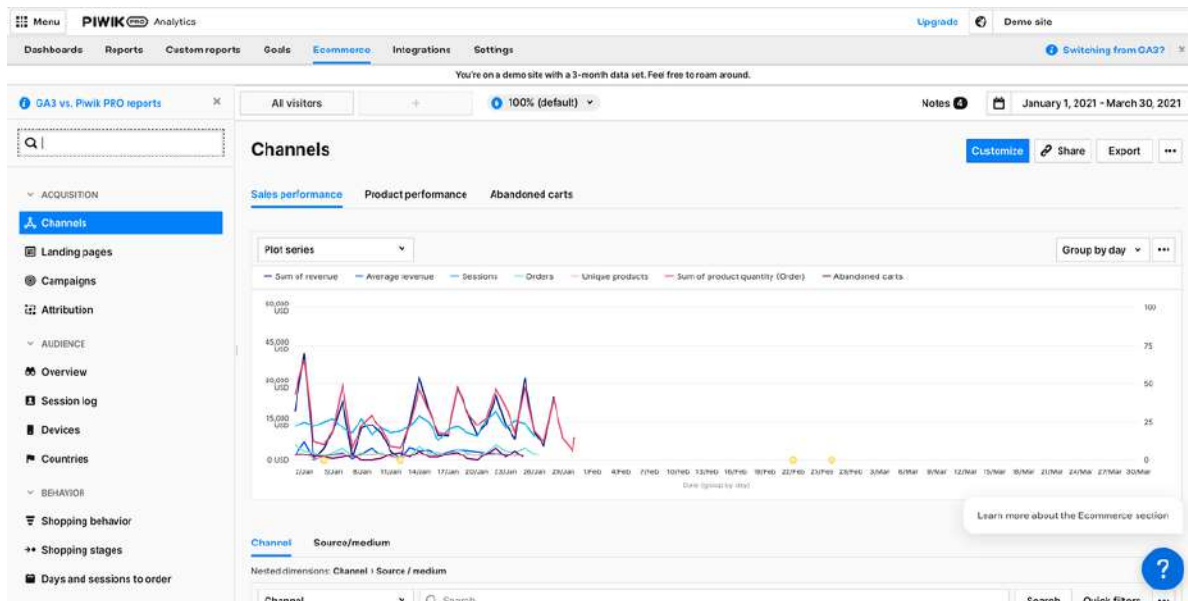
While the dashboard section we talked about earlier is useful for keeping track of your most essential KPIs, custom reports offer a more granular look at your data. When you are creating new custom reports, you will need to choose only one type of visualization.

Goals



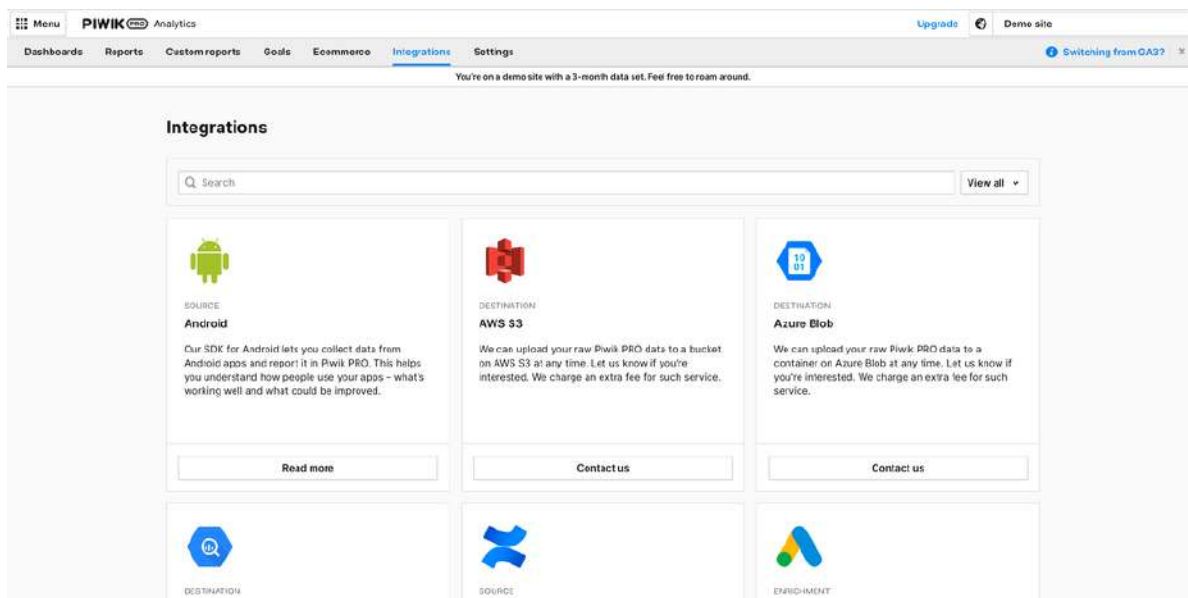
You can define your own goals by relying on things you already have (a page URL, thank you page, for example), or by doing it manually

Ecommerce



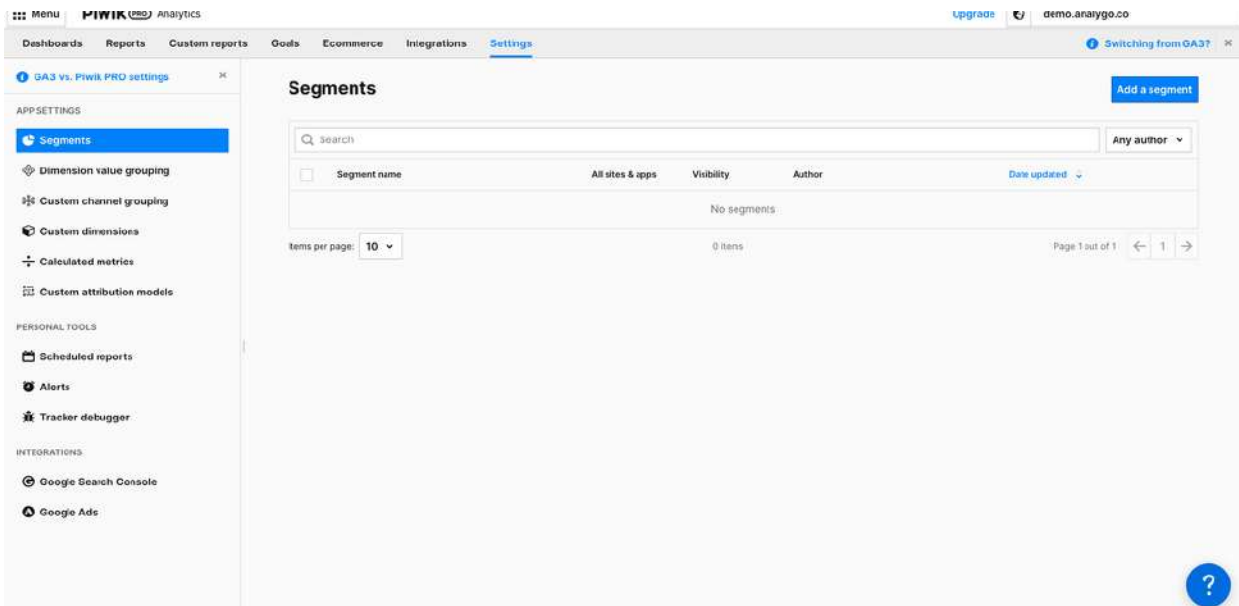
Piwik PRO has a whole section dedicated to keeping track of e-commerce data. You will find in this section anything ranging from the campaigns that brought sales.

Integrations

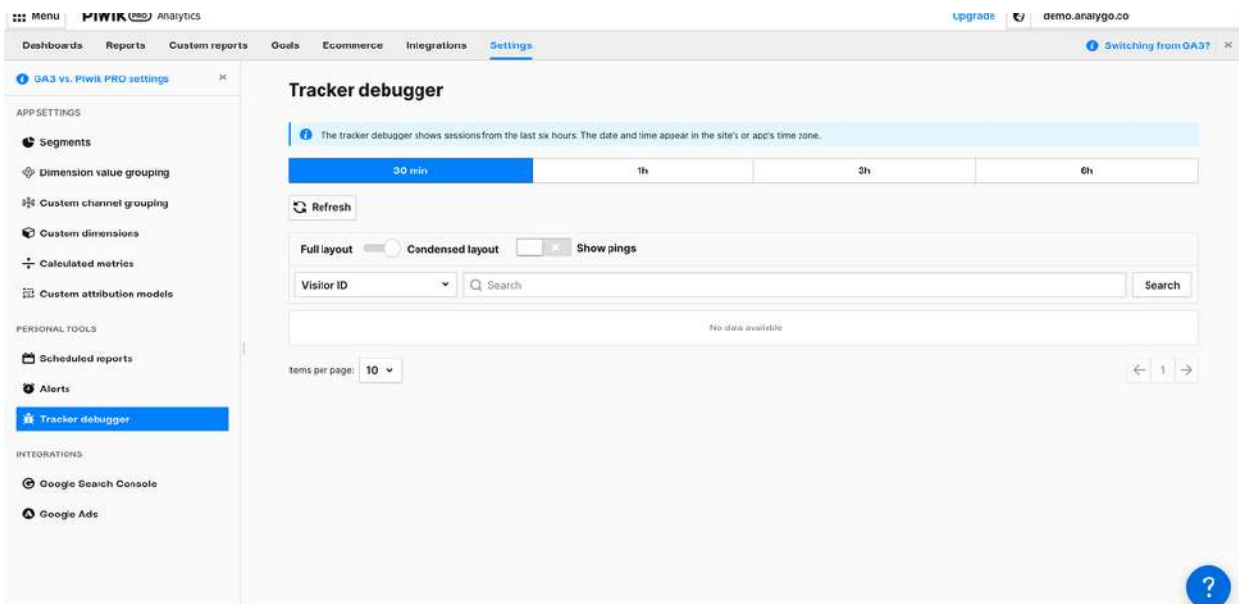


You can connect your Piwik PRO account to other platforms like Google Ads. This allows you to keep your eye on important metrics within the UI. There are other integrations like BigQuery to export your Piwik PRO data to a data warehouse if you want to.

Settings



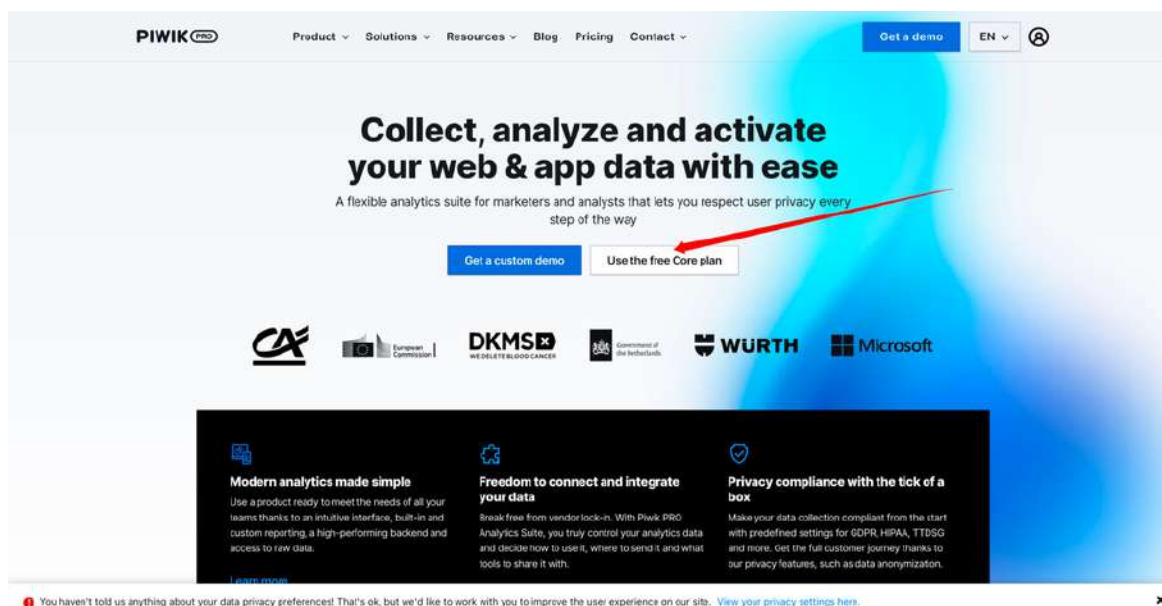
Here you can configure your custom dimensions, add new calculated metrics, among other things. The most essential part is the debug.



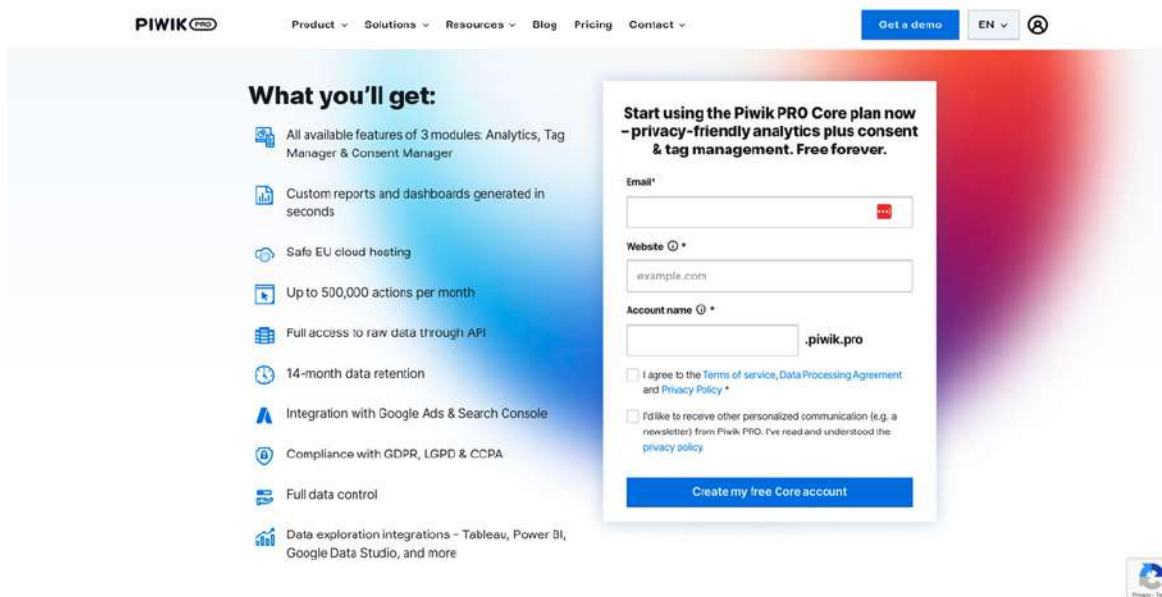
Here, we can test our tags before publishing them to avoid making mistakes.

Chapter 3: Installing Piwik pro on your website

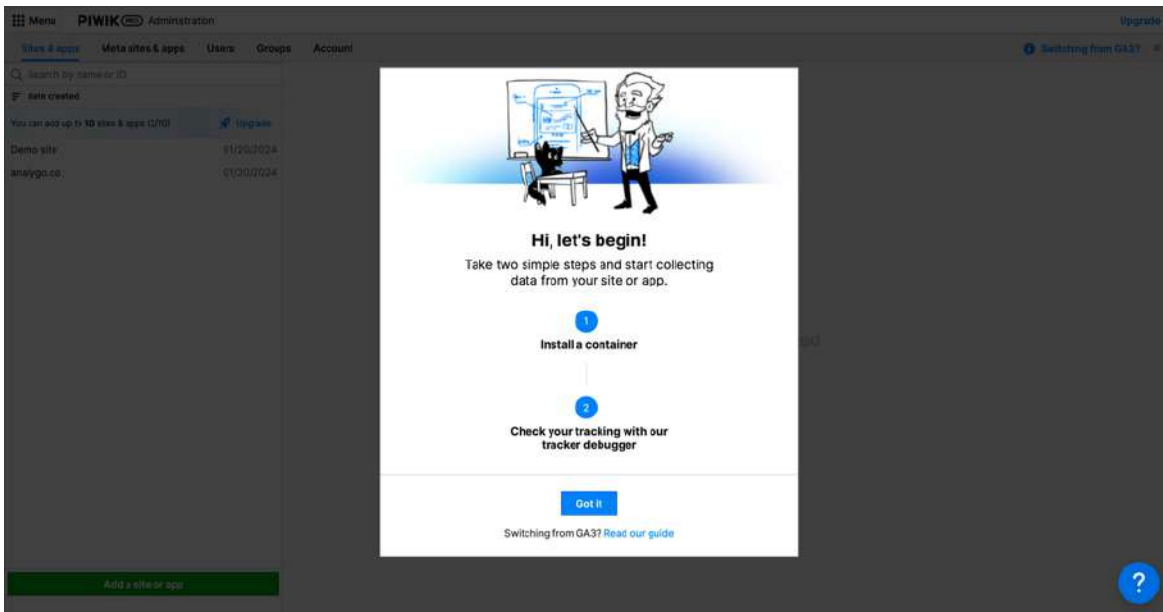
Whether you are using Piwik pro tag manager or Google's solution (GTM), the installation process is quite straightforward. First, we need to go to their website. Next, select the free core version:



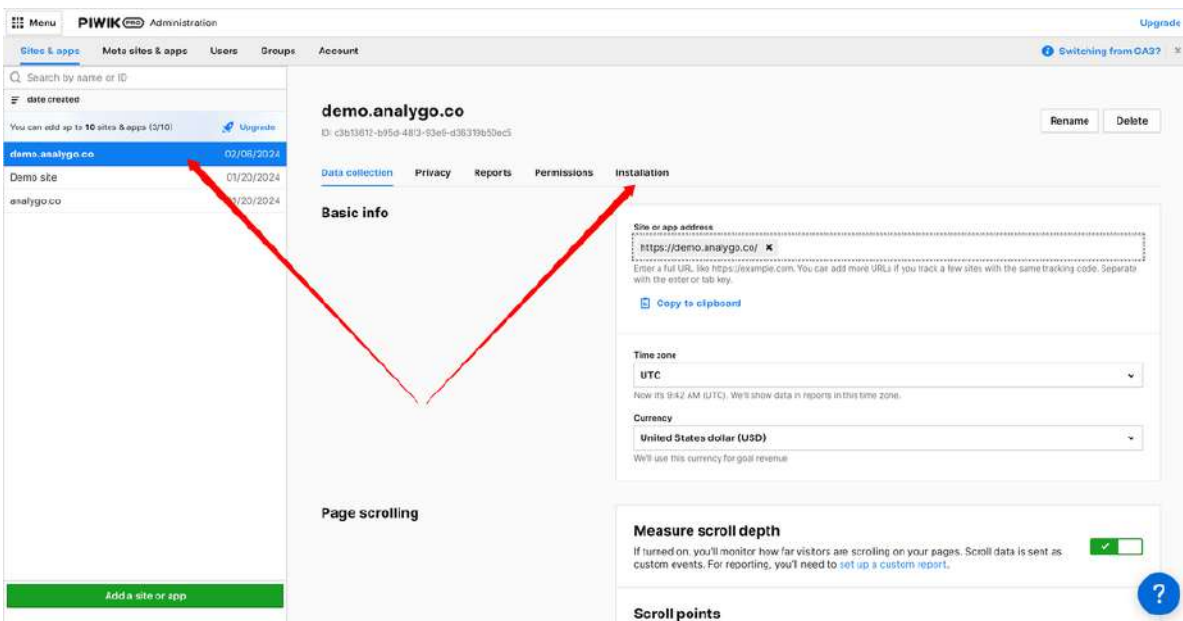
You will need to add your personal information. For the account name, you can use the name of your business (i.e., analogy.piwik.pro)



You will need to confirm your email and add a password. After logging in, you can access Piwik pro's interface. You will be prompted to add a tracking script to your website.



Go to the administration > select your website > **installation**.



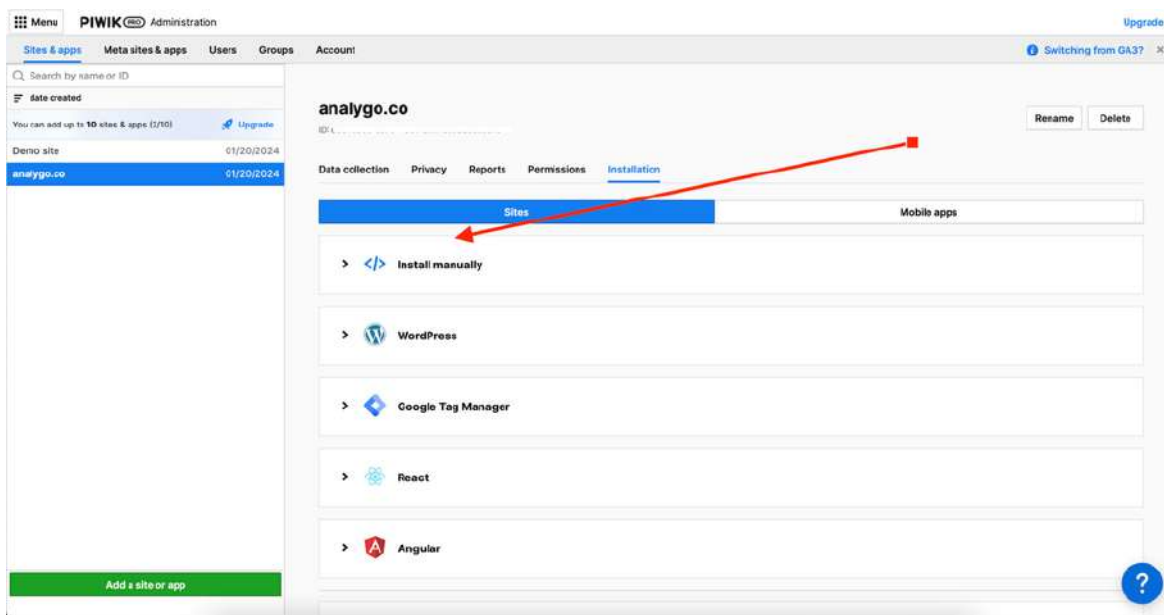
Step 1: Add Piwik pro script to your website



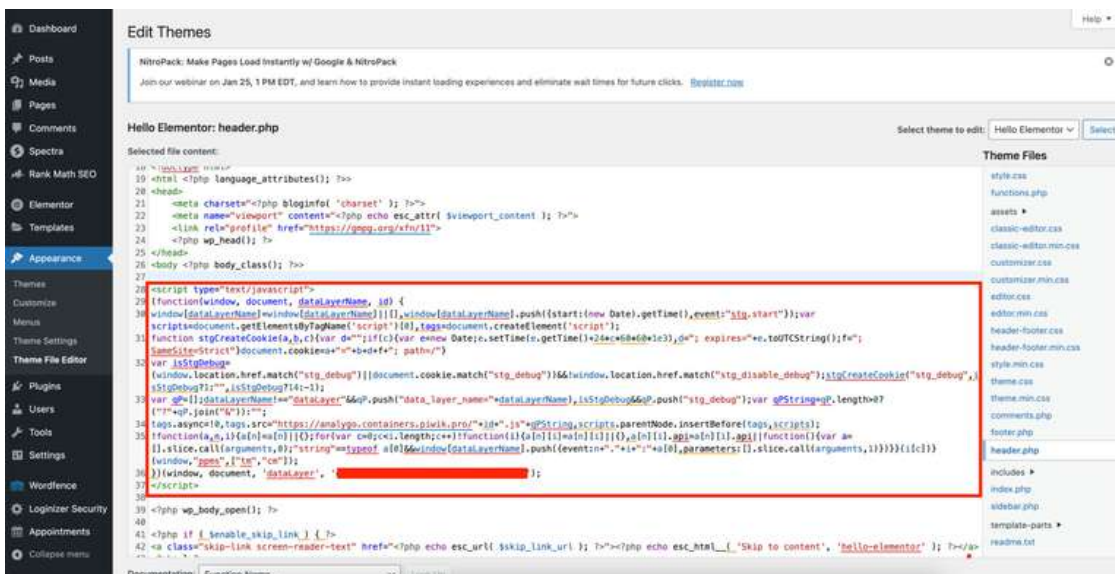
How to find Piwik Pro Tracking script?

Go to: Menu > Administration > Choose your website > Settings

The first thing we need to do is to add the tracking script to our website.

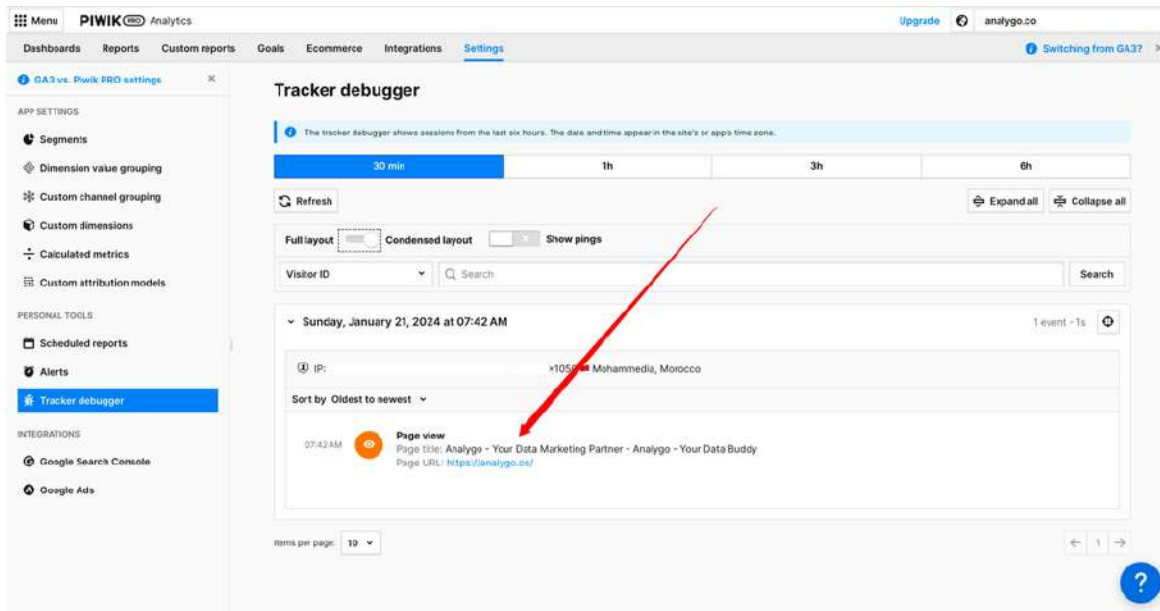


You need to copy the script and paste it below the <body> tag.



Step 2: debug your set-up

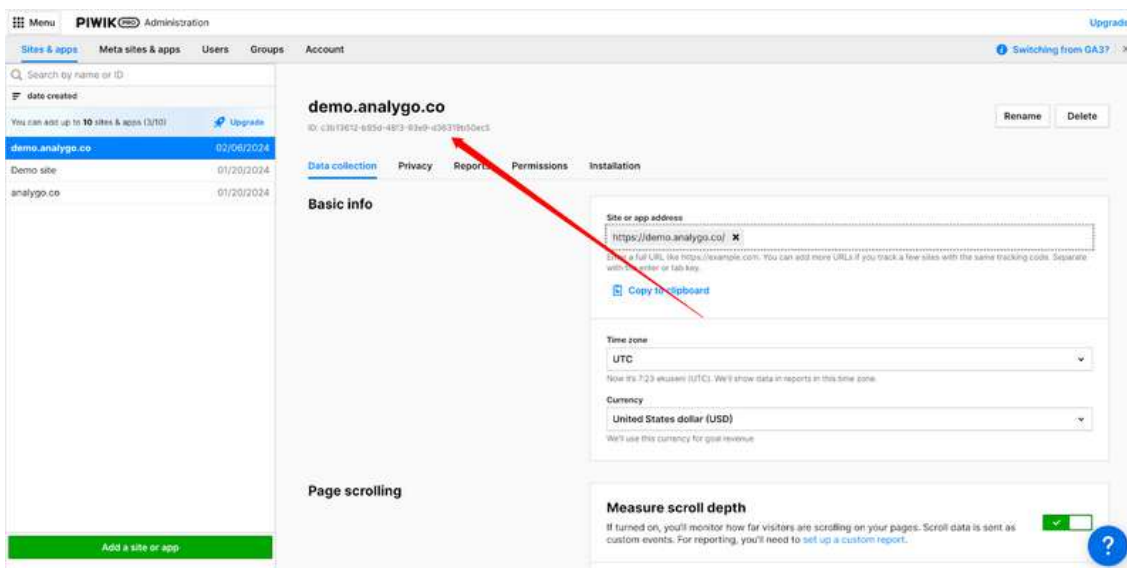
Save and browse to your website. When you go to the debug mode (Analytics > Settings > Tracker debugger), you will find the page view from your visit. This means that everything is working as expected.



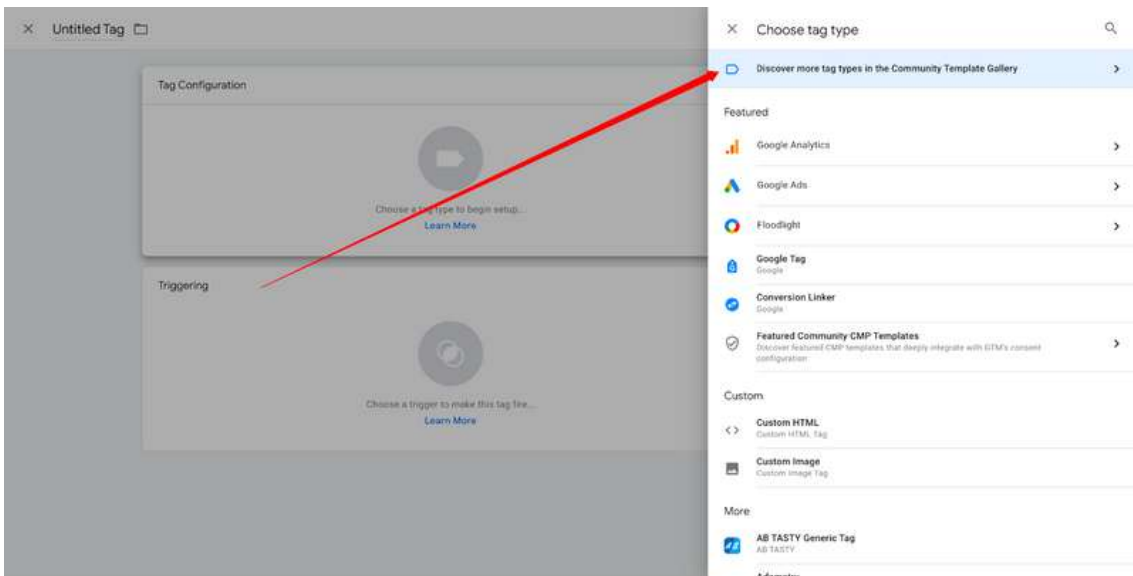
Your data will appear on your main dashboards after an hour or so.

Alternative: using Google Tag Manager

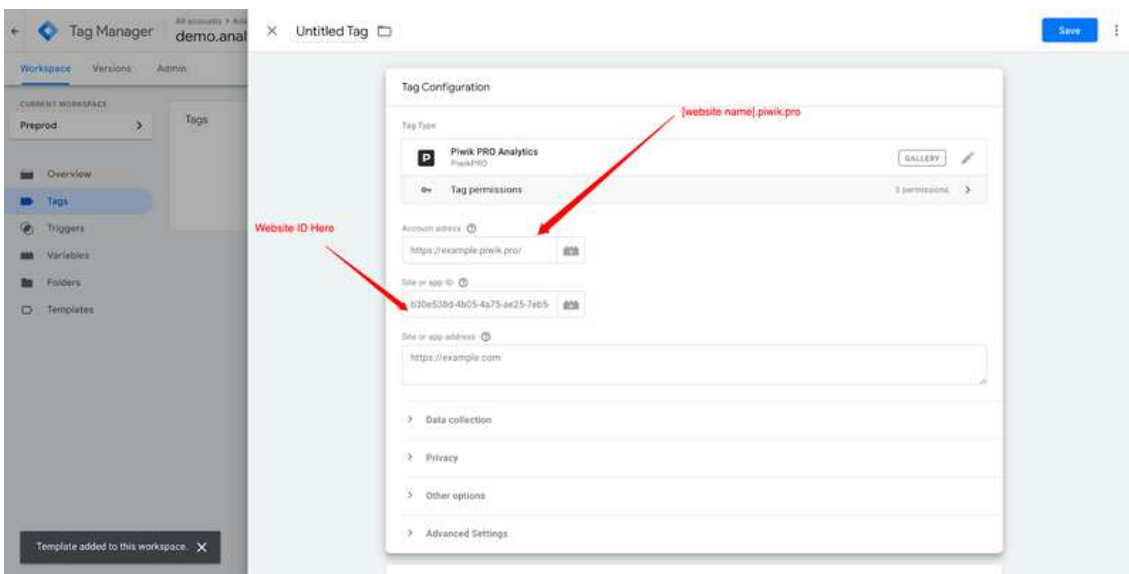
If you are using Google Tag Manager, all you really need is the ID of your website.



Go to your Google Tag Manager account and add a new tag. Search for the Piwik pro tag in the template gallery.

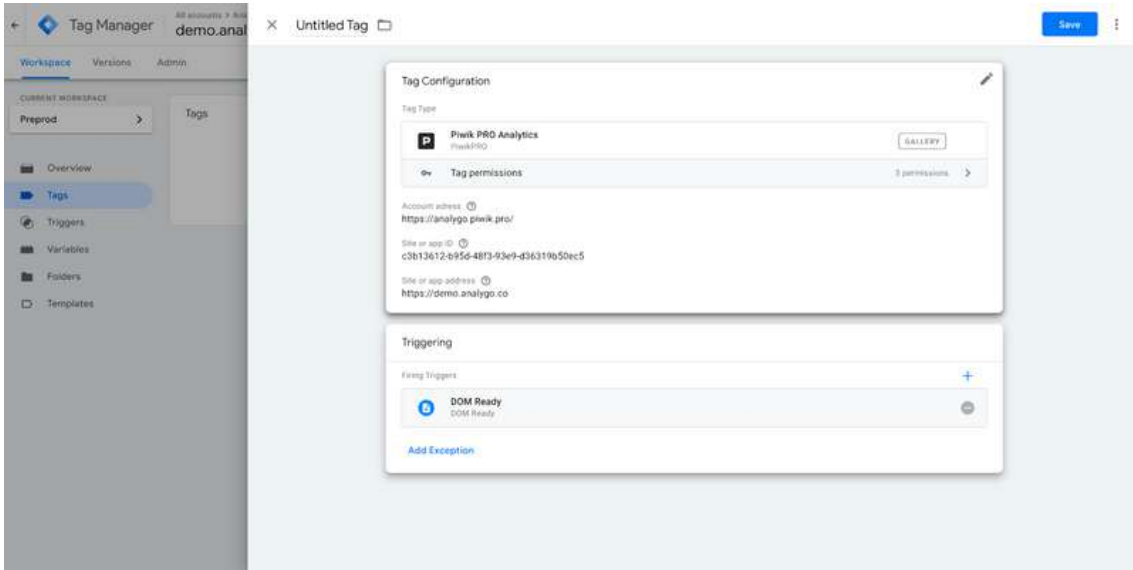


Add the ID you copied earlier, as well as the address of the project.

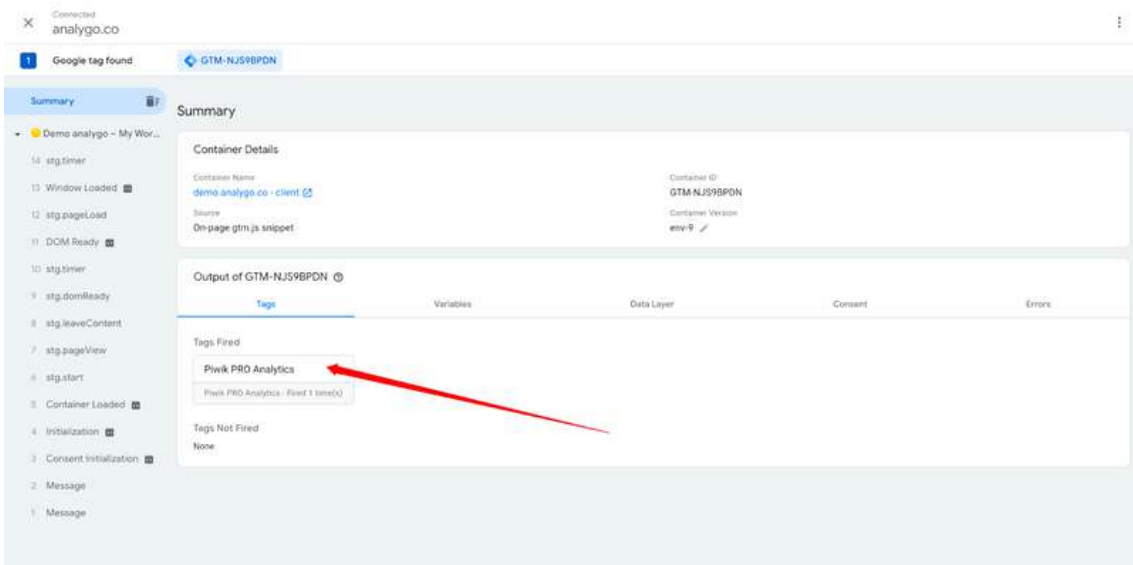


We need the configuration tag to fire as early as possible. We will select "DOM Ready Trigger".

The exact trigger you will use can be different depending on your specific case.



After clicking on preview, you can see that our tag is working as expected. we can publish it now.



Chapter 4: Advanced event tracking in Piwik pro

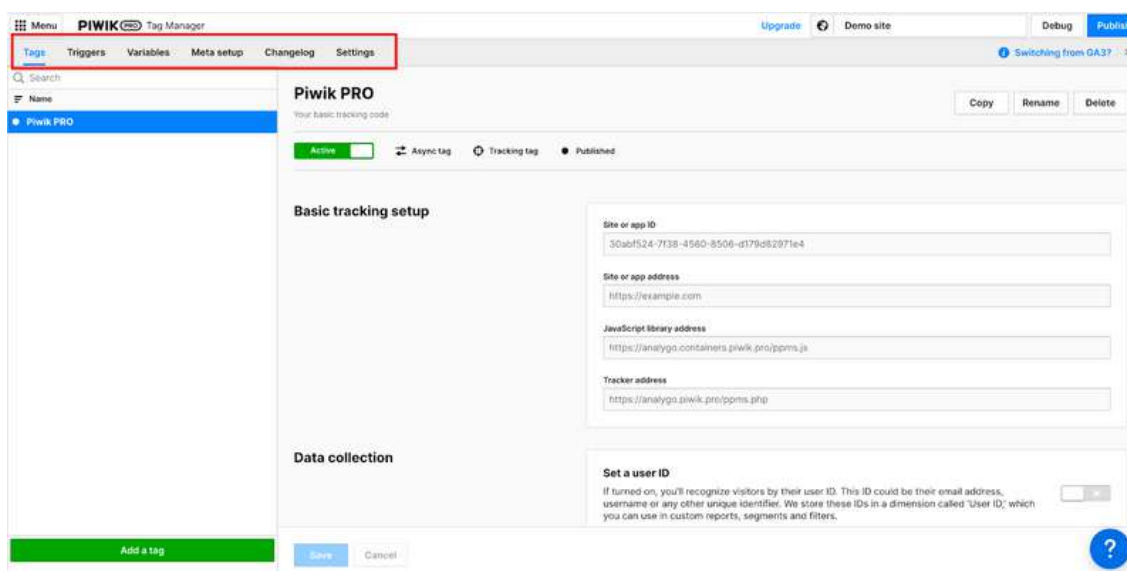
With the basic script installed, you will, can already see most of the statistics you use on a daily basis, but to go even further you need to track stuff that is unique to your website.

We do not recommend starting creating custom events before a careful planning process. This way, you will avoid creating useless events that are not aligned with your true needs.

Advanced event tracking using Piwik pro tag manager

You can use any tag manager of your choice to track Piwik pro events. In the section where we installed the configuration script, we used a Google Tag Manager as an alternative to manual installation. You can do the same with events.

The native tag manager offers most functionalities you will find in popular tools like Google Tag Manager.



1.Tags

Tags are the carriers of information from your website to the analytics tools. Each tag will track an interaction or several interactions that happen on your website.

1.Triggers

Triggers tell your tags when to work. If you want to track a form, the moment the user lands on a “thank-you” page can be the trigger for this event.

1.Variables

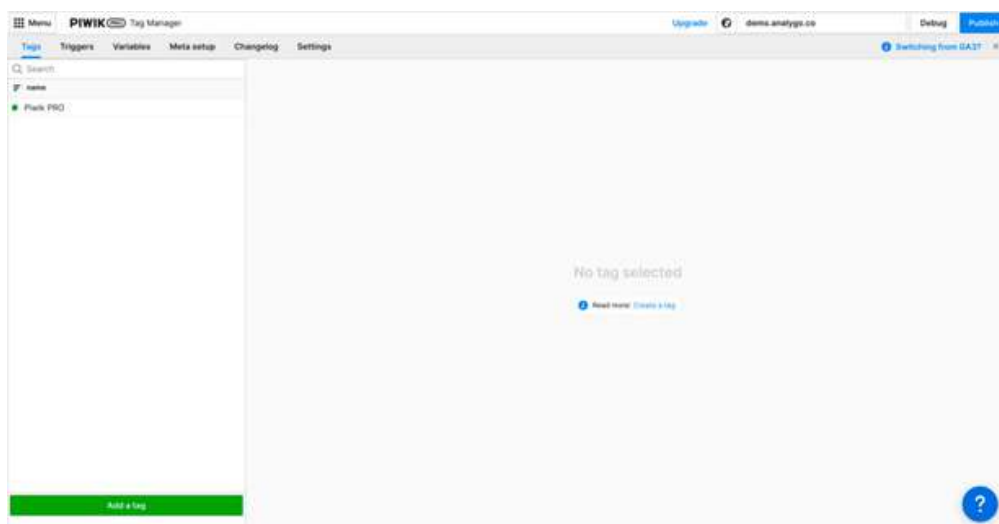
Variables are like an extra column in a table. They give you more context about the event. Taking our previous form submission example, we can send the form type (contact, request quote...).



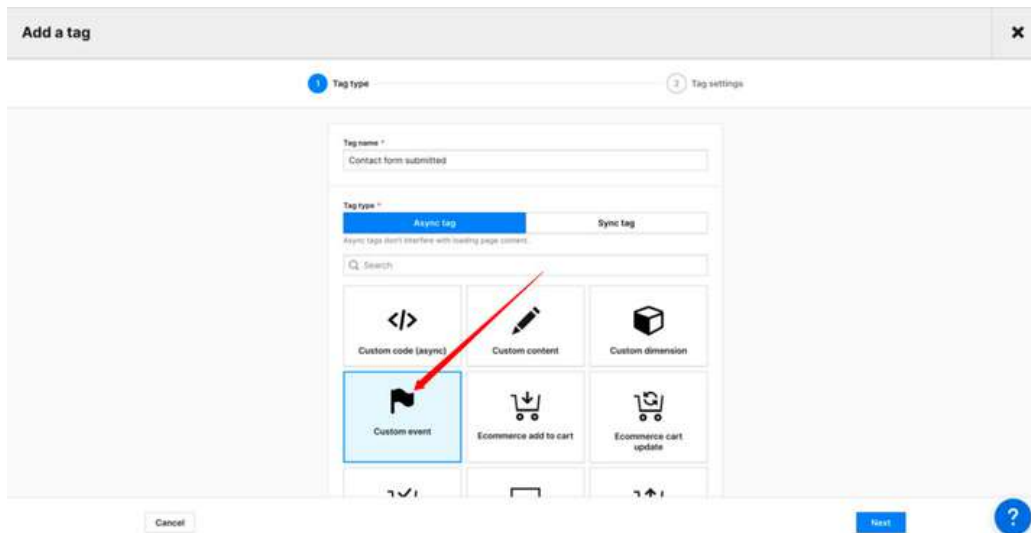
These three blocs are what we need to track any event. Most Tag management systems have this structure.

Example: Piwik pro form tracking using native Tag Manager

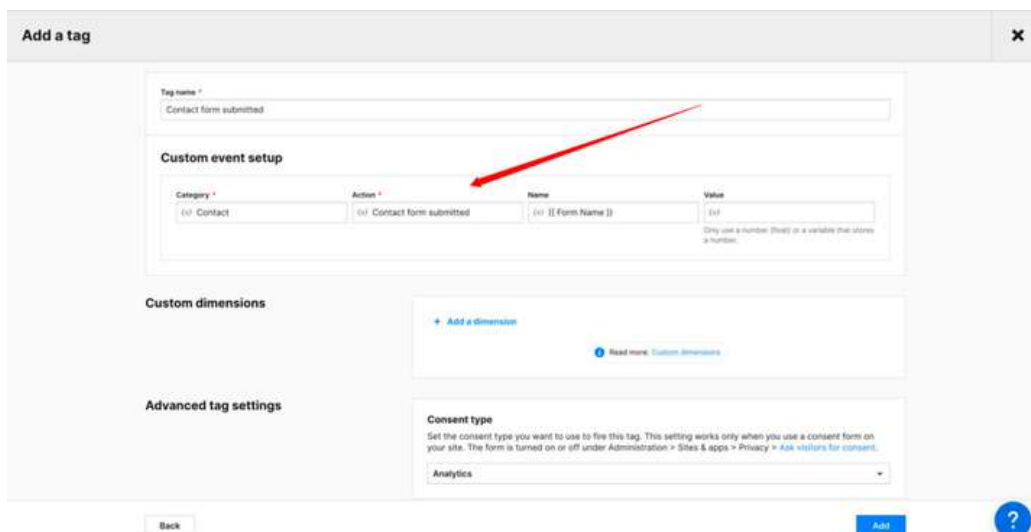
If you are using Piwik pro tag manager, then you need to browse to your tag manager and add a new tag.



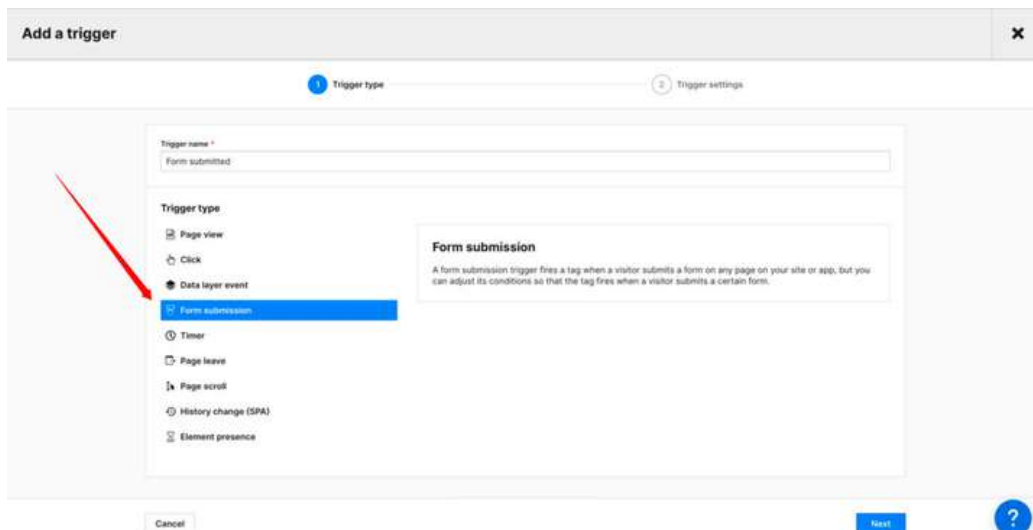
After naming your tag, you need to select 'custom event'.



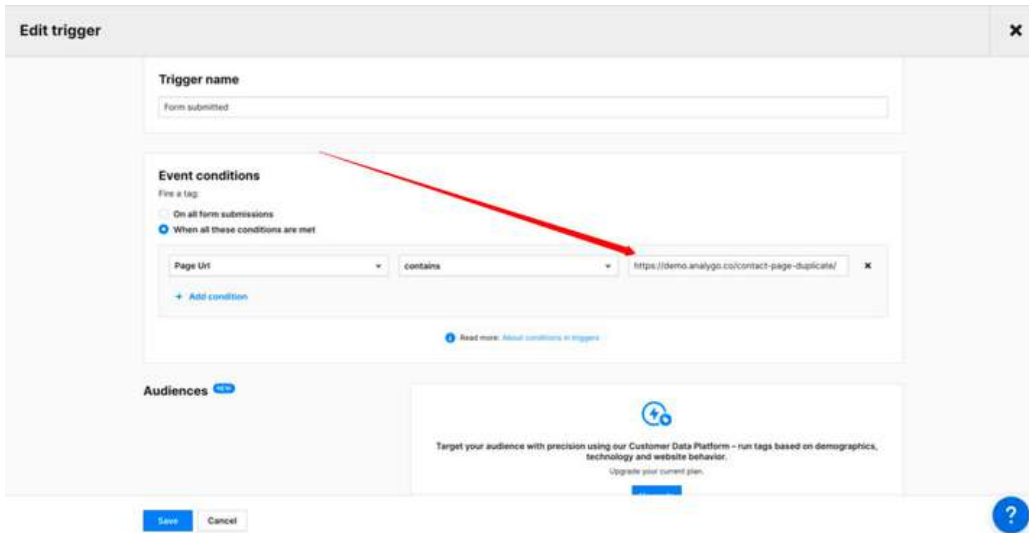
Next, we need to add the event category, action, and name.



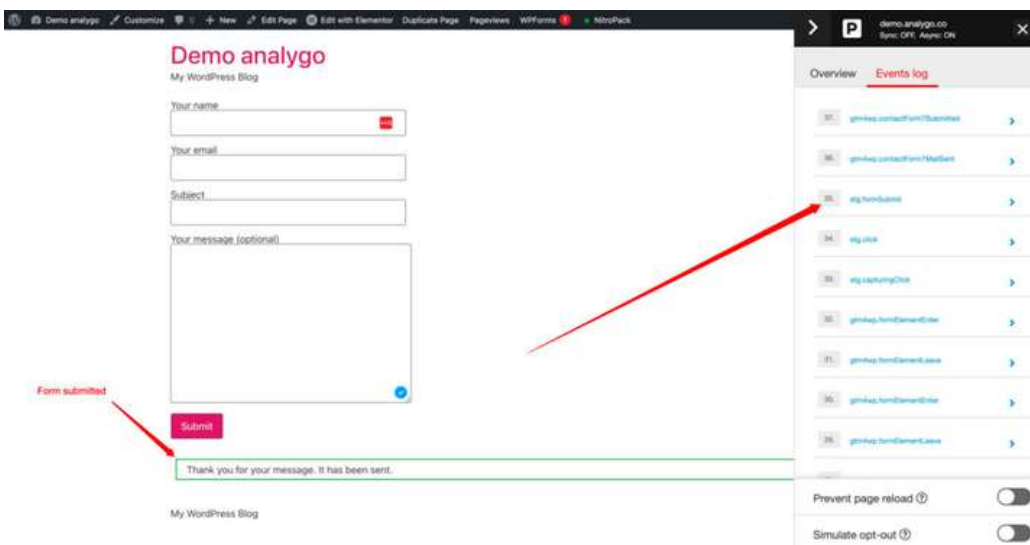
Finally, we can add the trigger. Piwik pro has a trigger that fires when a user submits a form called "Form submission".



Depending on what technology you use for building your forms (Ajax, jQuery...), using the form submission might not work. See this section for possible solutions. If you want to differentiate between forms, you can add another condition like the page URL.



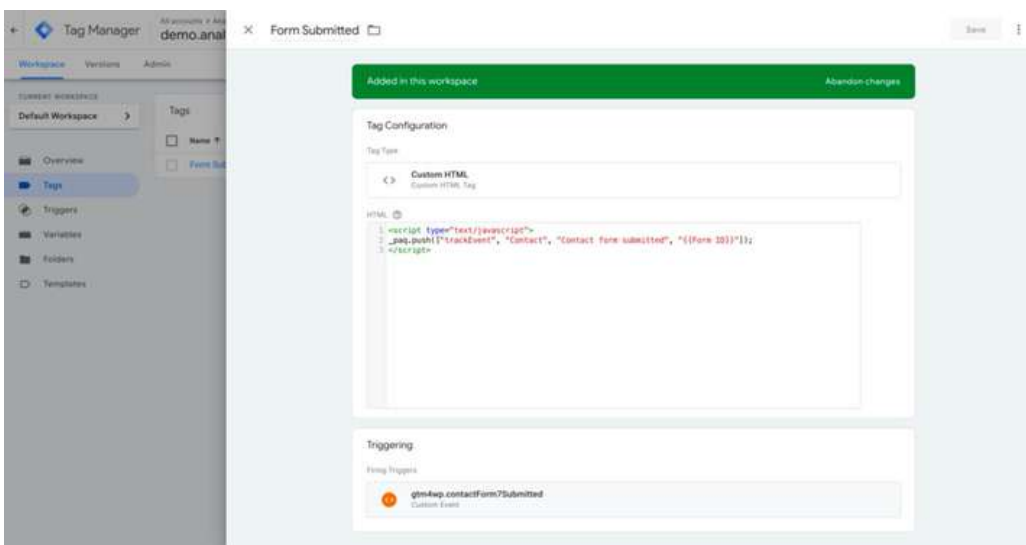
Let's test our form and see if everything is working correctly. If you want to differentiate between forms, you can add another condition like the page URL.



Alternative: Piwik pro form tracking using Google Tag Manager (GTM)

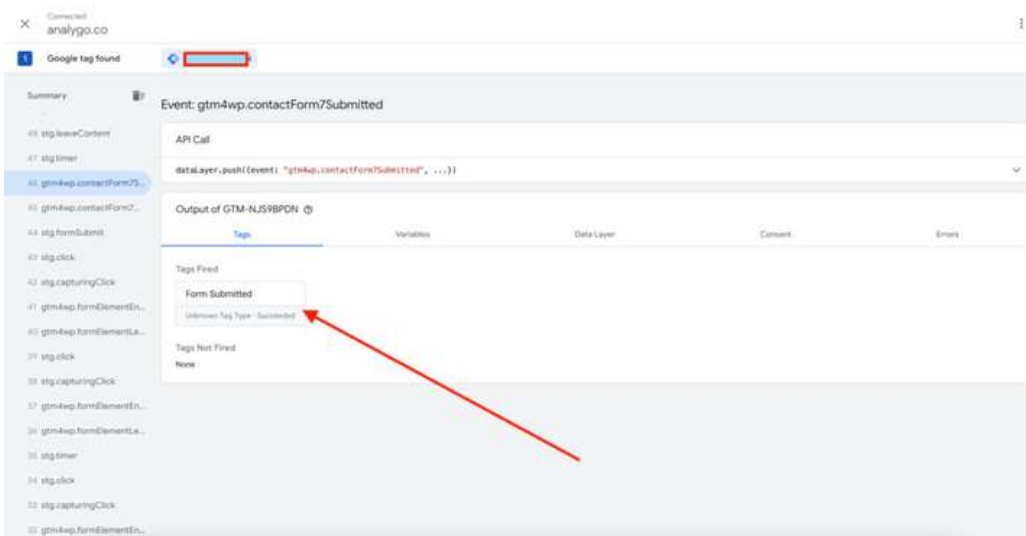
There is not much of a difference between using Piwik Pro and GTM. Unfortunately, there is no tag template for events, so we need to rely on HTML code.

```
<script type="text/javascript">
_paq.push(["trackEvent", "Contact", "Contact form submitted", "{{Form ID}}"]);
</script>
```



Preview GTM tag

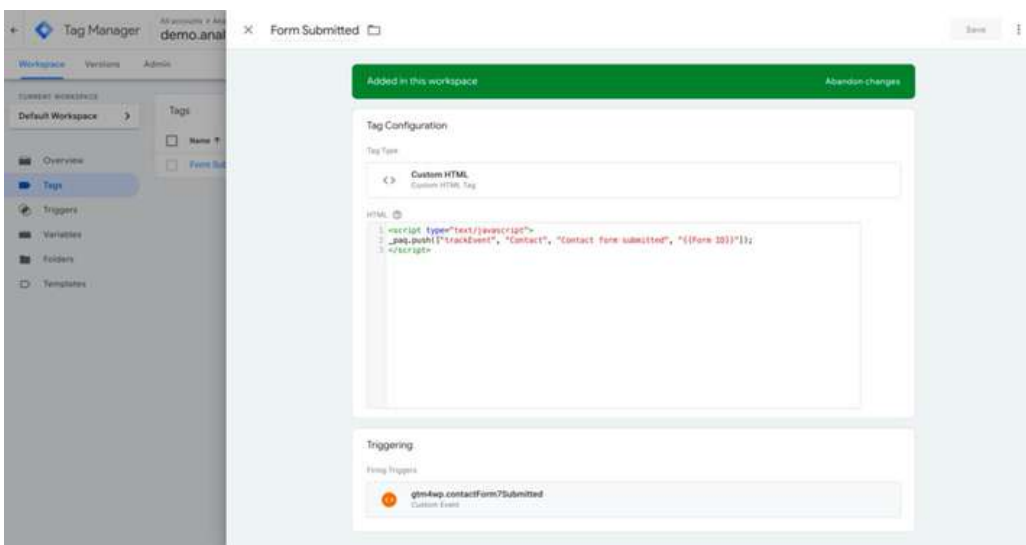
After adding the trigger, we will preview and see if everything is working as expected.



Alternative: Piwik pro form tracking using Google Tag Manager (GTM)

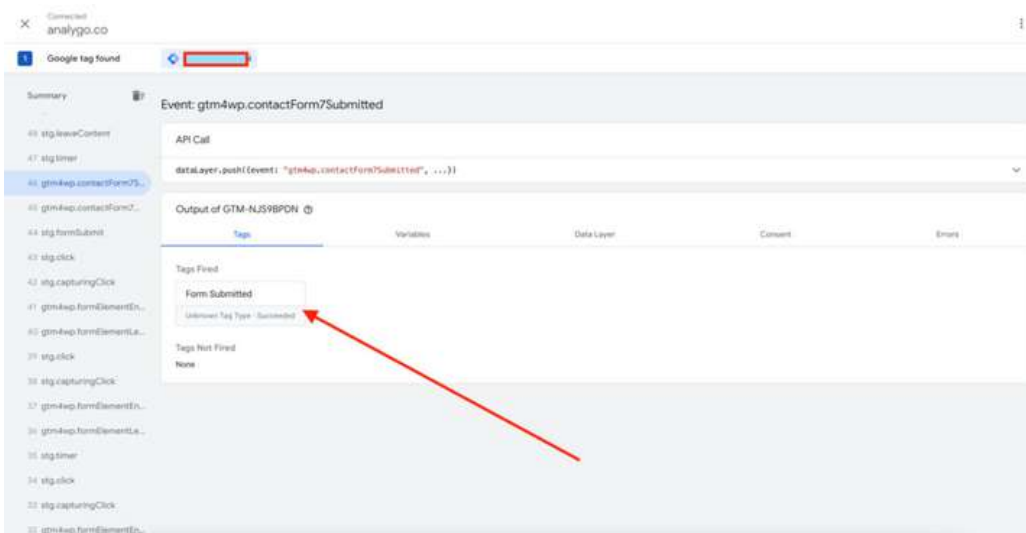
There is not much of a difference between using Piwik Pro and GTM. Unfortunately, there is no tag template for events, so we need to rely on HTML code.

```
<script type="text/javascript">
_paq.push(["trackEvent", "Contact", "Contact form submitted", "{{Form ID}}"]);
</script>
```

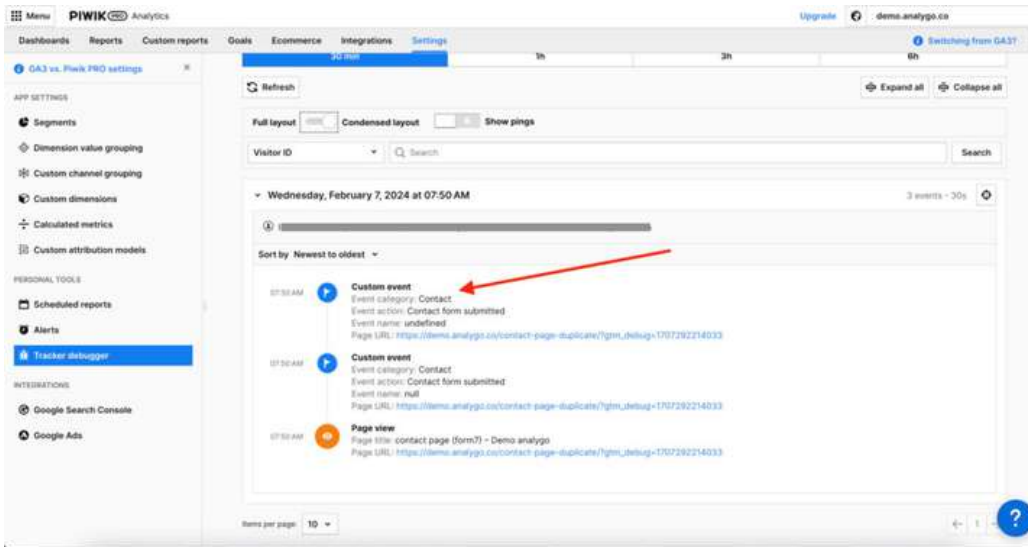


Preview GTM tag

After adding the trigger, we will preview and see if everything is working as expected.



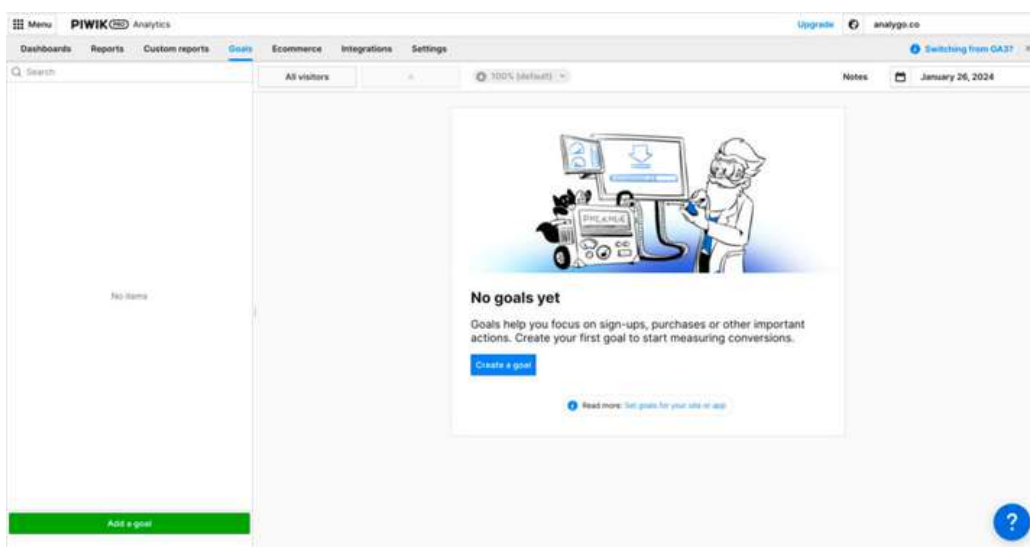
After submitting another form, the GTM tag is firing correctly. Let's take a look at the debug view in Piwik pro to see if we can capture the event there as well.



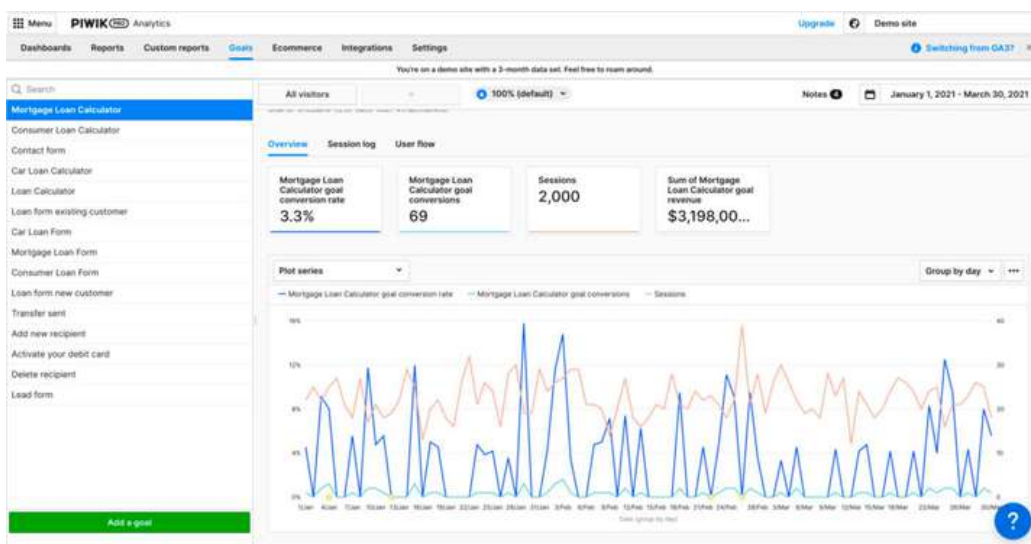
As you can see, the event is received correctly by Piwik pro.

Chapter 5: Conversion tracking in Piwik pro

Goals are the most essential actions in your website. An ecommerce website will monitor the number of daily purchases, for instance. If you have a blog, this may be the number of subscribers to a newsletter. Moreover, what you define as goals is unique to your own circumstances and business, and generally you will change them overtime.



Piwik pro has a dedicated section for goal tracking. The reports are empty by default when you don't define goals.

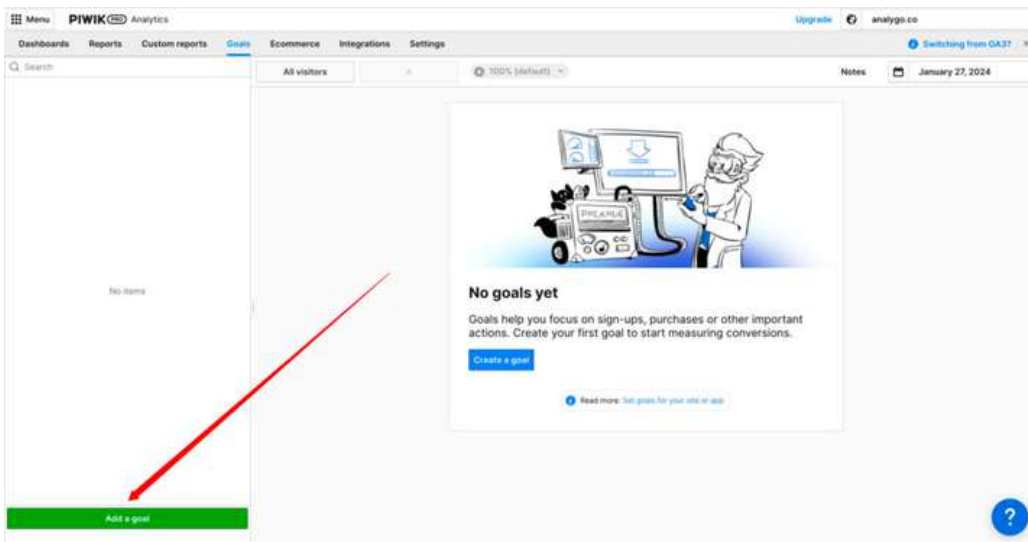


How to configure Goals in Piwik pro?

There are essentially two ways to go about creating a goal

Goal automatic configuration

Piwik Pro will create a goal based on data it has access to, like a page URL or a custom event. Browse to the goals section and click on add a new goal



Give the Goal a name and select the event type. You can choose from a bunch of option:

- Visit page with URL: a landing page like `yourwebsite.com/thank-you`
- Visit page with Title: the name of a given page
- Send Custom Event: for example, you can add a `form_submit` event as a goal (see example below).
- File Download: you can track PDF downloads for instance.
- Click External link: track a specific outbound link (to your LinkedIn page for example)

Edit goal ✕

Goal name *
Click - LET'S TALK

Track goal automatically
 Track goal manually

Goal settings

Event type
Send custom event

Condition *
Event action: contains Click - LET'S TALK

Case sensitive match (optional)

Advanced settings

Allow multiple goals per session
Every time a visitor reaches this goal during a session, it will be tracked again.

Assign revenue to goal conversion (\$)
A monetary value set for goal conversion. For example, a submitted contact form may be worth \$10.

?

We will name the goal and select a custom event as our event type. If you know how revenue each submitted lead generates, then you can assign a value in the advanced section (i.e., \$10). When I click on the button, a new "Goal conversion" is recorded.

Analygo Audit

\$949
One-Time Payment

- ✓ Consultation call to evaluate your needs
- ✓ Technical evaluation of your current setup
- ✓ Actionable recommendations based on the evaluation
- ✓ Detailed roadmap to improve the implementation

Know More

Analygo Measure

\$2049
One-Time Payment

- ✓ Define a measurement strategy based on your specific needs
- ✓ Collect data from your website
- ✓ Store the collected data by taking it to a data warehouse (Optional)
- ✓ Custom All-in-One Comprehensive Dashboard
- ✓ Provide one training session for your team
- ✓ Provide 1 training session for your team

Know More

Analygo Partner

\$3049
Monthly subscription

- ✓ Maintain and support your analytics setup
- ✓ Get support 24 hours after submitting a request
- ✓ Keep you up-to-date with industry best practices
- ✓ 2 training sessions for your team every month
- ✓ Provide one training session for your team
- ✓ 1 measurement strategy session per quarter to keep us aligned with your goals

Know More

PERSONAL TOOLS

- Scheduled reports
- Alerts
- Tracker debugger

INTEGRATIONS

- Google Search Console
- Google Ads

07:34 AM ▶ **Custom event**
Event category: contact
Event action: click - LET'S TALK
Event name: <https://analygo.co/contact-us/>
Page URL: https://analygo.co/?_stg_debug=

07:34 AM ▶ **Goal conversion**
Goal ID: 778286eb-b06c-44d0-98ba-ef5fc0c00e13
Goal name: Click - LET'S TALK
Revenue: \$0.00
Page URL: https://analygo.co/?_stg_debug=

07:34 AM ▶ **Page view**
Page title: Contact Us - Analygo - Your Data Buddy
Page URL: <https://analygo.co/contact-us/>

Track goal manually using Piwik pro Tag Manager

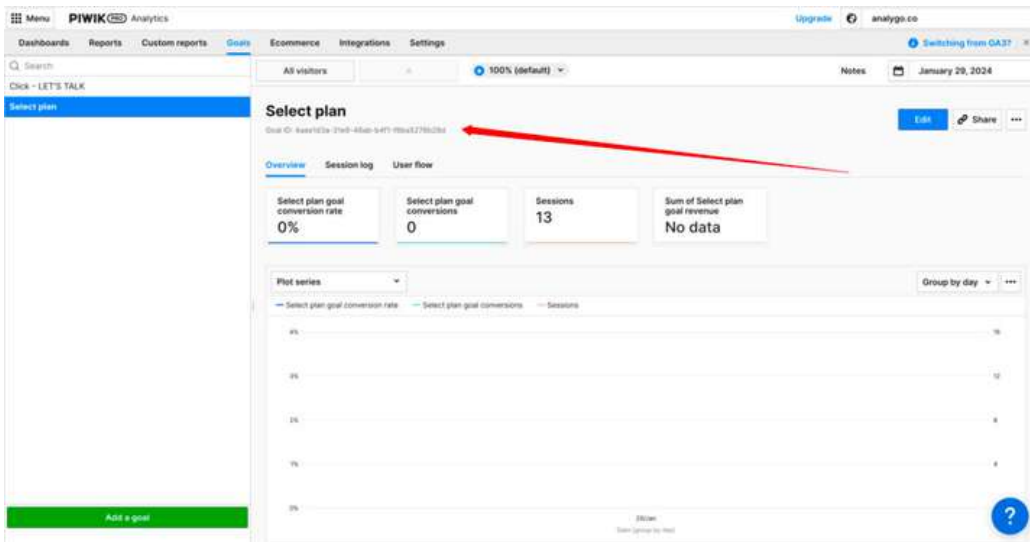
We can track goals manually by selecting the "Track goal manually" option.

The screenshot shows the 'Create a goal' interface. At the top, there's a 'Goal name' input field and a 'Select plan' dropdown. Below that, there are two radio buttons: 'Track goal automatically' and 'Track goal manually', with the latter being selected. Underneath is an 'Advanced settings' section with a dropdown arrow. It contains 'Allow multiple goals per session' (with a sub-note: 'Every time a visitor reaches this goal during a session, it will be tracked again'), 'Assign revenue to goal conversion (\$)' (with a sub-note: 'A monetary value set for goal conversion. For example, a submitted contact form may be worth \$10.'), and a '0' input field. At the bottom of the form are 'Save' and 'Cancel' buttons. A blue question mark icon is visible in the bottom right corner of the modal.

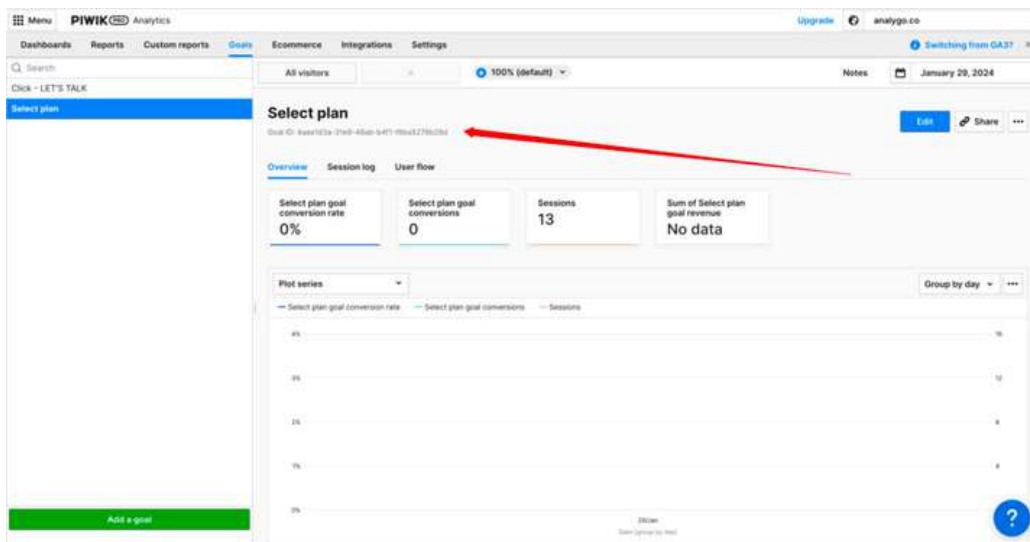
We have multiple plans on our website, and we want to track the amount and plan selected by the user.

The screenshot displays three pricing cards for 'Analygo'. The first card is 'Analygo Audit' priced at '\$949' (One-Time Payment). A red arrow points to this price. The second card is 'Analygo Measure' priced at '\$2049' (One-Time Payment). The third card is 'Analygo Partner' priced at '\$3049' (Monthly subscription). Each card lists specific objectives and features, such as 'Consultation call to evaluate your needs' for the Audit plan, 'Define a measurement strategy' for the Measure plan, and 'Maintain and support your analytics setup' for the Partner plan. Each card also has a 'Show More' button at the bottom.

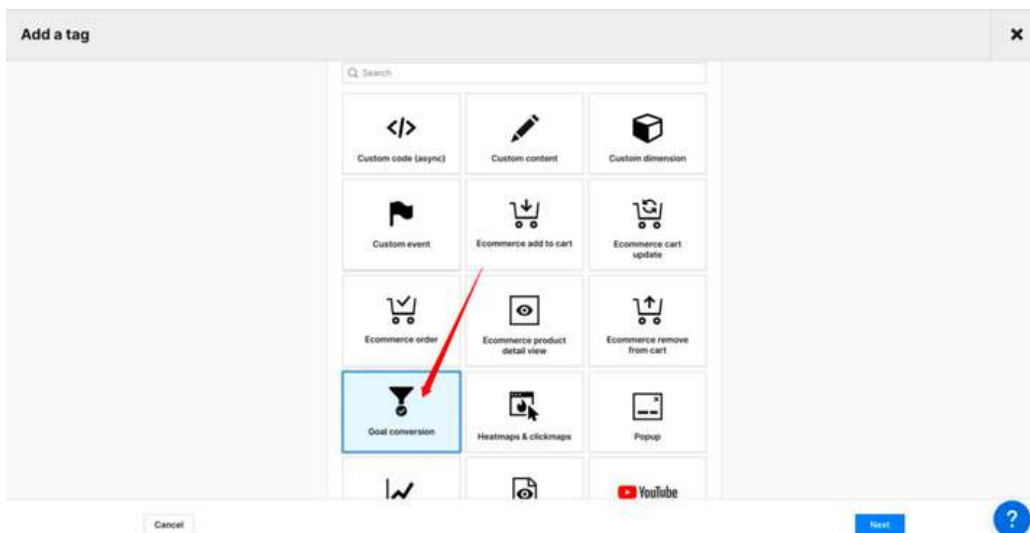
Next, we need to copy the ID of the goal.

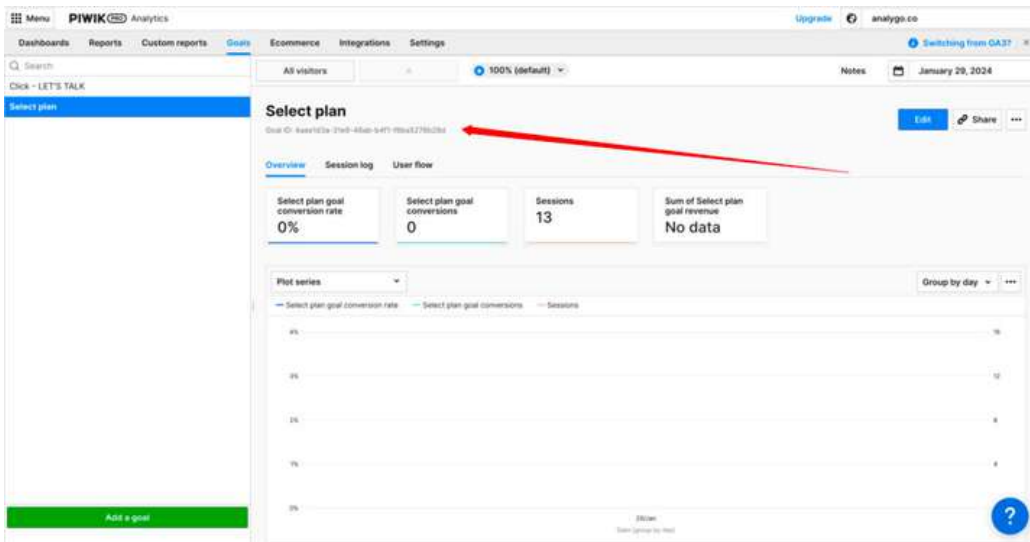


Using Piwik tag manager, we will create a new event and select "Goal conversion".

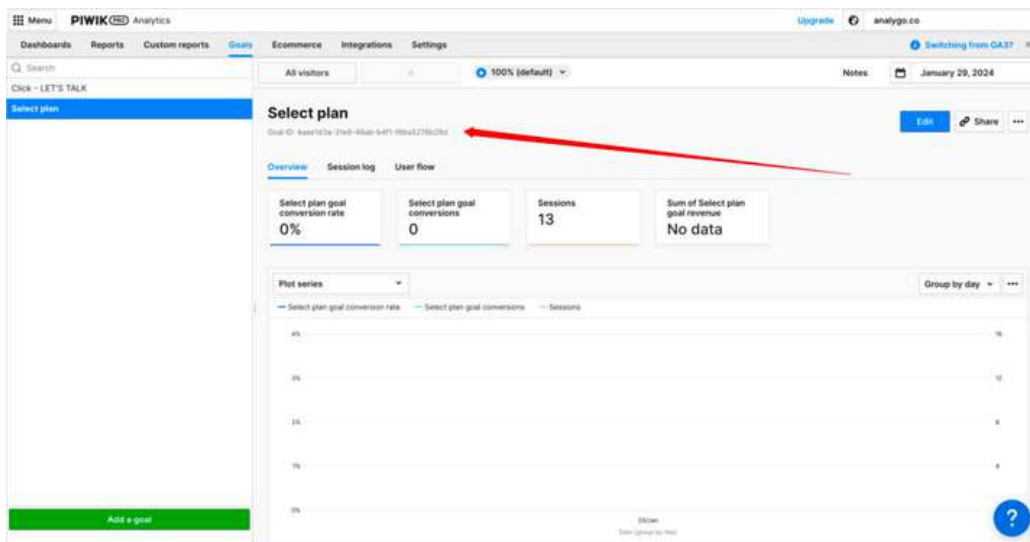


Using Piwik tag manager, we will create a new event and select "Goal conversion".

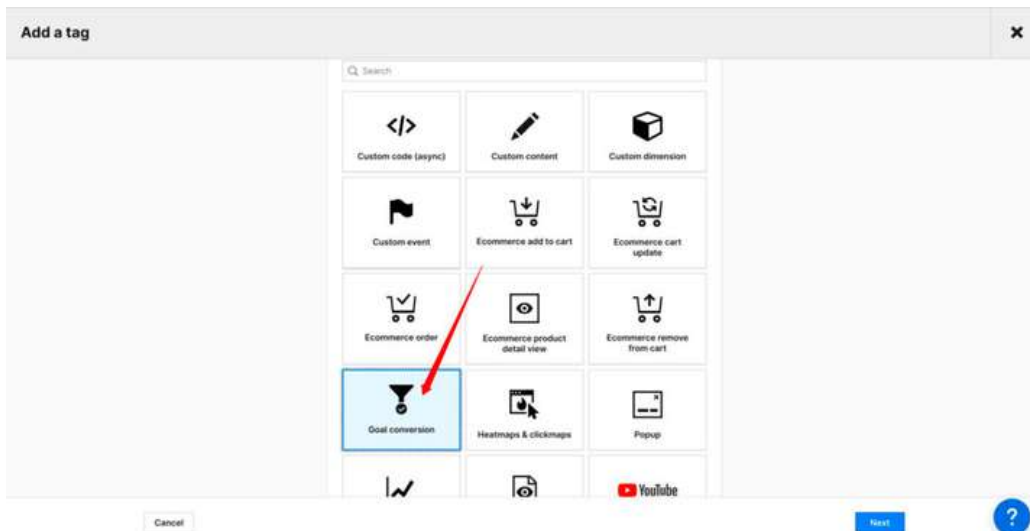




Using Piwik tag manager, we will create a new event and select "Goal conversion".

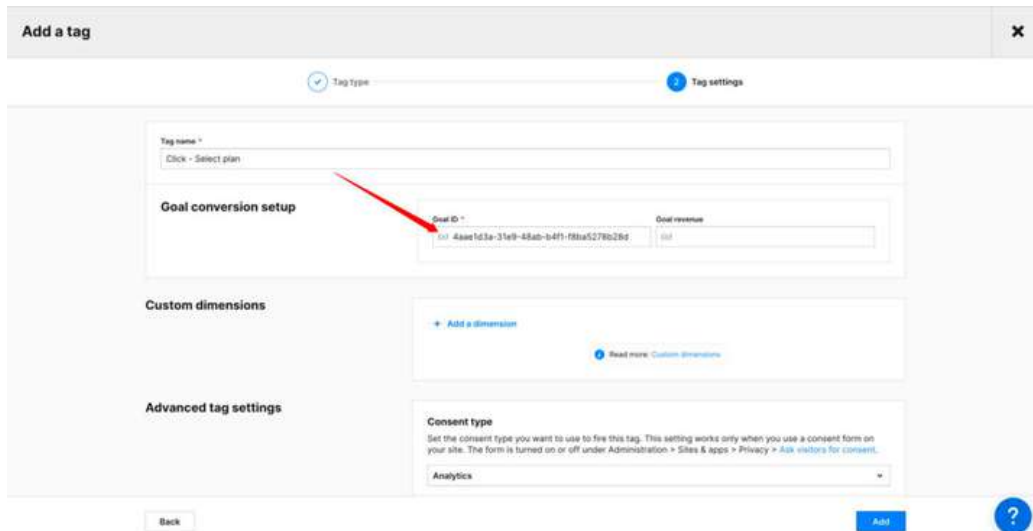


Using Piwik tag manager, we will create a new event and select "Goal conversion".



To create a Goal in Piwik pro you need two things: the IID and conversion value. We have the goal ID, but how we get the revenue? that's where we need to talk about custom dimensions.

- Goal ID: this is the ID we copied earlier from the goal we created.

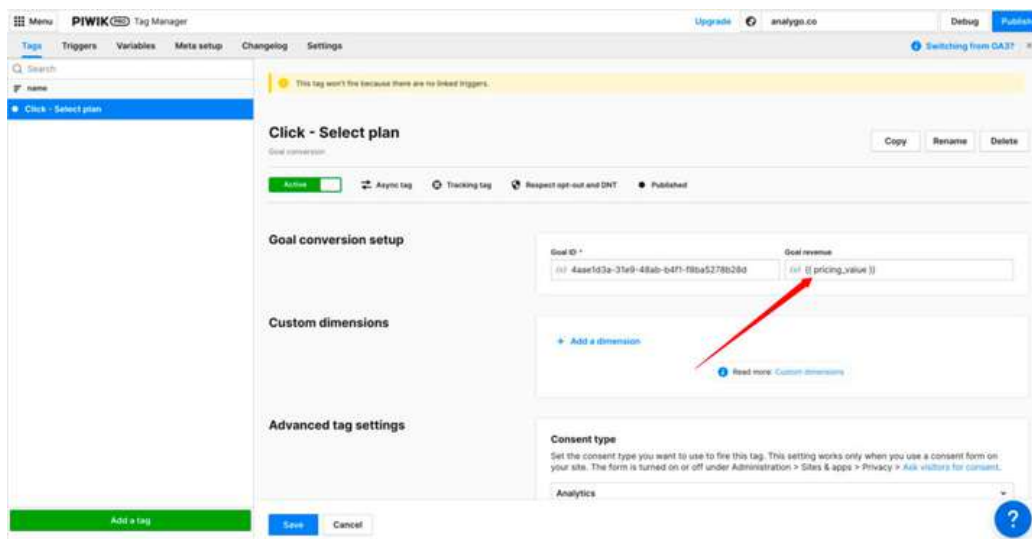


- Goal Revenue:

One of the upsides of creating a goal manually is you get to choose between adding static or dynamic values in this field using variables.

Variables are a way to store additional data in Piwik pro. they are very handy to collect additional information that is not available by default in Piwik pro.

We have a variable that dynamically fetches the price of each plan on our website.



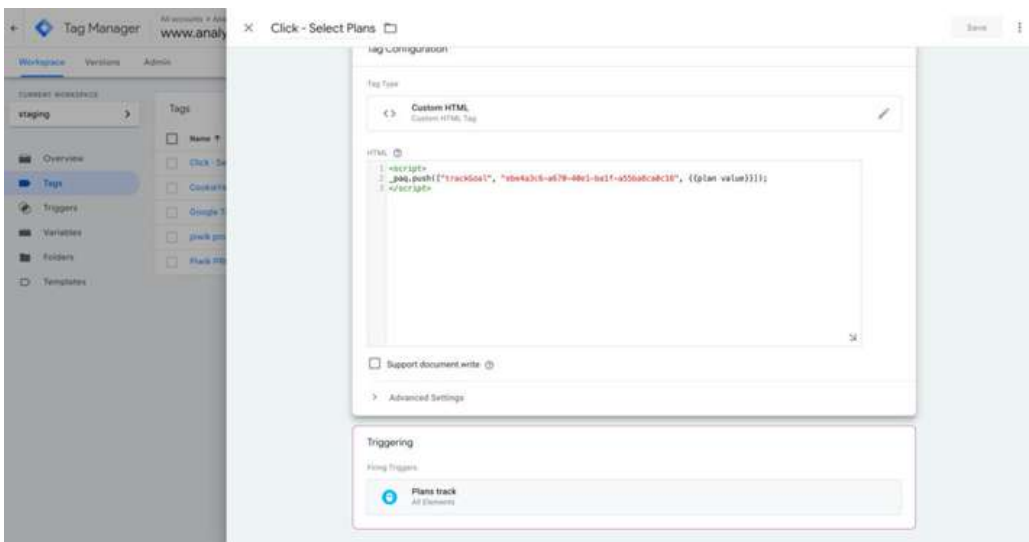
After debugging and selecting one of the plans, you can see that our conversion event is receiving data correctly.

Track goal manually using Google Tag Manager

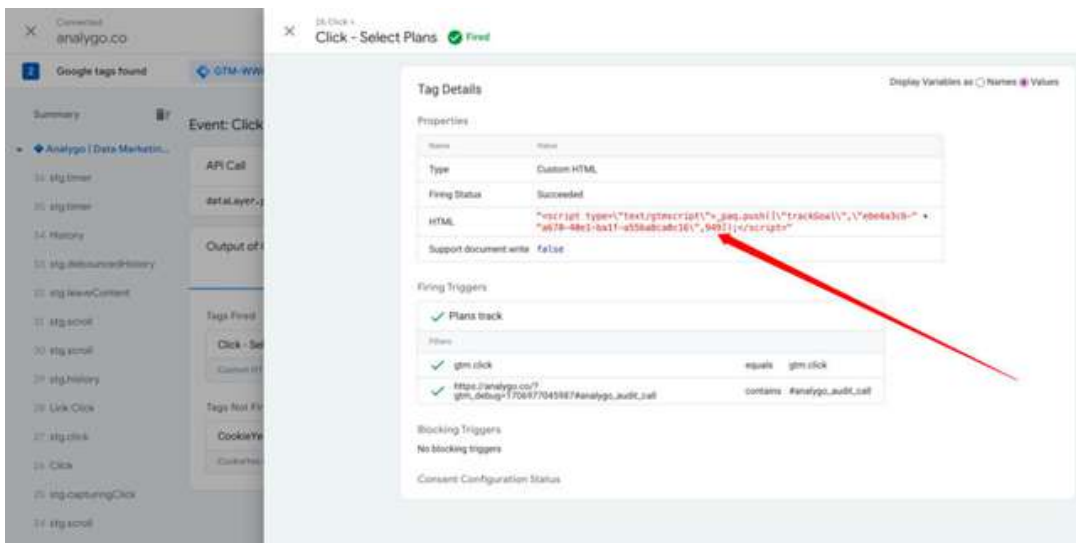
The process is quite similar, instead of using Piwik pro UI, we need to rely on the following HTML code. You can replace the Goal ID with the actual ID of your goal. You make the value dynamic or statistic based on your needs.

```
<script>
_paq.push(["trackGoal", "goalID", conversionValue]);
</script>
```

There are no GTM templates for tracking goals, instead we need to use custom HTML.



The tag is firing as expected in GTM and the conversion value is sent along with the event.



The screenshot displays the Google Tag Manager (GTM) interface. On the left, a sidebar shows a list of tags, with 'Click - Select Plans' selected. The main panel shows the 'Tag Details' for this tag. The 'Properties' section includes:

- Name: (empty)
- Type: Custom HTML
- Firing Status: Succeeded
- HTML: `<script type="text/javascript">_ga.push(['trackEvent','ab04a3b-','a678-48e3-ba11-a558acab16','9031']);</script>` (highlighted with a red arrow)
- Support document.write: false

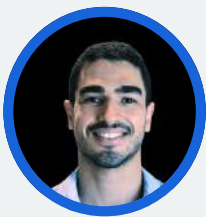
The 'Firing Triggers' section shows:

- Plans track (checked)
- gms.click (checked) with condition: equals gms.click
- https://analygo.co/?gclid=170497704582#analygo_audt_caf (checked) with condition: contains #analygo_audt_caf

Blocking Triggers: No blocking triggers.

Final words

Hope this introduction was helpful to you. Configuring Piwik pro is no different from any other tool. There is of course more you can do to make the most out of it. You can Get latest tips and updates by subscribing to the 5 dots newsletter.



Hamza El Kharraz
hamza@analygo.co

Hamza El Kharraz is a digital analyst the founder of ANALYGO, a data marketing consultancy with the mission to facilitate data driven decisions for medium and large agencies and their clients.