THE GUIDE

GETTING STARTED WITH PIWIK PRO



BY HAMZA EL KHARRAZ

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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.



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

(i)

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.

(i)

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.

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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.

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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

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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

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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

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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

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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

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団 Heatmap	Nested dimensions: Page URL > Channel + Device type > Device model	
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Your best-performing pages, the keywords people search for within your website, even heatmaps are available in this report.

Conversion: track your goals

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- VIDEO ANALYTICS						0	Read more: Websnes	& social		?

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

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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

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

Custom Reports

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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

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Consumer Loan Form	5.5%		_	\$3,130,00			
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Lead form							
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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

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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

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🛱 Tracker debugger			
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Google Search Console			
O Google Ads			

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

ashboards Reports Custom repor	ts Goals Ecommerce Integrations Settings			Switching from GA31
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Custom attribution models	Visitor ID • Q. Search Ser			Search
SONAL TOOLS	No data available			
Scheduled reports	tems per page: 10 v			$\leftarrow 1 \rightarrow$
Alorts				
Tracker debugger				
ORATIONS				
Google Search Console				
l Geogle Ads				

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:

PIWIK	Product v Solutions v Re	sources - Blog Pricing Contact -	Gota demo: EN 🗸 🛞
	Collec	t, analyze and a	ctivate
	vour w	eb & app data wi	thease
	A flavible analytics cui	to far markelare and analysis that late you use	
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		Get a custom demo Use the free Core plan	1
	CNS -		
		WEDELETTRICOD CANCER	WURTH Microsoft
		<i>C</i> 2	0
	Modern analytics made simple	Freedom to connect and integrate	Privacy compliance with the tick of a
	Modern analytics made simple Use aproduct ready to meet the needs of all your	Freedom to connect and integrate your data	Privacy compliance with the tick of a box
	Modern analytics made simple Use aproduct ready tomeet the needs of all your learns thanks to an intuitive interface, built-in and custom reporting a hich-performing backend and	Freedom to connect and integrate your data Break free from vendorlack-in. With Piwik PRO Analytics Suite, you truty control your analytics data	Privacy compliance with the tick of a box box Makeyour data collection compliant from the start with predefined settings for OBPR HIPAA. TTDSG
	Modern analytics made simple Use a product ready to meet the needs of all your teams thanks to an initiative interface, built-in and custom reporting, a high-performing backend and access to raw data.	Freedom to connect and integrate your data Break free from vandor lock-n. With Pavk PRO Analytics Suite, you fruit control your analytics data and decide how to use it, where to send it and what	Privacy compliance with the tick of a box box Makeyour data collection compliant from the start with predefined settings for GDPR HIPAA, TTDSG and more. Get the full customer journey framks to

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.

III Menu PIWIK Administration		Upgrad
Sites & apps Meta sites & apps Users	Groups Account	Switching from OA3?
Q. Search by name or ID		
₽ date created	demo analygo co	
Yes can edd ap ta 10 sites & apgs (3/10) 🔗 Vig	rede 10: c3b13812-b95d-48(3-53e6-d36313b50ec5	Rename Delete
damo asalygo co 02/06	2024	
Demo site 01/20,	2024 Data collection Privacy Reports Permissions Installation	
analygo.co	2024 Basic info	
	Site or app address	
	https://demo.analygo.co/ ×	
	Enter a full URL like https://example.c with the enter or tab key.	om. You can add more URLs if you track a few sites with the same tracking code. Separate
	Copy to cipboard	
	Time 2014	
	итс	
	Now its 9:42 AM (UTC). We'll show d	ata in reports in this time zone.
	Currency	
	United States dollar (USD)	
	We'll use this currency for goal reven	
	Page scrolling	
	Measure scroll depth	
	If turned on, you'll monitor how custom events. For reporting, y	far visitors are scrolling on your pages. Scioli data is sent as will need to set up a custom report.

Step 1: Add Piwik pro script to your website

(i)

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.

III Menu PIWIK C Adminis	stration		Upgrade
Sites & apps Meta sites & app	s Users Groups	Account	Switching from GA3? ×
Q. Search by name or ID			
F date created		analygo.co	
You can add up to 10 size & apps (1/10)	of Upgrade	BL	Rename Delete
Demo site	01/20/2024		
analygo.co	01/20/2024	Data collection Privacy Reports Permissions Installation	
		Sites	Mobile apps
		> > Install manually	
		> WordPress	
		> 📀 Coogle Tag Manager	
		- 04 errer	
		> Ge React	
		> 🚺 Angular	
			0
Add a site or app	2		

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

B Dashboard	Edit Themes	Help
y ^e Posta 9j Media ■ Dunna	NitroPack: Make Pages Load Instantly W/ Google & NitroPack Join our webinar on Jan 25, 1 PM EDT, and Isam how to provide instant loading experiences and eliminate wait times for future clicks. <u>Beginter.nam</u>	
Comments	Hello Elementor: header.php Select theme to edit	Hello Elementor 🗸
3 Spectra	Selected file content:	Theme Files
4 Rank Math SEO Elementor Tomplates Appearance	<pre>int ::::::::::::::::::::::::::::::::::::</pre>	etalezas functions.php assets = classic-editor.cos classic-editor.cos custorizar.cos custorizar.cos
Dustanice Manus Theme Settings Theme File Editor & Plugins & Users > Tools 10 Settings	<pre>20 ==2:jpt="set/jetas/interv_data/prefameddl { finction(indev_document, data/prefameddl { indev_ddid_indev_ddid_indev_ddid_prefame]] indev_ddid_indev_ddid_indev_ddid_prefame]] indev_ddid_indev_ddid_indev_ddid_prefame]] indev_ddid_indev_ddid_indev_ddid_prefame]] indev_ddid_indev_ddid_indev_ddid_prefame]] indev_ddid_indev_ddid_prefame]] indev_ddid_indev_ddid_prefame]] indev_ddid_indev_ddid_prefame]] indev_ddid_indev_ddid_prefame]]] indev_ddid_prefame] indev_ddid_prefame]]]]] indev_ddid_prefame]]]]] indev_ddid_prefame]]]]] indev_ddid_prefame]]]]] indev_ddid_prefame]]]]]] indev_ddid_prefame]]]]]] indev_ddid_prefame]]]]]] indev_ddid_prefame]]]]]] indev_ddid_prefame]]]]]]] indev_ddid_prefame]]]]]] indev_ddid_prefame]]]]]] indev_ddid_prefame]]]]]]] indev_ddid_prefame]]]]]]] indev_ddid_prefame]]]]]]] indev_ddid_prefame]]]]]]]]]]]]]]]]]]]] indev_ddid_prefame]]]]]]]]]]]]]]]]]]]]]]]]]]]]]]]]]]]]</pre>	editor.ces editor.ces beader-facilitr.ces beader-facilitr.ces theme.ces theme.min.ces commerka.php hoster.php
Wordfence	(vindow, <u>"ppen", ["tm"</u> , "cm")); 30))(vindow, decument, ' <u>datai.vyw</u> ', '''''''''''''''''''''''''''''''''''	includes +
 Loginizer Security Appointments Collapse menu 	30 «Tphp we_body.goenil: >> 40 41 «Tphp if _smable.skip_lim_] 42 «Tphp if _smable.skip_lim_] 43 «Tphp if _smable.skip_lim_] 44 «tass="skip_lim_int_is screm-reader-text" hrefs" <tphp):="" echo="" esc_wrl(_sskip_lim_url="">>">>Tphp echo esc_ktal_(_'Skip to contant', '<u>hollo-plamentor</u>'): >>//p</tphp>	sidebar php template-parts + readmo.txt

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.

Menu PIWIK C Analytics			Upgrade 🚯 analygo.co
shboards Reports Custom reports	Goals Economerce Integrations Settings		Switching from GA3
GA3 vs. Piwik PRO settings × SETTINGS Segments	Tracker debugger	the site's or app's time sone.	
Dimension value grouping	30 min th	3h	6h
Custom channel grouping	C Refresh		🔶 Expand all 🚔 Collapse all
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SCINUL TOOLS Scheduled reports	Sunday, January 21, 2024 at 07:42 AM U IP: 10556 Mishammedia	Моюссо	1 event - 1s 🛛 Φ
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EGRATIONS) Google Search Console) Google Ads	07.42AM Pige view Page UBL: https://analygo.ce/	go - Your Data Buddy	
	липаригради. 19 ч		e 1 →

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.

	noite		Upgrad
Sites & apps Meta sites & apps	Users Groups	Account	Switching from GA37
Q. Search by name or ID			
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fru can add up to 10 sites & apps (3/10)	🔗 Upgrada	10: c1017822-0256-483-9249-058378050c5	Rename Delete
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analygo.co	01/20/2024	Basic info	
		Copy In Spheard	a ana meru ka ance un an an an an an ana anon a seu
		UTC	
		Nove the 7-20 excesses (UTC). We'll show data in report Currency	ts in this Serie Bone.
		United States dollar (USD)	*
		We'll use this currency for grain Hevenue	
		Page contilling	

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.

pace Versions Admin	L'estatement	
NT WORKDACE	Tag Configuration	
id > Togs	Tag Type	wik.pro
Describer	P Piwik PRO Analytics	(GALLERY)
Tank	0+ Tag permissions	i permissioni S
Triggers Website ID Here	Account advess @	
Variables	https://example.piwik.pco/ dth	
Falders	time or sop (C)	
Templates	510#538d-4b05-4a73-a#25-7#65	
	the or sop address ()	
	https://example.com	
	> Data collection	
	> Privacy	
	> Other options	
	> Advanced Settings	

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.

	Tag Configuration	
Togs	Teg Type	
	Piwik PRO Analytics	(GALLERY)
ervlow	ev Tag permissions	3 periodologia 🔰
Tegs	Account advess.	
higgers	https://analygo.pewik.pro/	
ariabica	5ma to app © () c3b13612-b956-4813-93e9-d36319b50ec5	
aders	Sile if app address (1)	
Templates	https://demo.analygo.co	
	Triggering	
	firing trippers	+
	OM Ready DOM Ready	0
	Add Exception	

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

×	analygo.co					1
	Google tag found	GTM-NJS98PDN				
Su	mmary 👔 F	Summary				
• 4 4 10 12 11	Demo analygo - My Wor stg.tever Window Loaded 💼 stg.pageLoad DOM Ready 💼	Container Datails Container Name demo analysis do - client (2) haurre On-page gitm ja snippet		Contained 10 GTM ALISHBPON Contained Vocation entry 9 2		
10 9 8 7 4	stg.timer stg.tomilisady stg.leeveContent stg.pogeView stg.størt	Output of GTM-NJ598PDN (*) Tags Tags Fired Piwek PR0 Analytics Piwer PR0 Analytics	Variables	Oats Layer	Consent	Grant
4 3	Container Loaded Initialization	Tags Not Fired None				
1	Message Message					

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.

Menu PIWIK Tag Manager		Upgrade O Demo site	Debug	Publish
Tags Triggers Variables Meta setup C	Changelog Settings		Switching from the second s	m GA37
), Search * Name	Piwik PRO		Com Bename	Delate
Piwik PRO	Your basic tracking code		copy Kinamo	Printe
	Active Z Async Lag O Tracking Lag	Published		
	Basic tracking setup	Site of app ID		
		30ab1524-7138-4560-8506-d179d82971e4		
		Site or app address		
		https://example.com		
		JavaScript library address		
		https://analygo.containets.piwik.pro/ppms.js		
		Tracker address		
		https://analygo.piwk.pro/ppms.php		
	Data collection			
		Set a user ID If turned on, you'll recognize visitors by their user ID. This ID could be their email a username or any other unique identifier. We store these IDs in a dimension called you can use in custom exports, segments and fitters.	address, "User ID; which	10
Add a tag	Dansel			?

1.Tags

Tags are the carriers of information from your website to the analytics tools. Each tag will track an interaction or serval 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...).

(i)

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'.

🕚 Tag type		3 Tag settings	
Tag name *			
Contact form submitted			
Tag type *	21		
Asymetrap Asymetraps doets stratfore with	Dentity page content.	Sync tag	
Q Search	1		
	1	~	
	//		
Custom code (async)	Custom content	Custom dimension	
N	1+1	10/	
Custom event	0 0 Ecommerce add to cart	6 0	
		updata	
	_		

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

Tag name 1				
Contact form submitted			-	
Custom event setup		/		
Category *	Action 1	Name	Value	
(i) Contact	(i) Contact form submitted	(c) [[Form Name]]	10	
			City use a number (front) or a vehicle that shares	
Custom dimensions	+ Adda	Simension	later Browne	
Advanced tag settings	Consent Set the co	type neent type you want to use to fire this tag. Th	In setting works only when you use a content form on	
	your site. 1	the form is turned on or off under Administrat	the s does a abba s sound a set office a conduct	

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

Ttigger type	2 trigger settings	
Trigger same * Form submitted		
Trigger type Page virw Cick	Form submission A form submission trigger these tag when a visitor submits a form on any page on your site or app, but you can adjust its conditions so that the tag fires when a visitor submits a certain form.	
History change (SPA) Element presence		

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.

t trigger		
	Trigger name	
	Form submitted	
	Event conditions First tag On all from submissions Other all those conditions are met	
	Page Uit • Contains • Intro-Ildento analygo.co/contact-page-duplicate// ¥ + Add condition •	
	Read more: Adult continues in regime	
	Audiences 🚥	
	Target your audience with precision using our Customer Data Platform - nun tags based on demographics, technology and website behavior. Oppmer procrement plan.	
	Target your audience with precision using our Customer Data Platterm - run tags based on demogra technology and website behavior. Opgenant prior commit plan.	phics,

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.

🚯 🚯 Demo analyge 🦯 Custor	nize 🐺 🗄 + New 🧈 Edit Page 🥥 Edit with Elementar Duplicate Page Pageweek Withoms 🏨 = Mittelheck	>	P demo.analygo.co Spre: OFE, Aspre: ON	×
	Demo analygo My WordPress Blog	Oven	view Events log	
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	Subject	1	sphodam	•
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			NEWNING	•
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Form submitted	0	10.	prolaphoretana dista	•
0	Teach and the second within the second	18	groups to all an articles	•
	Fri Altrinduction district current fans sin kenne sameliefen er une nedere seinte.	Prev	ent page reload 🕥	
	wh works see only	Simu	late opt-out ③	

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.

× analygo.co					1
Google tag found	• • • • • • • • • • • • • • • • • • •				
torrar Br	Event: gtm4wp.contactForm7Sut	omitted			
49 stg.leweCorbert 47 stg.lever	API Call				
AL growing connection 75.	dataLayer.push((event) "gtm&p.cont)	ectform75dmittinf",))			9.
41 gimles contections?	Output of GTM-NJS9BPDN @	Variations	Dafa Laver	Convert	(mark)
Er sig elek Er sig esplaring/Sex Programme formföreretten, Er granken formföreretten, Programme formföreretten, Programme för som förstande för Programme för som för som för som för Programme för som för som för Programme för som för som för Programme för som för Programme för som för Programme för som för Programme för Programme för Programme för Programme för som för Programme f	Taga Find Form Submitted Unitment Tel Type: Accessing Taga Note Fined None				
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H stg.sept.orsgClcs III stg.sept.orsgClcs III gtiskep.forddianettic					

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

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<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.

× analygo.co					1
Google tag found	• • • • • • • • • • • • • • • • • • •				
turner Br	Event: gtm4wp.contactForm7Su	bmitted			
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AL growing connection 75.	dataLayer.publicevent: "gth4up.cont	ectform/Submitten(",,))			*
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Al signals Al signapheringClas al growsphereGlassettles, Al growsphereGlassettles, Ji signalson Ji signalson al signalson	Taga Find Form Submitted Unitmet Tag Type: Accounting Taga Host Fined None				
22 genieg familienentin. 24 genieg familienentie. 26 styliner 24 styline					
22 alg casherigClick 22 gen kep terrifismenters					

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.

Jashboards Reports Custom reports	Goals Ecommerce	Integrations Settings			0	witching from GA
GA3 vs. Plwix P90 settings #	C Refresh	Continued Invest	Show since	an	ф Expand all	Ф Collapse all
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Custom dimensions	+ Wednesday	February 7, 2024 at 07:50 AM			3 ever	ta - 30s 🔷
- Calculated metrics				-		
Custom attribution models	Sort by Newes	t to oldest 👻	_	-		
ROMAL YOOLE 3 Scheduled reports 8 Alerts	DT SEAM	Custem event Event category: Contact Event action: Centact form sub Event name undefined Event name undefined	pretted	ale as 1707 Prover do as		
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 Google Search Consule Google Ads 	it te an	Page view Page title contact page (form) Page URL https://dema.am/yp	7) - Demo analygo providovitect page-duplicate/Ngmi_th	mbog=1707202214033		
						-

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.

III Menu PIWIK C Analytics					Upgrade 🕻	9 Demo site
Dashboards Reports Custom reports Goald	Ecommerce Integratio	ins Settings				O Switching from CA37 =
		You're on a demo alte with a 3	month data set. Feel free to roam	n around.		
Q, Search	All visitors	- 0 10	0% (default) ~		Notes O	January 1, 2021 - March 30, 2021
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Contact form	Overview Session log	User flow				
Dar Loan Gatculator	Martinana Loan	Mortmane Loan	Sessions	form of Mactinana		
cam Calculator	Calculator goal	Calculator goal	2.000	Loan Calculator goal		
aan form existing customer	3.3%	69	12.20220	\$3,198,00		
Car Loan Form						
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dd new recipient			1	1		
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agd form Add a gelail			Jalan Jilan John Kima Man	The the law free law are a second	MA	

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 <u>custom event</u>. 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)

t goal		×
	Dian Annea * Cick - LET'S TALK Track goal automatically Track goal automatically Track goal automatically Coal Settings Event Action event * Coalline * Coalline * Coalline * Cick - LET'S TALK Case sensitive match (optional)	
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	Ganoal	(2

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.



Track goal manually using Piwik pro Tag Manager

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



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



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

III Menu	PIWIK	Analytics							Upgrade	0 .	nalygo.c	•	
Dashboa	nda Reporta	Custom reports	Goats	Ecommerce	Integratio	ns Settings						Switching from (* 1640
Q Search				A3 visitors		0 10	0% (default) v			Notes	•	January 29, 2024	e -
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Select plan).			Select pl	an								
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				Overview 5	lession log	User flow				_			
				Select plan g	leog	Select plan goal	Sessions	Sum of Select plan					
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1	Add	a goal		15				JACON .					?
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Using Piwik tag manager, we will create a new event and select "Goal conversion".

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Click - LET'S YALK		
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	*	
Add a goal	75 Bites Tana (provide test	(?)

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



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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.

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• 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.

Variable 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.

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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.



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

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

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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 is a digital analyst the founder of <u>ANALYGO</u>, a data marketing consultancy with the mission to facilitate data driven decisions for medium and large agencies and their clients.