



# OpenGlobal Virtuemarket 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.

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_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_COUNTRY}}	The customer's delivery country.
{{INVOICE_CITY}}	The customer's invoice city.
{{INVOICE_STATE}}	The customer's invoice state.
{{INVOICE_COUNTRY}}	The customer's invoice country.

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_QUANTITY}}	The order quantity of this product.
{{PRODUCT_ATTRIBUTE}}	The product attribute string for the particular product variation ordered.

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 product types associated with the products using the following syntax:

{{PRODUCT\_TYPE|\$\$|#####}}

...where \$\$ is the table index, and ##### is the case-sensitive column name. For example, column\_xyz from product type table #\_\_vm\_product\_type\_1 would be inserted with  
{{PRODUCT\_TYPE|1|column\_xyz}}

The *Virtuemart table prefix* field needs to be the same as the field specified in Virtuemart itself, this is usually 'vm' unless you have specifically changed it.

The *Checkout response page* is the page name of the file used for your thank you message (eg. checkout.thankyou, checkout.result, checkout.response). Some common examples are already catered for in the code, but if you are using an uncommon payment processor, you may need to specify something here.

The *User ID Parameter* is only really needed if the payment processing plugin logs out the buyer at the thank you page. If this is the case, you need to specify the User ID parameter name that is passed from the payment processing agent. At the moment, this plugin requires that all buyers have a user account. A future enhancement may remove this requirement for “anonymous” buyers.



## 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">
//
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', '#####']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript';
    ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
'http://www') + '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(ga, s);
  })();
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="90 468 504 486" data-label="Text"><p>...where ##### is your Google Analytics ID.</p></div><div data-bbox="100 962 480 981" data-label="Page-Footer"><p>176 Fieldcourt Gardens, Gloucester, GL2 4TY</p></div><div data-bbox="656 962 905 981" data-label="Page-Footer"><p><a href="http://www.openglobal.co.uk">http://www.openglobal.co.uk</a></p></div>
```



## ***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">
//
    var affiliate_window_textarea = '';
    var affiliate_window_sale_parts = new Object;
//]]&gt;
&lt;/script&gt;</pre>
</div>
<div data-bbox="92 280 821 297" data-label="Text">
<p>Enter the following code into the “Product item code” section of the plugin configuration:</p>
</div>
<div data-bbox="92 307 906 555" data-label="Text">
<pre>&lt;script type="text/javascript"&gt;
//<![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}});
//]]&gt;
&lt;/script&gt;</pre>
</div>
<div data-bbox="92 565 633 582" data-label="Text">
<p>...where DEFAULT is the name of your default commission group.</p>
</div>
<div data-bbox="92 592 739 609" data-label="Text">
<p>Enter the following code into “Footer code” section of the plugin configuration:</p>
</div>
<div data-bbox="92 618 866 935" data-label="Text">
<pre>&lt;form style="display:none;" name="aw_basket_form"&gt;
&lt;textarea wrap="physical" id="aw_basket"&gt;
&lt;/textarea&gt;
&lt;/form&gt;
&lt;script type="text/javascript"&gt;
//<![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 + ':' +</pre>
</div>
<div data-bbox="102 963 479 981" data-label="Page-Footer">
<p>176 Fieldcourt Gardens, Gloucester, GL2 4TY</p>
</div>
<div data-bbox="657 963 903 981" data-label="Page-Footer">
<p><a href="http://www.openglobal.co.uk">http://www.openglobal.co.uk</a></p>
</div>
```



```
affiliate_window_sale_parts[cg];
    }
}
AWIN.Tracking.Sale.voucher = '{{COUPON_CODE}}';
AWIN.Tracking.Sale.test = '1';

document.write('');
//]]>
</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&sale_data=&P1=1,{{ORDER_TOTAL}}"></script>
<noscript></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">
//
    var pricegrabber_string = '';
    var pricegrabber_index = 1;
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="91 280 822 297" data-label="Text"><p>Enter the following code into the “Product item code” section of the plugin configuration:</p></div><div data-bbox="91 307 781 403" data-label="Text"><pre>&lt;script type="text/javascript"&gt;
//<![CDATA[
    pricegrabber_string = pricegrabber_string + '&amp;item' +
(pricegrabber_index++) + '|{{PRODUCT_SKU}}|{{PRODUCT_FINAL_PRICE}}|
{{PRODUCT_SKU}}|{{PRODUCT_QUANTITY}}';
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="91 414 739 431" data-label="Text"><p>Enter the following code into “Footer code” section of the plugin configuration:</p></div><div data-bbox="91 440 866 523" data-label="Text"><pre>&lt;script type="text/javascript"&gt;
//<![CDATA[
    document.write('&lt;img src="https://www.pricegrabber.com/conversion.php?
retid=#####" + pricegrabber_string + '" /&gt;');
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="91 534 503 550" data-label="Text"><p>...where ##### is your PriceGrabber Merchant ID.</p></div><div data-bbox="101 963 480 981" data-label="Page-Footer"><p>176 Fieldcourt Gardens, Gloucester, GL2 4TY</p></div><div data-bbox="657 963 905 981" data-label="Page-Footer"><p><a href="http://www.openglobal.co.uk">http://www.openglobal.co.uk</a></p></div>
```



## ShareASale

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

```
<script type="text/javascript">
//
    var shareasale_skus = '';
    var shareasale_prices = '';
    var shareasale_quantities = '';
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="91 293 821 311" data-label="Text"><p>Enter the following code into the “Product item code” section of the plugin configuration:</p></div><div data-bbox="91 319 639 485" data-label="Text"><pre>&lt;script type="text/javascript"&gt;
//<![CDATA[
    if (shareasale_skus != '') {
        shareasale_skus += ',';
        shareasale_prices += ',';
        shareasale_quantities += ',';
    }
    shareasale_skus += '{{PRODUCT_SKU}}';
    shareasale_prices += '{{PRODUCT_FINAL_PRICE}}';
    shareasale_quantities += '{{PRODUCT_QUANTITY}}';
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="91 495 739 513" data-label="Text"><p>Enter the following code into “Footer code” section of the plugin configuration:</p></div><div data-bbox="91 521 912 632" data-label="Text"><pre>&lt;script type="text/javascript"&gt;
//<![CDATA[
    document.write('&lt;img src="https://shareasale.com/sale.cfm?
amount={{ORDER_TOTAL}}&amp;tracking={{ORDER_ID}}&amp;transtype=sale&amp;merchantID=#####&amp;sku
list=' + shareasale_skus + '&amp;pricelist=' + shareasale_prices + '&amp;quantitylist='
+ shareasale_quantities + '" width="1" height="1" /&gt;');
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="91 643 489 660" data-label="Text"><p>...where ##### is your ShareASale Merchant ID.</p></div><div data-bbox="101 962 480 981" data-label="Page-Footer"><p>176 Fieldcourt Gardens, Gloucester, GL2 4TY</p></div><div data-bbox="656 962 905 981" data-label="Page-Footer"><p><a href="http://www.openglobal.co.uk">http://www.openglobal.co.uk</a></p></div>
```



## **Shopping.com**

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

```
<script language="JavaScript">
//
var merchant_id = '#####';
var order_id = '{{ORDER_ID}}';
var order_amt = '{{ORDER_TOTAL}}';
var product_id = '{{PRODUCT_SKU}}';
var product_name = '{{PRODUCT_NAME}}';
//]]&gt;
&lt;/script&gt;
&lt;script language="JavaScript" src="https://stat.DealTime.com/ROI/ROI.js?
mid=#####"&gt;&lt;/script&gt;</pre></div><div data-bbox="90 365 522 384" data-label="Text"><p>...where ##### is your Shopping.com Merchant ID.</p></div><div data-bbox="100 962 481 982" data-label="Page-Footer"><p>176 Fieldcourt Gardens, Gloucester, GL2 4TY</p></div><div data-bbox="656 962 905 982" data-label="Page-Footer"><p><a href="http://www.openglobal.co.uk">http://www.openglobal.co.uk</a></p></div>
```



## Shopzilla

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

```
<script type="text/javascript">
//
    var shopzilla_units_ordered = 0;
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="91 266 821 283" data-label="Text"><p>Enter the following code into the “Product item code” section of the plugin configuration:</p></div><div data-bbox="91 292 426 362" data-label="Text"><pre>&lt;script type="text/javascript"&gt;
//<![CDATA[
    shopzilla_units_ordered++;
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="91 372 739 390" data-label="Text"><p>Enter the following code into “Footer code” section of the plugin configuration:</p></div><div data-bbox="91 398 704 565" data-label="Text"><pre>&lt;script type="text/javascript"&gt;
//<![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;
//]]&gt;
&lt;/script&gt;
&lt;script type="text/javascript"
src="https://www.shopzilla.com/css/roi_tracker.js"&gt;&lt;/script&gt;</pre></div><div data-bbox="91 574 480 591" data-label="Text"><p>...where ##### is your Shopzilla Merchant ID.</p></div><div data-bbox="101 963 480 981" data-label="Page-Footer"><p>176 Fieldcourt Gardens, Gloucester, GL2 4TY</p></div><div data-bbox="657 963 903 981" data-label="Page-Footer"><p><a href="http://www.openglobal.co.uk">http://www.openglobal.co.uk</a></p></div>
```



## WebGains

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

```
<script type="text/javascript">
//
    var wgItems = '';
//]]&gt;
&lt;/script&gt;</pre>
</div>
<div data-bbox="91 266 821 283" data-label="Text">
<p>Enter the following code into the “Product item code” section of the plugin configuration:</p>
</div>
<div data-bbox="91 292 896 416" data-label="Text">
<pre>&lt;script type="text/javascript"&gt;
//<![CDATA[
    if (wgItems != '') {wgItems += '|';}
    var webgains_commission_id = {{PRODUCT_TYPE|1|webgains_commission_id}};
    if ('' == webgains_commission_id) {webgains_commission_id = $$$$;}
    wgItems = wgItems + webgains_commission_id + '::{{PRODUCT_FINAL_PRICE}}::
{{PRODUCT_NAME}}::{{PRODUCT_SKU}}';
//]]&gt;
&lt;/script&gt;</pre>
</div>
<div data-bbox="91 426 912 478" data-label="Text">
<p>...where $$$$ 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'.</p>
</div>
<div data-bbox="91 488 739 505" data-label="Text">
<p>Enter the following code into “Footer code” section of the plugin configuration:</p>
</div>
<div data-bbox="91 515 910 942" data-label="Text">
<pre>&lt;script type="text/javascript"&gt;
//<![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 + "&amp;wgprotocol=" + wgProtocol + "&amp;wgsubdomain=" +
wgSubDomain + "&amp;wgsLang=" + wgsLang + "&amp;wglang=" + wgLang + "&amp;wgprogramid=" +
wgProgramID + "&amp;wgvalue=" + wgOrderValue + "&amp;wgchecksum=" + wgChecksum +
"&amp;wgorderreference=" + wgOrderReference + "&amp;wgcomment=" + escape(wgComment) +
"&amp;wglocation=" + escape(document.referrer) + "&amp;wgitems=" + escape(wgItems) +
"&amp;wgvouchercode=" + escape(wgVoucherCode) + "&amp;wgcurrency=" + escape(wgCurrency);
document.write('&lt;sc'+ript language="JavaScript" type="text/javascript"
src="'+wgUri+'"&gt;&lt;/sc'+ript&gt;');
//]]&gt;
&lt;/script&gt;
&lt;noscript&gt;
&lt;img src="http://track.webgains.com/transaction.html?
wgver=1.2&amp;wgprogramid=####&amp;wgrs=1&amp;wgvalue={{ORDER_TOTAL}}&amp;wgeventid=$$$</pre>
</div>
<div data-bbox="101 963 480 981" data-label="Page-Footer">
<p>176 Fieldcourt Gardens, Gloucester, GL2 4TY</p>
</div>
<div data-bbox="657 963 903 981" data-label="Page-Footer">
<p><a href="http://www.openglobal.co.uk">http://www.openglobal.co.uk</a></p>
</div>
```



```
$&wgorderreference={{ORDER_ID}}&wgitems=&wgvouchercode={{COUPON_CODE}}&wgcustomerid=&wgCurrency=GBP" alt="" />  
</noscript>
```

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