



Success Tracking Documentation





Make full use of zoovu sales analytics

Implement Success Tracking to see how much you earn through your assistants.

What are the benefits of Success Tracking?

Success Tracking provides extended sales analysis of how your assistants perform in terms of product sales, and how this translates into revenue for you.

It's a form of sales tracking that captures different types of data related to your assistants (e.g. their conversion and completion rates), their sales performance (e.g. the revenue they generate, by category of influence), and the products they recommend (e.g. your top sold product and those best performing in terms of sales).

Step 1: Embed the Success Tracking script in your webshop

Please embed the following tracking script in your Thank You page, preferably in its <head> section:

```
<script type="text/javascript" src="<st3-advisor-fe-web-api>/v1/integrations/{clientSuccessCode}/zoovu-tracking"></script>
```



What is a Client Success Code?

{clientSuccessCode} is a unique value assigned to each zoovu account.

The code can be found on the zoovu platform, in the Integration tab, or will be provided by your dedicated Digital Engagement Consultant.



What is a ThankYou page?

A Thank You page is the page that you display once a customer has made a purchase. This may be a page confirming their order or a simple popup saying, "Thanks for shopping with us!". Importantly, this is where you need to invoke the trackPurchase method, for example through a callback.



Note: Your Thank You page must be placed within the same domain as the product pages referenced by your assistant (product detail pages), or else we won't be able to track the purchase for you.

Step 2: Invoke the trackPurchase method

Please make sure the trackPurchase method (`Zoovu.Tracking.trackPurchase`) is available within global JavaScript scope of your Thank You page. You can then invoke the method as demonstrated below.

```
Zoovu.Tracking.trackPurchase({
  transactionId: "12-abcde",
  currency: "USD",
  products: [
    {
      sku: "abcd-1234-dc",
      name: "Organic Coffee Beans (Whole)",
      pricePerUnit: 8.50,
      quantity: 5,
      unit: "lb",
      listPrice: 10.00,
      marginPercentage: 27.5,
      discountPercentage: 15.0,
      category: "Beverages",
      customParameters: {
        flavor: "Unroasted",
        origin: "Colombia"
      }
    }
  ],
  storeId: "US-TX-123",
  affiliation: "Brand",
  customParameters: {
    campaign: "New Customer Discount 10% Off"
  }
});
```

You can also take advantage of JavaScript's Promise object returned by the invoked method.

```
Zoovu.Tracking.trackPurchase({
    // invocation arguments go here
}).then(status => {

    // status.wasEventSent - Boolean indicating
    // whether tracking event was sent or not.
    // It can be `false` if, for example, user
    // has not visited the assistant yet, so
    // tracking is unable to correlate the user
    // with their purchased products, or if you
    // have tracking disabled at all.

    // status.whyEventWasNotSent - array of message
    // objects, each one with `code` and
    // `explanation` of why the event was not sent
    // (in case of `status.wasEventSent === false`).
    // `explanation` can change over time with
    // further releases, but `code` might be treated
    // as API contract. Possible values of `code` are:
    // - CANNOT_TRACK_DISABLED_TRACKING:
    //   if tracking didn't happen because user has
    //   no Client ID cookie created yet (they have
    //   to visit the assistant first)
    // - CANNOT_TRACK_MISSING_CLIENT_ID:
    //   if tracking didn't happen because tracking
    //   is disabled for this account

}).catch(error => {

    // error - any error that occurred while trying
    // to send tracking event.

});
```

Step 3: Pass the right attributes to the method

Make sure the trackPurchase method is invoked with the necessary transaction and product attributes once your customer has made the purchase.

Attribute	Type	Description
Transaction attributes		
transactionId	[Mandatory] String, any value accepted	Unique ID of the transaction within your webshop
currency	[Mandatory] String, any value accepted but currency shortcodes compliant with ISO-4217 are recommended, e.g. USD, CHF, EUR	Currency of the transaction
products	[Mandatory] JSON array, cannot be empty	Contains information on the products purchased (see Product attributes below)
storeId	String, any value accepted	Identifier of the store this transaction was made from, either online or physical
affiliation	String, any value accepted	Affiliate that directed the customer to this product
customParameters	JSON object, any valid value	May contain any additional transaction data for your tracking purposes
Product attributes		
name	[Mandatory] String, any value accepted	Name of the product purchased
sku	[Mandatory] String, must match the product's sku value in zoovu	Unique ID of this product, exactly as it appears in the product collection associated with your Zoovu assistant
pricePerUnit	[Mandatory] Number, any valid value	Sales price of one item of this product
quantity	[Mandatory] Number, any valid value	Number of this specific item purchased within the transaction

<code>unit</code>	String, any value accepted	Measure of quantity, such as weight (e.g. "lb" or "kg")
<code>listPrice</code>	Number, any valid value	Price of this item in your product catalog
<code>marginPercentage</code>	Number, any valid value	Your margin on the product, expressed in percentage. E.g. "27.5" on a \$10 product means a margin of \$2.75
<code>discountPercentage</code>	Number, any valid value	Discount given per product, expressed in percentage. E.g. "15" on a \$10 product means a discount of 15%, so the customer pays \$8.50
<code>category</code>	String, any value accepted (there's no validation, but filling this value for future analysis is recommended)	Product category
<code>customParameters</code>	JSON object, any valid value	May contain any additional product data for your tracking purposes