

User Guide

Customer Tracking & Recommendation

The ArmMage Customer Tracking module for Magento 2 Adobe Commerce is a powerful tool designed to track customer behaviors and interactions on your e-commerce website. The module provides insightful data about your customers, including the pages they visit, time spent on each page, device information, location information and referral URLs. This guide will walk you through how to use this module effectively.

Module Installation

Once you've successfully installed the ArmMage Customer Tracking module, it should be activated automatically. To verify the module is active, follow these steps:

1. Log in to your Magento 2 Admin Panel.
2. Navigate to **Stores > Configuration > ArmMage > Tracking Settings**.

Here you'll find options to enable or disable tracking, exclude certain IP addresses, select roles to track, block certain IP addresses, and set up statistics tracking.

Module Configuration

General Settings

To adjust the settings:

1. Log in to your Magento 2 Admin Panel.
2. On the left navigation bar, go to **Stores > Configuration > ArmMage > Tracking Settings**.
3. Configure the options as required, such as enabling/disabling tracking, excluding/blocking IP addresses, and selecting roles to track.



Statistics

Under the 'Statistics' group, you can configure settings for data visibility. These include showing user sessions, page views, product page views, category page views, and warning suspicious IPs.

Expiration

Under the 'Expiration' group, you can configure cron job settings for data storage and cleanup. You can also specify the API access key for IP data retrieval from IP-API.

Suspicious IP Detection

The module has a unique feature that identifies suspicious IP addresses. When it detects potentially dangerous IPs, the module suggests blocking these IP addresses to maintain the security of your Magento store.

Viewing Tracking Records

The module provides a grid view of tracking records:

1. Log in to your Magento 2 Admin Panel.
2. On the left navigation bar, go to **ArmMage > Tracking system > Records**.

Here you will find a list of all tracking records stored by the module.

Mass Delete Functionality

To delete multiple records at once:

1. Select the checkbox next to each record you want to delete.
2. From the 'Actions' dropdown above the grid, select 'Delete'.
3. Click on 'OK' to confirm deletion of the selected records.

Single Delete Functionality

To delete a single record:

1. Find the record you want to delete.
2. Under the 'Action' column, click on the 'Delete' link.
3. Click on 'OK' to confirm deletion of the record.



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View Details Functionality

To view detailed information about a single customer's session:

1. Find the record you want to view.
2. Under the 'Action' column, click on the 'View' link.
3. A new page will open displaying detailed information about the customer's session, including the referrer, country data, first visit date, average duration, device, and IP address.

The ArmMage Customer Tracking module provides an API for data transfer and also a widget for displaying recommended or desired products based on the tracking data.

If you have any questions or need assistance, don't hesitate to contact us at support@armmage.com.

Remember, understanding your customers is key to successful e-commerce. With the ArmMage Customer Tracking module, you're well equipped to do just that.



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