



ezdia



ezanalytics

Chrome Extension Installation & Setup Guide

eZanalytics Requirements

- eZanalytics requires using **Chrome Browser**
- You will need your Google Analytics credentials and for security, you'll need to make sure you have access to your company's Google Analytics account.
- eZanalytics is designed to work with eCommerce sites that include a logical website breadcrumb organization of products.

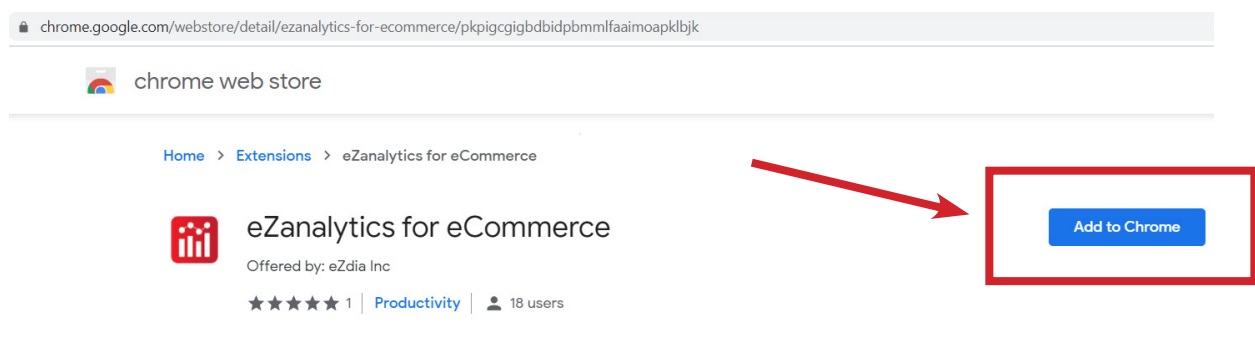
eZanalytics Extension Installation in the Chrome Browser

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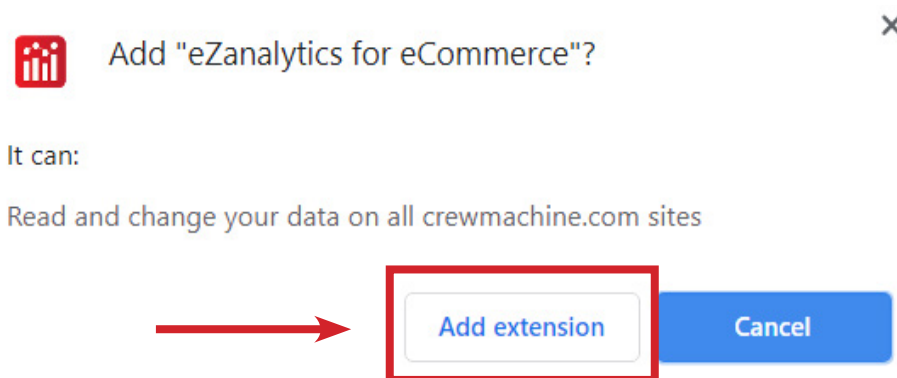
1. Open the Chrome Web Store using the link below to download the eZanalytics extension

<https://chrome.google.com/webstore/detail/pkpigcgigbdbidpbmmlfaaimoapklbjk>

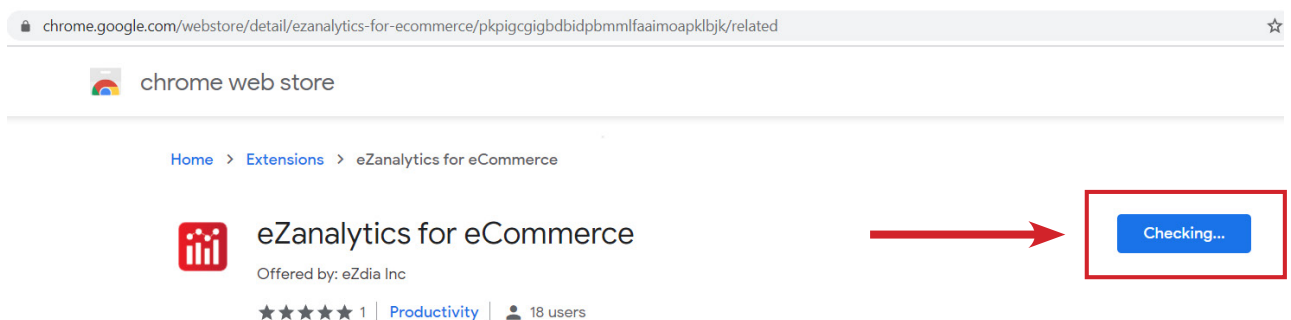
2. Click the **“Add to Chrome”** button as shown in the below screenshot.



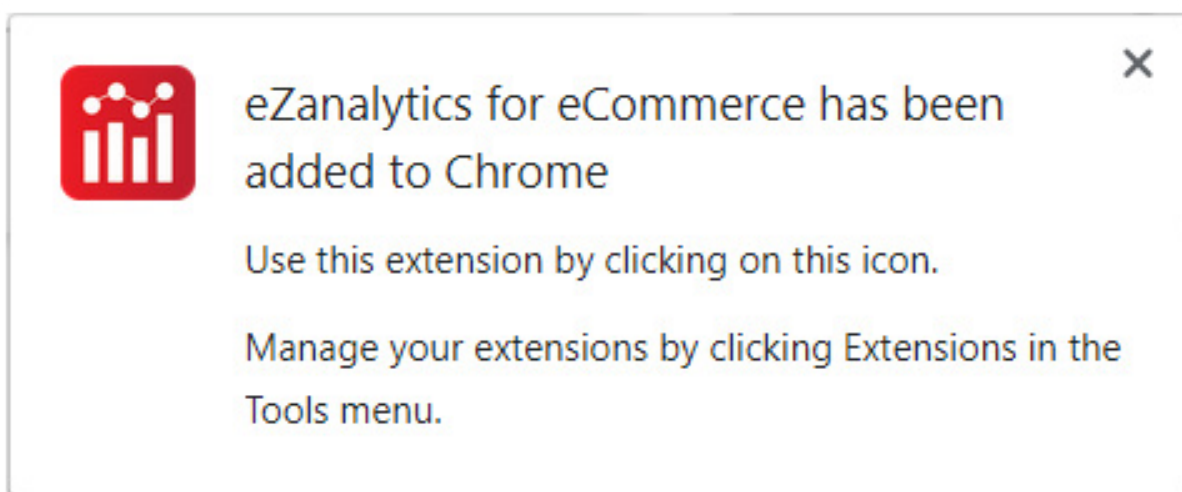
3. Once you click on Add to Chrome button, another **pop up** will appear as shown below:



4. Once you click on the **“Add extension”** button in the pop-up window above it will start downloading the chrome extension as shown in the below screenshot:



5. Once the download will complete, it will get added at the right side of browser address bar and you will see the below confirmation message:



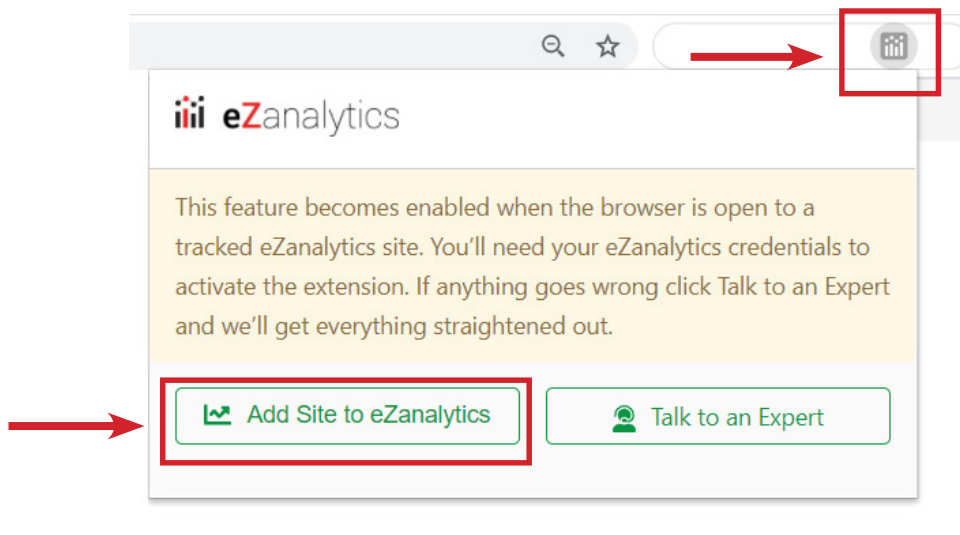


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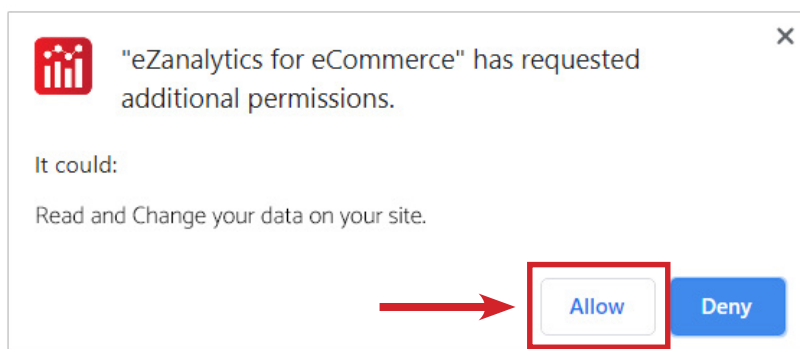
eZanalytics Sign-up Process

eZanalytics Browser Extension Setup

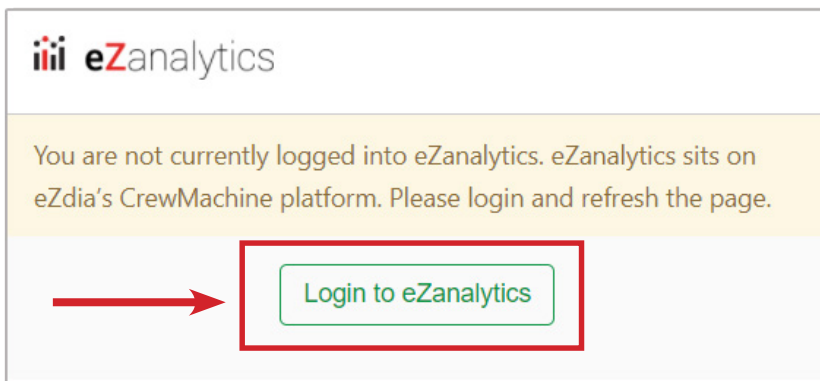
1. After installing the chrome extension, browse to your website in the chrome browser and click on the eZanalytics icon in the Browser Address Bar as shown below.



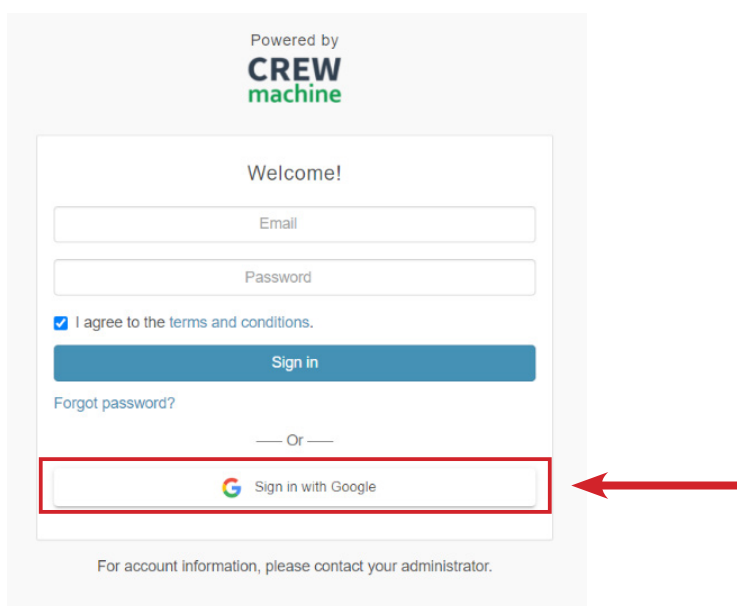
2. Click on the **"Add to Analytics"** button in the extension as shown in the above screenshot and it will ask for your permission to read your website data as shown below.



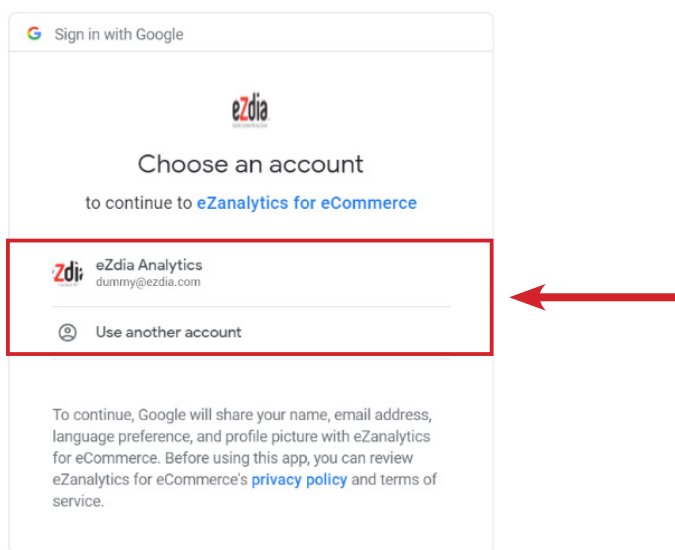
3. Once you click on **“Allow”**, It will start retrieving the page analytics data and once it is done, it will ask you to **“Login to eZanalytics”** as shown below:



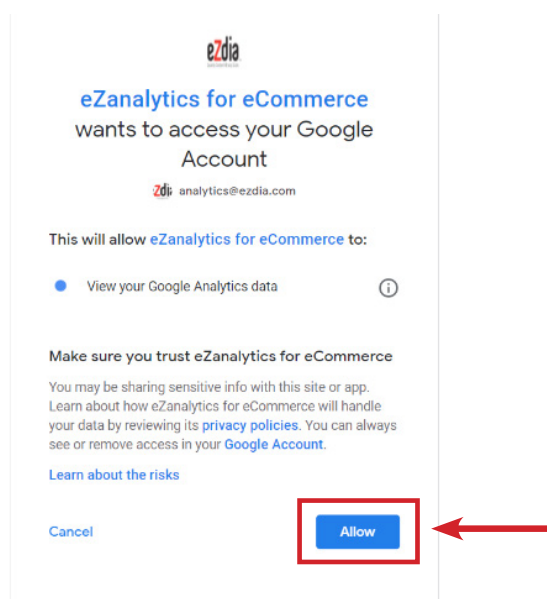
4. Once you click on the **“Login to eZanalytics”** button, you will be redirected to the eZanalytics Login screen on Crewmachine.



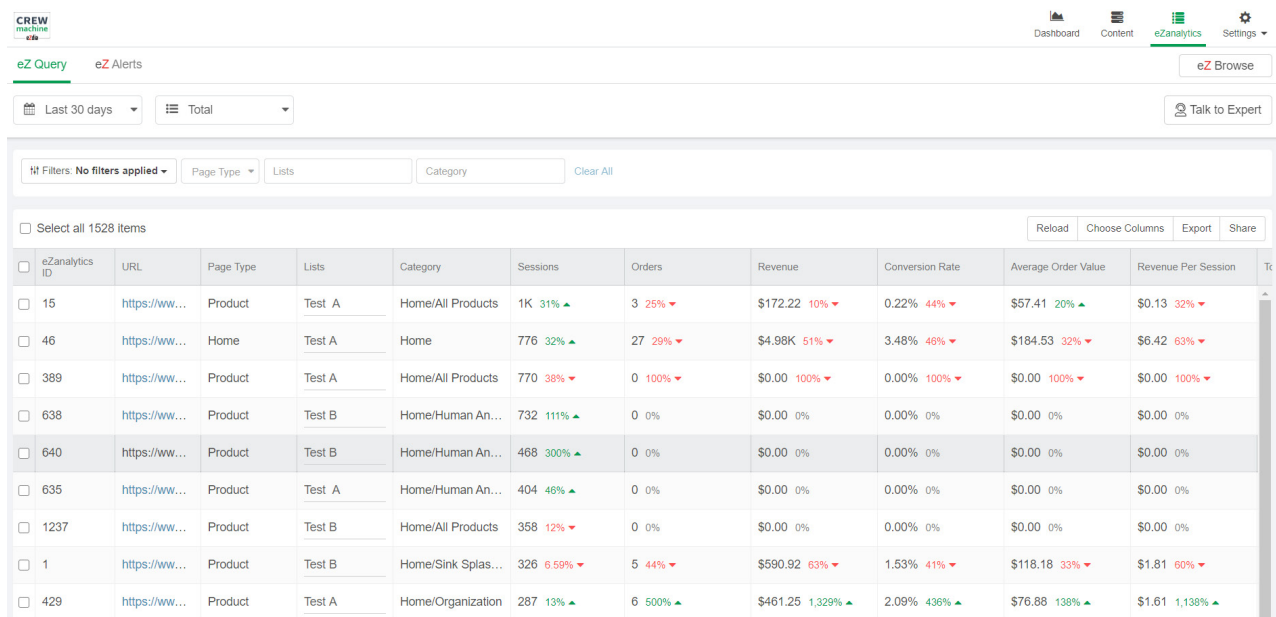
- Click **“Sign in with Google”** as highlighted in the above screenshot and you will be redirected to below screen. Choose an account that has access to your company’s Google Analytics to sign up into eZanalytics.



- Click Allow.



7. Once you will click **“Allow”**, you will be redirected to the eZ Query dashboard of eZanalytics as shown in the below screenshot.



The screenshot shows the eZ Query dashboard with a table of analytics data. The table has columns for eZAnalytics ID, URL, Page Type, Lists, Category, Sessions, Orders, Revenue, Conversion Rate, Average Order Value, and Revenue Per Session. The data is filtered for the last 30 days and shows 1528 items.

eZAnalytics ID	URL	Page Type	Lists	Category	Sessions	Orders	Revenue	Conversion Rate	Average Order Value	Revenue Per Session
15	https://ww...	Product	Test A	Home/All Products	1K 31% ▲	3 25% ▼	\$172.22 10% ▼	0.22% 44% ▼	\$57.41 20% ▲	\$0.13 32% ▼
46	https://ww...	Home	Test A	Home	776 32% ▲	27 29% ▼	\$4.98K 51% ▼	3.48% 46% ▼	\$184.53 32% ▼	\$6.42 63% ▼
389	https://ww...	Product	Test A	Home/All Products	770 38% ▼	0 100% ▼	\$0.00 100% ▼	0.00% 100% ▼	\$0.00 100% ▼	\$0.00 100% ▼
638	https://ww...	Product	Test B	Home/Human An...	732 111% ▲	0 0%	\$0.00 0%	0.00% 0%	\$0.00 0%	\$0.00 0%
640	https://ww...	Product	Test B	Home/Human An...	468 300% ▲	0 0%	\$0.00 0%	0.00% 0%	\$0.00 0%	\$0.00 0%
635	https://ww...	Product	Test A	Home/Human An...	404 46% ▲	0 0%	\$0.00 0%	0.00% 0%	\$0.00 0%	\$0.00 0%
1237	https://ww...	Product	Test B	Home/All Products	358 12% ▼	0 0%	\$0.00 0%	0.00% 0%	\$0.00 0%	\$0.00 0%
1	https://ww...	Product	Test B	Home/Sink Splas...	326 6.59% ▼	5 44% ▼	\$590.92 63% ▼	1.53% 41% ▼	\$118.18 33% ▼	\$1.81 60% ▼
429	https://ww...	Product	Test A	Home/Organization	287 13% ▲	6 500% ▲	\$461.25 1,329% ▲	2.09% 436% ▲	\$76.88 138% ▲	\$1.61 1,138% ▲

Remember that eZanalytics works after you browse to the associated eCommerce site. Browse to the site and then click on the eZanalytics extension in your Chrome Browser. Clicking on the icon produces the eZanalytics dashboard and this dashboard provides site level information from the home page and then product level details when a product page is open.



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Need more help?

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