

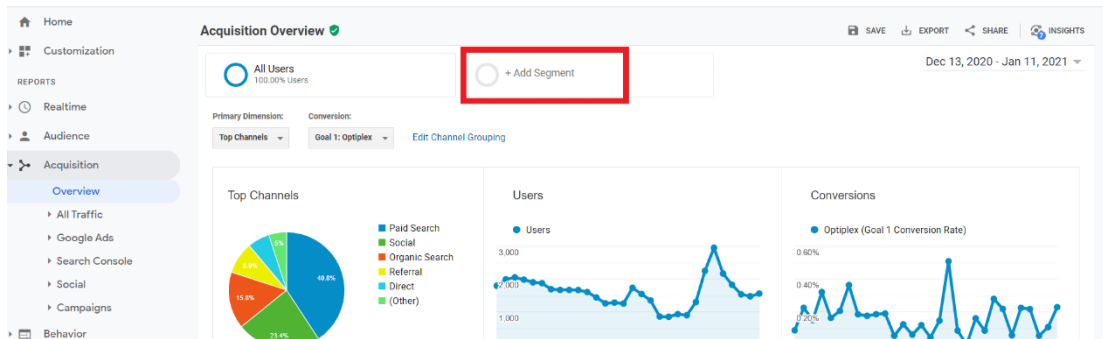
## Reccodo Monitoring in Google Analytics

Running an online store means that you must also be able to track and evaluate every sale and event occurring on your website.

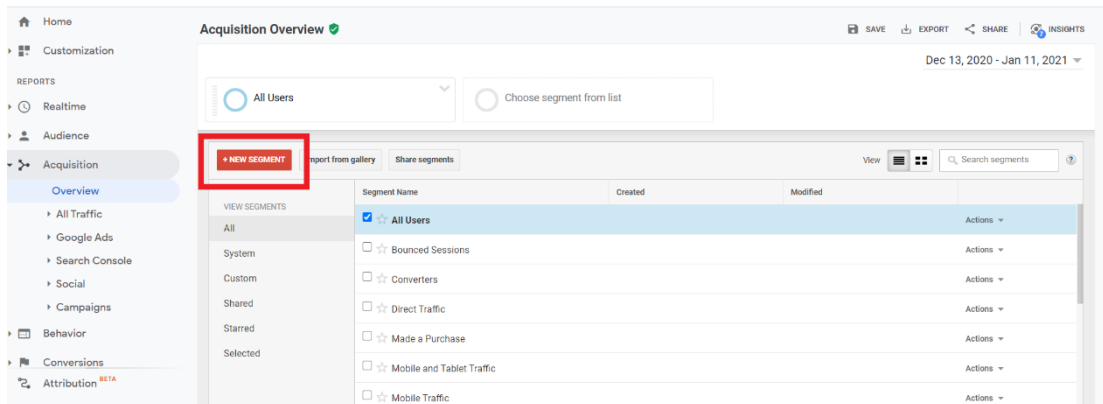
Reccodo was born in the data world and although it offers extensive monitoring on its [dashboard](#), it is unthinkable not being able to track Reccodo's performance in Google Analytics.

Below you will find instruction on how you can accurately monitor user behaviour and sales attribution in Google Analytics for Reccodo, through audience segmentation.

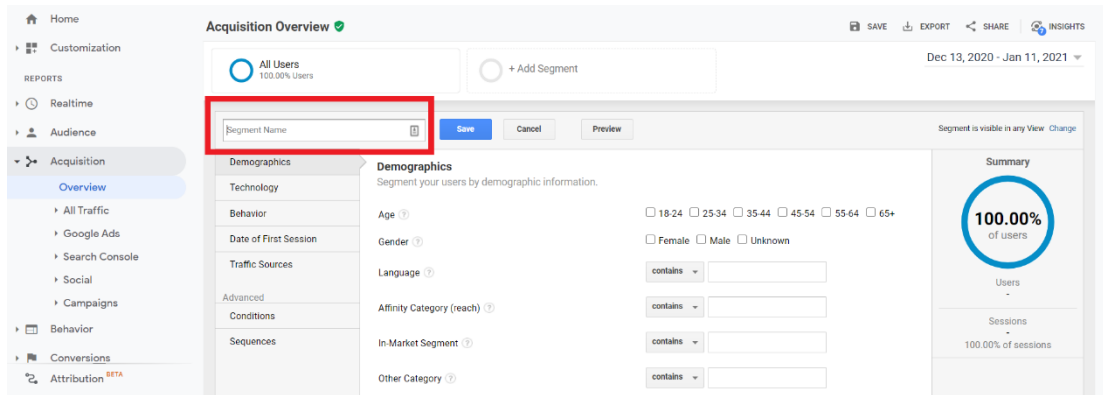
1. Create a segment in Google Analytics, by choosing "Add Segment" as shown in the image below.



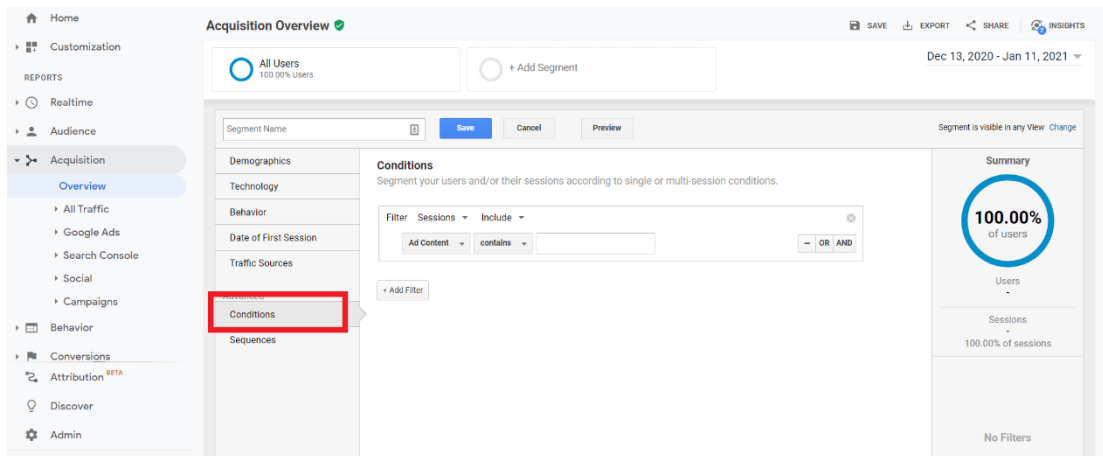
2. Choose "New Segment".



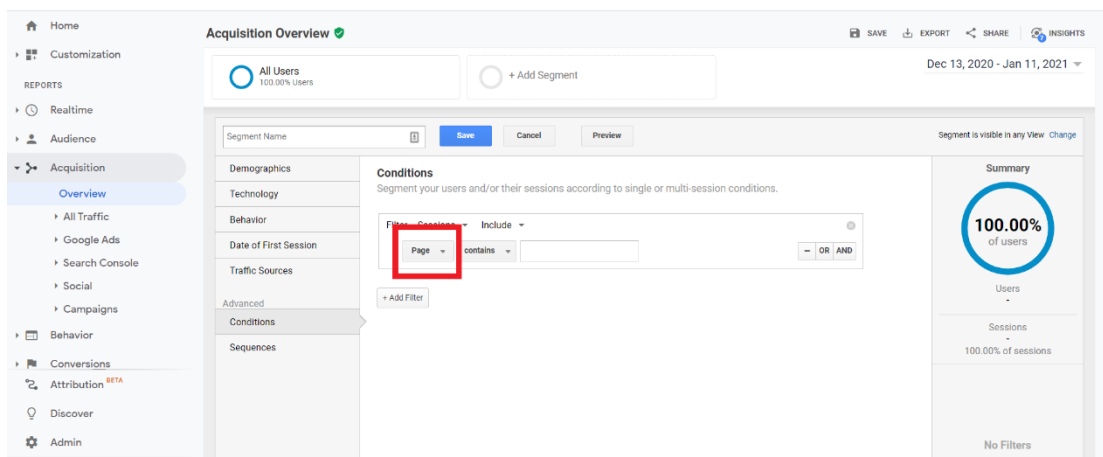
3. Go to the field Segment name and type in the new segment name



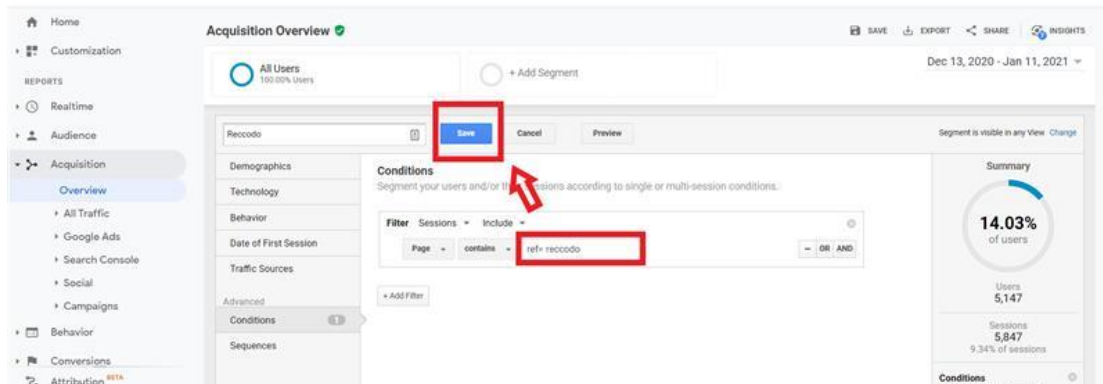
4. Then select Conditions.



5. From the drop-down menu select Page.

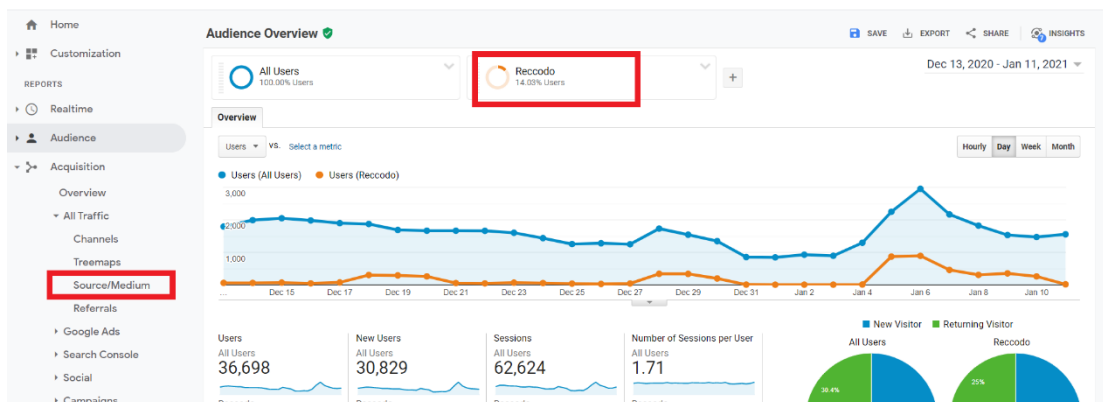


6. Fill in "ref=reccodo" and press the Save button.



7. Go to Source/Medium field and select "Add Segment".

Choose the segment that you created before and you will see a screen like the one below. You will be able to monitor how many visits, sales, revenue, you have in total on the site and to what extent Reccodo actually contributed to these results.



Afterwards, you can create a segment the same way for each Reccodo widget so that you can monitor the results per widget.

To do this, simply change the text that is in the box in step 7, to the respective text that you can find in your dashboard.

The screenshot shows a Reccodo widget interface. At the top left, there is a '+ Add' button. The widget title is 'DellProd'. Below the title, the text reads 'Προϊόντα που πιθανά σας ενδιαφέρουν'. There are eight product cards, each featuring a Samsung Galaxy S7 smartphone. The specifications for each card are: Samsung Galaxy S7, 64GB, LTE, Quad-Core, Samsung [SM-G930FZKABTU] SM14193. The prices are: 113,88 €, 213,88 €, 313,88 €, 413,88 €, 513,88 €, 613,88 €, 713,88 €, and 813,88 €. A red box highlights the tracking tag: 'Tracking Tag: ref=reccodo-pr-VC8VQWpb11QZ'. Below the tracking tag is a 'Get the code' button. At the bottom right, there are 'Delete Widget' and 'Edit Widget' buttons.

You are all set! Once you complete the above steps you can monitor the traffic assisted by Reccodo choosing the respective segments.

Feel free to share your feedback or let us know what else you would like to know about Reccodo at hi@reccodo.com !