



**All-in-one Google Analytics, Pixels and Product  
Feed Manager for WooCommerce**

**User Manual**



## All-in-one Google Analytics, Pixels and Product Feed Manager for WooCommerce

### User Manual

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# 1. Introduction

You can scale more quickly by using the "All-in-one Analytics, Pixels and Product Feed Manager for WooCommerce," which automates integrations for Google Analytics, Google Ads, and the entire Google Shopping solution with dynamic remarketing tags in a matter of minutes. Additionally, Google Tag Manager enables you to incorporate pixels from platforms like Facebook Pixel, Snapchat, Pinterest, Tiktok, and Bing.

## 1.1 Google Analytics Integration

By integrating your eCommerce business, the plugin enables you to rapidly get started with insightful data collection in Google Analytics (Universal Analytics) and Google Analytics 4 (GA4) that produces tangible results.

A new type of property, Google Analytics 4 (formerly known as "App + Web") has different reports than what you're used to seeing in Universal Analytics.

Google Analytics Enhanced Ecommerce feature helps users understand pre-purchase shopping patterns and product performance. You can optimize the evolution of retail with the aid of its analytical skills.

You can track how far customers progress through the purchasing process and where they stop using Enhanced Ecommerce. Recognize which products receive the most views, which are abandoned in shopping carts, and which result in conversions. You can also establish user segments to observe how customers engage with your products and add product metadata to assess sales success across various dimensions.

Better data enables you to move swiftly to boost your bottom line, and analytics insights assist you in enhancing the whole e-commerce experience and converting more browsers into customers.

You receive crucial insights coupled with the capacity to put them to use and reinvent your company.

## 1.2 Google Ads Integration

The plugin's Google Ads integration allows you to use remarketing and dynamic remarketing tags for all of your website's important eCommerce events.

You could expand your customer base and reach both current GA audiences and new ones by using Ads integration.

### 1.3 Google Shopping Integration

With the plugin, it's simple to link your WooCommerce store to Google Merchant Center and sync your products in real-time, allowing you to easily power your various marketing efforts.

To increase traffic and conversions, the campaigns can be displayed to shoppers across Google Search, Shopping, YouTube, Gmail, and the Display Network for free or with advertisements. Direct creation of shopping campaigns is possible from the plugin's backend.

### 1.4 Pixel Integrations

Adding your Pixel ids to the plugin's list will enable you to quickly integrate multiple Pixels. The pixels you can integrate are listed below.

1. Meta pixel (Facebook + Instagram)
2. Microsoft Ads pixel integration
3. Pinterest pixel integration
4. Snapchat pixel integration
5. Tiktok pixel integration
6. Twitter pixel integration

1.5 With the aforementioned integrations, e-commerce enterprises can gain the following significant advantages.:

1. Start making data-driven decisions.
2. retargeting the customers based on their previous website usage.
3. Become qualified for a free listing on Google to reach millions of potential customers.
4. Easily manage your Google Shopping campaigns.
5. The main advantage is that there is no need for coding or hiring a developer for the setup. Within five minutes and with a few clicks from your Word Press backend, you can rapidly configure the plugin.

The above 3 integrations via the plugin also enable you to connect Google Ads with Google Analytics and Google Merchant Center with Google Ads.

## 2. How to Set up the Plugin?

### 2.1 Installation

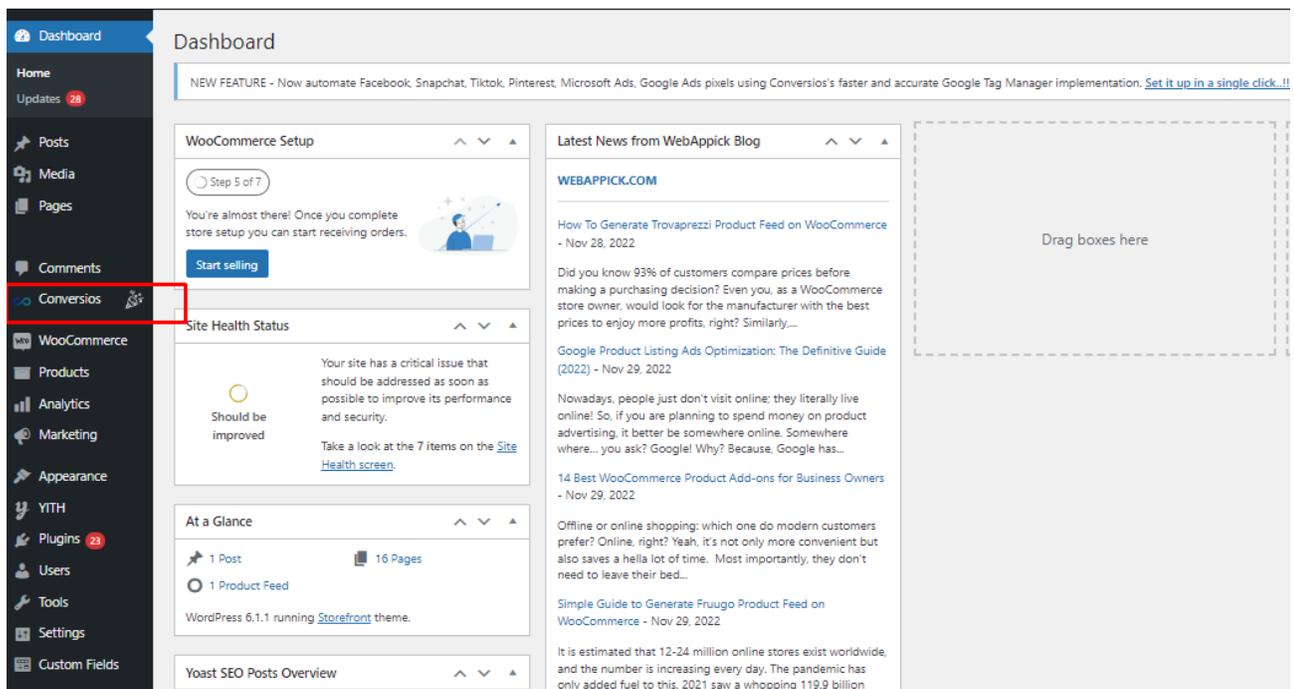
Please adhere to the installation instructions listed below for the plugin's most recent version:

# CONVERSIOS

1. Log in to the WordPress backend and go to Plugins.
2. Navigate to Add New - Search for “Covnersios” Install and activate the plugin.
3. Or you can directly Download the most recent version of "[All-in-one Google Analytics, Pixels, and Product Feed Manager for Woo Commerce.](#)"

## 2.2 Plugin Setup and Configuration

**2.2.1** Access Conversios from the sidebar by landing on the admin panel and clicking the plugin Settings button.



**2.2.2** Now let's connect Conversios with your website

- Click on “Get Started”

## Let's get you started.

Automate ecommerce tracking in Google Analytics, remarketing and conversion pixels for Google Ads, Meta, Microsoft ads, Snapchat, Pinterest, Twitter, Tiktok and set up product feed from Google Shopping in 5 minutes.

○ Connect Conversios with your website ^

[Get Started](#)

○ Configure Google Tag Manager, Google Analytics and Pixels v

○ Set up product feed for Google Merchant center v

Google Ads Credit of  
**GBP 400.00**

New users can get GBP 400.00 in Ad Credits when they spend their first GBP 400.00 on Google Ads within 60 days.

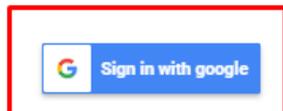
[Terms and conditions apply →](#)

[Installation Manual](#)  
[Google Shopping Guide](#)  
[FAQ](#)

Feel free to contact us [here](#), if you face any issues in setting up the plugin.

- You must click "Sign in with Google" to link your Google Analytics, Google Ads, and Google Merchant Center accounts and other pixels.

-- We recommend to use Chrome browser to configure the plugin if you face any issues during setup. --



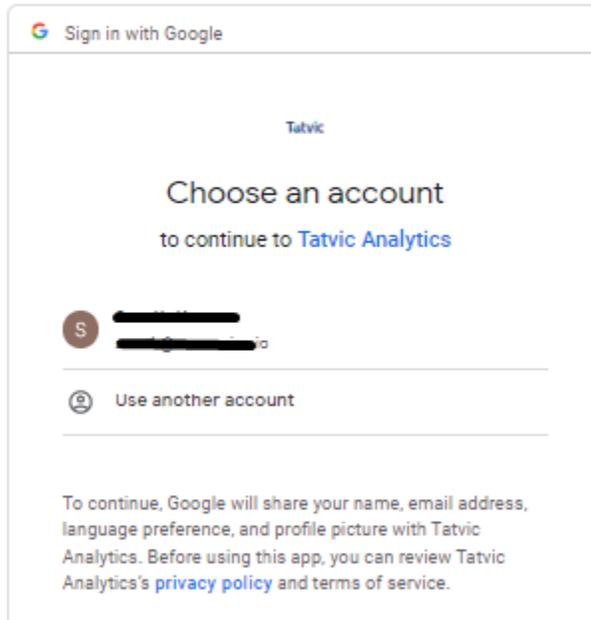
Make sure you sign in with the google email account that has all privileges to access google analytics, google ads and google merchant center account that you want to configure for your store.

### Why do I need to sign in with google?

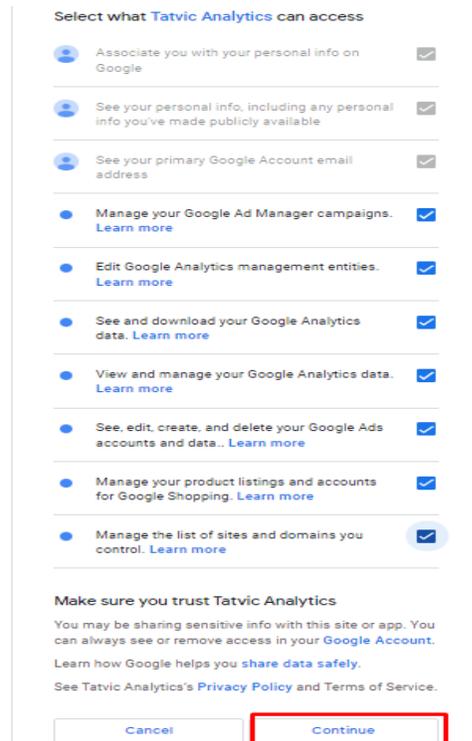
When you sign in with Google, we ask for limited programmatic access for your accounts in order to automate below features for you:

- 1. Google Analytics:**To give you option to select GA accounts, to show actionable google analytics reports in plugin dashboard and to link your google ads account with google analytics account.
- 2. Google Ads:**To automate dynamic remarketing, conversion and enhanced conversion tracking and to create performance campaigns if required.
- 3. Google Merchant Center:**To automate product feed using content api and to set up your GMC account.

- You will see a pop-up window similar to the one below; be sure to sign in using a Google account that has admin access to Google Analytics and Google Ads accounts.



- Click "Allow" to obtain the GA property ids and other information required to use the plugin's functionality.



## 2.2.5 Select your Analytics tracking Mechanism as Google Tag Manager

### Configure Google Tag Manager, Google Analytics and Pixels

 **Tracking Method:**  ⓘ  
Recommended : Select GTM for all pixel tracking, accuracy and faster page load.

 **Google tag manager container id:**  Default (Conversios container - GTM-K7X94DG)  
 Use your own GTM container  
Benefits of using your GTM [click here](#).

You have the option of using your own GTM container (only in [PRO](#)) or the default one, GTM-K7X94DG.

Refer to the documentation (screenshot) provided at the time of onboarding to set up your tracking system using your own Google Tag Manager. (Only if you are using the plugin's [premium version](#) this be accessible).

 **Google tag manager container id:**  Default (Conversios container - GTM-K7X94DG)  
 Use your own GTM container  
Benefits of using your GTM [click here](#).

[How to import Conversios GTM container?](#)

**Recommended: We recommend using Google Tag Manager for speed and 95% accuracy.**

Now let's Connect your Google Analytics account and choose the website tagging method you want to use:

For the plugin to function, at least one of the following must be chosen.

- You can click on Universal Analytics - if you want to tag your website for Google Analytics v3 (Universal Analytics)

# CONVERSIOS

- You can click on Google Analytics 4 - if you want to tag your website for Google Analytics v4 (GA4)
- You can click on Both - if you want to tag your website for both GoogleAnalytics v3 (Universal Analytics) and Google Analytics v4 (GA4)

The screenshot shows the 'Google Analytics account:' section. On the left, there is a yellow bar chart icon and a link: 'Benefits of GA tracking for ecommerce business [click here.](#)'. To the right, there are three radio button options: 'Universal Analytics (Google Analytics 3)', 'Google Analytics 4', and 'Both'. The 'Both' option is selected. Below these options are two rows of input fields. The first row has a dropdown menu with '212' selected, a dropdown menu with 'UA-2127' selected, and a blue 'Edit' button. The second row has a dropdown menu with '2099' selected, a dropdown menu with 'G-4H8H' selected, and a blue 'Edit' button.

**Important Note:** Google recommends that you collect all the data in both the Google Analytics accounts, monitor it for a few weeks and migrate to GA4 when you think the data collection in GA4 is accurate.

**2.2.6 Connect Google Ads account:** Configure the Google Ads id for automating remarketing tags, and dynamic remarketing tags and auto-link it with Google Analytics.

You can select existing Google ads to account from the dropdown as shown in the below screenshot or create a new google ads account by clicking on the button "Create new" and follow the instructions.

The screenshot shows the 'Google Ads account:' section. On the left, there is a Google Ads logo and a link: 'Benefits of integrating google ads account [click here.](#)'. To the right, there is a dropdown menu with '968' selected. Below this, there is an 'OR' label and a blue 'Create New' button. Below the 'Create New' button is the 'Advance Settings (Optional)' section, which contains five checkboxes, all of which are checked: 'Enable Google Remarketing Tag', 'Enable Dynamic Remarketing Tag', 'Google Ads conversion tracking', 'Enable Google Ads Enhanced Conversion tracking', and 'Link Google Analytics with Google Ads'.

**Advance Settings:** With Dynamic Remarketing tags, you will be able to show ads to your past visitors with specific product information tailored to your customer's previous site visits.

*Important note: If you aren't using your current Google Ads account frequently and it doesn't include any essential information, we advise starting a new one. Based on your country, a spend match coupon will be automatically credited to your newly created Google Ads account if you open a new Google Ads account with us.*

## 2.2.7 Integrate your Pixels

You can use the plugin to add all the necessary pixels as seen in the screenshot

[Refer to this document for more details on how to create pixels](#)

The screenshot displays a configuration screen for adding social media pixels. It features six rows, each corresponding to a different platform. Each row includes a platform icon, a label for the pixel ID, a text input field with a placeholder example, and a small information icon (i) in the top right corner of the input field. The platforms listed are Facebook (Meta), Microsoft Ads (Bing), Pinterest, Snapchat, TikTok, and Twitter. At the bottom right of the form, there is a prominent green button labeled 'Next'.

Platform	Pixel ID Placeholder
Facebook (Meta)	Facebook pixel id looks like this - 518896233175751
Microsoft Ads (Bing)	Microsoft ads pixel id looks like this - 343003931
Pinterest	Pinterest pixel id looks like this - 2612831678022
Snapchat	Snapchat pixel id looks like this - 12e1ec0a-90aa-4267-b1a0-182c45!
TikTok	TikTok pixel id looks like this - CBET743C77U5BM7P178N
Twitter	Twitter pixel if looks like this - ocihb

**Next**

**2.2.7** Integrate your Google Merchant account: Set up the Google Merchant Center account to sync products. If connecting to the merchant centre is not required, you can skip this step.

Set up product feed for Google Merchant center

Google Merchant Center Account:

or

If you choose to create a new merchant centre account, you will be prompted to enter your store name and whether your site contains adult content, as shown below and Click on “Create Account”.

Create Google Merchant Center Account

Before you can upload product data, you'll need to verify and claim your store's website URL. Claiming associates your website URL with your Google Merchant Center account.

Your site will automatically be claimed and verified.

My site contains Adult Content

This name will appear in your Shopping Ads.

I accept the terms & conditions

Finally, click on “Save & Finish” in the pop-screen that follows.

All Set..!!

You have successfully configured all the accounts for your WooCommerce store.

## 3. Pixel Settings:

### Implementation Method

We have two options here, gtag.js or Google Tag Manager to set your Analytics tracking mechanism.

*The Gtag.js option won't be accessible to new users.*

#### Implementation Method



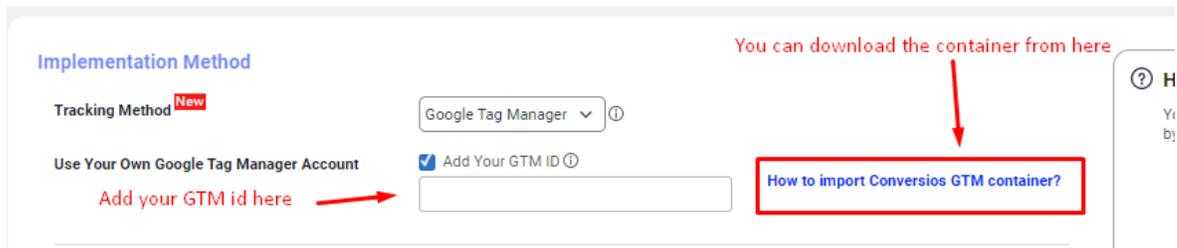
The screenshot shows a dropdown menu for 'Tracking Method' with a 'New' badge. The menu is open, showing three options: 'gtag.js' (selected), 'gtag.js', and 'Google Tag Manager'. A red arrow points to the 'gtag.js' option.

We recommend opting for Google tag Manager speed efficiency and 95% accuracy.

### Use your Own GTM

You have the option of using your own GTM container (only in [PRO](#)) or the default one, GTM-K7X94DG.

Refer to the documentation as shown in the screenshot below



The screenshot shows the 'Implementation Method' settings page. The 'Tracking Method' is set to 'Google Tag Manager'. Below it, there is a checkbox for 'Add Your GTM ID' which is checked. A red arrow points to the 'Add your GTM id here' text. A red box highlights a link that says 'How to import Conversios GTM container?'. A red arrow points to this link with the text 'You can download the container from here'.

### Google Analytics

Click the icon marked below if you wished to modify your Google Analytics Account. You will be able to change the property accordingly.

#### Google Analytics

Google Analytics 3 Account:



The field shows the ID 'UA-2363' followed by redacted characters and a blue circular refresh icon.

Google Analytics 4 Account :



The field shows the ID 'G-DH1X' followed by redacted characters and a blue circular refresh icon.

## Google Ads

Click the icon marked below if you wished to modify your Google Ads Account. You will be able to change the Ads account accordingly.

### Google Ads

Google Ads Account:

4548 

## Pixel Integrations

You can see the existing pixel id integrated here, you can change it if required just by updating your pixel id in the relevant boxes.

### Pixel Integrations

 Facebook pixel ID <b>New</b>	<input type="text"/>	
 Microsoft Ads pixel <b>New</b>	<input type="text"/>	
 Twitter Ads pixel <b>New</b>	<input type="text"/>	
 Pinterest Ads pixel <b>New</b>	<input type="text"/>	
 Snapchat Ads pixel <b>New</b>	<input type="text"/>	
 TikTok Ads pixel <b>New</b>	<input type="text"/>	

## Advanced Options

### Google Analytics Settings

#### Tracking Code

Add Global Site Tracking Code 'gtag.js' - This will enable you to add gtag.js code snippet to your website ( *if opted for Gtag.js tracking method* )

#### GA4 - API secrets ([PRO](#))

Make sure to copy the Secret key in the Conversios Plugin to track the refund orders to your GA4.

GA4 - API secrets ([PRO](#))

# CONVERSIOS

Navigate to the Account Settings tab and find the "GA4 - API secrets. Paste your Secret Value key and save the settings.

From here on the refund transactions will be captured via the Conversios plugin and pushed to GA.

## Content Grouping ((PRO))

Content grouping helps you group your web pages, you can just enable them by clicking on the checkbox.

Content Grouping (PRO)  Add Code to enable content grouping ⓘ

## Google Optimize ((PRO))

You can enter a valid google optimize container ID here, which helps you to optimize your website. You can see the optimization details directly in your Google Optimize account

Google Optimize (PRO)

## Impression Threshold

This feature sets the Impression threshold for the category page. It sends a hit after these many numbers of product impressions.

Impression Threshold

To avoid processing load on the server we recommend up to 6 Impression Threshold.

## Event Tracking - Custom Integration

This is a new feature that allows you to tailor Google Analytics Event tracking for usage with WooCommerce stores.

This is mostly utilised in Woocommerce stores that have added custom hooks, deviating from the guidelines for normal Woocommerce hooks.

There are two options available here:

- Product data collection method
- Event selector

### 1. Product data collection method:

Under the product data collection method, you can select separate hooks for the Product list, Product detail page, Checkout page and Order confirmation page.

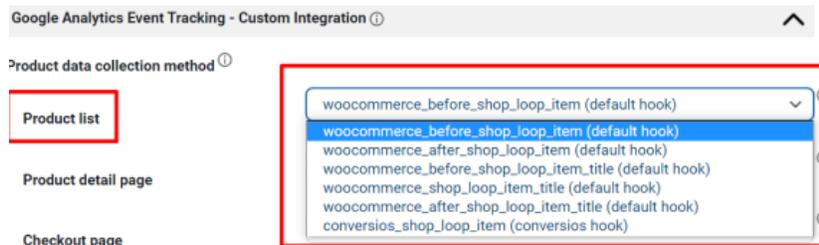
Based on your Woocommerce customized implementation in your store you can enable your custom hooks from the above to enable google analytics tracking for that specific event.

## Product list:

This helps in collecting the Woocommerce product data like product id, product name, product price, and all other product data which are used for eCommerce events tracking according to WooCommerce pages.

*When product impressions, clicks or add-to-cart google analytics eCommerce events are not working on your store, you can select the hook based on your implementation.*

This setting provides us with the options of different WooCommerce hooks according to the WooCommerce templates.



This applies to the Product detail page, Checkout page and Order confirmation page too.

Please find the Woocommerce default product list template's in which the hooks are present:

```
content-product.php
26
27 <li <?php wc_product_class( '', $product ); ?>
28 <?php
29 /**
30  * Hook: woocommerce_before_shop_loop_item.
31  *
32  * @hooked woocommerce_template_loop_product_link_open - 10
33  */
34 do_action( 'woocommerce_before_shop_loop_item' );
35
36 /**
37  * Hook: woocommerce_before_shop_loop_item_title.
38  *
39  * @hooked woocommerce_show_product_loop_sale_flash - 10
40  * @hooked woocommerce_template_loop_product_thumbnail - 10
41  */
42 do_action( 'woocommerce_before_shop_loop_item_title' );
43
44 /**
45  * Hook: woocommerce_shop_loop_item_title.
46  *
47  * @hooked woocommerce_template_loop_product_title - 10
48  */
49 do_action( 'woocommerce_shop_loop_item_title' );
50
51 /**
52  * Hook: woocommerce_after_shop_loop_item_title.
53  *
54  * @hooked woocommerce_template_loop_rating - 5
55  * @hooked woocommerce_template_loop_price - 10
56  */
57 do_action( 'woocommerce_after_shop_loop_item_title' );
58
59 /**
60  * Hook: woocommerce_after_shop_loop_item.
61  *
62  * @hooked woocommerce_template_loop_product_link_close - 5
63  * @hooked woocommerce_template_loop_add_to_cart - 10
64  */
65 do_action( 'woocommerce_after_shop_loop_item' );
66 ?>
67 </li>
```

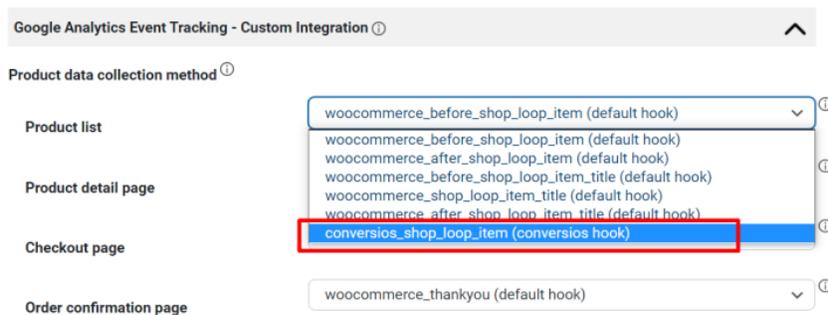
## Conversios Hook:

### When to use Conversios Hook?

Stores which don't use any Woocommerce standard hooks can opt for Conversios hooks as shown in the below screenshots.

All you need to do is add the mentioned conversios hook in your specific WooCommerce template file. (You can check with your developer for more details /ping us at [info@conversios.io](mailto:info@conversios.io) if you are facing any difficulty changing it)

Please find the screenshot of the Conversios hook for the product list, product detail, checkout page and Order confirmation page.



Google Analytics Event Tracking - Custom Integration ⓘ ^

Product data collection method ⓘ

Product list  ⓘ  
(At home, collection, shop, product details and cart page)

Product detail page  ⓘ

Checkout page  ⓘ  
 ⓘ  
 ⓘ  
 ⓘ  
 ⓘ  
 ⓘ  
 ⓘ  
 ⓘ

Order confirmation page  ⓘ

Google Analytics Event Tracking - Custom Integration ⓘ ^

Product data collection method ⓘ

Product list  ⓘ  
(At home, collection, shop, product details and cart page)

Product detail page  ⓘ

Checkout page  ⓘ  
 ⓘ  
 ⓘ  
 ⓘ  
 ⓘ  
 ⓘ  
 ⓘ

Order confirmation page  ⓘ

Google Analytics Event Tracking - Custom Integration ⓘ ^

Product data collection method ⓘ

Product list  ⓘ  
(At home, collection, shop, product details and cart page)

Product detail page  ⓘ

Checkout page  ⓘ

Order confirmation page  ⓘ  
 ⓘ  
 ⓘ  
 ⓘ  
 ⓘ

## 2. Event selector

It can be used for customized specific event triggering.

For example,

The add-to-cart event in the product detail operates depending on the add-to-cart button class. However, some stores do not adhere to WooCommerce rules for a CSS class and id. This parameter will be quite useful in this situation to tailor the event triggering.

In this setting, we have given the option of a custom event triggering for the eCommerce event.

Event selector ⓘ

Product page AddToCart button	custom ▾	class ▾	yourcustomclass ⓘ
Checkout Step 2	default ▾	name	input[name=billing_first_name]
Checkout Step 3	default ▾	id	place_order

**Here you can also add multiple classes using comma-separated strings.**

## Google Ads Settings

You will be able to enable remarketing, dynamic remarketing, enable Google ads conversion tracking and enhanced Conversion tracking and link your Google analytics with your Google ads account from here.

You can also select your conversion label from the drop-down to which you would want to push the conversion data in Google ads.

Google Ads Settings ⓘ

- Enable remarketing tags
- Enable dynamic remarketing tags
- Link Google analytics with google ads
- Enable Google Ads conversion tracking
- Enable Google Ads Enhanced Conversion tracking

AW-11019538191/xl8ECLDrwoEYEI-ew4Yp ▾

AW-11019538191/xl8ECLDrwoEYEI-ew4Yp

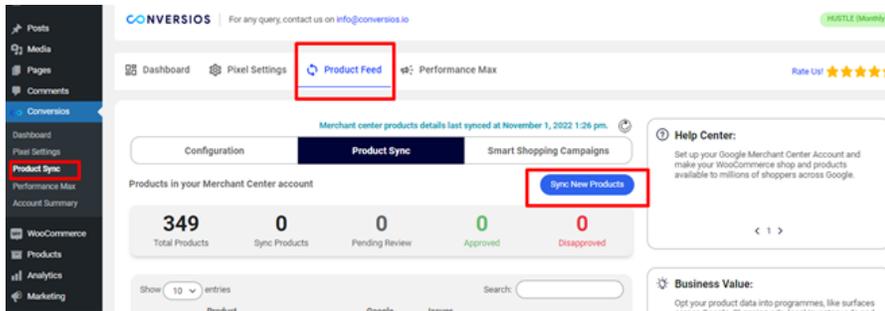
Privacy Policy

*Privacy Policy - You can look at the privacy policies here [conversios.io](https://conversios.io)*

## 4. How To Sync Products to Merchant Center

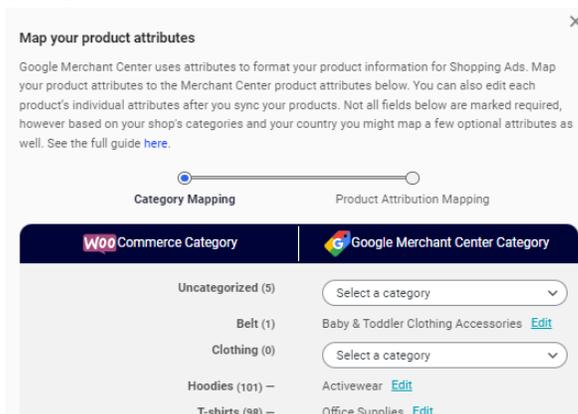
To seamlessly sync your products with your Google Merchant centre, select "Product Feed."

You will be taken to the Product Sync page in the WordPress backend.



To sync new products with your associated Google Merchant Center account, click "Sync New Products".

Map your WooCommerce product categories to the Google Merchant Center categories in the following step.



Choose and map the product categories you wish to connect your products within the Merchant Center. All products from the categories you've chosen will be synchronised

After you've chosen and mapped the categories, you'll need to map other product attributes from your WooCommerce store to Google Merchant Center product attributes.

The first four necessary product attributes have been automatically mapped; however, if you want your products to appear more prominently in Google searches, you can map additional product attributes that are listed on the screen.

When you select "Sync Products," your products will be synced to your Merchant Center account.

*Note : It can take up to 30 minutes for the data to appear in your Google Merchant Center account.*

Once they are synced, your product sync dashboard will look as mentioned in the below screenshot:

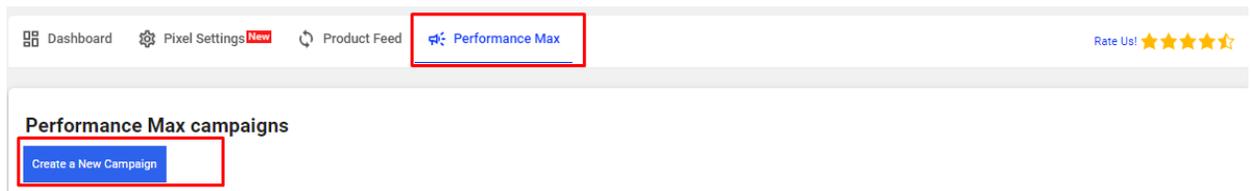
After following the above steps, the plugin will be configured and you will be all set for GA, GA4, Ads, shopping integrations and pixel integrations which will help right from data collection to data activation (by means of shopping campaigns).

## 4. Performance Max Campaigns

### How to Create PMax Campaigns

To create a Performance Max Campaign, please navigate to the “Performance Max” button shown in the screenshot below.

Click “Create new Campaign”



### Mandate to create a campaign:

- Campaign Name
- Daily Budget
- Country
- Start & End Date

Fill in the below details and click the save button as mentioned below

**Campaign Name \***

**Daily Budget () \***

**Country \***

**Site URL Key**      **Site URL Value**

[+ Add Site URLs](#)

**Target ROAS (%)**  
Formula:  $\text{Conversion value} \div \text{ad spend} \times 100\% = \text{target ROAS percentage}$

**FINAL URL Suffix**

**Start Date**

**End Date**

**Status**  
 Enable    Pause

[Save](#)

---

Here is [our new blog about performance Max campaigns](#) for your reference, and you would get comprehensive information about Performance Max.

## How to delete/Pause PMax Campaigns?

Navigate to "Edit Campaign" as shown below

## Performance Max campaigns

Create a New Campaign

Campaign	Daily Budget (₹)	Status	Clicks	Cost (₹)	Conversions	Sales	Action
Festive Sales	200.00	Paused	0	0.00	0.00	0.00	<a href="#">Edit Campaign</a>

Items per page: 5

Page 1 [Prev](#) [Next](#)

Select the required option if you want to pause/ delete ( remove) and click Save.

**FINAL URL Suffix**

  
**Start Date**  
  
**End Date**  
  
**Status**  
 Enable  **Pause**  Remove  

## 5. What is Google Ads Enhanced Conversion Tracking?

[Refer to this document for extensive details about the plugin features and its functionality](#)

## 5. How to Create analytics Accounts?

[Refer to this document on how To Create a Google Analytics Account](#)

## 6. How to enable Refund order tracking

[Refer to this document on how to enable Refund order tracking](#)

## 7. How to Create Pixels?

[Refer to this document on how to create pixels](#)

## 8. Plugin Features and Usability

[Refer to this document for extensive details about the plugin features and its functionality](#)

## 9. Guidelines for Shopping Campaigns

[Refer to this document for extensive details about the guidelines for shopping campaigns](#)

## FAQs

[Please refer to the attached document for the FAQs](#)

***Want to unlock more advanced tracking for your WooCommerce store? Give a try to our pro version a by [clicking here](#).***

Reach out to us with your query here for a faster solution

## About Author

The Plugin is developed & maintained by Conversios. Conversios is an innovation enabled Plugins team serving 60K+ eCommerce businesses spanned across 150+ countries.

Our main goal is to help SMB eCom owners to help grow their businesses and to provide a one-stop solution for E-commerce owners.

We are into product building for more than 10 years in the industry and have the best minds in our team.



With this vision, we have devised innovative solutions for:

- High-Quality product feed management for various Ad platforms to run successful product ads.
- Facebook Conversion API.
- Google Analytics Tracking solution built specifically for E-commerce business.
- Pixel integration for various Ad platforms to cater to all dynamic remarketing needs.
- All-In-One Ecommerce reporting intelligence dashboard.

The email at which we are highly active is [info@conversios.io](mailto:info@conversios.io)

For urgent queries or requirements, you can contact us at +91 7284854854