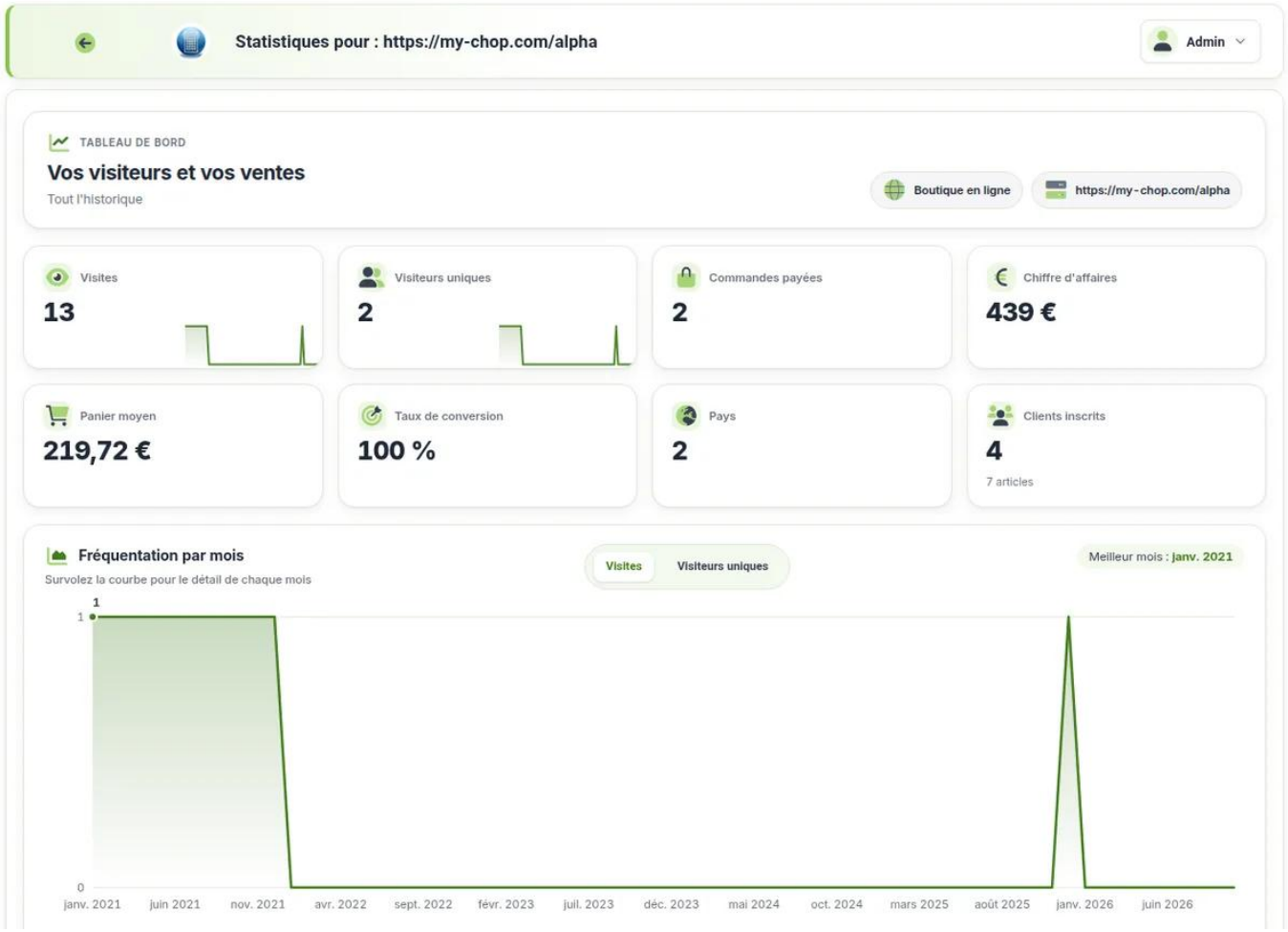
Analytics and Statistics

Which analytics tools are available?

You get statistics on all your pages, in the “Statistics” menu:



- visits, unique visitors, paid orders, revenue, average basket, conversion rate;
- comparison with the previous year;
- most viewed pages, traffic sources, countries and towns, browsers, visit days and order times.

Google Analytics and Tag Manager

Open the “SEO” menu, “Google Analytics” tab, and enter your G-… (Google Analytics 4) or GTM-… (Tag Manager) ID:

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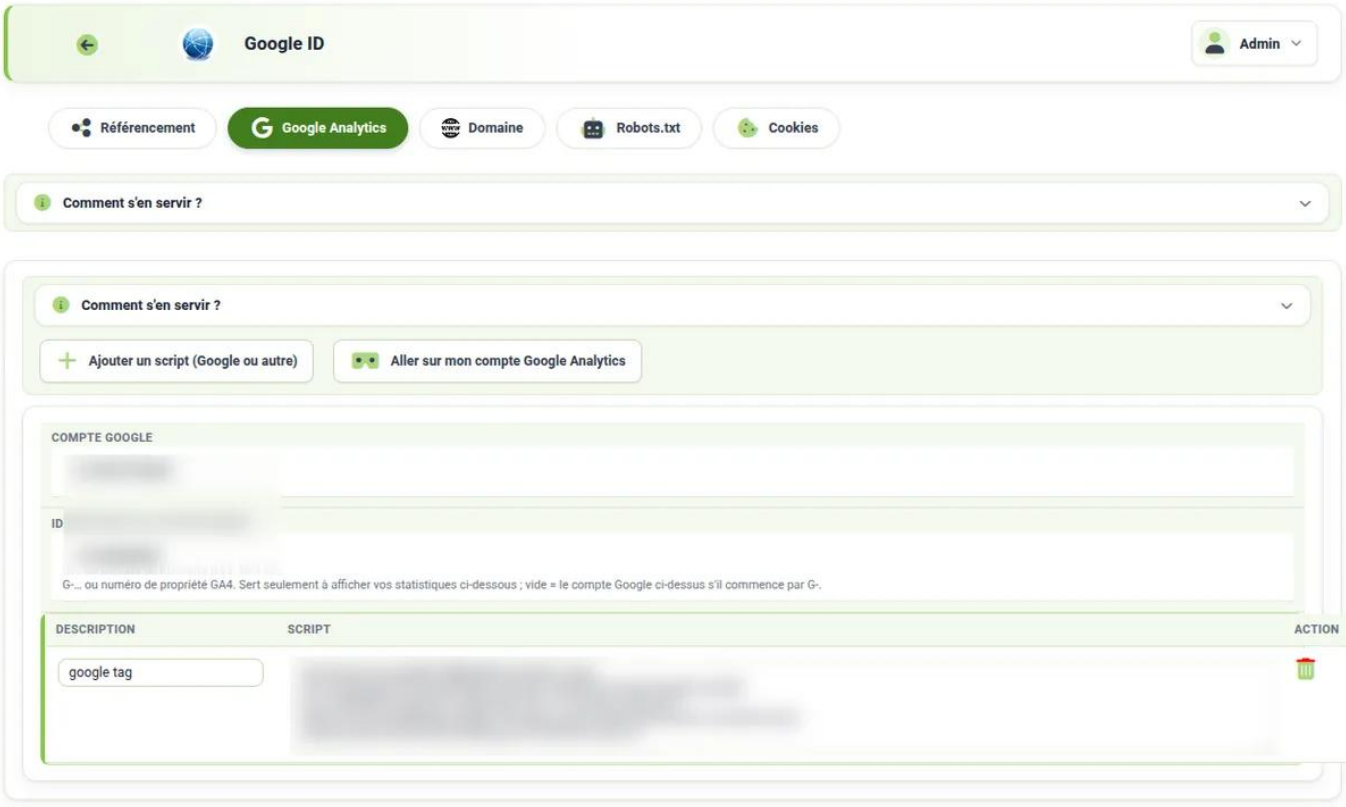
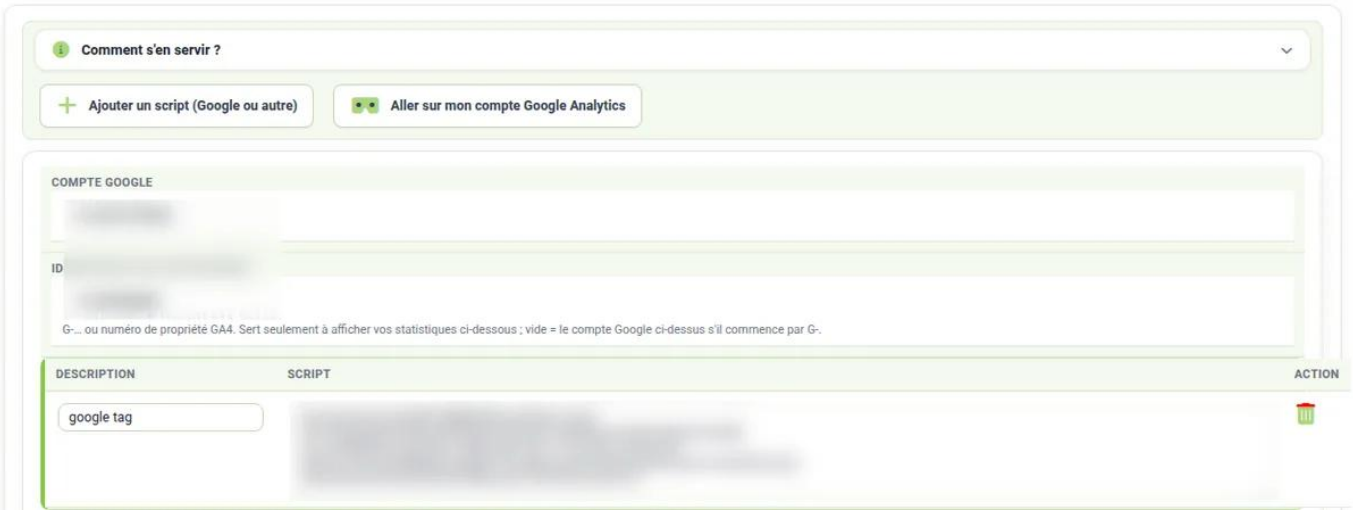
URL: https://faq.123ventes.com/content/8/26/en/which-analytics-tools-are-available.html

Analytics and Statistics



You can also paste scripts from Google or other providers here:



Then publish your options to activate tracking on your online shop.

See also: How do I compare my sales with the previous year?, How do I track my sales in real time?.

Attached files:

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□□ Analytics and Statistics

Unique solution ID: #1064
Author: eric
Last update: 2026-10-14 13:29

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