

Connecting 3rd Party APIs in Your Online Store

Enhance Your Store's Performance, Marketing, and User Engagement

The E-Commerce Shop Builder makes it easy to connect with powerful third-party tools like **Google Analytics**, **Facebook Pixel**, and **Twilio WhatsApp**. These integrations help you monitor performance, improve marketing, and stay connected with your customers.

This guide will walk you through how to activate and configure each available API.

1. Google Analytics Integration

What is Google Analytics?

Google Analytics helps you **understand visitor behavior** on your website. You can track:

- Pageviews
- Session duration
- Bounce rates
- Conversions
- Which pages or products get the most traffic

This insight is vital for **making informed decisions**, improving content strategy, and maximizing ROI.

How to Set It Up:

1. Go to your admin panel.
2. Navigate to:

Setup & Configuration > Settings > 3rd Party API

SETUP & CONFIGURATIONS

Website Setup >

Settings v

System Settings

System Currency

Languages

Tax & Vat

Payment Methods

Third Party API

3. In the **Google Analytics** section:

- Enter your **Google Analytics Tracking ID** (e.g., or)
- Toggle the switch “**Activate Google Analytics**” to **ON**
- Click **Save**.

Google Analytics ID - Settings

Tracking ID

Tracking ID

☐ Activate Google Analytics

Google Analytics is a powerful tool that helps you understand how visitors interact with your website. By creating a Google Analytics ID, you can track visitor behavior, see which content is most popular, and get insights to make informed decisions. This ID links your website to the Google Analytics service.

Save

Where to Get Your Tracking ID:

- Log in to your [Google Analytics Account](#)
- Go to **Admin > Property Settings > Tracking ID**
- Copy the ID and paste it into the required field

Once Activated:

- Your website starts sending real-time tracking data to your Google Analytics dashboard
- You can analyze traffic, user behavior, and more from your Analytics account

2. Facebook Pixel Integration

What is Facebook Pixel?

Facebook Pixel helps you **track user activity** on your store and measure the effectiveness of your **Facebook and Instagram ads**. With Pixel, you can:

- Track conversions
- Optimize ad delivery

- Retarget users who visited your site
- Build custom audiences

How to Set It Up:

1. Under the **Facebook Pixel Setting** section:
 - Enter your **Facebook Pixel ID**
 - Toggle the “**Activate Facebook Pixel**” switch to **ON**
 - Click **Save**.

Facebook Pixel Setting - ID PIXEL ID

Facebook Pixel ID

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☐ Activate FaceBook Pixels

Facebook Pixel is a powerful analytics tool that helps you measure the effectiveness of your advertising by understanding the actions users take on your website. It enables you to track conversions from Facebook ads, optimize ads based on collected data, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

Save

Where to Get Your Pixel ID:

- Log in to [Meta Business Suite](#)
- Go to **Events Manager > Data Sources**
- Select your Pixel and copy the **Pixel ID**

Once Activated:

- Pixel starts tracking specific actions (purchases, sign-ups, add-to-cart, etc.)
- You can use this data for more accurate ad targeting and remarketing

3. Twilio WhatsApp Notifications for User Registration

What is Twilio WhatsApp Integration?

This feature enables **automated WhatsApp messages** to users when they register on your site. It's ideal for:

- Instant registration confirmations
- Personalized welcome messages
- Phone number verification

How to Set It Up:

1. In the **Twilio WhatsApp** section:

- Enter your **Twilio SID**
- Enter your **Twilio Token**
- Enter your **Twilio WhatsApp Number** (e.g.,)
- Toggle the **“Activate Twilio WhatsApp Number”** switch to **ON**
- Click **Save**.

Twilio WhatsApp Notifications for User Registration

API Keys

Twilio SID

AC4c869af10c5af50346ec3b28981444e7

Twilio Token

b0a5fec7a9513910857c8d8bc8157591

Twilio WhatsApp Number

+14155238886

☐ Activate Twilio WhatsApp Number

Enables WhatsApp notifications via Twilio API for user registration confirmations. It sends instant messages to users' WhatsApp upon registration, providing a quick and reliable method for user engagement and phone number verification. Customize messages for a personal touch.

Save

Where to Get Your Twilio Credentials:

- Log in to your [Twilio Console](#)
- Go to the **Dashboard**
 - Copy the **Account SID**
 - Copy the **Auth Token**
 - Use the verified WhatsApp number from your Twilio setup

Once Activated:

- New users will receive WhatsApp notifications immediately after registering
- You can customize the welcome message in your store settings or contact support for template guidance

Summary Table

Integration	Purpose	Required Info	Result
Google Analytics	Track user behavior & performance	GA Tracking ID	Analytics data sent to GA dashboard
Facebook Pixel	Optimize Facebook ads & track conversions	Facebook Pixel ID	Tracks actions, builds audiences
Twilio WhatsApp	Send registration confirmations via WhatsApp	SID, Token, WhatsApp Number	Instant messaging to users

Best Practices

- Double-check your credentials before saving
- Monitor each service's dashboard to confirm data is flowing correctly
- Use test registrations or ad previews to verify functionality
- Don't share your API keys or tokens publicly

By connecting these 3rd-party services, you're expanding the capabilities of your online store—making it smarter, faster, and more customer-focused.

Need help? Reach out to your reseller or support team to assist with the integration process.

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