

# RE retail EVOLVED

## Facebook Like Analytics V1.2.0

**Notice: This product is not endorsed by Facebook. Retail Evolved is not affiliated with Facebook.**

## What is Facebook Like Analytics?

There are plenty of Magento extensions out there that add a Facebook Like Button to your Magento site (including ours, [the original Facebook Like Button extension](#)), but there aren't any that can give you statistics about how often your pages are liked. Until now.

Facebook Like Analytics provides you with real-time statistics about how your product and category pages are shared on Facebook. Find out how many people simply click "Like", how many include a comment, and how many of their friends comment on the shared link. You can also quickly identify the top performing pages on your site.

*Note: Facebook does offer an "Insights" service at <http://www.facebook.com/insights> that supposedly provides some of this data. However, it has been our experience that it rarely works and that it is not very accurate. Even if you have managed to get it working, this extension is still a good supplement to your analytics tools.*

## Features

- Hone in on the pages that are getting the most visibility on Facebook
- Access real-time statistics on "likes", "shares", and "comments"
- Compatible with all Facebook Like Button extensions
- Refresh statistics at any time or let the scheduled cron take care of it on a nightly basis (requires you to have set up a regular cron job that runs `http://yourmagentosite/cron.php`)
- Export statistics to a CSV file for analysis in your favorite spreadsheet program
- Quick and easy install - just upload and refresh your cache
- Works with Magento versions 1.2.x, 1.3.x, 1.4.x, 1.5.x, 1.6.x, and EE
- 30 day money back guarantee
- 30 days of free support

## Installation

1. Backup your Magento directory
2. Unzip the downloaded file
3. Using an FTP client, upload the "app" directory into your Magento directory
4. Refresh your cache
  - a. Log in to your Magento admin area
  - b. Go to System->Cache Management
  - c. Select "Refresh" from the "All Cache" drop down
  - d. Click "Save cache settings"

## How it Works

This extension taps in to Facebook's API to collect statistics on your site. To make the reporting as efficient as possible, these statistics are gathered either at your request or on a nightly basis. Statistics will be gathered for category and product pages only. At this time, CMS page data is not collected.

## Refreshing Statistics

To refresh your statistics manually, go to Reports->Like Analytics ->Refresh Stats. Click the "Refresh Stats" button to start the process. Depending on the size of your catalog, the process may take a few minutes.

If you have set up a regular cron job to run `http://yourmagentosite/cron.php`, these stats will be generated nightly at 1 AM. Setting up this cron job is outside the scope of this documentation. You can get information on setting this up [here](#).

## Viewing Statistics

To view your statistics, go to Reports->Like Analytics->View Stats. You will be presented with a familiar grid for browsing statistics. Click any column heading to sort the information. Search by inputting text into the text boxes at the top of the columns and clicking Search. Click a row to be taken directly to the web page being reported on.

To export to a CSV, click the “Export” button. The stats that match the current filter will be exported.

## Interpreting Statistics

*Shares*: Number of people who used the comment feature of the Like button.

*Likes*: Number of people who simply click the Like button without leaving a comment.

*Comments*: Number of people who leave a comment on the wall of the user that shared the link. These are the friends of your users that “like” your product.

*Total*: Total of shares, likes, and comments. This matches the number on the Like button itself.

## Un-installation

1. Remove the following from your Magento directory:
  - a. `app/code/local/Evolved/LikeAnalytics`
  - b. `app/etc/modules/Evolved_LikeAnalytics.xml`
  - c. `app/design/adminhtml/default/default/template/evlikeanalytics/`
2. Refresh your cache
  - a. Log in to your Magento admin area
  - b. Go to System->Cache Management
  - c. Select “Refresh” from the “All Cache” drop down
  - d. Click “Save cache settings”

## Change Log

### Version 1.1

- Updated to be compatible with the latest Facebook API

### Version 1.2

- Statistics are only generated for visible products, resulting in faster and more relevant report generation
- Clicking a row in the statistic report will take you to the page being reported on
- Moved the Like Analytics functionality to the Reports menu of the admin section