Click Tracking

Functions · https://getaawp.com/docs/article/click-tracking/

Tracking is essential to monitor and optimize the performance of your placed products.

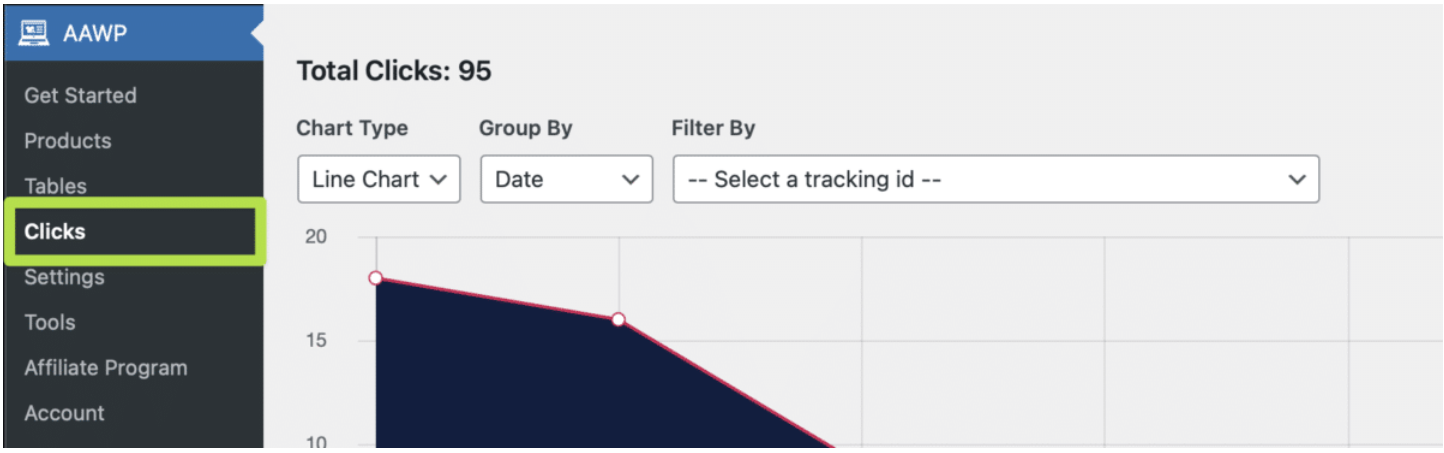
AAWP provides you with important data that lets you recognize which products are clicked on the most and also which element of a product box is clicked on the most.

As you can see, it is worth using this function.

How to enable Click Tracking

By default, click tracking is deactivated in AAWP. We show you how to activate it.

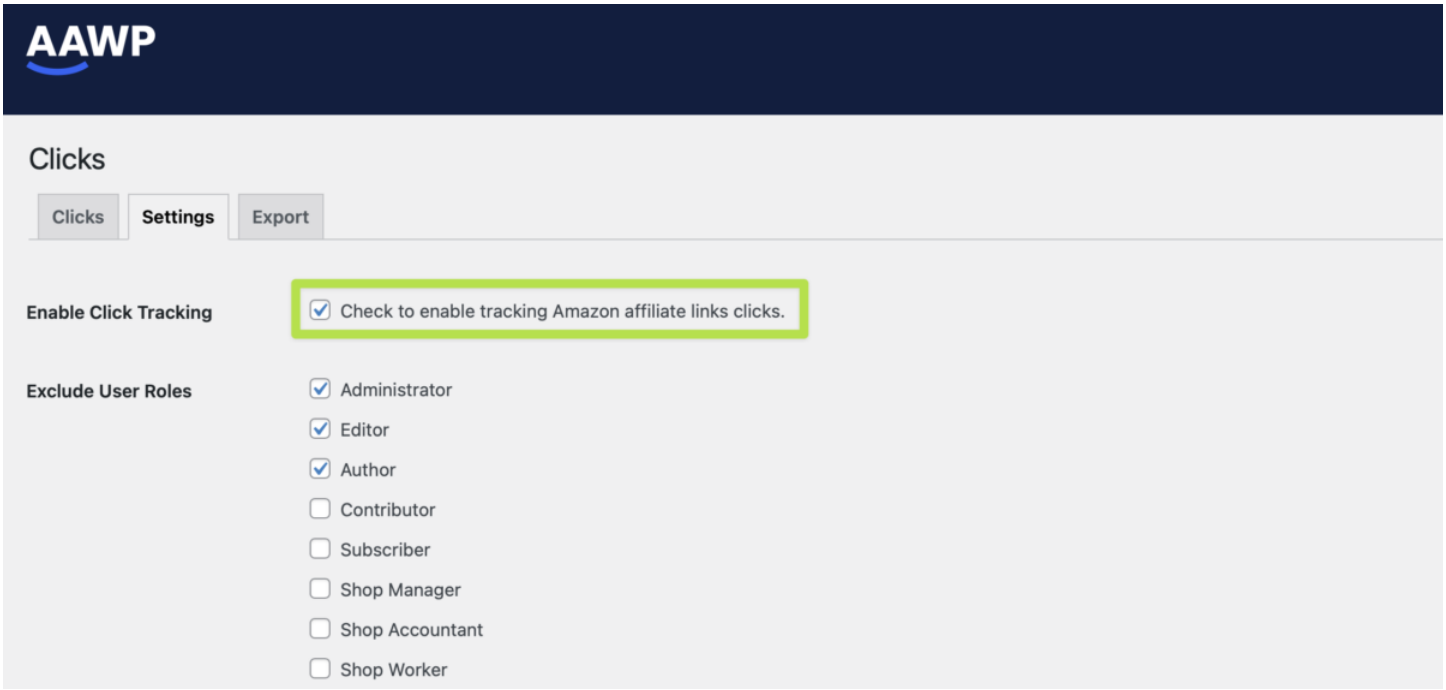
- Log in to your WordPress site.
- Navigate to AAWP.
- And click on **“Clicks”** in the sidebar navigation.



- Switch to the **"Settings"** tab



- Activate the checkbox **"Enable tracking of clicks on Amazon partner links."**

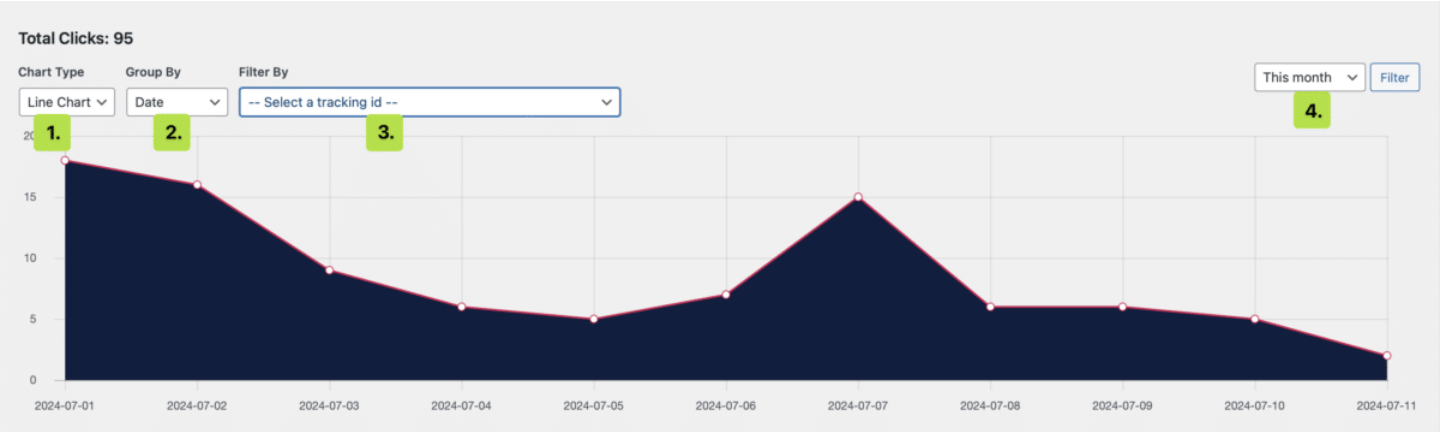


- After activation, the data is collected and displayed in the dashboard.

Graphical representation of clicks over different periods

For a clear evaluation and assessment of the clicks over a certain period of time, the presentation in graphs or line charts is very useful.

There are different parameters for this.

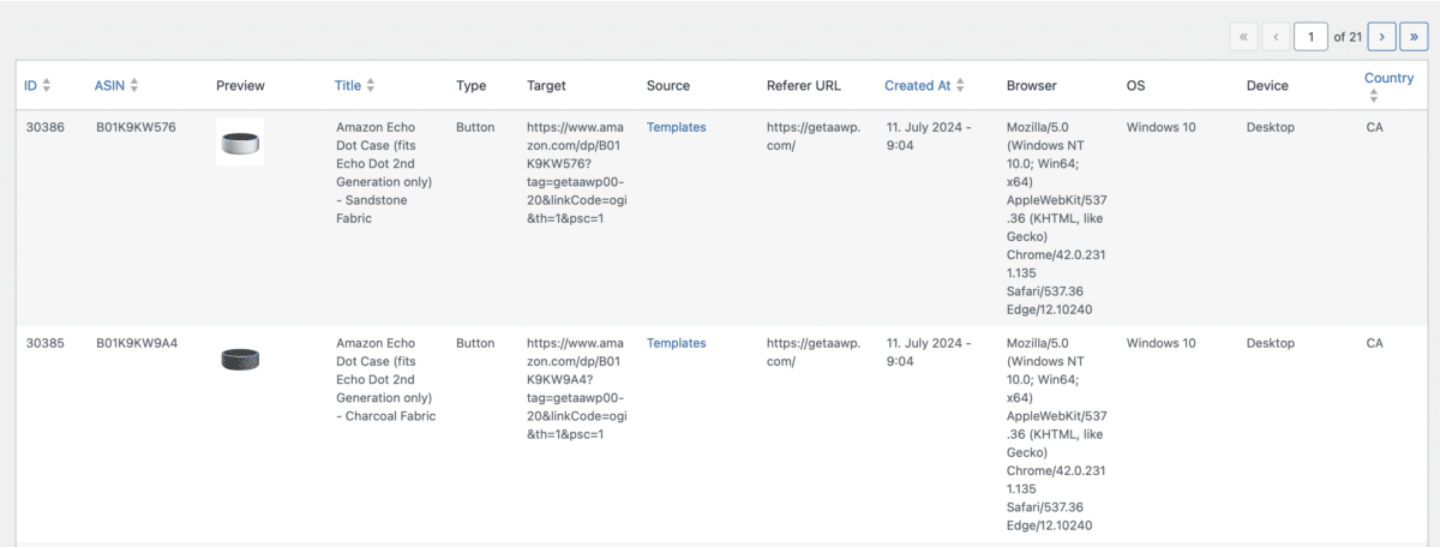


1. Select the chart in which the clicks are to be displayed. You can choose between a line chart and a bar chart.
2. Group the display according to the following filter options:
    - Date
    - Source
    - Tracking ID
3. If you only want to analyze the results of a specific tracking ID, you can select the desired ID in this dropdown.
4. Select the time period that only shows the clicks that were made in the selected time window.

How to analyze the data

Okay, let's get down to business!

In the following section (below the chart) you will find what at first glance appears to be a very complicated table. But don't worry; this table is quickly explained.



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ID	ASIN	Preview	Title	Type	Target	Source	Referer URL	Created At	Browser	OS	Device	Country
30386	B01K9KW576		Amazon Echo Dot Case (fits Echo Dot 2nd Generation only) - Sandstone Fabric	Button	https://www.amazon.com/dp/B01K9KW576?tag=getaawp00-20&linkCode=ogi&th=1&psc=1	Templates	https://getaawp.com/	11. July 2024 - 9:04	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/42.0.2311.135 Safari/537.36 Edge/12.10240	Windows 10	Desktop	CA
30385	B01K9KW9A4		Amazon Echo Dot Case (fits Echo Dot 2nd Generation only) - Charcoal Fabric	Button	https://www.amazon.com/dp/B01K9KW9A4?tag=getaawp00-20&linkCode=ogi&th=1&psc=1	Templates	https://getaawp.com/	11. July 2024 - 9:04	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/42.0.2311.135 Safari/537.36 Edge/12.10240	Windows 10	Desktop	CA

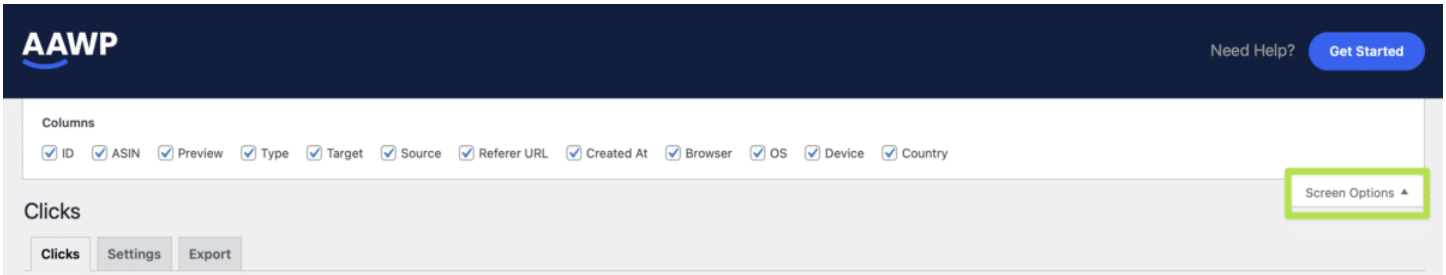
What do we have here?

Explained in order:

1. **ID:** The product is stored in your database under this unique ID.
2. **ASIN:** This is the **"Amazon Standard Identification Number”**. This is a unique ID that every product on Amazon has. You can use this ID to uniquely assign products and place them on your website.
3. **Preview:** A preview image of the product is displayed here so that you can recognize which product it is at first glance.
4. **Title:** The title of the product is shown here.
5. **Type:** Here you can see which element was clicked on within the product display. This can be the title, the buy button, the product image and other elements. This insight is super important to optimize your displays!
6. **Target:** The URL of the Amazon product on the Amazon store website.
7. **Source:** Shows you the page of your website on which the product is embedded (you can click on it to go directly to the respective page).
8. **Referrer URL:** Shows from which web address the user has reached you.
9. **Created At:** The date and time at which the click was made.
10. **Browser:** The browser used by the user.
11. **OS:** The operating system used by the user.
12. **Device:** The device used by the user.

13. **Country:** The country from which the user comes.

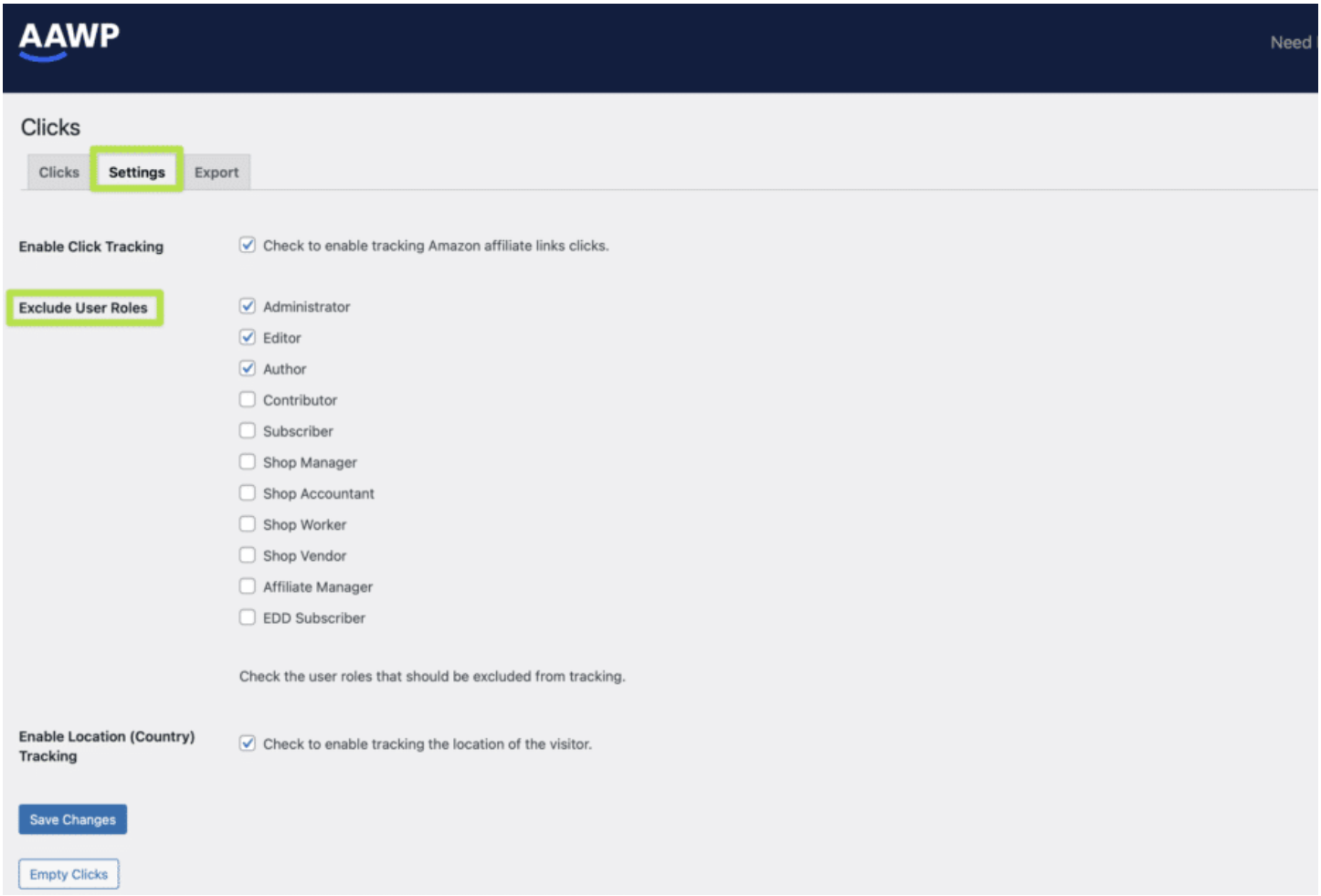
Of course, you can hide irrelevant columns and show important columns:



Exclude User Roles from Tracking

In many cases, it makes sense to exclude certain user roles from tracking. For example, if several people (i.e. admins, editors and authors) work on the website and click on products for various reasons (e.g. internal tests). Because these clicks distort the statistics!

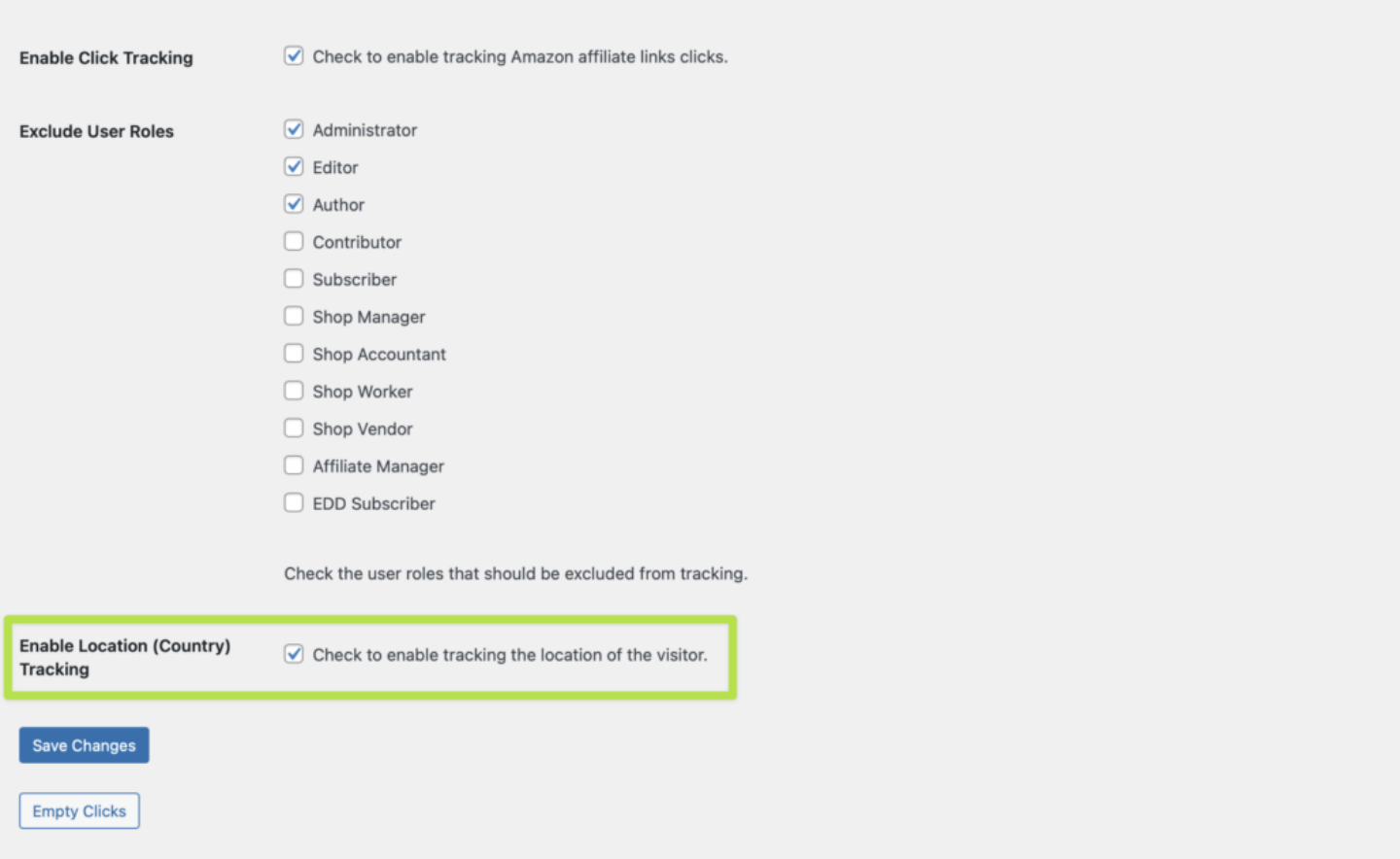
- Click on **“Settings”** tab.
- and activate the checkboxes of the user roles you want to exclude from tracking.



Enable Location (Country) Tracking

Tracking of location / country data is deactivated by default. You can activate it as follows:

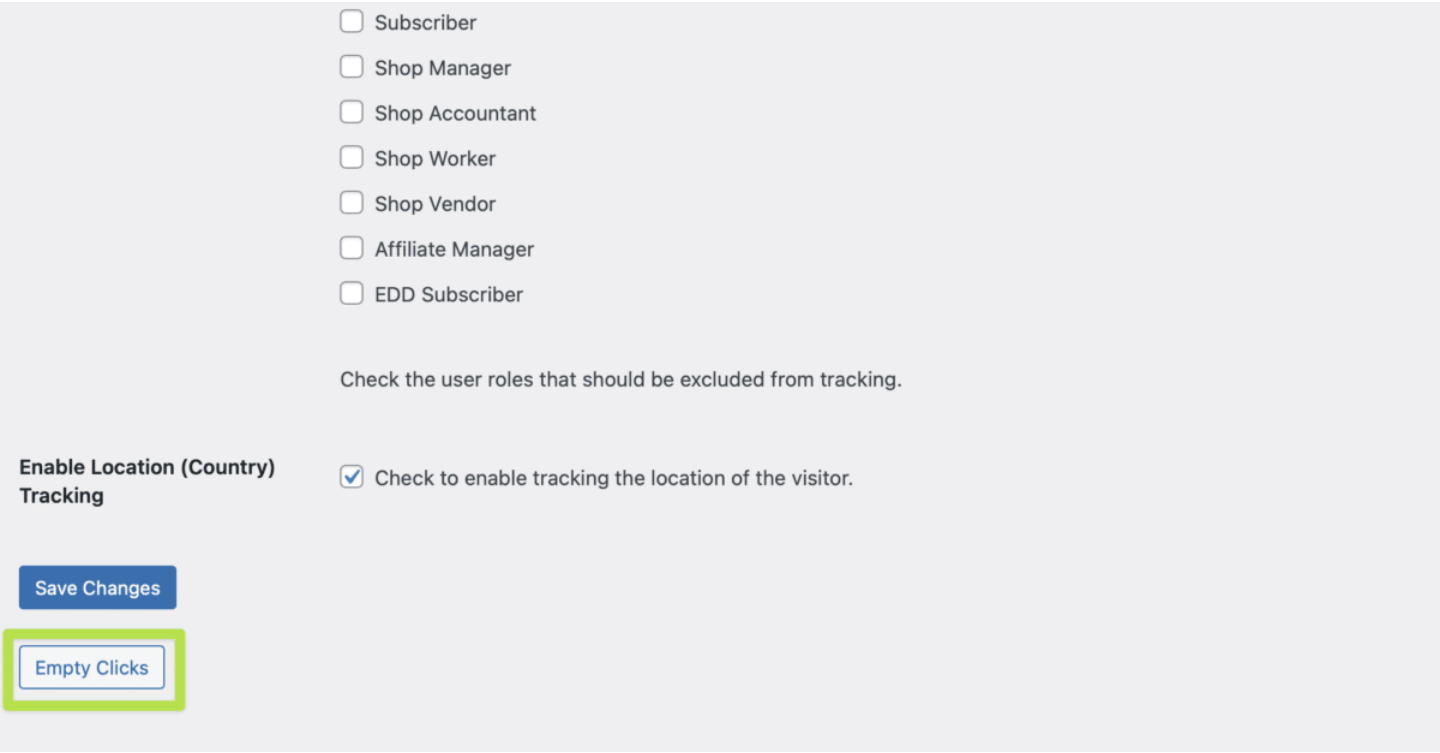
- Click on **“Settings”** tab.
- and activate the checkbox **"Check to enable tracking the location of the visitor"**.



Reset / clear all data

Would you like to completely delete / reset the collected data? No problem! You can do it with just one click!

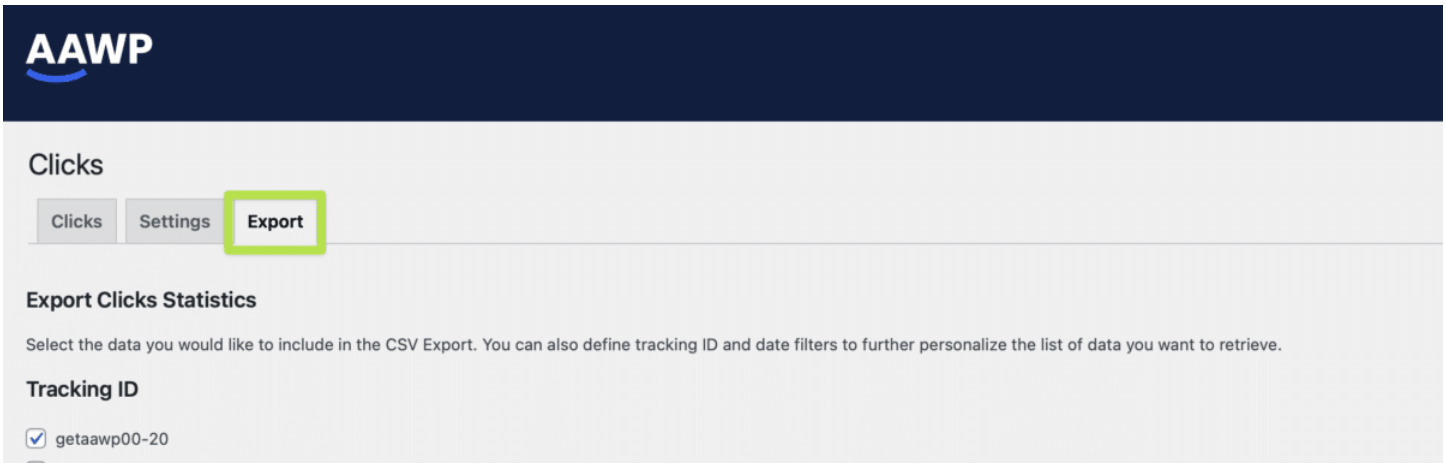
- Click on **“Settings”** tab.
- and click the **“Empty Clicks”** button.



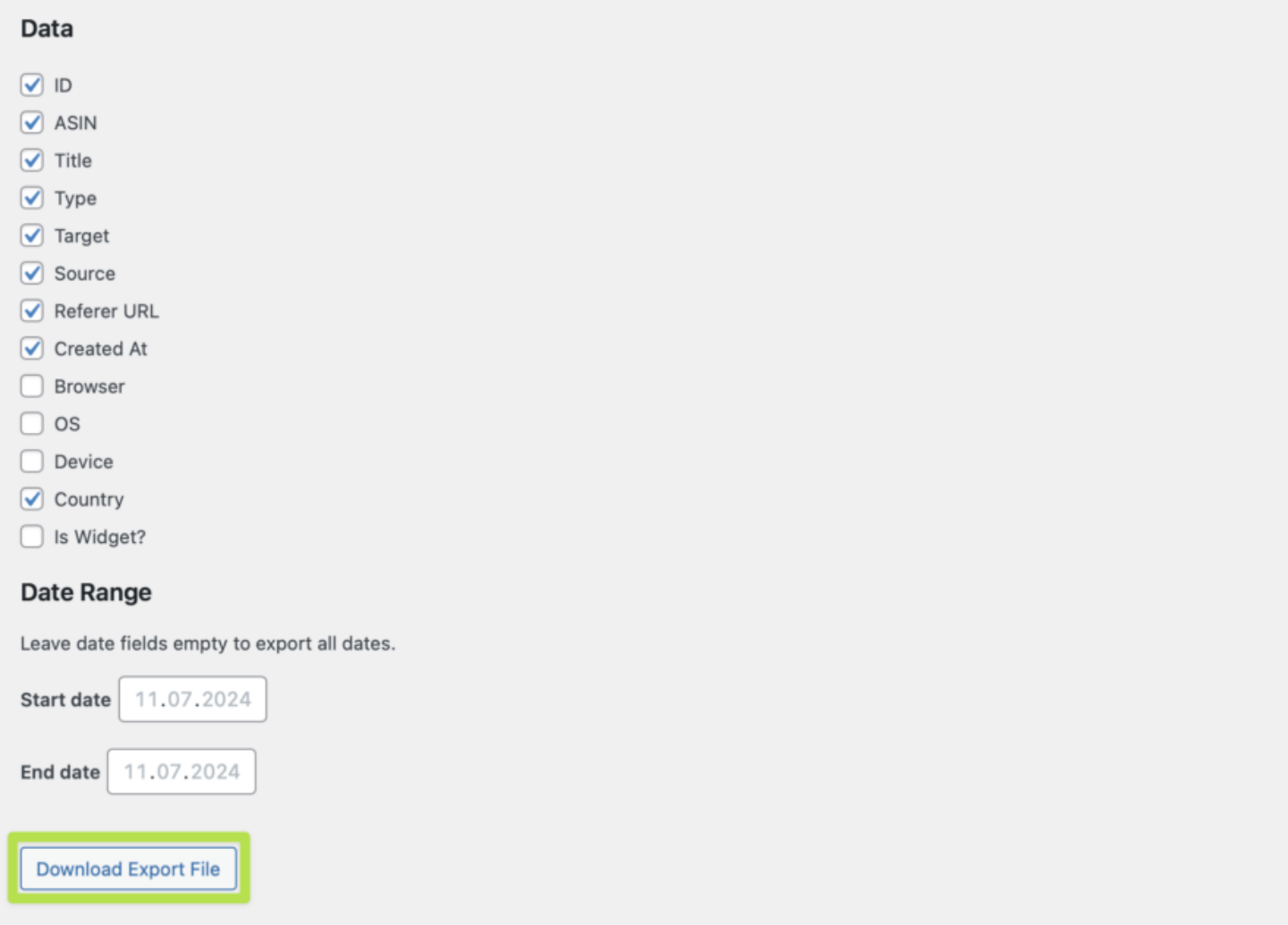
Export Clicks Statistics

Here, you can select the data you would like to include in the CSV Export. You can also define tracking ID and date filters to further personalize the list of data you want to retrieve.

- Click on **"Export"** tab.
- Choose the Tracking ID and data you want to include in the export.



- And click on the Button **"Download Export File"**.



Common Issues and Solutions

Click tracking not working

If click tracking is not working as expected and no data is being recorded, there are two common causes: JavaScript errors on the WordPress site or a blocked WP JSON API.

In such cases, the following error will appear in the browser console:

```
POST .../wp-json/aawp/v1/click/1 401 (Unauthorized)
```

This means that AAWP is attempting to record a click, but the request to the WP JSON API is being rejected with a "401 Unauthorized" error.

Cause: WP JSON API is blocked by a plugin

Many security or performance plugins (e.g. Wordfence, iThemes Security or Falcon) offer an option to block unauthorized access to the WP JSON API. If this setting is active, AAWP is unable to send click data to the API – meaning Click Tracking will not work.

Solution: Check the settings of your security and performance plugins and disable the option that blocks the WP JSON API. After doing so, click tracking should work correctly again.