

Ethically empowered decision making

Integrating Matomo with Silverstripe CMS for ethical web analytics



Thank you

<https://matomo.org/>



Introduction

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2021 Silverstripe CMS core
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Agenda

Overview of Matomo

Why Matomo

On-premise vs Cloud

Silverstripe CMS integration options

Demo



What is Matomo?

Product vision

Matomo is an **ethical web analytics** platform that offers an **approachable** and **empowering** solution for **marketing professionals**.

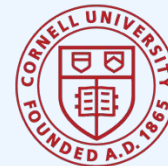
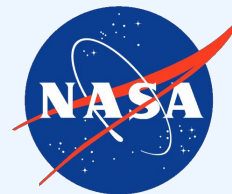
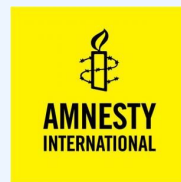
#1 open-source web analytics
solution

Make informed decisions

Enhance customer journey



Over 1 million websites



Why Matomo?

matomo

Why Matomo?

Privacy-friendly

Fully compliant (GDPR, CCPA, etc.)

Accurate data (no sampling)

Data ownership

Cookieless, consent-free tracking



Why Matomo?

All-in-one analytics

Open-source and secure

On-premise and Cloud-based option

Google Analytics migration capability

Matomo API for data visualisation
tools and Power BI



On-Premise vs Cloud

On-Premise

Free forever

Standard features

Advanced features available for purchase (premium plugins)

[Community forum](#)

Paid [support plans](#) available

Cloud

Starting at 19 EUR per month

Based on monthly web hits

All standard & advanced features
available at no extra cost

No infrastructure to look after
yourself.



Silverstripe CMS integration options

Silverstripe CMS integration options

1. Use a module
2. Add JS tracking code to template
3. Add via Matomo Tag Manager
4. Add via Google Tag Manager
5. PHP client (server-side tracking)
6. Web server log imports
7. SPAs (React, Vue), HTTP

Tracking API, Cloudflare and
other options

Silverstripe CMS integration options

1. Use a module

Add-on/module by Elliot (@null) from
Cashware

<https://github.com/elliott-sawyer/silver-stripe-matomo>

Works with CMS 4 & CMS 5.

Simplest option for basic tracking.



Silverstripe CMS integration options

2. Add JS tracking code to template

Get the generated tracking code snippet from Matomo instance, enter it into `<head>` tag.

Support for custom tracking options.

Conditional logic when it's used.

Silverstripe CMS integration options

3. Add via Matomo Tag Manager

Get Matomo Tag Manager snippet from your Matomo instance, enter it into `<head>` tag.

Manage all tags from your Matomo.



Silverstripe CMS integration options

4. Add via Google Tag Manager

Have Google Tag Manager snippet integrated and enable Matomo code snippet via GTM.

Manage all tags from GTM.

Sensible when GTM already used.

Silverstripe CMS integration options

5. PHP client (server-side tracking)

No consent required, no cookies.

Track custom actions, track CMS actions, track search terms and results etc.

<https://github.com/matomo-org/matomo-php-tracker/>

Silverstripe CMS integration options

6. Web server log imports

No consent required, no cookies.

Asynchronous, suitable for higher loads.

Python-based, configurable formats.

<https://github.com/matomo-org/matomo-log-analytics/>

Silverstripe CMS integration options

7. SPAs (React, Vue), HTTP Tracking API, Cloudflare and other options

Requirements might differ.

Technologies might differ.

Can you send a HTTP request? Then
you can track into Matomo.



Demo time

matomo

Demo

1. [Get a cloud account](#) and track visits using the Silverstripe module
2. Track actions server-side using the PHP client library into Matomo Cloud
3. Install on premise and track visits using MTM

Give Matomo Cloud a go and start
your 21-day free trial now!

Thank you & happy analytics!

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