

3rd Party API Integrations

As a reseller, it's essential to understand how your clients can use 3rd Party API integrations to enhance their e-commerce performance. The E-Commerce Shop Builder includes built-in tools to connect to **Google Analytics**, **Facebook Pixel**, and **Twilio WhatsApp**, giving clients more control over tracking, advertising, and user engagement.

This guide walks you through each available API integration, what it does, and how your clients can set it up — so you're prepared to assist if needed.

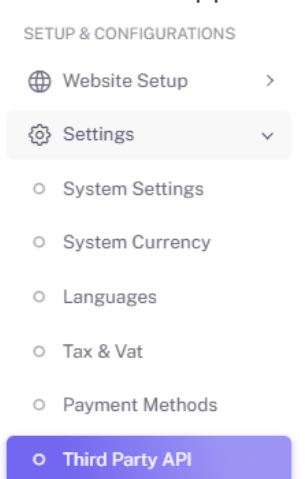
Where to Find It

To access these settings, your client must go to:

- Setup & Configuration → Settings → 3rd Party API

From there, they'll see the following sections:

1. Google Analytics
2. Facebook Pixel
3. Twilio WhatsApp Notifications



1. Google Analytics Integration

What It Does:

- Tracks website traffic and visitor behavior
- Provides insights into product views, bounce rates, time on site, and more
- Helps clients make data-driven decisions

What Clients Need:

- A valid **Google Analytics Tracking ID**
(e.g., or)

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

Setup Process:

1. Enter the **Tracking ID** into the Google Analytics field
2. Toggle **“Activate Google Analytics”** ON
3. Click **Save**

Your Role as a Reseller:

- Help clients locate their GA ID via their [Google Analytics account](#)
- Confirm the ID is properly formatted
- Make sure they click **Save** after toggling ON

2. Facebook Pixel Integration

What It Does:

- Tracks user actions like product views, add-to-cart, and purchases
- Measures Facebook ad effectiveness
- Enables retargeting and custom audience building

What Clients Need:

- A **Facebook Pixel ID** from their Meta Business Suite

Setup Process:

1. Enter the **Pixel ID**
2. Toggle **“Activate Facebook Pixel”** ON
3. Click **Save**

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

Your Role as a Reseller:

- Help them find their Pixel ID in Meta Events Manager
- Explain what Pixel can track and why it matters
- If the pixel isn't working, check for browser blockers or confirm it's added to the live theme

3. Twilio WhatsApp Notifications

What It Does:

- Sends automated WhatsApp messages to users after they register
- Helps confirm signups instantly and adds a personalized experience
- Boosts trust and engagement via mobile messaging

What Clients Need:

- **Twilio SID**
- **Twilio Auth Token**
- **WhatsApp-Enabled Phone Number** (from their Twilio account)

Setup Process:

1. Enter **SID**, **Token**, and **Twilio Number**
2. Toggle **“Activate Twilio WhatsApp Number”** ON
3. 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

Your Role as a Reseller:

- Guide clients through their [Twilio Console](#) to retrieve credentials
- Confirm the number used is WhatsApp-enabled and approved by Twilio
- Advise clients on message tone and content (some platforms support basic customization)

Common Questions You May Get

Questions	What to Check
My analytics aren't showing any data.	Ensure GA is active and the tracking ID is correct
My Facebook ads aren't tracking conversions.	Confirm Pixel is active and installed before <code><body></code> tag
No WhatsApp messages are being sent.	Check Twilio credentials and verify phone number setup

Summary

API Tool	Purpose	Client Needs	Notes
Google Analytics	Website traffic and behavior tracking	GA Tracking ID	Requires Google Analytics setup
Facebook Pixel	Ad tracking and retargeting	Facebook Pixel ID	Tied to Meta Business account
Twilio WhatsApp	Messaging on user registration	SID, Token, Twilio Number	WhatsApp API must be active

Final Advice for Resellers

- Familiarize yourself with each platform's basic dashboard (Google, Meta, Twilio)
- Keep a generic example or test account ready for walkthroughs
- Encourage clients to test integrations in a staging store (if available)

- Always remind them to click **Save** after any changes — the most common oversight!
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