

Preparation for the Shoplytics installation

Time Required: Approx. 15 Minutes

Once you've completed these steps, we can begin setting up your advanced tracking. If you have any questions or encounter any issues, please contact us at onboarding@shoplytics.co.uk

1. DNS Entry

This step is not strictly required, but it affects the quality of tracking. With [first-party tracking](#), Shoplytics is no longer blocked by ad blockers and tracking blockers.

To enable first-party tracking, please log in to your domain provider and create a new DNS entry for the desired domain with the following settings...

Type: CNAME

Name: stream

Value: 1p.shoplytics.de

What does this entry do?

This defines a new subdomain "stream." for your domain.

All data sent to this subdomain is automatically forwarded to the Shoplytics tracking server. This way, no third-party domain appears in the browser console when someone visits the website.

If you have trouble creating the entry, you can simply send the login credentials for your domain provider to data@shoplytics.io and we will set up the entry for you.

IMPORTANT: If you use Cloudflare and set up the CNAME entry there, be sure to enable the "DNS only" option so that the Cloudflare "Proxy" is not used. Otherwise, this would cause tracking errors.

2. Google Search Console

Please verify your website in the Google Search Console and grant us access...

1. Go to <https://search.google.com/search-console> and log in with your Google account
2. In the right box (URL prefix), enter the link to your website (with HTTPS)
3. Google will now show you a list of methods to verify the site. The "HTML tag" method is the easiest. Then click Confirm.
4. If a green message appears, or if the Search Console was already verified previously, you can go to the settings on the left and, under "Users and permissions", add the address `data@shoplytics.io` (permission: full)

3. Google Tag Manager

So that, after successful setup, we can integrate all your tracking pixels into Shoplytics, please grant us access to your Google Tag Manager. If you don't use Google Tag Manager, you can skip this step.

1. Open <https://tagmanager.google.com> and log in
2. On the active account, click the 3 dots in the top right and open "User management"
3. Add `data@shoplytics.io` (admin permission)

4. Google Ads

Please go to <https://ads.google.com>, log in, and open the correct ad account.

In the top right you'll find your 10-digit ad account ID. Please copy it. You will need it in step 7.

5. Meta Ads

Shoplytics has both a browser-side and a server-side integration for the Meta Pixel. To enable both, we need your Pixel ID and the Pixel's API token.

In [this guide](#) we explain how to create a Pixel and find the required data.

6. Additional integrations

Shoplytics can be connected with many other services.

[On this page you can find out which services are supported and what information we need for the connection.](#)

Simply include the relevant information in the email in the next step so that we can activate everything right away.

7. Send email

Now send an email with the subject "Shoplytics access" to **setup@shoplytics.io** and replace the **bold** sections with your details, where applicable:

Hello,

I have granted the access.

*Domain: **your-domain.com***

*Shop system: **none / Shopify / ...***

*Google: **your login address on google.com***

*Google Ads: **10-digit ad account ID***

*Meta Ads: **Pixel ID & API token***

*Additional services: **enter IDs, if available***

Updated 2026-06-08 08:49:30 UTC by Marco