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WooCommerce reporting with New Relic

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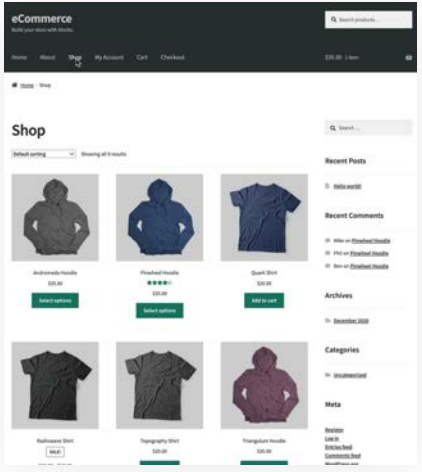
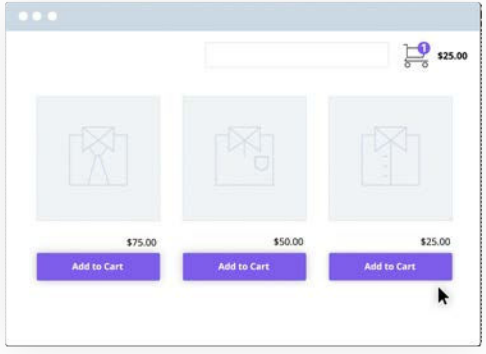
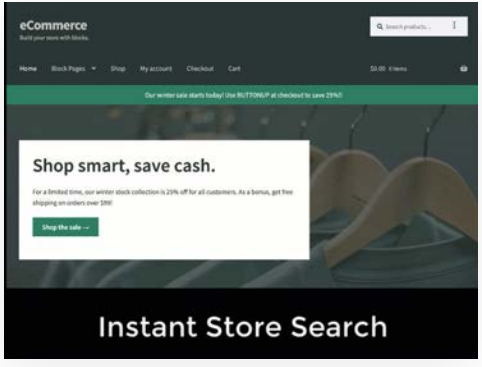


EverCache® for WooCommerce



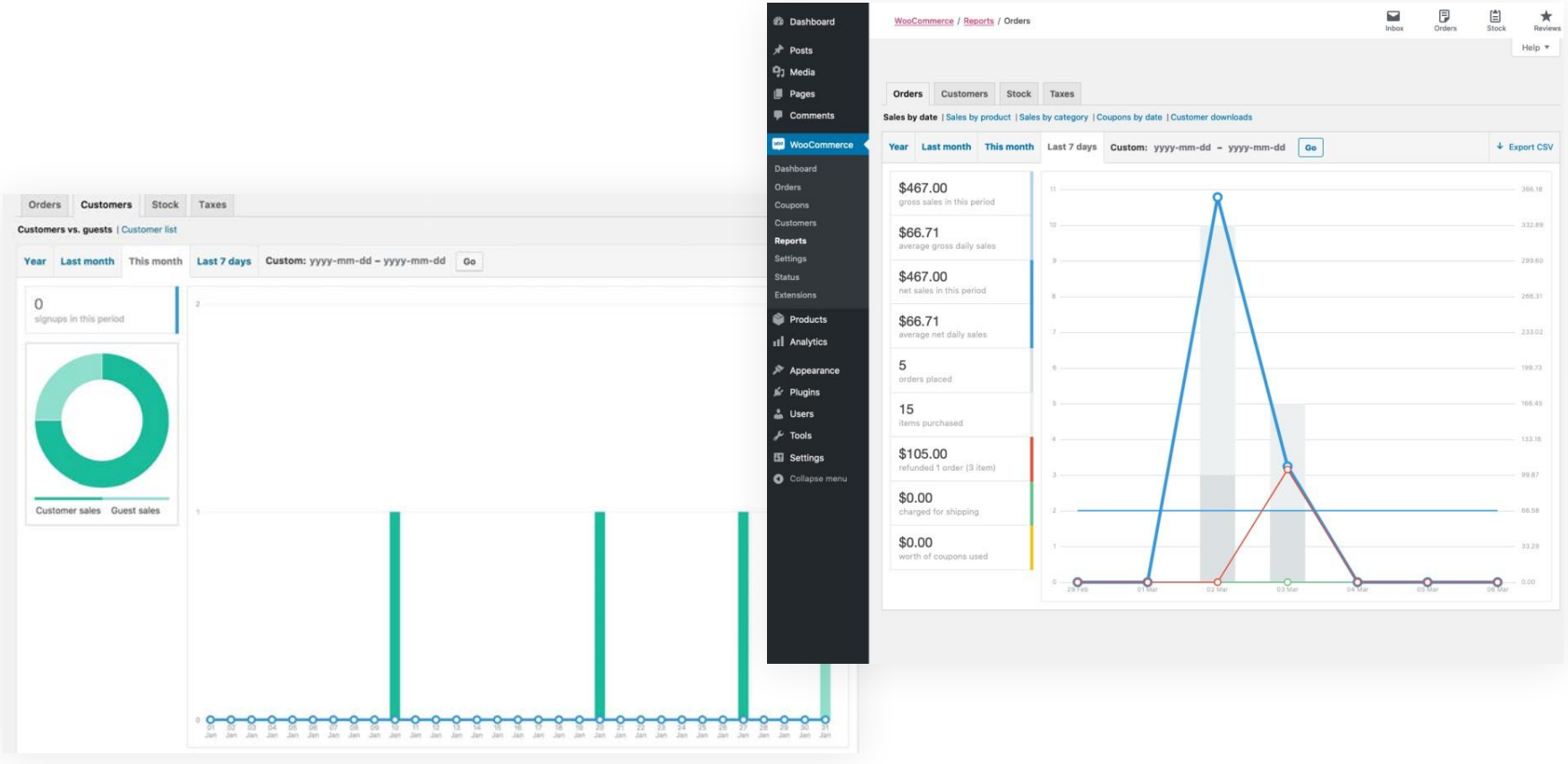
Live Cart



Instant Store Search

And more...

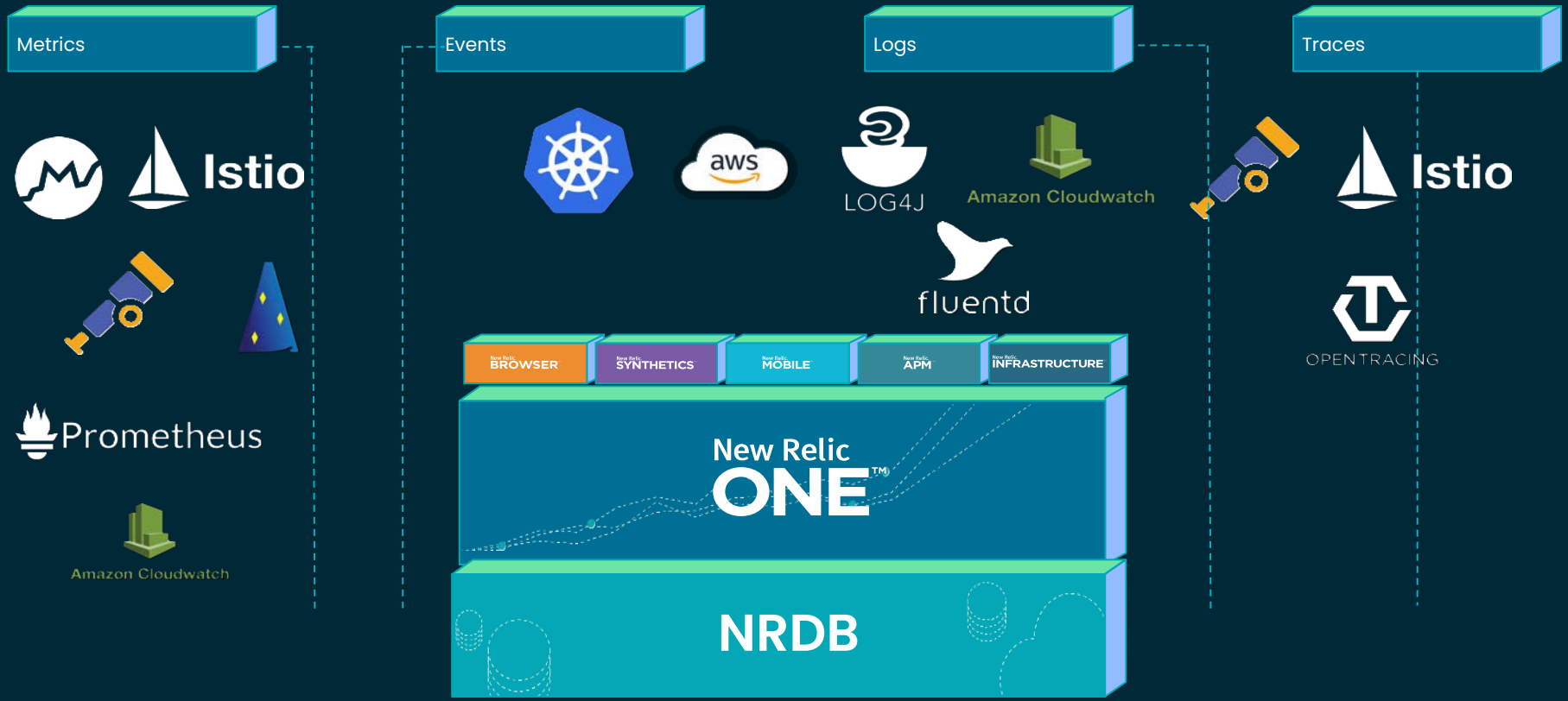
WooCommerce Basic Reporting



Why reporting is important

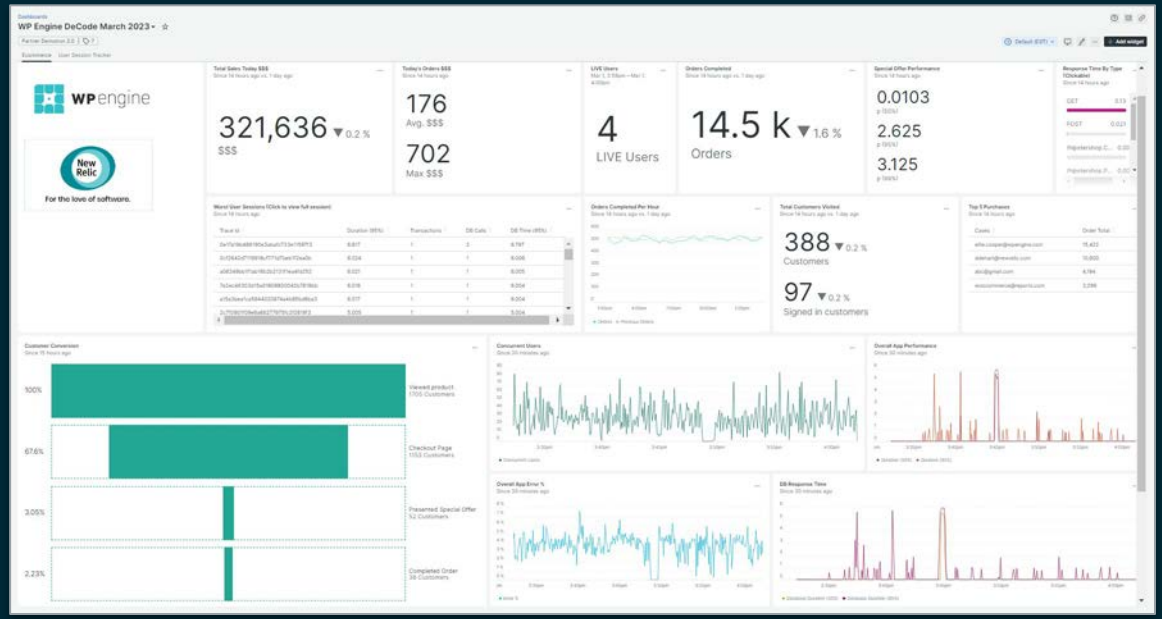
1. Customer acquisition and retention
2. Performance bottlenecks
3. Marketing campaigns
4. Sales and conversions
5. Reducing expenses
6. Increasing your bottom line

The New Relic Platform



WooCommerce Reporting Dashboard

- Keep an eye on your most critical performance metrics quickly by adding them to a custom dashboard.
- Build ANY dashboard you want with ANY data you want – no coding involved.
- Diagnose problems faster and enhance collaboration across teams.
- Make data-driven decisions to optimize your business and operations.



Behind the Scenes

- Custom Attributes in WP.
- Not limited to parameters shown.
- Can also include any data point captured within your application.
- Extends New Relic to provide business context within the UI and data layer.

```php
//*******************************
//
//  New Relic --> Woo Commerce Goodies


add_action( 'woocommerce_applied_coupon', 'coupon', 10, 3 );
function coupon() {
    $test = 'coupon';
    newrelic_name_transaction("CouponApplied");
    echo("<script>console.log('NR -- Renamed New Relic Transaction to Coupon: "." $test "."');</script>");
}
//*********

add_action('woocommerce_thankyou', 'send_to_nr', 10, 1);
function send_to_nr( $order_id ) {
    if ( ! $order_id )
        return;
    // Getting an instance of the order object
    $order = wc_get_order( $order_id );
    // grab the order total
    $order_total = $order->get_total();
    // grab line items from the order
    //$line_items = $order->get_items();
    //Grab Billing Email
    $order_email = $order->get_billing_email();
    //Setting count variable for item count
    $item_count = 0;
    // Loop over line items to get product
    foreach ( $order->get_items() as $item_id => $item ) {
        // This will be a product
        $product = $item->get_product();
        //get product id
        $product_name = $product->get_id();
        //use id to get name
        $product_name = $item->get_name();
        $total = $order->get_line_total( $item, true, true );
        if ( $total > 0 ) {
            #$quantity = $item->get_quantity();
            $products[$product_name] = $product_name;
            $item_count++;
        }
    }
    if (extension_loaded('newrelic')) {// Ensure PHP agent is available
        newrelic_name_transaction("Successful_Checkout");
        newrelic_add_custom_parameter ('order_email', $order_email);
        newrelic_add_custom_parameter ('totalItems_in_cart', $item_count);
        newrelic_add_custom_parameter ('products', $products);
        newrelic_add_custom_parameter ('order_total', $order_total);
    }
}
```

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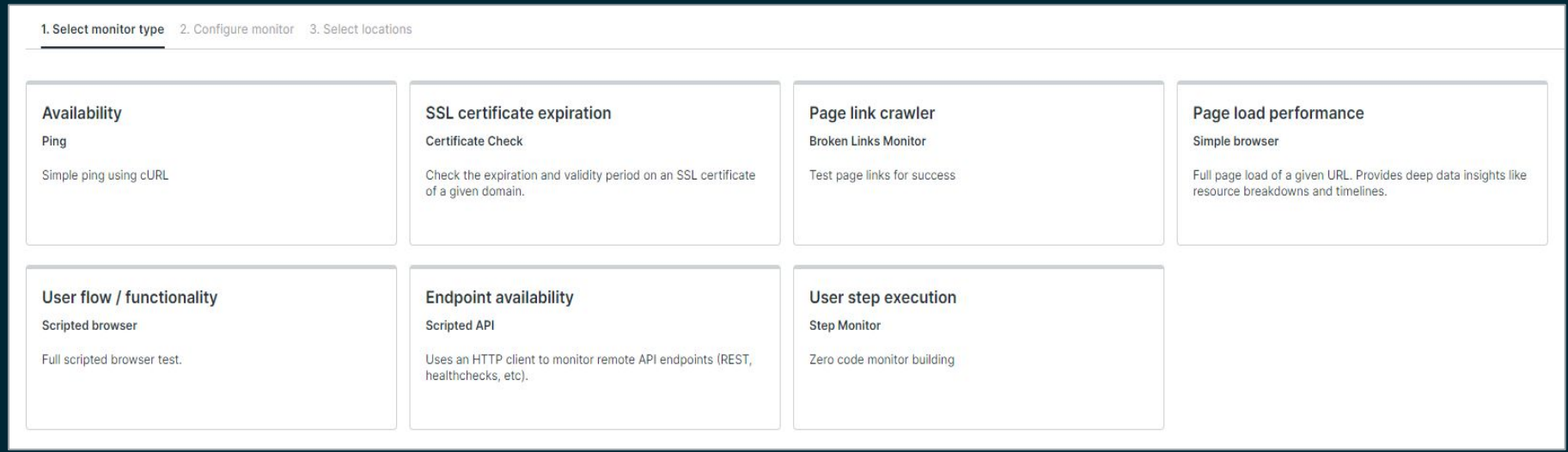
New Relic Synthetics for e-Commerce

Included in Performance Monitoring package on WP Engine!



Demo time!

Learn more about how New Relic supercharges your eCommerce

New Relic documentation

Explore what's possible with New Relic Dashboards

Explore and correlate your data with tailored, user-friendly charts, and quickly learn the state of your eCommerce applications for faster, more efficient troubleshooting.

Read more.

WP Engine +New Relic partnership

Learn about New Relic's use within WordPress

Chat into Support or email your WPE account manager to hear how New Relic can work with your WordPress sites.

Reach out to WP Engine.

Ask questions in chat!

We're in chat ready to answer questions

Feel free to ask about WP Engine's eCommerce solutions or New Relic dashboards and Synthetics.

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Thank you.

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