magmodules

WUUNDER

Shipping Analytics & Insights

Wuunder Checkout Widget for Magento 2

Shipping Analytics & Insights

1 Checkout Selections

Checkout Selections

This guide explains the Checkout Selections feature of the Paazl Checkout Widget. This feature captures all shipping options presented to your customers during checkout and sends them to Paazl for analytics. It helps you understand which delivery options are being offered and chosen, so you can optimize your shipping strategy over time.

How It Works

When a customer reaches the checkout and the Paazl widget loads shipping options, those options are automatically saved in your Magento database. A background task then sends this data to Paazl in batches. Once sent, each record is marked as processed and won't be sent again.

The data sent to Paazl includes:

- All shipping options that were presented to the customer
- The option the customer actually selected
- Whether a "green" (eco-friendly) shipping option was available
- Customer and shipping address details (configurable — see Privacy section)
- The order reference and API token for linking back to the Paazl order

Configuration

Navigate to **Stores > Configuration > Sales > Shipping Methods > Paazl Checkout Widget**.

Save Checkout Selections

Found under the **Advanced Settings** section.

Enables or disables the entire feature. When set to "Yes", checkout shipping options are captured for every quote where the Paazl widget loads. When set to "No", no data is saved or sent.

Checkout Selections Batch Size

Controls how many checkout selections are sent to Paazl per scheduled run. The default is 100. If you have a high-traffic store and notice unsent records building up, you can increase this number.

When to change: Most stores can leave this at the default. Only increase if you process a very large number of orders and want the data to reach Paazl faster.

Exclude Customer Fields from Checkout Selections API

Found under the **Privacy (GDPR)** section.

This multiselect field lets you choose which customer and address fields should **not** be sent to Paazl. This is important for GDPR compliance and data minimization.

Available fields you can exclude:

- Email
- First Name
- Last Name
- Company
- Street Address
- City
- Postal/Zip Code
- Province/Region
- Country
- Phone Number

When to use: If your privacy policy or data processing agreement with Paazl does not cover sharing certain personal data, exclude those fields here. The shipping options and selected option data will still be sent — only the customer/address fields you select are removed.

Tip: Excluding "Province/Region" will also automatically exclude the internal region ID to ensure consistency.

Automatic Sending

When enabled, a scheduled task runs every **5 minutes** and performs the following:

1. Collects all unsent checkout selections (up to the configured batch size).
2. Sends them to Paazl in a single API call.
3. If the API responds successfully, marks all sent records as processed.
4. If the API call fails, the records remain unsent and will be retried on the next run.

No manual intervention is needed — the process is fully automatic once enabled.

What Data Is Captured

For each checkout session where the Paazl widget loads, the following is recorded:

- **Shipping options:** All delivery and pickup options that were available for the customer's address and cart.
- **Selected option:** The shipping option the customer actually chose (if they completed checkout).
- **Green option:** Whether any of the available options was marked as eco-friendly ("GREEN").
- **Customer details:** Email, name (subject to exclusion settings above).
- **Shipping address:** Full address details (subject to exclusion settings above).
- **Order reference:** The Magento order number (with reference prefix if configured).
- **Guest status:** Whether the customer checked out as a guest.
- **Timestamp:** When the quote was last updated.

Privacy and GDPR

This feature sends customer data to an external Paazl endpoint. To ensure compliance with privacy regulations:

- Use the **Exclude Customer Fields** setting to limit which personal data is shared.
- Review your data processing agreement with Paazl to confirm which fields may be sent.
- At minimum, consider excluding fields like email and phone number if they are not required for Paazl's analytics.

The shipping options themselves (carrier names, rates, delivery dates) are always sent, as they do not contain personal data.

Troubleshooting

Checkout selections are not being saved

- Verify that **Save Checkout Selections** is set to "Yes" in the configuration.
- Ensure the Paazl widget is loading correctly on the checkout page — if no shipping options are returned by the API, nothing will be saved.
- Check that Magento cron is running. The send process depends on the scheduled task.

Data is not reaching Paazl

- Check `var/log/paazl.log` (with debug mode enabled) for error messages from the send process.

- Verify your API credentials (API Key and API Secret) are correct — the same credentials used for order syncing are used here.
- If you see HTTP error codes in the log, contact Paazl support with the details.

Too many unsent records accumulating

- Increase the **Checkout Selections Batch Size** in the configuration.
- Verify that the cron job is executing every 5 minutes as expected.
- Check the Paazl API is responding successfully — failed sends will cause records to pile up.

Need More Help?

Support:

- Contact Paazl Support - Get help from the Paazl team

For a complete overview of features and configuration options, see the Wuunder Checkout Widget extension on magmodules.eu

All articles for Wuunder Checkout Widget

Configuration

1	**Shipping Analytics & Insights (current)**
2	Configuring Product Attributes & Product Sizes for Paazl Checkout Widget
3	Deferred Delivery for Paazl Checkout Widget: How It Works

Usage Guide

1	Fetch Shipment Status (Paazl) for Magento

