



[StoreKPI](#) - Frequently Asked Questions

Welcome to StoreKPI 'Frequently Asked Questions'(FAQ) document. This document addresses common questions from our customers and will be updated over time with the questions of StoreKPI Shopify application customers.

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General questions

What is StoreKPI?

StoreKPI is a Shopify WebPixel application. It listens to Shopify WebPixel events and emits the filtered event payload to its servers to generate insightful Shopify Store reports.

Who owns StoreKPI?

StoreKPI is a product of PlainSignal, Inc. PlainSignal, Inc. is a U.S. based company established in 2025 that provides privacy-focused analytics solutions.

How can I access the StoreKPI application?

The application is only available for usage by using the Shopify admin panel. Simply install the application and use the admin panel to access the StoreKPI application.

Is there any other way to access StoreKPI outside of the Shopify admin panel?

No, StoreKPI is only available through the Shopify admin panel.

Reports

Web analytics

Web analytics hosts the visit analytics for the store. It collects data only from the `page_viewed` analytic event and generates the report by aggregating data over time.

What is a visit for the 'web analytics' report?

When there is a new entry to your store's pages, we call it a visit. An entry is a page view without any internal reference to your store's page.

What is a unique user?

Shopify generates an anonymous value when someone visits your store, we rely on that value's hash to count unique users. Even though the value is an anonymous value, we still hash it to 32 bits integer to ensure we don't keep even the anonymous id in our storage. Accordingly the anonymous value is discarded right after hashing.

- Consequences: The value we store might have conflict in the probability limits of hashing algorithm

What is a page view (aka: view)?

A page view is a visit from any client to a page in your store.

Revenue report

Revenue report hosts orders, total revenue, average order value, sessions, and conversation rate in time series. In addition to that it allows filtering the performance based on product, variant, brand, category, location(country, region, city), device type(browser, os), channels, UTM tags, referrer etc...

Other

Will you have more reports in the future?

Yes, we are actively building new reports that help you get actionable insights.

Are you allowing custom reports?

Currently we are not considering supporting custom reports but want to provide ready-to-use more reports depending on store owners needs. If you need a report, please let us know we will consider adding it if the demand is high.

What time zone are you using for analytics?

StoreKPI uses your Shopify store's time zone for analytics for maximum consistency with your store data. The timezone value is set once on the initial setup. If you need to change your store's timezone, we can update it manually for you.

Billing and usage questions

Do you offer a trial?

Yes, we do offer a 14-day trial per store to use the application. During the trial period, you don't get charged for the first 14 days of subscription. On the 14th day, you can cancel/uninstall or continue depending on your satisfaction with the product.

What happens if my store exceeds the limits defined in the subscription plan?

Before it reaches the limit we send email to you around 90% of the events to take one of the two actions.

- Option1: Upgrade your plan to the next plan
- Option2: We continue collecting events up to 10% more than allowed quota and then we stop collecting events until the next period.

Can I upgrade/downgrade my plan?

Yes, you can upgrade or downgrade at any time using the Shopify admin panel. All upgrades and downgrades are managed by Shopify infrastructure.

Data privacy questions

How do you collect data?

Here is step by step process how we collect the store analytics:

1. Shopify WebPixel
 - a. emits standard events
2. StoreKPI WebPixel
 - a. listens the Shopify standard events in the client side
 - b. drops the event attributes that is related to any PII
 - c. pushes the necessary event attributes to its server
3. StoreKPI servers
 - a. push the data to a relevant queue for processing after making validations
4. StoreKPI workers
 - a. pull the data from the relevant event queue and process it to push to its db

What events do you subscribe to?

StoreKPI WebPixel listens to all the standard Shopify analytics events(<https://shopify.dev/docs/api/web-pixels-api/standard-events>). Here is the current list of events that it subscribe to:

- `alert_displayed`
- `cart_viewed`
- `checkout_address_info_submitted`
- `checkout_completed`
- `checkout_contact_info_submitted`
- `checkout_shipping_info_submitted`
- `checkout_started`
- `collection_viewed`
- `page_viewed`
- `payment_info_submitted`
- `product_added_to_cart`
- `product_removed_from_cart`
- `product_viewed`
- `search_submitted`
- `ui_extension_errored`

What do you collect?

We discard any PII attributes on the client side and send the rest of the useful information to generate store reports to our backend. Additionally we discard all the query strings from the page URL **except** the `UTM` tags and `ref` tag before sending to our backend.

Update: Starting from `Apr 3, 2025` ;

StoreKPI WebPixel replaces `<dynamic_token_value>` on the checkout page view events.

For example; `/checkout/cn/123456/thanks` becomes `/checkout/cn/*/thanks` for the web analytics report.

How do you drop PII attributes on `checkout_completed` event?

Well, this is quite technical but here is our code snippet:

```
analytics.subscribe('checkout_completed', (event) => {
  const payload = {
    checkout: _signalMapCheckout(event.data.checkout),
    // ...
  };

  _signalEcommerceEvent(14, payload);
});

function _signalMapCheckout(checkout) {
```

```

return {
  // ...
  billingLoc: {
    country: checkout?.billingAddress?.country ||
checkout?.shippingAddress?.country,
    region: checkout?.billingAddress?.provinceCode ||
checkout?.shippingAddress?.provinceCode,
    city: checkout?.billingAddress?.city || checkout?.shippingAddress?.city,
  },
  shippingLoc: {
    country: checkout?.shippingAddress?.country ||
checkout?.billingAddress?.country,
    region: checkout?.shippingAddress?.provinceCode ||
checkout?.billingAddress?.provinceCode,
    city: checkout?.shippingAddress?.city || checkout?.billingAddress?.city,
  },
  // ...
  returningCustomer: checkout?.order?.customer?.isFirstOrder,
  contactEmailProvided: checkout.email !== null && checkout.email !== undefined
&& checkout.email !== '',
  contactPhoneProvided: checkout.phone !== null && checkout.phone !== undefined
&& checkout.phone !== '',
  optInEmailMarketing: checkout?.buyerAcceptsEmailMarketing,
  optInSMSMarketing: checkout?.buyerAcceptsSmsMarketing,
}
}

```

As you can see the lines are pointed with the dark green; we collect if the customer provided an email or not but we are **not collecting the actual email** or we are **not collecting the phone number** of your customer. The only information we need for our reports is to share if an anonymous request provided any email information as **binary** value **true** or **false**.

What happens after you pass the data to the backend?

We store the data in our event queue and then store it into our database when the resources are available to process.

Where are your servers located?

Currently we have two datacenters which are located in the EU and US. **By default all store data is stored in the EU datacenter.** Our **servers are based on E.U. company** called **Hetzner** Cloud. And our main datacenter location is in Germany.

Can you store my store's visitor data in the U.S. datacenter?

Please send email **from** the Shopify Shop's **current contact email** to our [support email](#) by including your shop name and myshopify.com domain. The operation is manual and takes about 2-5 business days after request is received. Please be advised that during the migration, there could be small interruption for the store requested.

Do you store the IP address of the store customers?

No, we don't store the IP address of your store customers.

Reliability questions

What is the estimated latency for arriving new events to the reports?

Almost real-time(~30s), once an event reaches out to our server we try to process as fast as possible to store in our db. Then all queries inside a report hit the read-only replica of our database.

Are there any limitations on the data size side?

Yes, we allow a maximum 8KB payload in the body and reject the request if it exceeds the 8KB.

Are there any rate-limiting?

Yes, we allow a maximum 30 requests from a visitor per 60 seconds to prevent any mis-usage and spam attacks to your store insights.

What is your SLA for data processing?

We process data in 24 hours of delivery to our servers. If the data is not delivered to our service by the client with a blocker, we discard that data on the client side.

Are there any known limitations?

Yes, clients(browsers) might block the request going to our servers. We are in contact with browser producers to allow our request from our product where it is a privacy-focused analytics app.

Open source

Is the StoreKPI WebPixel open source?

No, currently it is not open source.

Do you plan to open source StoreKPI WebPixel?

Yes, we are going to open source it to help other developers to contribute and more importantly for maximum transparency.