



Magento



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# **Blueknow Recommender**

## **Installation guide**

**Version 1.0.1**

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## Before to start

Read the following notes before starting to use Blueknow Recommender:

- Product recommendations are **NOT** visible until at least **24 hours**.
- If your are upgrading the extension, the changes introduced maybe are not visible. To fix the problem, refresh Magento's cache from Admin Panel, under the option `System > Cache Management > Magento Flush Cache`.
- If the configuration page of the extension is not shown as indicated on section *How to configure*, finish your current session (logout) and start a new one (login).

# What about Blueknow Recommender

**Blueknow** has developed a recommender service that lets you discover interesting products for the users of your online store: **Blueknow Recommender**.

The goal of the recommender is to increase sales by up to **30%**, increasing the conversion in both online store and email marketing campaigns. It also helps customers find products they are probably interested in, improving their online buying experience.

To start using the service simply create a new account at [www.blueknow.com/customers](http://www.blueknow.com/customers) and then register the eCommerce(s) where you want to show recommendations.

You can get more detailed information at [www.blueknow.com](http://www.blueknow.com), reading more about the product, case studies and customers using the service.

**Blueknow Recommender** is based on users' behavior (visits, purchases, clicks, and so on) to build a model that find the best products for each one. This recommendation model is absolutely dynamic, adapting itself to the preferences of each individual user over time.

To facilitate the integration of **Blueknow Recommender** over an eCommerce platform so complex as **Magento**, **Blueknow** has developed a plugin that it does all the integration effort for you. Just spending a few minutes.

The current version of the plugin is **1.0.1** (stable), compatible with **Magento 1.4.x**.

# What integrates

## Components

With the aim of showcasing product recommendations in any eCommerce based on Magento, the plugin performs the integration of these components:

- **Blueknow Tracker Code** (BKTC), responsible for capturing behavioral events of any user of an eCommerce (anonymously).
- **Blueknow Recommender Code** (BKRC) establishes the communication between the eCommerce and recommender service, and finally renders the widget of recommended products.

## Behavioral events

The plugin integrates the following behavioral events:

- **Visited.** This event registers the visit of a product. It is integrated into the product detail page.
- **Purchased.** This event registers any purchase of products. It is integrated into the successful purchase page. It considers both types of checkouts supported by Magento: single shipping and *multishipping*.
- **Clicked.** This event registers a click over a recommendations widget. It is integrated into the product detail page and into the shopping cart page (where recommendations are shown).
- **Discontinued.** This event is sent when a product is discontinued or out of stock. It is integrated into the product detail page and into the successful purchase page.
- **User logged.** This event registers any user login. It is integrated into the page immediately thereafter the login page (only if successful).

## Product recommendations

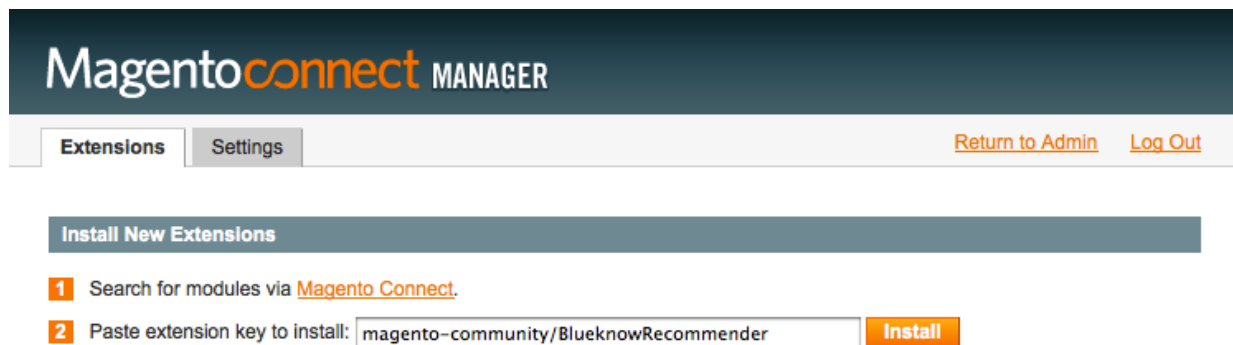
The plugin integrates product recommendations as follows:

- Product detail page, taking current visited product as seed: **cross-selling**.
- Shopping cart page, taking the set of products inside it as seed: **up-selling**.

# How to install

## Installation via Magento Connect

The download and installation process is easily done via the **Magento Connect Manager** that can be found in the **System** tab of the *backend* menu. You must specify the extension key of the plugin `magento-community/BlueknowRecommender` and then start the installation process.



## Installation via PEAR

If you have the installation file of the plugin you can proceed using PEAR, utility included within Magento distribution. For more detailed information, visit the official reference guide at: [http://www.magentocommerce.com/wiki/groups/227/installing\\_magento\\_via\\_shell\\_ssh](http://www.magentocommerce.com/wiki/groups/227/installing_magento_via_shell_ssh).

```
$ ./pear install BlueknowRecommender-1.0.1.tgz
install ok:
channel://connect.magentocommerce.com/community/BlueknowRecommender-1.0.1
```

On the other hand, if you want to uninstall the plugin, proceed as follows:

```
$ ./pear uninstall magento-community/BlueknowRecommender
uninstall ok:
channel://connect.magentocommerce.com/community/BlueknowRecommender-1.0.1
```

## The shopping cart template

Once the plugin is installed and configured, any content is flushed immediately (product detail page, checkout page, and so on). But there is an exception. Due to the inflexibility of the shopping cart page, its layout has to be changed manually to include the container of the recommendations widget.

The affected file is:

```
app/design/frontend/<interface>/<theme>/template/checkout/cart.phtml
```

Where the addition of the following snippet is necessary:


```
<?php echo $this->getChildHtml('blueknow.cart.recommender.widget') ?>
```

Its location is completely free according to your needs.



# How to configure

Once the plugin is installed, it must be configured. Simply use the Magento configuration interface which you can find following the menu links to `System > Configuration > Services > Blueknow`.



Save Config

Main configuration

**Important note:** Once the extension is installed, your clients won't get personalized recommendations until at least **24 hours** after. Read carefully the **documentation** included in the extension package.

Version	1.0.1	[STORE VIEW]
	▲ Current version of the extension.	
Enable	Yes	[STORE VIEW]
	▲ Activate/Deactivate Blueknow Recommender.	
BK number	BK-123456789012-1	[STORE VIEW]
	▲ Unique identifier assigned to this eCommerce. Do you need one? Obtain it for free at <a href="#">here</a> .	

Cross-sell recommendations

Enable	Yes	[STORE VIEW]
	▲ Activate/Deactivate cross-sell recommendations in product detail page.	
Recommendations	4	[STORE VIEW]
	▲ Number of cross-sell recommendations to show in product detail page.	

Up-sell recommendations

Enable	Yes	[STORE VIEW]
	▲ Activate/Deactivate up-sell recommendations in shopping cart page.	
Recommendations	7	[STORE VIEW]
	▲ Number of up-sell recommendations to show in shopping cart page.	

The configuration parameters are:

- Activate/Deactivate Blueknow Recommender.
- **BK number** assigned to the eCommerce at the moment of its registry. This is the unique required parameter to start using the service.
- Activate/Deactive cross-sell recommendations (product detail page).
- Number of cross-sell recommendations to request and show.
- Activate/Deactive up-sell recommendations (shopping cart page).
- Number of up-sell recommendations to request and show.

# How to customize

## Recommendations widgets styles

Widgets of recommended products shown, by default, have a very basic and similar styles to the template used in **Magento Demo Store**, being highly recommended its customization.

The affected files are:

```
app/design/frontend/default/default/template/blueknow/product/recommender_widget.phtml
```

```
app/design/frontend/default/default/template/blueknow/cart/recommender_widget.phtml
```

**Warning:** before any upgrade in the future, backup extension files to avoid the loss of data.

## Languages

The plugin includes the translation of texts for the following languages:

- **Spanish** (es\_ES).
- **English** (en\_US).
- **French** (fr\_FR).
- **Portuguese** (pt\_PT).
- **German** (de\_DE).

If your eCommerce uses a not supported language, it should be added as follows:

1. Create a new directory under `app/locale` (if it does not exist). The directory name should be formed by the ISO code, followed by country code.
2. Create the `Blueknow_recommender.csv` file taking a translation of another language included by default.
3. Translate it!


## What is shown

Please, note that your eCommerce visitors will not see any recommendations at the beginning because the system needs to gather information for at least **24 hours**.

## Product detail page

Inside any product detail page a collection of recommended products will be shown taking the current visited product as seed.

Home / Electronics / Cell Phones / HTC Touch Diamond



Double click on above image to view full picture

### HTC Touch Diamond

[Email to a Friend](#)  
[Be the first to review this product](#)

Availability: In stock





€ 560,55

Qty:  [Add to Cart](#) OR [Add to Wishlist](#)  
[Add to Compare](#)

#### Quick Overview

Re-defining the perception of advanced mobile phones... the HTC Touch Diamond™ signals a giant leap forward in combining hi-tech prowess with intuitive usability and exhilarating design.

También te pueden interesar los siguientes productos

 <p><b>HTC Desire HD (Ace)</b> (Incluye MicroSD 8gb) <b>579 €</b></p>	 <p><b>HTC HD2 (Leo)</b> (Incluye MicroSD 2GB) <b>459 €</b></p>	 <p><b>Samsung i9000 Galaxy S 8GB</b> <b>499 €</b></p>	 <p><b>HTC HD7</b> <b>579 €</b></p>
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Powered by Blueknow

## Shopping cart page

Inside the shopping cart page a collection of recommended products will be shown taking the whole cart as seed.

Shopping Cart

Proceed to Checkout

	Product Name	Unit Price	Qty	Subtotal
	<a href="#">HTC Touch Diamond</a>	€ 560,55	<input type="text" value="1"/>	€ 560,55

Continue Shopping

Update Shopping Cart

Los clientes que compraron estos productos también compraron



Funda de cuero para HTC HD Mini  
22 €



Funda de cuero para Sony-Ericsson Xperia X1  
22 €



Base de sincronización USB para HTC Wildfire  
29 €



Tapa de batería para HTC Touch Diamond 2 en Mate  
25 €



Funda de cuero Acer Liquid A1  
22 €



Funda de Silicona para HTC HD7  
15 €



Soporte a medida Richter HTC Touch Cruise  
6 €

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