



WOM Product Viewer

Usage Documentation



December 2021

Integrating the WOM Product Viewer

Welcome to the WOM Product Viewer how-to guide! The WOM Product Viewer is a plugin that enables you to display videos on your website that your customers recorded via the Web Recorder.

In order to use the WOM Product Viewer you must first implement a Web Recorder from one of our partners.

This document will walk you through how to integrate and use the WOM Product Viewer on your website.

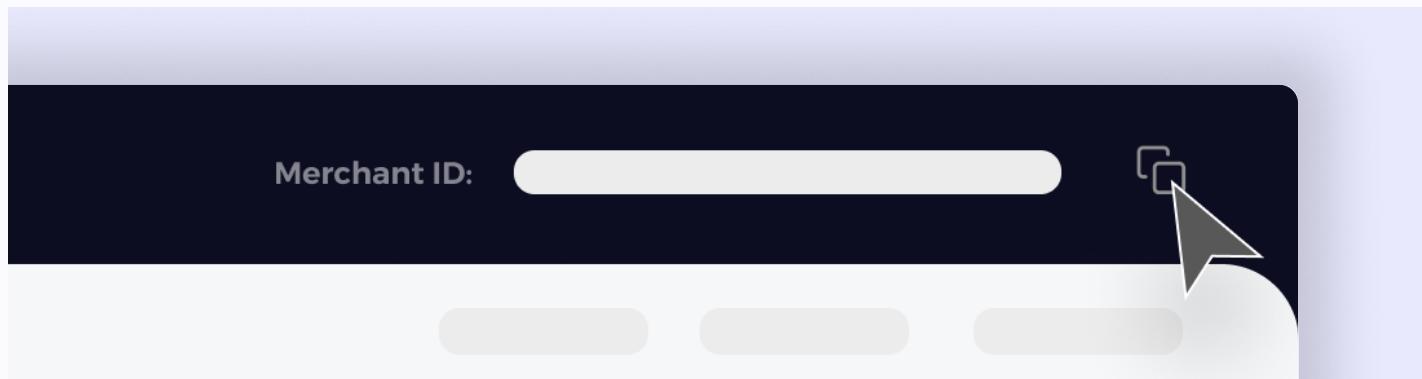
STEP 1: SIGN UP FOR A WOM CAMPAIGN MANAGER ACCOUNT

The WOM Campaign Manager is your control center for the WOM Product Viewer and the other Tools in the WOM Marketing Toolkit.

Create an account at <https://cm.womprotocol.io> or login if you already have an account. The registration process is simple.

STEP 2: FIND YOUR MERCHANT ID

Once you are logged in to your WOM Campaign Manager account, you can see your Merchant ID in the upper right-hand corner.



This value is the link between your organisation and the videos. You will need to copy your Merchant ID into the JavaScript in the next step.

STEP 3: INSERT SCRIPTS

The Product Viewer uses JavaScript to deliver the functionality. This requires you to include a script tag, an initialization script, and an additional HTML element into your web page. The script tag and initialization script should be inserted in the same place you normally insert any other JavaScript. Typically, this is in the <HEAD> section.

The script tag insertion is simple. Insert:

CODE

```
<script src="https://viewer.womprotocol.io/static/js/wom.js"></script>
```

The following initialization script will need to be adjusted based on what product or service you wish to show recommendations for:

CODE

```
<script>
  document.addEventListener("wom-viewer-init", function () {
    var params = {
      organizationPublicId: "<YOUR MERCHANT ID>",
      selector: "#wom-viewer-plugin",
      remoteProductId: "<YOUR PRODUCT ID>",
      color: "red",
      textColor: "white",
    };

    var result = window.wom.check(params);
    result.then(values => {
      // Values is an Array ([ isSuccess: boolean, message: string ])
      if (values[0].isSuccess) window.wom.init(params);
    }).catch(err => {
      /**
       * This can happen if:
       * * there were no videos returned
       * * there was a problem with the plugin
       */
      console.error('ERROR', err);
    /**
     * Here you can decide to hide the html element
     */
  });
});
</script>
```

Finally, within the <BODY> you will need to insert a DOM Container to the HTML:

CODE

```
<div id="wom-viewer-plugin" style="width: 285px; height: 700px;" />
```

This will show within your page as a 285 × 700 pixel window with the Product Viewer embedded. You may change the dimensions to fit with your layout, however the aspect ratio of 3:7 should be retained as all content is in portrait mode and will be placed entirely within the window. The window will be padded with black background to the edges of the windows if the aspect ratio is incorrect.

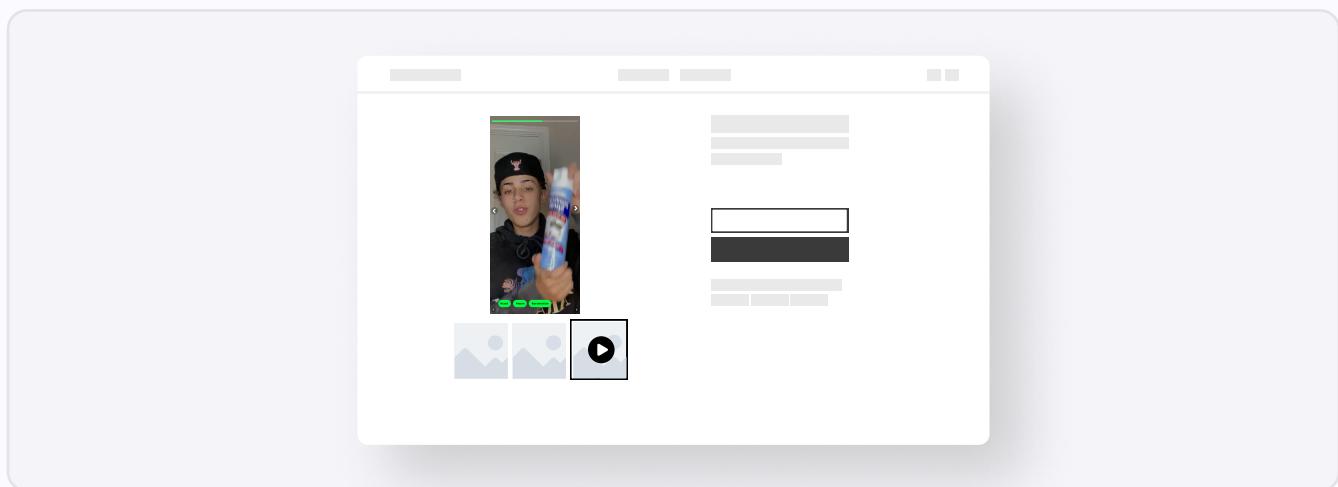
THE WOM PRODUCT VIEWER LIVE

When your customers record videos via the Web Recorder on your website, the videos are reviewed and authenticated by the WOM Protocol. They are then available to be displayed in the Product Viewer on your website.

When a customer reaches a page featuring the WOM Product Viewer, the Product Viewer retrieves a list of videos for the determined product. If there are no videos for this product, the window is blank.

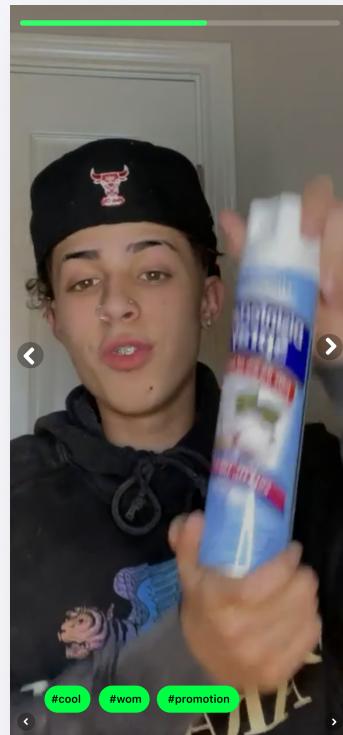
The videos are played in order based on engagement metrics, with the most engaging videos played first. If a visitor watches all the videos available, the system will replay the videos in order from the beginning.

WOM PRODUCT VIEWER PLACEMENT





WOM Product Viewer



FEEDBACK

If you have any questions or issues with the WOM Product Viewer, please reach out to us at support@womprotocol.io and we'll respond as quickly as possible.

Please feel free to reach out to us regarding any other questions, including how you can leverage the other WOM products in the WOM Marketing Toolkit for your business.

DISCLAIMER

The BULLZ publishing system has some controls in place to prevent malicious or obscene content. The WOM Authentication system also filters recommendations based upon positivity, therefore negative recommendations are filtered out. However, the

WOM Protocol and BULLZ app do not guarantee quality or subject matter of any user-generated content.

NOTES

remoteProductId

The remoteProductId is the ID of the product you wish to display and should match the publicId used in the initialization script of the Web Recorder you already implemented.