**TurnTo® LINK Integration**

Version 1.0



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# Summary

The TurnTo® LINK integration makes the process of deploying TurnTo® on your site painless.

This LINK integration contains a cartridge with pipelines for exporting catalog and order information. Once the cartridge is deployed, these pipelines are used to setup background jobs that automate the synchronization of data with the TurnTo® system.

The cartridge also contains a pipeline that can be included on the on the product page which allows you to statically embed the TurnTo® Q&A functionality.

Finally, the cartridge contains a pipeline that sets up TurnTo’s full-page Checkout Chatter™ feature. This feature allows site visitors to see what people are buying and why.

It is assumed that anyone installing this LINK integration is an existing TurnTo® customer.

# Component Overview

## Functional Overview

The TurnTo® LINK integration consists of four components. The historical order component exports historical customer orders to a file in a TurnTo® defined format. The catalog feed component periodically sends a feed to TurnTo® containing the entire product catalog. The Q&A component allows for including the TurnTo® Q&A module statically on the product page. Finally, the last component configures a new page for viewing the full-page Checkout Chatter® feature.

The historical customer order export is a job that is setup to run only once. The exported file can then be manually uploaded to the TurnTo® system. This data allows TurnTo® to determine which customers have previously purchased products.

The catalog feed keeps TurnTo® up-to-date with any changes to your catalog. It is setup to run twice a day.

The Q&A component allows you to statically include TurnTo® questions and answers on your product page by simply including a template.

The Checkout Chatter® component allows you to easily setup a webpage to display to customer what other customers are buying and why. The layout of the page is pinboard-style.

## Use Cases

Site needs to export catalog and order information to be sent to TurnTo® in order to use the product. This cartridge supports these uses cases by allowing user’s to easily create background jobs to accomplish both of this tasks

User wants to ask a question about a product and get answers from previous customers or customer service. This cartridge supports this use case by easing the process of placing the TurnTo® Q&A module on the product page.

User wants to see what people are buying and why. This cartridge supports this use case by automatically setting up a page for users to view the full-page Checkout Chatter™.

## Limitations, Constraints

Use of the TurnTo® service requires a contract with TurnTo Networks. Please contact [sales@turnto.com](mailto:sales@turnto.com) for any questions.

## Compatibility

Available since Demandware 2.11.5

## Privacy, Payment

Customer purchases and email addresses will be shared with TurnTo®. This information is required for the TurnTo® application to function properly. TurnTo does not use any credit card data. TurnTo does not share the customer data with anyone and will remove the data in its entirety on request.

# Implementation Guide

## Setup

This TurnTo® LINK integration contains one cartridge named int\_turnto. The cartridge has two pipelines named TurnTo and TurnToExport. The TurnTo pipeline contains two entry points: GetProductQA and ShowChatter. The TurnToExport pipeline consists of two entry points: ExportHistoricalOrders and ExportCatalog. The entry points in TurnToExport should only be used to setup background jobs.

The ExportHistoricalOrders entry point exports all of the customer orders that have ever been placed. The export file, named “exportOrder.txt”, is written to a TurnTo folder within the Import/Export folder. This file should be used to manually upload the historical orders, as described in the TurnTo® documentation (<http://www.turnto.com/docs/demandware>). Historical orders only need to be uploaded once.

The ExportCatalog entry point exports all of the products from the catalog. The exported data is then automatically pushed to the TurnTo® system. A temporary file, named “exportCatalog.txt”, is created in a TurnTo folder within the Import/Export folder. The file is left on the files system after the job is finished. The file is overwritten each time the export job is run

## Configuration

This section describes the configuration of TurnTo® on Demandware®.

### Setting up your site

1. Create a TurnTo account on [www.turnto.com/register](http://www.turnto.com/register" \t "_new) if you don't already have one.   
  
2. Make sure your TurnTo contact has added your site to the turnto.com system.   
  
3. Make sure your TurnTo contact has made you a TurnTo account manager of your site. Once you are a manager of your site you will see a new navigation area on the left with your site name and links to your settings, reporting and moderation.   
  
4. Add int\_turnto to site cartridge path  
     - In Demandware Business Manager, Click Sites in the Administration section  
     - Click "Manage Sites" link  
     - Click the name of your site. For instance, SiteGenesis.  
     - Fill in the catridges field: int\_turnto:storefront.   
 **Note: replace storefront with your store cartridge**     - Click apply.  
  
5. Add int\_turnto to business manager cartridge path  
     - In Demandware Business Manager, Click Sites in the Administration section  
     - Click "Manage Sites" link  
     - Click the "Business Manager" link  
     - Fill in the catridges field: int\_turnto:storefront.   
 **Note: replace storefront with your store cartridge**  
     - Click Apply.

### Create TurnTo Custom Object

A number of the TurnTo® pipelines require the creation of a custom object named TurnTo. Follow the steps below to create and configure the object.

1. In Demandware Business Manager, Click Site Development in the Administration section
2. Click the Custom Object Definitions link
3. Click New
4. Fill in the following information:  
     
   ID: TurnTo  
   Key Attribute: TurnTo  
   Name: TurnTo  
   Data Replication: Not replicable  
   Storage Scope: Site
5. Click Apply
6. Click the Attribute Definitions tab
7. Create Attribute Definitions with the listed IDs by clicking the New button. They should all have a value type of String.  
   - authKey  
   - siteKey  
   - url  
   - staticURL
8. Click the Attribute Grouping tab
9. Type “config” for the ID and “Config Items” for the Name.
10. Click Add
11. Click the Edit link on the row with an ID of config.
12. Assign authKey, siteKey, url, and staticUrl to the Attribute Group   
    The Custom Object definition is now complete. Now you’ll need to create a new Custom Object using the Object Definition you just created.
13. Click Custom Objects in the Site side bar navigation menu
14. Click Custom Object Editor
15. Select “TurnTo” from the drop-down menu and click the New button
16. Fill in the following values:  
      
    authKey: <YOU AUTH KEY>  
    TurnTo: 1  
    siteKey: <YOUR SITE KEY>  
    url: http://www.turnto.com  
    staticUrl: http://static.www.turnto.com  
     **NOTE: <YOUR AUTH KEY> and <YOUR SITE KEY> should be replaced with your actual siteKey and authKey. These values can be obtained from your TurnTo® representative.**

### Set up your Catalog Feed Job

**NOTE: The catalog feed includes links to product images. By default, the demandware image store is used. If you use a third party to store your images you’ll need to modify ExportCatalog.ds in the int\_turnto cartridge to point to your image store.**

1. Make sure you have installed the TurnTo Demandware Integration into your Demandware cloudbox.   
  
2. Login to your Demandware Business Manager   
  
3. Click the Operations link in the Administration section   
  
4. Click Job Schedules   
  
5. Click the New button to create a new Job   
  
6. Fill in the following information:   
    Name: TurnTo Catalog Export   
    Execution Scope: Sites   
    Pipeline: Export   
    Startnode: ExportCatalog   
    Recurring Interval: [checked]   
    Every: 12 Hours   
  
7. Click Apply   
  
8. Click Sites tab   
  
9. Check the box next to the site you want to export catalog data from.   
  
10. Click apply

### Set up your Historical Feed Job

**NOTE: The catalog feed includes links to product images. By default, the demandware image store is used. If you use a third party to store your images you’ll need to modify ExportHistoricalOrders.ds in the int\_turnto cartridge to point to your image store.**

1. Make sure you have installed the TurnTo Demandware Integration into your Demandware cloudbox.   
  
2. Login to your Demandware Business Manager   
  
3. Click the Operations link in the Administration section   
  
4. Click Job Schedules   
  
5. Click the New button to create a new Job   
  
6. Fill in the required information   
    Name: TurnTo Historical Order Export   
    Execution Scope: Sites   
    Pipeline: Export   
    Startnode: ExportHistoricalOrders   
  
7. Click Apply   
  
8. Click Sites tab   
  
9. Check the box next to the site you want to export catalog data from.   
  
10. Click apply   
  
11. Click General tab   
  
12. Click Run

### Upload a Historical Feed

The historical feed that was created in 3.2.3 must be manually uploaded to the TurnTo system.

1. Download the file generated in the previous section. It is located in the Import/Export section of Demandware in the TurnTo folder.   
  
2. Go to your TurnTo settings area on turnto.com and click on the "Upload Feed" navigation.   
  
3. Follow the instructions to upload the file that was generated from your system.

## Custom Code

This section describes the custom code that will need to be added to your storefront. There are three different setup types that TurnTo® supports: overlay, dynamically embedded, and statically embedded. This document only describes how to implement statically embedded Q&A. For more information refer to http://www.turnto.com/docs or contact your TurnTo® representative.

### Adding the TurnTo Item Teaser and Statically Embedded Content

This section requires you have Demandware UX Studio setup and linked to your site. See <https://xchange.demandware.com/docs/DOC-1936> for details.  
  
1. Log in to [www.turnto.com](http://www.turnto.com" \t "_new) and click on Settings beneath your site name in the left navigation.   
  
2. Copy your "SiteKey" from the Manage Site area. This key will be used in turnToConfig javascript objects to identify you to our systems.

|  |
| --- |
| *<iscomment>Include TurnTo</iscomment>*  *<script type="text/javascript"><!--*  *if(document.location.href.indexOf('COSummary-Submit') < 0){*  *var turnToConfig = {*  *siteKey: "YOUR SITE KEY HERE",*  *localProxyUrl:"${URLUtils.absStatic('/tra/turntoproxy.html')}",*  *setupType: "staticEmbed"*  *};*  *(function() {*  *var tt = document.createElement('script'); tt.type = 'text/javascript'; tt.async = true;*  *tt.src = document.location.protocol + "//static.www.turnto.com/traServer3/trajs/" + turnToConfig.siteKey + "/tra.js";*  *var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(tt, s);*  *})();*  *}*  *//-->*  *</script>*  *<link href="${URLUtils.staticURL('/css/turnto.css')}" type="text/css" rel="stylesheet" />* |

3. In Demandware UX Studio, open the storefront template: **storefront/catridge/templates/default/components/header/htmlhead.isml**   
  
4. Copy the TurnTo code above and add it to the template directly above this line **<iscomment>Include the app resources and constants</iscomment>**  
5. The css for the TurnTo widget can be modified in **int\_turnto/cartridge/static/default/css/turnto.css**.   
  
6. Add the TurnTo Item Teaser to your product by adding the following code to the product file:   
   **storefront/templates/default/product/product.isml**   
  
Place the code in the position that you want the teaser to appear.

|  |
| --- |
| *<isif condition="${!isQuickView}">*  *<script type="text/javascript">*  *var TurnToItemSku = "${pdict.Product.isVariant() ? pdict.Product.variationModel.master.ID : pdict.Product.ID}";*  *document.write(unescape("%3Cscript src='" + document.location.protocol + "//static.www.turnto.com/traServer3/itemjs/" + turnToConfig.siteKey + "/" + TurnToItemSku + "' type='text/javascript'%3E%3C/script%3E"));*  *</script>*  *<script type="text/javascript">*  */\*\**  *\**  *\* This is a way to implement a teaser function that returns the html of the actual teaser.*  *\* This is called with the parameter TurnToItemData, which contains the item counts.*  *\* The clicks are calling clickQaTabFromTeaser() in this example.*  *\**  *\*/*  *function staticItemTeaserDisplay(data) {*  *var iteaserhtml = '<div id="TT2ILTbox"><h2>Got questions?</h2><div id="TT2ILTbutton-holder"><a class="TT2ILTbutton TurntoItemTeaserClick" href="javascript:clickQaTabFromTeaser()"><span><u>ASK</u> people who bought this</span></a></div>';*  *iteaserhtml += '<div id="TT2ILTcount-line">';*  *if (data.counts.q > 0 || data.counts.a > 0) {*  *iteaserhtml += '<p><a class="TurntoItemTeaserClick TurnToIteaSee" href="javascript:clickQaTabFromTeaser()">See ';*  *if (data.counts.q > 0) {*  *iteaserhtml += '<strong>' + data.counts.q + '</strong>' + (data.counts.q > 1 ? ' questions' : ' question');*  *}*  *if (data.counts.a > 0) {*  *iteaserhtml += ' <strong>' + data.counts.a + '</strong>' + (data.counts.a > 1 ? ' answers' : ' answer');*  *}*  *iteaserhtml += '</a></p>';*  *}*  *iteaserhtml += '</div></div>';*  *return iteaserhtml;*  *}*  *</script>*  *<script type="text/javascript">document.write(staticItemTeaserDisplay(TurnToItemData))</script>*    *<script type="text/javascript">*  *function clickQaTabFromTeaser() {*  *var qaTab = TurnTojQuery('#pdpTabsDiv a[href="#pdpQATab"] span');*  *qaTab.click();*  *window.scrollTo(0,qaTab.offset().top); }*  *</script>*  *</isif>* |

7. Add the “Q and A” tab by pasting the following code directly under this line: **<li><a href="#pdpReviewsTab"><span>${Resource.msg('product.tab4','product',null)}</span></a></li>**

|  |
| --- |
| *<li><a href"#pdpQATab"><span>Q and A</span></a></li>* |

8. Paste the following code inside of the DIV with an ID of pdpTabsDiv as the last element. This will add the Q&A content to the page.

|  |
| --- |
| *<div id="pdpQATab">*  *<isinclude template="product/components/turntoqa"/>*  *</div>* |

9. Flush Business Manager cache  
     - In Demandware Business Manager, Click Sites in the Administration section  
     - Click "Manage Sites" link  
     - Click the "Business Manager" link  
     - Click the "Cache" tab  
     - Invalidate all caches by click the "Invalidate" buttons.  
  
10. Flush Site cache  
     - In Demandware Business Manager, Click Sites in the Administration section  
     - Click "Manage Sites" link  
     - Click the name of your site. For instance, SiteGenesis.  
     - Click the "Cache" tab  
     - Invalidate all caches by click the "Invalidate" buttons.

### Post Purchase Widget:

To add the TurnTo Post Purchase Widget to your order confirmation page you need to add the following code to the file: **storefront/templates/default/checkout/confirmation/confirmation.isml**

**NOTE: The post purchase feed includes links to product images. By default, the demandware image store is used. If you use a third party to store your images you’ll need to modify the following code snippet to point to your image store.**

Add the following code snippet after this line:   
**<!-- END: orderconfirmation -->**

|  |
| --- |
| <!-- start turnto post purchase widget -->  <script type="text/javascript">  var turnToConfig = {  siteKey: "YOUR SITE KEY HERE",  floatingTeaserStyle:2,  orderConfFlowPauseSeconds:3,  postPurchaseFlow:true  };  document.write(unescape("%3Cscript src='" + document.location.protocol + "//static.www.turnto.com/tra3/turntoFeed.js' type='text/javascript'%3E%3C/script%3E"));  </script>  <script type="text/javascript">  document.write(unescape("%3Cscript src='" + document.location.protocol + "//static.www.turnto.com/traServer3/trajs/" + turnToConfig.siteKey + "/tra.js' type='text/javascript'%3E%3C/script%3E"));  </script>  <script>  TurnToFeed.addFeedPurchaseOrder({orderId:'${pdict.Order.getOrderNo()}',email:'${pdict.Order.getCustomerEmail()}',postalCode: '${pdict.Order.getBillingAddress().getPostalCode()}',firstName: '${pdict.Order.getBillingAddress().getFirstName()}', lastName: '${pdict.Order.getBillingAddress().getLastName()}', deliverDate: '${dw.util.StringUtils.formatCalendar(new dw.util.Calendar(pdict.Order.getCreationDate()), "yyyy-MM-dd hh:mm:ss")}' });  <isloop items="${pdict.Order.getProductLineItems()}" var="item">  TurnToFeed.addFeedLineItem({title: '${item.getProduct().getName().replace(/'/g, "\\'")}', url: '${dw.web.URLUtils.http('Product-Show', 'pid', item.getProduct().getID()).toString()}',sku:'${item.getProduct().isVariant() ? item.getProduct().getVariationModel().getMaster().getID() : item.getProduct().getID()}', price:'${item.getAdjustedNetPrice().getValue().toString()}',itemImageUrl:'${item.getProduct().getImage("small") != null ? item.getProduct().getImage("small").getAbsURL().toString() : ""}' });  </isloop>  TurnToFeed.sendFeed();  </script>  <!-- end turnto post purchase widget --> |

## External Interfaces

Behind the scenes, the TurnTo® LINK integration uses a web interface to push the catalog feed to the TurnTo® system using an HTTP POST. The details of this interface are described in this document: <http://www.turnto.com/docs/automate_feed>. However, since the integration with this interface is already done in the cartridge, you don’t need to be concerned with the details.

## Testing

*Your existing orders and products can be used to test the export jobs. The jobs only export data; they DO NOT alter any data in your store.  
  
If the steps in section 3.3.1 are followed, the product page will be altered and should be regression tested.  
  
The steps in section 3.3.2 alter the checkout confirmation page, therefore, it should be tested as well.*

# Operations, Maintenance

## Data Storage

*After running the background jobs a folder will be created in the Demandware Import/Export folder named TurnTo. Inside of the TurnTo folder there will be two files: exportOrders.txt and exportCatalog.txt. If desired, these files can be deleted at anytime.*

## Availability

TurnTo® is available 24 hours per day to receive feeds.

## Support

Please report bugs and feature requests to [support@turnto.com](mailto:support@turnto.com).

# User Guide

## Roles, Responsibilities

*After the instructions in section 3 have been followed, the system will maintain itself. However, it is recommended that you periodically ensure that the catalog export job is running without errors.*

## Business Manager

*This LINK integration does not contain any changes to the Demandware® Business Manager.*

## Storefront Functionality

*This LINK integration does not contain any changes to the Demandware® Storefront.*

# Known Issues

*There are no known issues.*

# Release History

|  |  |  |
| --- | --- | --- |
| **Version** | **Date** | **Changes** |
| 1.0.0 | 1/17/2012 | Initial release |