ViaAds Magento 2 Module Documentation

The ViaAds module is a powerful tool that enables ViaAds to receive valuable data about the behavior of customers on the merchant website. This data is used to create highly targeted marketing material that redirects customers back to the merchant's website, resulting in increased traffic and sales.

Features

- Automatic collection of required data: The module automatically tracks and sends the required data for marketing purposes, eliminating the need for manual data delivery and making the process seamless and easy.
- Registration and import of products, categories, orders, and refund data: The module allows for the registration and import of products, categories, orders, and refund data, which will be used to send existing as well as new customers from the ViaBill network to your webshop, resulting in increased traffic and sales for the merchant.
- Profiling and segmentation of customers: ViaAds uses profiling and segmentation of customers to understand behavioral connections and customer preferences, allowing for personalized marketing campaigns targeted at individual ViaBill customers.
- Multiple marketing channels: The module contacts the customer with relevant products from your webshop via e-mail, push notifications, ads on My ViaBill, ads in the ViaBill app, pop-up messages in the ViaBill app, as well as the shop overview in the ViaBill app.

Installation

1. Access the Configuration Page: Once the extension is installed, go to the configuration page in your Magento admin panel by selecting the ViaAds Menu item -> Data Synchronization Sub Menu item.
2. Enter API Key: Press Enter New Key on the configuration page, which will take you to a sub-page with an input field. Insert the API Key provided by ViaAds in the designated field. Please ensure that the API Key is entered correctly for synchronization to be activated.
3. Save Configuration: Click the "Save" button to save the configuration settings.
4. Automatic Synchronization: The module will automatically synchronize your orders, categories, and products with ViaAds according to the following cronjobs:

   For products: <schedule>0 1 * * *</schedule>

   This cronjob will run every day at 1:00 AM and trigger the automatic synchronization of products with ViaAds.

   For orders: <schedule>0 2 * * *</schedule>

   This cronjob will run every day at 2:00 AM and trigger the automatic synchronization of orders with ViaAds.

These cronjobs ensure that the most up-to-date data for products and orders is available for ViaAds to create targeted marketing material, as per the specified schedule. Please make sure to configure your server's crontab accordingly to enable automatic synchronization at the desired times.

Note: It is important to double-check the API Key to ensure accurate synchronization and effective marketing campaigns.

Support

For any issues or inquiries related to the ViaAds Magento 2 module, please contact our support team at support@viaads.dk.

Conclusion

The ViaAds Magento 2 module offers a convenient, efficient, and effective way for merchants to increase their traffic and sales by targeting the right customers with the right products. By following the installation and configuration steps, and ensuring the correct API Key is used, you can easily configure the ViaAds extension and take advantage of its marketing solutions to boost your Magento webshop's performance.