



User Manual

PrestaShop Integration

Version

The current version of the module is 1.0.0 and it is compatible with the PrestaShop versions 1.6.x and 1.7.x.

Overview

The CleverReach® PrestaShop Integration module offers the synchronization of your PrestaShop customers and guest subscribers with your CleverReach® subscription groups.

The CleverReach® PrestaShop Integration will track users who have followed the links in your email campaign. When a user completes a purchase, the application will send basic order details back to your reporting dashboard in CleverReach®. This allows you to analyze conversions generated by your mailings.

Features

- Exporting existing contacts and customers including their order information
- Regular live export of new contacts and customers including their order information
- Double-Opt-In option for new customers
- Product search: Insert your products into your newsletter
- Connect Link extension: Statistics about orders and turnover from each email campaign
- Option to allocate different online shops to your CleverReach® account

Installation

The CleverReach® PrestaShop integration can be installed within a few minutes by going through the following steps:

Step 1: Download the module [\(here\)](#)

Step 2: Go to the PrestaShop back office

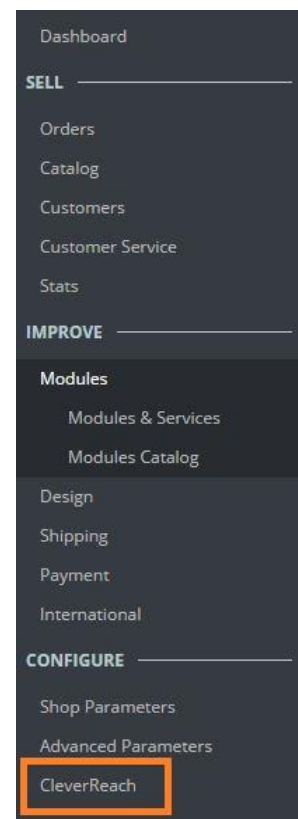
Step 3: Navigate to *Modules & Services >> Modules & Services* or *Modules >> Modules & Services* depending on the PrestaShop version that is used

Step 4: Click on *Add new module* or *Upload a module* button depending on the PrestaShop version that is used

Step 5: Select downloaded file and click on *Upload this module*, if needed.

Step 6: After reloading the page, the module should be ready for use.

After the installation is complete, the CleverReach® configurations can be set by clicking on the CleverReach® icon in the main menu on the left side of the screen, as shown in the image on the right.

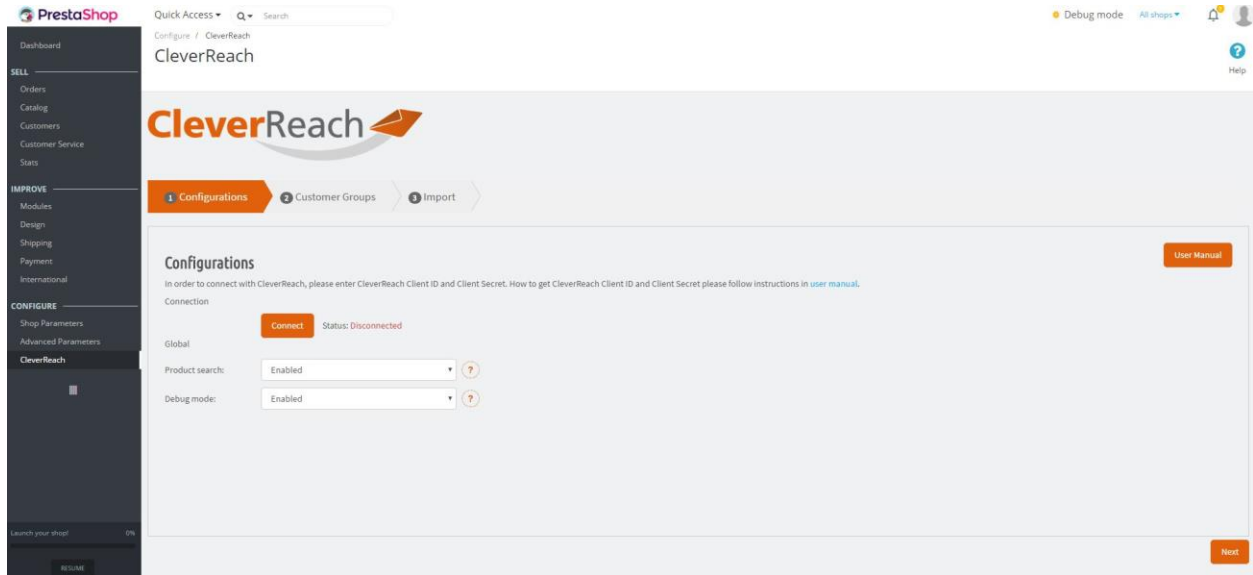


First use wizard

When the module is opened for the first time, the configuration wizard will appear.


First step: Configurations

Connect with your CleverReach® account by clicking on the “**Connect**” button.



To connect both systems, enter your CleverReach® credentials and click on the “**Authorize**” button.

"PrestaShop" needs access to your CleverReach® account!



This application needs access to your CleverReach® data!

CleverReach® assumes no liability or responsibility caused by the use of applications from third parties. You are still connected to the CleverReach® service conditions for the authorization of an application

Customer ID

User name

Password

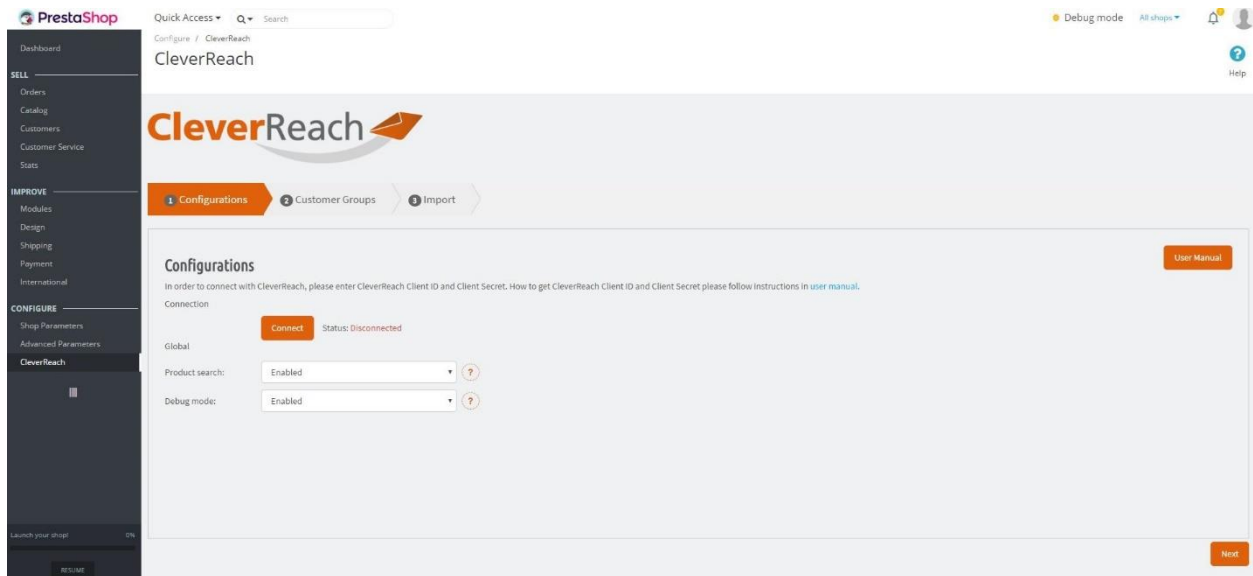
[I forgot my login details](#)

Authorize **No, thank you**

You don't have a CleverReach account?
[Create an account](#)

If your credentials are correct, a message that the connection was successful will show up and the “**Next**” button will be enabled.

On this page, you can also enable or disable **the product search feature**, which allows you to search PrestaShop shop products from your CleverReach® account, as well as **the debug mode**, which allows the system to log all user actions.

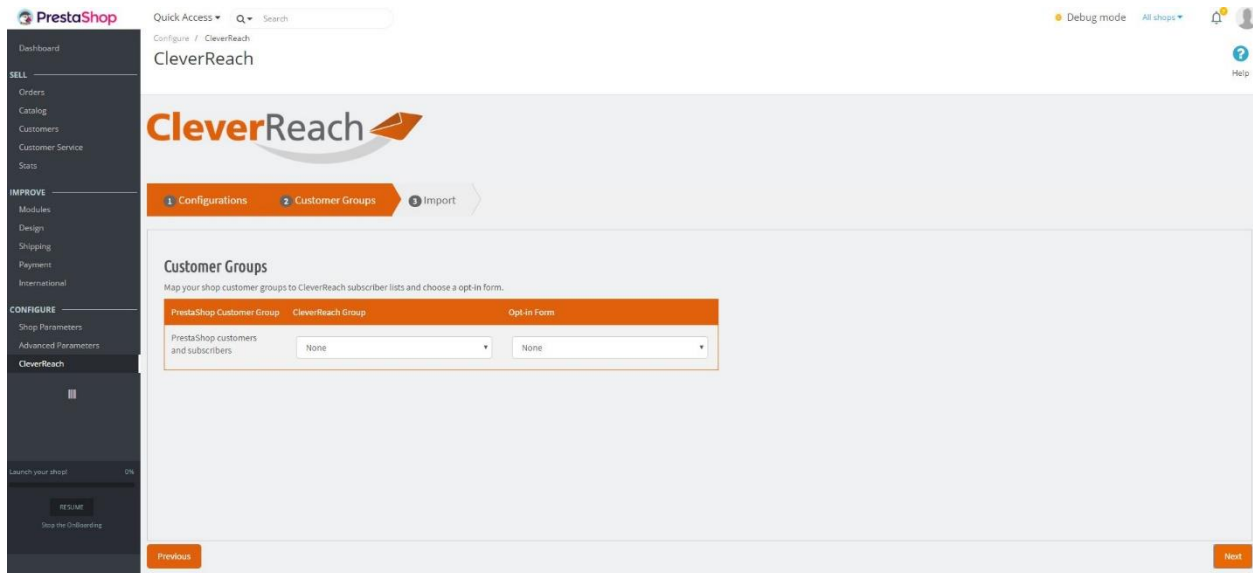


By clicking on the **“Next”** button, you can navigate to the second step in the module set up process.

Second step: Customer Groups

At this stage, you map your PrestaShop customers and guest subscribers to existing CleverReach subscriber list, and choose an opt-in form to send as a subscription confirmation email, if necessary. Please notice, that if an opt-in form is selected, the default PrestaShop opt-in configuration will be disabled (more info about double opt-in process can be found [here](#)).

If the **“None”** option is selected for your CleverReach® subscriber list, the PrestaShop customers will neither be mapped nor imported to CleverReach®.

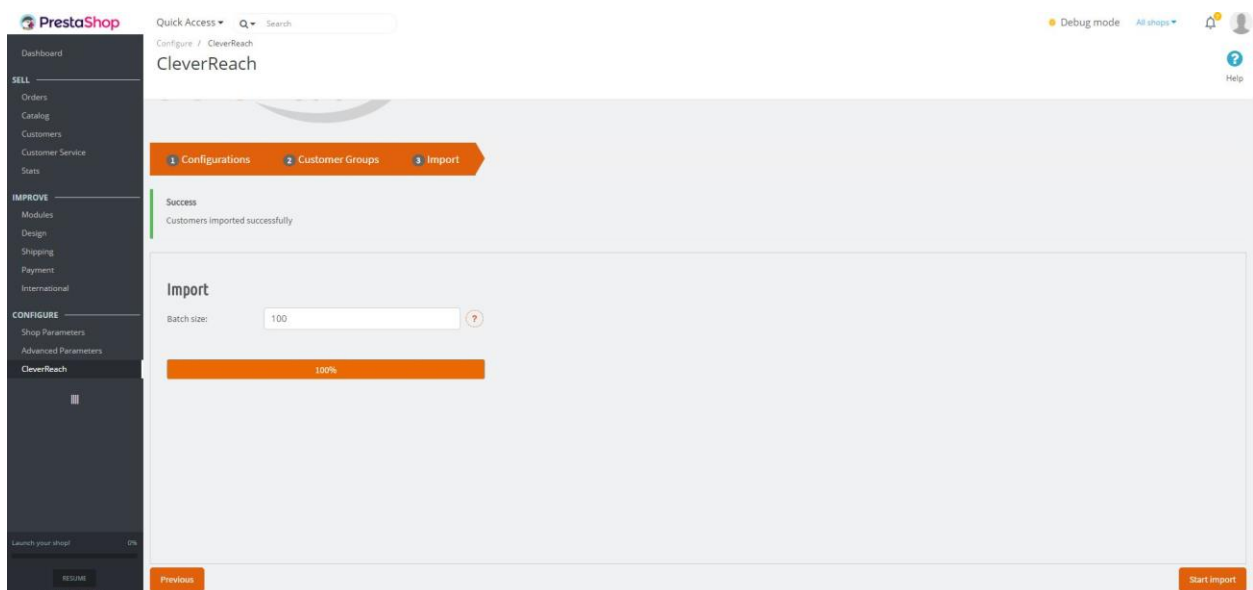


Go back to the first step by clicking on the **“Previous”** button, and move on step three by clicking on the **“Next”** button.

Third step: Import

During the final step, you determine the batch size and the number of customers to be imported into your CleverReach® system per one request. This number must be an integer between 50 and 250. The default value is "100".

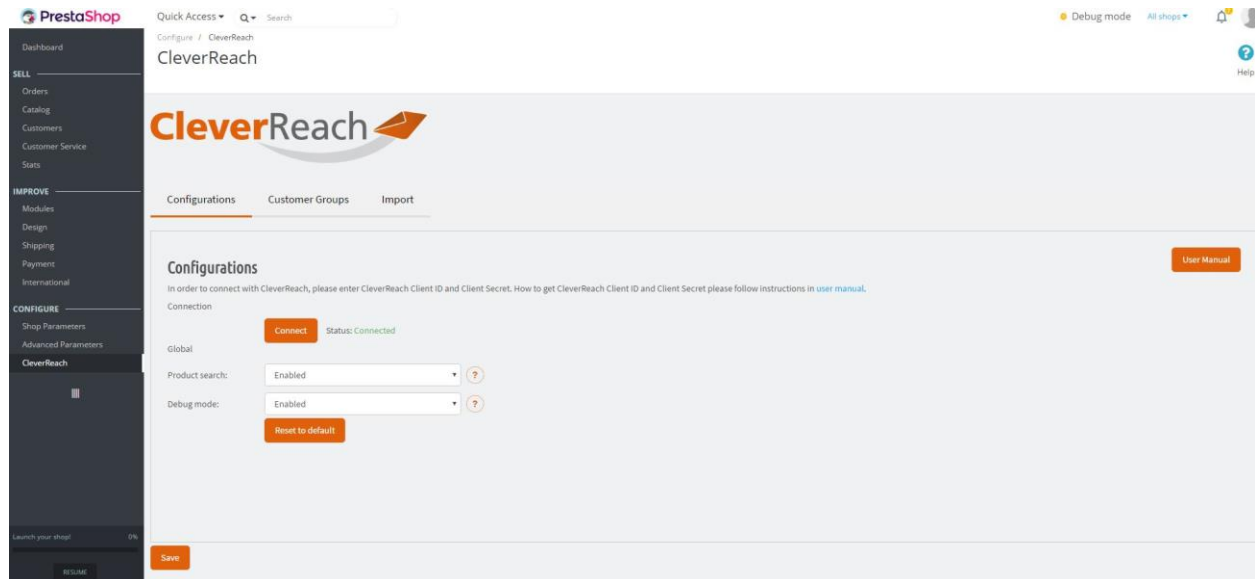
After that, you can import customers by clicking on the **“Start import”** button.



After completing the import, all configuration parameters are set.

Changing configuration

After the initial configuration setup, you can change any configuration parameters in the tab mode.



Configurations

In the Configurations tab you can:

- change selected values for the product search and the debug mode - disable and enable the product search from CleverReach® and the debug mode
- reset all configurations by clicking on the “Reset” button – the configurations will be set to the default values and the wizard mode is turned on.

Customer Groups

In the Mappings tab you can change mappings and the opt-in form for each mapping.

Import

In the Import tab you can import customers to CleverReach®.

Product search and order tracking

To measure the conversion through the PrestaShop module, you need to activate the [“Connect link extension”](#) within emails in the CleverReach® system. More information about the connect link extension can be found [here](#).

The screenshot shows the 'Settings' tab for an email campaign. The left sidebar contains navigation icons for Lists, Settings, Template, Content, and Confirm. The main content area is divided into two sections: 'Tracking' and 'Options'.

Tracking

- ☒ **Track opens**
Figure out how many recipients opened your email (only possible in HTML format).
- ☒ **Track clicks** Paid accounts only
Figure out how often each link was clicked on.

Tracking URL ⓘ

☐ **Google Analytics Tracking**
Evaluate the performance of your campaign with Google Analytics (tag identification)

☐ **IntelliAd Tracking** ⓘ

☒ **Connect link extension** ⓘ

Options

Which unsubscribe form would you like to use? ⓘ

☒ **Online Version**
An online version of your campaign can be seen in the browser via a link.

☒ **Online-Archiv**
Publish the email in the archive which can be integrated into your website.

At the bottom, there are two buttons: 'Cancel and delete' and 'Continue >'.

In order to connect your email campaign and products in your shop, go to the content builder in your CleverReach® system and drag “PrestaShop - Product search” to the content of your email.

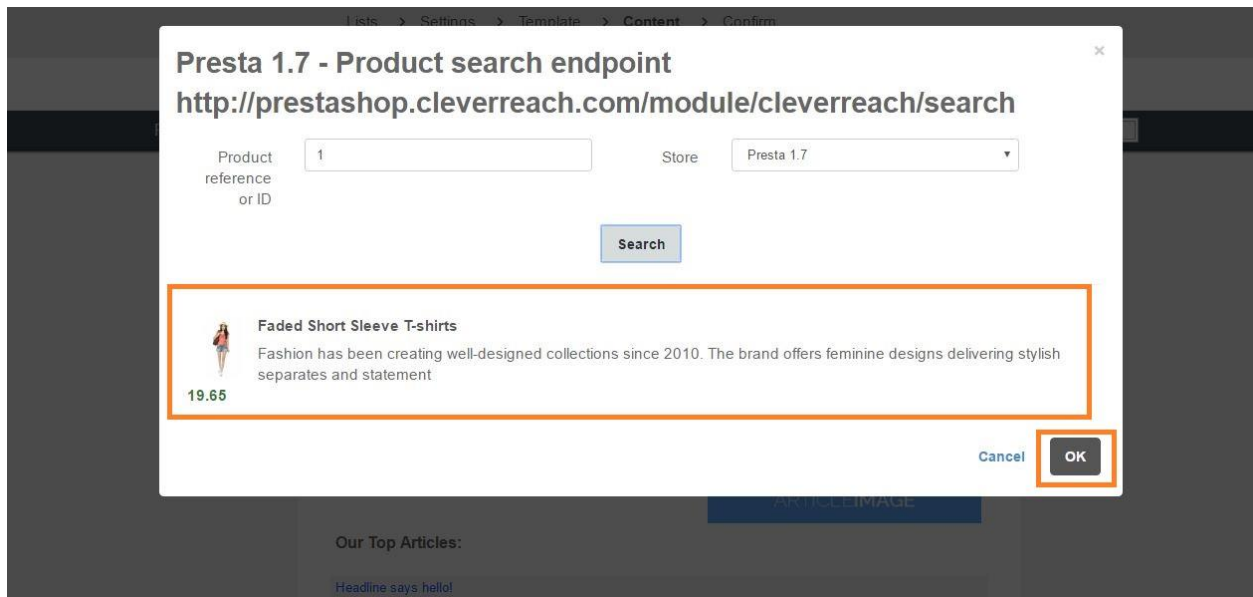
The screenshot shows the 'Content Builder' interface for an email campaign. The top navigation bar includes 'Lists', 'Settings', 'Template', 'Content', and 'Confirm'. The 'Content' tab is active, showing a preview of the email content.

The email content is displayed in a central area, showing a newsletter layout with a header, a featured article, and a list of top articles. The layout includes placeholder text and images.

On the right side, there is a sidebar with a search bar and a list of elements to be added to the email. The elements are categorized into 'Design', 'Elements', 'Pre-built elements', 'Dynamic elements', and 'Snippets'. The 'PrestaShop - Product search endpoint...' element is highlighted with a red box.

At the bottom, there are two buttons: 'Save' and 'Continue >'.

Here you can search products from your PrestaShop shop by ID or SKU. After the search is completed, you need to confirm adding a product to your email content by clicking on the “OK” button



Support

CleverReach Help Center: <https://support.cleverreach.de/hc/en-us/requests/new>