

Magento-SARE Integration Extension

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Installation

SARE extension can be installed using two methods:

- By using Magento Connect official repository and using an extension key
- By downloading and installing zip file – which should be extracted and uploaded in your default Magento root path. Keep in mind, that the file `/etc/modules/Creativestyle_Sare.xml` should be uploaded as the last one (like in any other Magento extension).

Uninstalling

Since Magento doesn't provide an uninstall wizard, you will need to remove all the files manually. You can always edit the file `/app/etc/modules/Creativestyle_Sare.xml` and change the `<active>` node to false to make the extension disabled. You also can drop the table `{prefix}creativestyle_sare`.

How it works

It extends default Magento newsletter features so every time new subscriber signs up for newsletter (or signs off) – Magento automatically updates users' data at SARE side using REST API service. Thanks to this, subscribers' data is always up to date. Default Magento routines stay intact, so this integration only extends default feature - other newsletter based extensions should work correctly.

Extension is available in english, german and polish.

Configuration

After installing, the extension is disabled by default. To enable it, please go to the settings panel (Newsletter / SARE – integration, or – System / Configuration / SARE). All available options are listed below:

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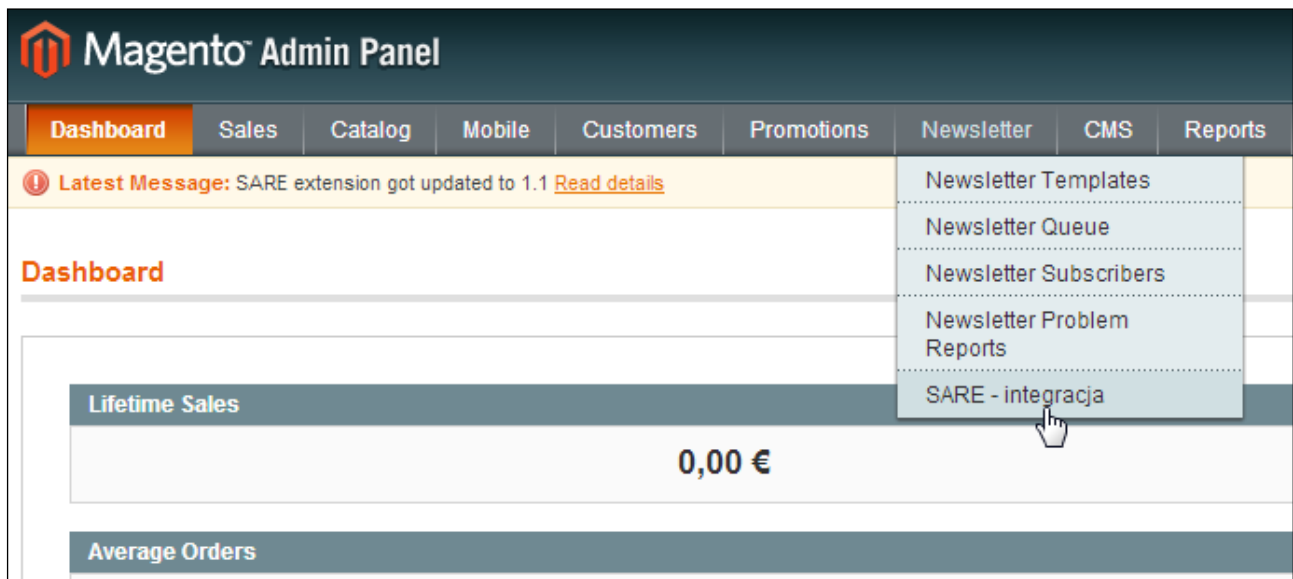


Figure 1 - Conguration link

General settings	
Integration enabled	This option allows you to enable / disable extensions. When enabled, the extension will synchronize every new subscriber at SARE side.
Your UID	Your personal user ID, in most cases this is 3-5 digits. This is the number you use to login in to your SARE account.
Your integration key	Unique key used to authorize every request between Magento and SARE. It can be found in SARE account (Preferences / General / Key). Copy it and paste it in this input field.
Notifications about errors and problems	This option allows you to receive notifications about possible problems by email.

Problem notifications should be sent to	Here, you can select which contacts should receive problem notifications. You can select more than one contact by holding down the CTRL key. Addresses and names can be defined in System / Configuration / Store addresses. Keep in mind, that this extension adds two new contacts – Website developer and e-mail marketing manager.
Sender's name	Sender's name which is used in email communication.
Sender's email address	Sender's email address, which is used in email communication.
New subscribers should be saved with status	This option allows you to define new subscriber's status – it is recommended to select ' <i>Saved and confirmed</i> ' here.
API endpoint URL	API endpoint URL – this field shouldn't be changed, unless instructed to do so by a SARE operator.
Log all requests in file	This option allows you to log each request, which can be found in the file /var/log/sare.log. NOTE: to make this function work, you need to have logging at system level enabled (System / Configuration / Developer / Log).
Advanced export settings	
Enable customers' data export	This option allows you to enable/disable the exporting of detailed customers' data.
Update when user data changed	Enabling this option will update data on the SARE side each time a customer changes their user data.

Update when logging in	Enabling this option will update data on the SARE side each time a customer logs in.
Update when order is placed	Enabling this option will update data on the SARE side each time a customer places an order.
Customer subscribers settings	
Enabled	This option enables / disables the option to synchronize customer subscribers.
Nowi klienci powinni być dodawni do grupy	Here you can define group IDs, in which new subscribers should be added to. Define more groups by using a comma (,).
Guest subscribers settings	
Enabled	This option enables / disables the option to synchronize customer subscribers.
New customer subscribers should be added to group(s)	Here you can define group IDs, in which new subscribers should be added to. Define more groups by using a comma (,).

Exported properties (features) list

Please find attached list with all properties which must be added before enabling integration. Otherwise, extended customer data will not be saved at SARE side. Keep in mind, that `unsubscribe_link` must be created to make unsubscribe link work.

<code>customer_id</code>	Customer ID (entity_id)
<code>registered_on</code>	Register datetime

last_logged_in	Last login datetime
store_id	Store ID in which customer registered
website_id	Website ID in which customer registered
unsubscribe_link	Unsubscription URL (Magento) Must be created to make unsubscription link work.
firstname	Customer's first name
lastname	Customer's last name
dob	Date of birth
gender	Customer's gender
company	Customer's company
postcode	Customer's postcode (billing address)
city	Customer's city (billing address)
telephone	Customer's telephone number (billing address)
fax	Customer's fax number (billing address)
country_id	Country code (DE, PL, etc.)
customer_group_id	Customer group ID
last_order_at	Last order datetime
last_order_value	Last order value (grand total)
total_orders_count	Total orders count
total_orders_value	Total orders value
average_sale	Customer's average order value
last_bought_products	List of last bought items (sku1, sku2, ...)
wishlist_items	Products put in customer's wish list (sku1, sku2, etc.)

data_last_updated_at	Timestamp of the last data change
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Batch processing

If you already have a subscribers list you can always synchronize it with SARE using batch processing. In this process, all subscribed addresses will be saved at SARE side, with correct status and extended customer data.

Co się teraz dzieje?


- każdy potwierdzony adres zostanie dodany do SARE
- jeśli subskrybent jest niepotwierdzony, adres otrzyma odpowiedni status w SARE
- jeśli subskrybent jest klientem, szczegółowe dane zostaną zebrane i wysłane do SARE


UWAGA: Proszę nie zamykać tego okna zanim proces nie zostanie ukończony.





Rozpoczęto proces przetwarzania wsadowego

Ilość adresów do przetworzenia: 1

 Przetwarzany adres: adam.karnowka@creativestyle.pl

 Adres **adam.karnowka@creativestyle.pl** powinien zostać zapisany w SARE

 Pomyślnie zapisano adres w SARE (mkey = 6cac5dca)

 Zebrano dane klienta i wysłano do SARE


 Proces zakończony! [Zaloguj się do panelu SARE](#).

Figure 2 – Batch processing screen

Problem notifications e-mails

Whenever a problem occurs (database problem wrong key, etc.) you can be notified by e-mail with problem description and API request details. You can define a list of people who should be notified. Example email can be found below.

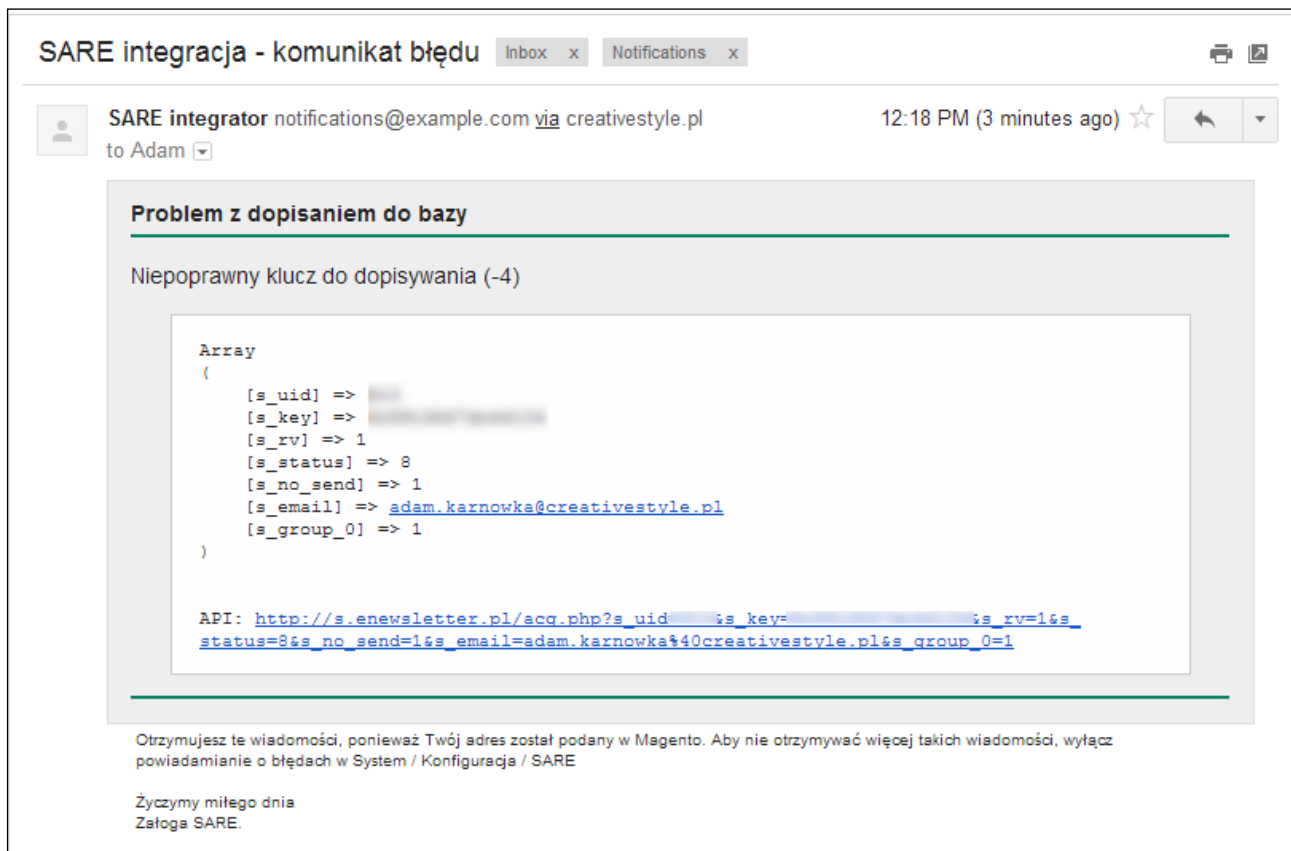


Figure 3 – Problem notification e-mail

Extra features

This extensions includes also two extra features – it adds two new identities – website developer and email marketing manager. Sometimes, these identities can be useful and Magento doesn't provide them by default.

<ul style="list-style-type: none"> GENERAL General Web Design Currency Setup Store Email Addresses Contacts Reports Content Management CREATIVESTYLE SARE integration 	Custom Email 1
	Custom Email 2
	E-mail marketing manager
	Sender Name: <input type="text" value="E-mail marketing manager name"/> [STORE VIEW]
	Sender Email: <input type="text" value="email@marketing.manager.email.com"/> [STORE VIEW]
	Website developer
	Sender Name: <input type="text" value="Adam Karnowka"/> [STORE VIEW]
	Sender Email: <input type="text" value="adam.karnowka@creativestyle.pl"/> [STORE VIEW]

Figure 4 – New identities added

Furthermore, extensions adds two new elements on dashboard – subscribers statistics and list of recently added subscribers. Both elements can be found below

Dashboard

Lifetime Sales
0,00 €

Average Orders
0,00 €

Last 5 Orders

Customer	Items	Grand Total
No records found.		

SARE - statystyki subskrybentów

Zapisanych i potwierdzonych	Niezapisanych	Niepotwierdzonych
1	0	0

Last 5 Search Terms

Search Term	Results	Number of Uses
No records found.		

Top 5 Search Terms

Search Term	Results	Number of Uses
No records found.		

Orders | Amounts

Select Range: Last 24 Hours

No Data Found

Revenue: 0,00 € | Tax: 0,00 € | Shipping: 0,00 € | Quantity: 0

Bestsellers | Most Viewed Products | New Customers | Customers | Ostatnio dodani subskrybenci

ID	Email	Type	Customer First Name	Customer Last Name	Status
1	adam.karnowka@creativestyle.pl	Customer	Adam	Karnowka	Zapisanych i potwierdzonych

Figure 5 – New features on dashboard

Frequently asked questions

How to include unsubscribe link in my e-mails?

To have 100% sure and reliable integration it is not recommended to use default SARE unsubscribe link (%**remove_link**%) – because when this one is used, subscriber is sign off from SARE and Magento is not updated with this change. It is required to use this variable to include unsubscribe link: %**unsubscribe_link**%. This will be replaced with URL to your Magento shop, when customer's status will be changed in Magento and then – SARE will also be updated.

NOTE: property **unsubscribe_link** must be created in database structure at SARE side before using this integration. Otherwise, unsubscribe process will not work correctly.

Which Magento versions are supported?

This extension was tested using Magento CE 1.4.2, 1.5.0, 1.6.2, 1.7.0.2, 1.8.0. Older versions are likely to work as well, though they haven't been tested.

When I change newsletter status in backend – will data be updated on the SARE side as well?

Yes, extension updates data every time the data model is changed, it doesn't matter if the change occurs in frontend or backend.

I need more / custom features to be exported – how can I do that?

Please write an e-mail: emailmarketing@creativestyle.de (english, german, polish supported).

Problems?

Please contact: emailmarketing@creativestyle.de (english, german, polish supported).