

Bazaarvoice Site Genesis Cartridge Implementation Guide

Version 20.1.0



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1 Overview

Bazaarvoice maintains a pre-built integration into the SFCC platform. This pre-built integration is delivered in the form of a SFCC LINK cartridge.

The cartridge is supplied “as-is” and is intended to function as a starter kit for clients to implement Bazaarvoice. It includes support for commonly required integration points, but does not include pre-built functionality for the exhaustive list of Bazaarvoice features. This cartridge may need to be customized by the client to implement functionality not included in the cartridge.

The SFCC LINK integration supports the following Bazaarvoice (BV) feature set:

- Ratings & Reviews
 - Submission
 - Display
 - Hosted Inline Ratings on Category & Search Results pages
 - Feed-based Inline Ratings on Category & Search Results pages
 - Post-Interaction Email (PIE)
 - Bazaarvoice SEO
- Question & Answer
 - Submission
 - Display
 - Bazaarvoice SEO
- BV Pixel
 - Tracks transaction data when orders are placed.
 - Replaces the need for the Post-Interaction-Email feed

The SFCC LINK Integration, which is also referred to as the Bazaarvoice (BV) cartridge, provides the following integration points with Bazaarvoice (BV) solutions:

- SFCC Storefront functionality
 - Ratings & Reviews (R&R)
 - Question & Answer (Q&A)
- For storefront functionality to work properly, the following integration would be set up in business manager
 - Product export feed generation
 - Post-Interaction-Email (PIE) feed generation (Note: purchase data received by Bazaarvoice via the BV Pixel feature can replace the need to enable the purchase feed export. Contact Bazaarvoice for more details.)

Bazaarvoice maintains a pre-built integration into the Salesforce Commerce Cloud (SFCC) platform. This pre-built integration is delivered in the form of a SFCC LINK cartridge.

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includes support for commonly required integration points, but does not include pre-built functionality for the exhaustive list of Bazaarvoice features. This cartridge may need to be customized by the client in order to implement functionality not included in the cartridge.

2 Before you begin

This document provides technical instructions for installing the Salesforce Commerce Cloud (SFCC) LINK integration that lets you integrate Bazaarvoice (BV) solutions with a SFCC storefront. This document is intended for individuals who possess at least a general understanding of the following topics:

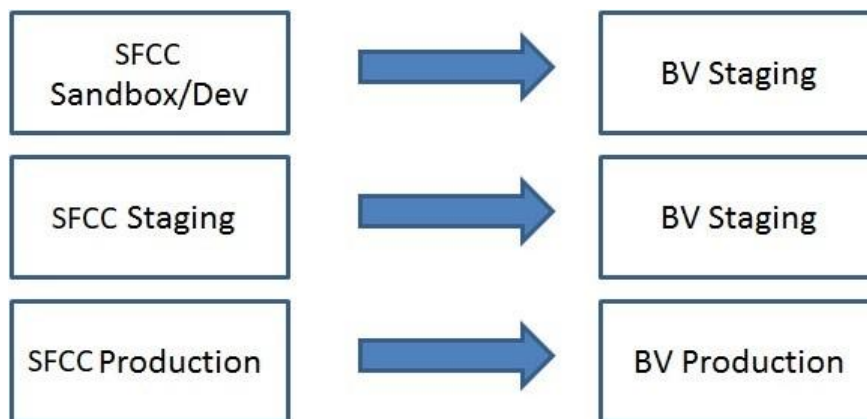
- Web development
- SFCC UX Studio integrated development environment (IDE)
- Bazaarvoice Conversations (Ratings & Reviews and/or Question & Answer)
- Interface components

You should consider the following topics before implementing the Bazaarvoice LINK cartridge:

- Mapping SFCC environments (development/staging/production) to Bazaarvoice environments (staging/ production)
- Mapping SFCC Sites to Bazaarvoice Instances.

Mapping SFCC Instance Types to Bazaarvoice Environments

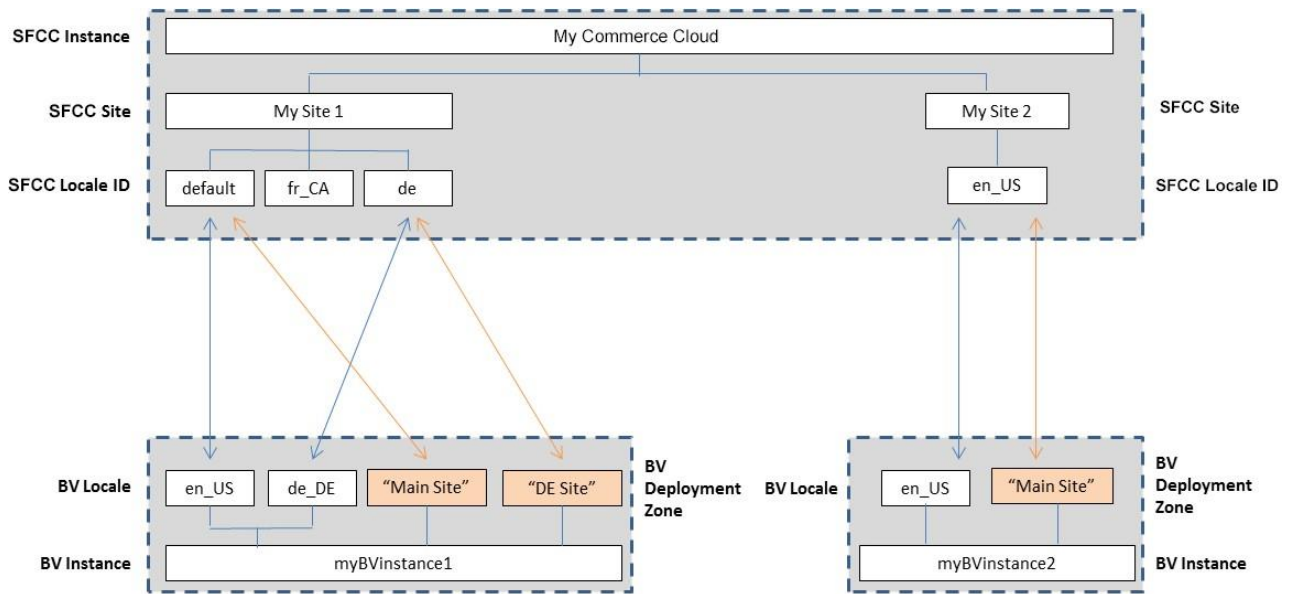
The following diagram illustrates how SFCC and Bazaarvoice environments map.



Mapping SFCC Sites and Locales to Bazaarvoice Instances and Locales

- The Bazaarvoice SFCC LINK cartridge is architected in the following way:
- Each SFCC Site requires a separate Bazaarvoice instance with which to integrate
- Each Bazaarvoice Instance can support n Locales and n Deployment Zones
- Locales within a given SFCC Site can be mapped to a Locale + Deployment Zone combination within a particular Bazaarvoice instance
- Bazaarvoice supports only [language]_[country] locale values (e.g. en_US, fr_FR, etc.). SFCC supports both [language] (e.g. de) as well as [language]_[country] locale values (e.g. en_US, fr_FR, etc.). You can map a language-only SFCC Locale to a language-country combination for Bazaarvoice (e.g. de maps to de_DE).

The following diagram illustrates this concept:



Multi-site Integrations

If a SFCC client wants to integrate Bazaarvoice into multiple SFCC Sites within a single SFCC instance, the following considerations should be made:

- There must exist a separate Bazaarvoice instance for each SFCC Site.
- Custom Site Preferences must be configured separately for each SFCC Site.
- The Bazaarvoice LINK Cartridge must be associated with each desired SFCC Site.
- Scheduled jobs only need to be created once, but must be associated with each SFCC Site. See the following illustration.

Administration / Operations / Job Schedules /

Bazaarvoice Inline Rating Import [?]

General Schedule and History Resources Step Configurator Notification Failure Handling

Global Parameters **0**

Scope: **SiteGenesis**

Import

Site Assignments

<input type="checkbox"/>	ID	Name	Status
<input checked="" type="checkbox"/>	SiteGenesis	Site Genesis	online
<input type="checkbox"/>	RefArch	RefArch	online
<input type="checkbox"/>	RefArchGlobal	RefArchGlobal	online
<input type="checkbox"/>	SiteGenesis-es	Site Genesis - es_US	online

Cancel

Assign

3 Task Sequence

The following is the typical sequence of tasks.

- Determine how your SFCC environment should map to Bazaarvoice (see section above); determine how many Bazaarvoice instances are required and which locales should be enabled for each Bazaarvoice instance
- Request Bazaarvoice Hosted Services be enabled, and retrieve required settings from Bazaarvoice
- Request a copy of the Bazaarvoice SFCC LINK cartridge
- Install the cartridge
- Register the cartridge with appropriate SFCC Sites
- Configure Custom Site Preferences (“Bazaarvoice Settings”)
- Create scheduled jobs
 - Product Feed Export
 - Purchase Feed Export (if applicable)
- Resolve any template conflicts in your custom integration layer
- Run product feed export process
- Contact BV to generate test content in staging
- Test

4 Requesting Bazaarvoice to Provision Hosted Services

Use of the Bazaarvoice SFCC LINK cartridge by itself does not grant nor enable use of the Bazaarvoice offerings (e.g. Ratings & Reviews, etc.). Bazaarvoice must separately enable the hosted Bazaarvoice SAAS services for the offerings to be available on the SFCC platform. This may require a separate agreement with Bazaarvoice.

Complete the following steps:

1. Contact a Bazaarvoice representative with the following information (for each SFCC Site) to provision Bazaarvoice hosted services:
 - a. Number of Bazaarvoice instances required
 - b. Suggested Client/Brand Name (for each instance)
 - c. Domain (for each instance)
 - d. Locale(s) required (for each instance)
2. Request login credentials (Client Name and FTP password) for each BV instance.

5 Getting a Copy of the LINK Cartridge

Contact Bazaarvoice for the latest LINK cartridge. Though the SFCC LINK marketplace lists the cartridge, by sourcing the cartridge through Bazaarvoice, Bazaarvoice can track the usage of the cartridge and issue fixes to clients using potentially affected version of the cartridge.

6 Installing the LINK Cartridge

Complete the following steps to install the cartridge.

Initial Install

See the SFCC documentation for adding a cartridge to your storefront:

Note: You must also register the cartridge with the Business Manager site in order to run the Bazaarvoice jobs. Navigate to **Administration > Sites > Manage Sites > Business Manager > Settings tab**.

Registering the Cartridge with Individual SFCC Sites

1. Navigate to Administration > Sites > Manage Sites > [SiteName] > Settings tab.
2. Add “:int_bazaarvoice:bc_bazaarvoice” to the effective cartridge path.
3. Click “Apply”.

Registering the Cartridge Globally

1. Navigate to Administration > Sites > Manage Sites
2. Click on Manage the **Business Manager** site link

Business Manager Site

Manage the [Business Manager](#) site.

- a.
3. Add “:bc_bazaarvoice” to the effective cartridge path.
4. Click “Apply”.

Importing Metadata, Services and Jobs

Complete the following steps to import the Bazaarvoice metadata, jobs and services.

1. Navigate to **Administration > Site Development > Site Import & Export**
2. In the **Upload Archive** section
3. Select **Upload**.
4. On page reload select the bazaarvoice_metadata_20_1_0 radio button
5. Press Import Button

After import, these system definition attributes and custom definition attributes, jobs and services should appear in the system.

System object definitions

- Order:
 - bvSentInPPEFeed - Whether or not the order was already sent in Bazaarvoice PPE feed
- Product:
 - bvAverageRating – Average rating for the product
 - bvRatingRange – Rating Range, or highest possible rating
 - bvReviewCount – Total number of reviews for the product

Site preferences

- Bazaarvoice Settings – Bazaarvoice Settings
 - bvEnvironment_C2013

- bvCustomerName_C2013
- bvDeploymentZone_C2013
- bvLocaleMapping_C2013
- bvEnableRR_C2013
- bvEnableInlineRatings_C2013
- bvQuickViewRatingsType_C2013
- bvEnableAA_C2013
- bvEnableBVPixel_C2013
- bvEnableCloudSEO_C2013
- bvCloudSEOKey_C2013
- bvProductImageType_C2013

- bvOrderImageType_C2013
- bvPurchaseFeedTriggeringEvent_C2013
- bvAdminEmail_C2013
- bvEnableProductFamilies_C2013

7 General Bazaarvoice Setup

A set of general steps must be completed regardless of which Bazaarvoice feature (e.g. Ratings & Reviews, Question & Answer) is being implemented.

Enable BV SWAT Technology

The SFCC LINK Cartridge now utilizes the new BV SWAT Technology for display features. Contact your Bazaarvoice representative to enable all SWAT features in your client record. Display functionality will not work (Inline Ratings, Ratings & Reviews, and Questions & Answers) if these features are not enabled.

Configuring Custom Site Preferences for Client Name

Complete the following steps.

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
3. Select the appropriate Bazaarvoice **Environment** value (**Staging** or **Production**).
4. Set the following using the values as provided by your Bazaarvoice representative:
 - a. **Client Name**
5. Click **Apply**.

HTTP and SFTP services

Site specific SFTP services and credentials

For the sftp services and their credentials to be site specific, the service name and credential names must have a suffix of the Site ID for the site in which they apply. The service definition import file supplied in the metadata folder assumes a Site ID of "SiteGenesis". After importing the service definitions, the Site ID must be changed from "SiteGenesis" to your specific Site ID. Keep in mind this also applies to each additional site in your realm that integrates Bazaarvoice. For example, if you have 2 sites with IDs of "Site1" and "Site2", then you should have the following services and credentials defined:

Services:

bazaarvoice.sftp.export.Site1
 bazaarvoice.sftp.import.Site1
 bazaarvoice.sftp.export.Site2
 bazaarvoice.sftp.import.Site2

Credentials:

bazaarvoice.sftp.stg.Site1
 bazaarvoice.sftp.prn.Site1
 bazaarvoice.sftp.stg.Site2
 bazaarvoice.sftp.prn.Site2

Complete the following steps.

1. Navigate to **Administration** > **Operations** > **Services**
 - a. Click on the **Credentials** tab
 - b. Click **sftp.stg.SiteGenesis** and set the following values
 - i. Name:
 1. Replace **SiteGenesis** with your Site ID. For example "bazaarvoice.sftp.stg.SiteID"
 - ii. User:
 1. **Client Name** supplied by your Bazaarvoice representative
 - iii. Password:
 1. **FTP Password** supplied by your Bazaarvoice representative

- c. Click **Apply** to save the credentials. Click **Back to List**.
- d. Click **sftp.prd.SiteGenesis** and set the following values
 - i. Name:
 - 1. Replace **SiteGenesis** with your Site ID. For example “bazaarvoice.sftp.stg.SiteID”
 - ii. User:
 - 1. **Client Name** supplied by your Bazaarvoice representative
 - iii. Password:
 - 1. **FTP Password** supplied by your Bazaarvoice representative
- e. Click **Apply** to save the credentials. Click **Back to List**.
- f. Click on the **Services**
- g. Click **sftp.export.SiteGenesis** and set the following values
 - i. Name:
 - 1. Replace **SiteGenesis** with your Site ID. For example “bazaarvoice.sftp.export.SiteID”
- h. Click **Apply** to save the service. Click **Back to List**.
- i. Click **sftp.import.SiteGenesis** and set the following values
 - i. Name:
 - 1. Replace **SiteGenesis** with your Site ID. For example “bazaarvoice.sftp.export.SiteID”
- j. Click **Apply** to save the service. Click **Back to List**.

Job Schedules

Purchase Feed

For most merchants, the Purchase Feed is not required, because purchase data received by Bazaarvoice via the BV Pixel feature can replace the need to enable the purchase feed export. Contact Bazaarvoice for more details.

Complete the following steps:

1. Navigate to **Administration > Operations > Job Schedules**
2. You should see the following job schedules defined:
 - a. Bazaarvoice Product Feed (Script Based)
 - b. Bazaarvoice Purchase Feed (Script Based)
 - c. Bazaarvoice Inline Rating Feed (Script Based)
3. For each job schedule, be sure to configure the following:
 - a. **Step Configurator:** Change the Scope to your specific Site. All three jobs should run in a Site context.
 - b. **Schedule and History:** Adjust the schedules as needed. Refer to the next section to determine instance specific job schedules.

Instance Specific Job schedules and Services

Bazaarvoice recommends scheduling jobs as follows:

1. **Sandboxes:**
 1. **Description:** On sandboxes, you can test each of the jobs by running them manually. Each job should be connecting to the BV staging server.
 2. **Job Triggers:**
 - a. Inline Ratings - Once
 - b. Product Feed - Once
 - c. Purchase Feed - Once
 3. **Service Configuration (Service --> Credentials):**
 - a. `bazaarvoice.sftp.export.SiteID --> bazaarvoice.sftp.stg.SiteID`
 - b. `bazaarvoice.sftp.import.SiteID --> bazaarvoice.sftp.stg.SiteID`
- **Staging:**
 - a. **Description:** On staging, you need to import production inline ratings into the products, so the data can be replicated to production. Product and Purchase Feeds can be run manually for testing purposes.
 - b. **Job Triggers**
 - i. Inline Ratings – Recurring Interval every 24 hour
 - ii. Product Feed - Once
 - iii. Purchase Feed - Once
 - c. **Service Configuration (Service --> Credentials):**
 - i. `bazaarvoice.sftp.export.SiteID --> bazaarvoice.sftp.stg.SiteID`
 - ii. `bazaarvoice.sftp.import.SiteID --> bazaarvoice.sftp.prn.SiteID`

- **Production**

- a. **Description:** In production, you need to export the production product feed (and purchase if needed).

- b. **Job Triggers:**

- i. Inline Ratings - Disabled
 - ii. Product Feed – Recurring Interval every 24 hours
 - iii. Purchase Feed – recurring interval every 24 hours

- c. **Service Configuration (Service --> Credentials):**

- i. bazaarvoice.sftp.export.SiteID --> bazaarvoice.sftp.prn.SiteID
 - ii. bazaarvoice.sftp.import.SiteID --> bazaarvoice.sftp.prn.SiteID

FTP Hostname Override for C7 Clients

By default, the SFCC cartridge attempts to upload feeds to sftp.bazaarvoice.com (production) and sftp-stg.bazaarvoice.com¹ (staging).

Bazaarvoice clients provisioned on cluster #7 (i.e. c7) must configure an override to connect to C7 SFTP servers. See the section “Advanced Topics” for details

Configuring Locale Mappings and Deployment Zone

Complete the following steps:

1. Determine the list of SFCC Locale IDs that should be integrated with Bazaarvoice.
 - a. In the SFCC Business Manager, click **Sites** > [select desired Site] > **Site Preferences** > **Locales**.
 - b. Note the desired SFCC Locale IDs:

Locales

In the list below you can see all active system locales. Use the checkboxes to define which of those active locales are allowed in storefront requests of this particular site. One of the allowed locales must be marked as the default site locale, and it is used if no locale is passed with a storefront request.

Select All	Locale ID	Name	Default
<input checked="" type="checkbox"/>	default	Default	<input type="radio"/>
<input type="checkbox"/>	zh	Chinese	<input type="radio"/>
<input type="checkbox"/>	zh_CN	Chinese (China)	<input type="radio"/>
<input type="checkbox"/>	nl	Dutch	<input type="radio"/>
<input type="checkbox"/>	en	English	<input type="radio"/>
<input type="checkbox"/>	en_CA	English (Canada)	<input type="radio"/>
<input type="checkbox"/>	en_GB	English (United Kingdom)	<input type="radio"/>
<input checked="" type="checkbox"/>	en_US	English (United States)	<input checked="" type="radio"/>
<input type="checkbox"/>	fr	French	<input type="radio"/>
<input type="checkbox"/>	fr_CA	French (Canada)	<input type="radio"/>
<input type="checkbox"/>	fr_FR	French (France)	<input type="radio"/>
<input type="checkbox"/>	de	German	<input type="radio"/>
<input type="checkbox"/>	de_DE	German (Germany)	<input type="radio"/>
<input type="checkbox"/>	it	Italian	<input type="radio"/>
<input type="checkbox"/>	it_IT	Italian (Italy)	<input type="radio"/>
<input type="checkbox"/>	ja	Japanese	<input type="radio"/>
<input type="checkbox"/>	ja_JP	Japanese (Japan)	<input type="radio"/>
<input type="checkbox"/>	es	Spanish	<input type="radio"/>
<input type="checkbox"/>	es_US	Spanish (United States)	<input type="radio"/>

[<< Back](#)
[Apply](#)
[Reset](#)

2. Determine the **Deployment Zone** and **Locales** enabled in the Bazaarvoice platform:
 - a. Login to <http://login.bazaarvoice.com>.
 - b. Click **Settings** > **Manage Applications**.
 - c. Note your **Deployment Zone**. The default Bazaarvoice Deployment Zone is named “**Main Site**”. Alternatively, you can create a new Deployment Zone by clicking **New Deployment Zone**. You can have more than one Deployment Zone

The screenshot displays the 'Deployment Zones' and 'Implementations' sections of the Salesforce Commerce Cloud LINK Cartridge Site Genesis Implementation Guide.

Deployment Zones:

- Filter by name
- Collapse all / Expand all
- > Main Site** (highlighted with a red box and a red arrow pointing to it)
- + Add deployment zone** (highlighted with a red box and a red arrow pointing to it)

Implementations:

- Filter by name
- + New implementation**
- ☐ Show deployed implementations

Name	Last Updated	Deployed to	
Main Implementation	Nov 14, 2018 18:42	Main Site: PRODUCTION Main Site: STAGING	Edit Deploy Tools

- i.
- Complete the following steps to identify the list of enabled locales.
 - Select your desired Implementation.
 - Select **desired local** in the upper menu bar.

The screenshot displays the 'Display Options' section of the Salesforce Commerce Cloud LINK Cartridge Site Genesis Implementation Guide.

GETTING STARTED

- Introduction
- Technical Setup

USER EXPERIENCE

- Style Detector
- Style Editor
- Display Options**
- Agreements
- Submission Form Editor
- Copy Editor
- Badge Editor

SETTINGS

- User Authentication
- Email Configuration
- Email Templates
- SEO
- Web Analytics
- Ask a Product Owner

RESOURCES

- Launch Prep
- Post-Launch Checklist
- Additional Links

Show content from these locales

Show content from additional display locales. The primary locale will still be used in the display and for submission.

[View configured locales](#)

All countries per language:

<input type="checkbox"/> Albanian	<input type="checkbox"/> Arabic	<input type="checkbox"/> Armenian
<input type="checkbox"/> Basque	<input type="checkbox"/> Belarusian	<input type="checkbox"/> Bulgarian
<input type="checkbox"/> Catalan	<input type="checkbox"/> Chinese	<input type="checkbox"/> Croatian
<input type="checkbox"/> Czech	<input type="checkbox"/> Danish	<input type="checkbox"/> Dutch
<input type="checkbox"/> English	<input type="checkbox"/> Estonian	<input type="checkbox"/> Finnish
<input type="checkbox"/> French	<input type="checkbox"/> Georgian	<input type="checkbox"/> German
<input type="checkbox"/> Greek	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Hungarian
<input type="checkbox"/> Icelandic	<input type="checkbox"/> Indonesian	<input type="checkbox"/> Italian
<input type="checkbox"/> Japanese	<input type="checkbox"/> Kazakh	<input type="checkbox"/> Korean
<input type="checkbox"/> Kyrgyz	<input type="checkbox"/> Latvian	<input type="checkbox"/> Lithuanian
<input type="checkbox"/> Malay	<input type="checkbox"/> Mongolian	<input type="checkbox"/> Norwegian
<input type="checkbox"/> Polish	<input type="checkbox"/> Portuguese	<input type="checkbox"/> Romanian
<input type="checkbox"/> Russian	<input type="checkbox"/> Serbian	<input type="checkbox"/> Slovak
<input type="checkbox"/> Slovenian	<input type="checkbox"/> Spanish	<input type="checkbox"/> Swedish
<input type="checkbox"/> Thai	<input type="checkbox"/> Turkish	<input type="checkbox"/> Ukrainian
<input type="checkbox"/> Vietnamese		

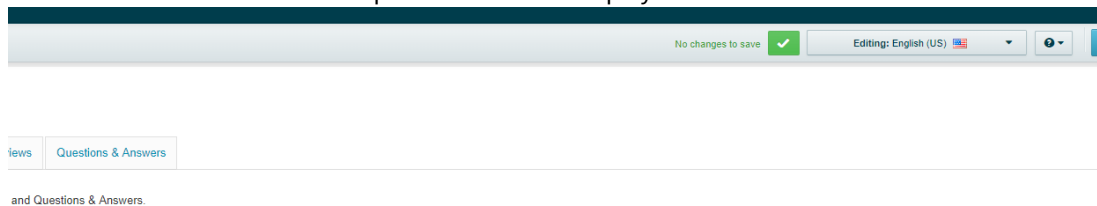
Specific locales:

Select Locale

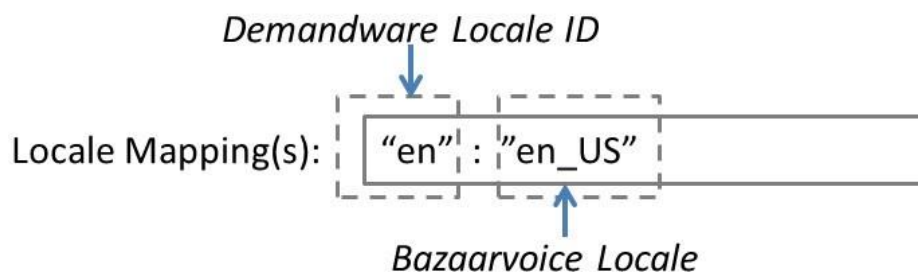
[+ Add additional locale](#)

Show content from multiple locales in content lists. The primary locale will still be used for submission.

- g. Click **Select a locale to edit**. The pull down list will display the enabled locales.



- h. Contact your Bazaarvoice representative if you need additional locales enabled.
3. Determine your mappings. Example:
 4. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**.
 5. Enter your **Deployment Zone**.
 6. Configure a **Locale Mapping** for each desired mapping (click **Add Another Value** to create additional mappings) using the following format



7. Click **Apply**

Follow the remainder of the documentation to configure the remaining custom site preferences.

Bazaarvoice SEO

Complete the following steps to enable the Bazaarvoice SEO solution. The SFCC LINK cartridge utilizes the Cloud SEO method.

A Cloud SEO Key is required to implement the Bazaarvoice SEO solution. Complete the following to locate the key:

1. A Cloud SEO Key is required to implement the Bazaarvoice SEO solution. Complete the following to locate the key:
 - a. Login to <http://login.bazaarvoice.com>.
 - b. Click **Settings** > **Manage Applications**.
 - c. Select your desired implementation.
 - d. Click **Settings** > **SEO** in the left navigation panel.
 - e. Ensure that **Root Folder** is set to "{deploymentzone}-{locale}".
 - f. Note the **Cloud Key**

g. Make sure **org/Product type** is Disabled

The screenshot shows the Bazaarvoice Main Implementation interface. On the left is a navigation menu with options like Style Detector, Style Editor, Display Options, Agreements, Submission Form Editor, Copy Editor, Badge Editor, SETTINGS, User Authentication, Email Configuration, Email Templates, **SEO**, Web Analytics, Ask a Product Owner, RESOURCES, Launch Prep, and Post-Launch Checklist. The main content area is titled 'SEO Configuration'. It contains three sections: 'Enable SEO file publishing' with radio buttons for 'Enabled' (selected) and 'Disabled'; 'Root folder' with a text input field containing '{deploymentzone}-{locale}' and a descriptive note; and 'SEO-friendly pagination' with radio buttons for 'Enabled' (selected) and 'Disabled'. A note at the bottom states: 'Select Enabled to use multiple-page SEO (inline paging). This does not change the client-side (Javascript) solution pagination links, which will always be present.'

2. Configure the custom site preferences:
 - a. Navigate to **Site > (select desired SFCC Site) > Site Preferences > Custom Preferences > Bazaarvoice Settings**
 - b. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
 - c. Select "Yes" from the **Enable Cloud SEO** dropdown
 - d. Enter your **Cloud SEO Key**
 - e. Click **Apply**.

The screenshot shows the 'Custom Site Preferences' page for Bazaarvoice. It has two main fields: 'Enable Cloud SEO' with a dropdown menu set to 'Yes', and 'Cloud SEO Key' with a text input field containing the value 'bvp-demandwarec2013sandbox2-f59d807cbdf9b34e8960836ee07bff28'. Below the 'Enable Cloud SEO' dropdown is a note: 'Turn on the BV SEO solution. This will include SEO-friendly content (located in the BV SEO cloud) in y...'. Below the 'Cloud SEO Key' field is a note: 'SEO Cloud key value as defined in your BV platform account. This key is only required if Cloud SEO is ...'.

Product Catalog Feed Export Custom Site Preferences

Complete the following steps to configure the Product Feed Export Custom Site Preferences.

1. Navigate to **Site > (select desired SFCC Site) > Site Preferences > Custom Preferences > Bazaarvoice Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Enter **Product Feed Image Type**. Typical values are "large", "medium", and "small". The value must match an existing image size type defined in SFCC.
4. Click **Apply**

FTP Hostname Override for C7 Clients

By default, the SFCC cartridge attempts to upload feeds to `sftp.bazaarvoicecom` (production) and `sftp-stg.bazaarvoice.com`² (staging).

Bazaarvoice clients provisioned on custer #7 (i.e. c7) must configure an override to connect to C7 SFTP servers. See the section "Advanced Topics" for details.

7.1 Adding Brands to the Product Feed

As a best practice, Brands should be included in the Bazaarvoice Product Feed. For the Brands to populate, there must be a search refinement on the storefront catalog for the 'brand' attribute. If brand refinements are not used on the storefront, you may need to hide the refinement on your PLP left navigation bar.

BV Pixel

Complete the following steps to enable the BV Pixel. The SFCC LINK cartridge implements the pixel version intended for online transaction orders.

7.2 Configure BV Pixel Site Preferences

Complete the following steps.

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
3. Check the **Enable BV Pixel**
4. Click **Apply**.

Purchase Feed Export

The following sections describe the steps the purchase feed export process.

- Set Custom Site Preferences for Purchase Feed Export

Note: purchase data received by Bazaarvoice via the BV Pixel feature can replace the need to enable the purchase feed export. Contact Bazaarvoice for more details.

7.3 Purchase Feed Export Custom Site Preference:

Complete the following steps to configure the Purchase Feed Export Custom Site Preferences.

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Set the following:
 1. **Purchase Feed Triggering Event**, select Purchase or Shipping.
 2. Enter **Purchase Feed Image Type**. Typical values are “large”, “medium”, and “small”. The value must match an existing image size type defined in SFCC.
- Click **Apply**.

FTP Hostname Override for C7 Clients

By default, the SFCC cartridge attempts to upload feeds to sftp.bazaarvoice.com (production) and sftp-stg.bazaarvoice.com³ (staging).

Bazaarvoice clients provisioned on custer #7 (i.e. c7) must configure an override to connect to C7 SFTP servers. See the section “Advanced Topics” for details.

8 Ratings & Reviews Display

This section describes the steps required to setup the display of Ratings & Reviews.

Note:

Complete General Setup First!

Complete the steps detailed in the “**General Bazaarvoice Setup**” section of this document before completing this section.

Adding Ratings & Reviews to the Product Page

The following sections describe the steps to implement R&R on the product page.

8.1 Configuring Ratings & Review Site Preferences

Complete the following steps.

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
3. Check the **Enable Ratings & Reviews**
4. Click **Apply**.

Note: you must also complete the steps in section “Mapping SFCC Locales to Bazaarvoice Deployment Zones and Locales”

9 Question and Answer Display

This section describes the steps required to setup the display of Question & Answers.

Note:

Complete General Setup First!

Complete the steps detailed in the “**General Bazaarvoice Setup**” section of this document before completing this section. Note that the Bazaarvoice Submission Container page setup is included in these previously covered sections.

Configuring Question and Answer Site Preferences

Complete the following steps.

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
3. Check the **Enable Question & Answer**
4. Click **Apply**.
5. Note: you must also complete the steps in section “Mapping SFCC Locales to Bazaarvoice Deployment Zones and Locales”

10 Submission

The Bazaarvoice LINK cartridge supports the following best practice submission-related features:

- Bazaarvoice hosted authentication
- Bazaarvoice submission page (pop-up page without a SFCC-created submission container page)

A controller **Bazaarvoice-Container** is maintained in the cartridge to facilitate submission containers from the PIE email links, and from mobile content. The URL to this pipeline must be added to the Bazaarvoice workbench. To add the container URL to the workbench:

1. Login to <http://login.bazaarvoice.com>.
2. Click **Settings > Manage Applications**.
3. Select your desired implementation.
4. Click **Getting Started > Technical Setup** in the left navigation panel.
5. Scroll down to find **Container URL**, and **Staging Container URL**.
 - a. Enter the full url to the pipeline Bazaarvoice-Container. It should look like:

Container URL:

`http://<SFCC domain>/on/demandware.store/Sites-<SFCC Site>-Site/<locale>/Bazaarvoice-Container`

Staging Container URL:

`http://<instance name>-<realm>-<customer name>.demandware.net/on/demandware.store/Sites-<SFCC Site>-Site/<locale>/Bazaarvoice-Container`

The screenshot shows a web interface for configuring Bazaarvoice submission containers. It contains two main sections: 'Container URL' and 'Staging Container URL'. Each section has a text input field with a pre-filled URL, an 'Edit Values' link with a flag icon, and a descriptive instruction. At the bottom, there is an 'Apply Hosts Update' button and a link to 'Apply Hosts Update'.

Container URL [Edit Values](#)

`http://www.fake-bv-domain.com/on/demandware.store/Sites-SiteGenesis-Site/default/Bazaarvoice-Container`

Enter the container URL, as used in integration code. Please include HTTP or HTTPS protocols as well any "www" prefixes if your web address includes them.

Staging Container URL [Edit Values](#)

`http://bazaarvoice03.tech-prtnr-na01.dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/default/Bazaarvoice-Container`

Enter the staging container URL, as used in integration code.

Apply Hosts Update

[Apply Hosts Update](#)

[Apply Hosts Update](#)

11 Updating SFCC Product Page templates

1) BazaarvoiceSEO

You must add some SFCC script to the isml template, so that your cloud SEO solution works properly. Add the following line of code after the end of the <isscript> block within **product.isml**.

<include template="bv/display/productdetailparameters" />

```

1 <iscontent type="text/html" charset="UTF-8" compact="true"/>
2 <iscomment>
3   Renders product detail page both quickview and normal view.
4   If the product is a product set or bundle, then it also includes subproduct template to
5   render sub product details.
6 </iscomment>
7
8 <isscript>
9   importScript('product/GetProductDetailUrl.ds');
10  var productDetailUrl = GetProductDetailUrl(pdickt);
11  var source = pdickt.CurrentHttpParameterMap.source.stringValue;
12  var format = pdickt.CurrentHttpParameterMap.format.stringValue;
13  var DecoratorTemplate = 'product/pt_productdetails';
14  if (format == 'ajax' || source == 'search' || source == 'quickview' || source == 'giftregistry' || source == 'wishlist') {
15    DecoratorTemplate = 'util/pt_empty';
16  }
17 </isscript>
18
19 <include template="bv/display/productdetailparameters" />
20
21 <isdecorate template="{DecoratorTemplate}">
22   <include url="{productDetailUrl}" />
23 </isdecorate>
24

```

2) Adding BV Pixel to the Order Confirmation Page Template

Add the following two includes to the template “**pt_orderconfirmation.isml**” one in the head, and one at the end of the body

<include template="bv/display/headerincludes"/>

<include template="bv/bvpixel/tracktransaction"/>

```

9
10 <isinclude template="util/modules"/>
11
12 <iscomment>Include all important information globally , e.g. meta-data, link information, and javascript.</iscomm
13>
14 <isscript>
15     var pageContext = {
16         title: 'Order Confirmation',
17         type: 'orderconfirmation',
18         ns: 'orderconfirmation'
19     };
20 </isscript>
21 <isinclude template="components/header/htmlhead"/>
22 <isinclude template="checkout/pt_orderconfirmation_UI"/>
23 <iscomment>Add template-specific header information here.</iscomment>
24 <isinclude template="bv/display/headerincludes"/>
25 </head>
26
27 <body>
28 <div id="wrapper" class="pt_order-confirmation">
29
30     <isinclude template="components/header/header"/>
31
32 <div id="main" role="main" class="clearfix primary-focus">
33     <isreplace/>
34 </div>
35
36 <isinclude template="components/footer/footer"/>
37 <isinclude template="checkout/pt_orderconfirmation_VARS"/>
38
39 <isinclude template="bv/bvpixel/tracktransaction"/>
40
41 </div>
42 </body>
43 </html>
44

```

3) Ratings Header Include

Add this element to **pt_productdetails.isml** immediately before the close of the head tag.

<isinclude template="bv/display/headerincludes"/>

```

<head>

    <isscript>var pageContext={title:(pdict.Product.name || 'Product Detail'), type:'product',
    <isinclude template="components/header/htmlhead"/>

    <isinclude template="product/pt_productdetails_UI"/>

    <link rel="canonical" href="${URLUtils.url('Product-Show','pid', pdict.Product.ID)}"/>

    <isinclude template="bv/display/headerincludes"/>
</head>
<body>

```

4) Ratings Summary Include

Add this element to **productcontent.isml**, replacing the **isif** block and existing include for **product/components/reviewsmini**.

```

<isif condition="${!isQuickView}">
<isinclude template="bv/display/pdpsummary"/>
<iselse/>
<isinclude template="bv/display/rr/qvratings"/>

```

```

</isif>
36 11 (pdict.isProductAvailable) {
37     let product = pdict.Product;
38     let variationModel = pdict.CurrentVariationModel || product.getVariationModel();
39     let selectedVariant = variationModel.getSelectedVariant();
40     productNumber = selectedVariant
41         ? selectedVariant.getID()
42         : product.getID();
43 }
44 </iscript>
45 <div class="product-number">
46     ${Resource.msg('product.item','product',null)} <span itemprop="productID" data-masterid="${masterId}"><isprir
47 </div>
48
49 <iscomment>
50     reviews
51     =====
52 </iscomment>
53
54 <isif condition="${!isQuickView}">
55     <isinclude template="bv/display/pdpsummary"/>
56 <iselse/>
57     <isinclude template="bv/display/rr/qvratings"/>
58 </isif>
59
60 <iscomment>
61     view detail link for quick view
62     =====
63 </iscomment>
64
65 <isif condition="${pdict.CurrentHttpParameterMap.source && pdict.CurrentHttpParameterMap.source.stringValue != 'g
66 <isif condition="${isQuickView}">
67     <!-- shown only in quick view -->
68     <a href="${URLUtils.url('Product-Show','pid', pdict.Product.ID)}" title="${pdict.Product.name}">${Resourc
69 </isif>
70 </isif>
71

```

5) Reviews Include

Add this element to **producttopcontent.isml**, replacing the existing include for **product/components/reviews**.

```

<isinclude template="bv/display/rr/reviews"/>

<isif condition="${AttributeGroup.ID != 'mainAttributes'}">
    <isset name="group" value="${AttributeGroup}" scope="page"/>
    <h3><isprint value="${group.getDisplayName()}"></h3>
    <isinclude template="product/components/group"/>
</isif>
</isloop>
</div>
</div>
</isif>
<div class="tab reviews">
    <input type="radio" name="css-tabs" id="tab-5" class="tab-switch">
    <label for="tab-5" class="tab-label">${Resource.msg('product.tab.reviews','product',null)}</label>
    <div class="tab-content"><isinclude template="bv/display/rr/reviews"/></div>
</div>
<div class="tab questions">
    <input type="radio" name="css-tabs" id="tab-6" class="tab-switch">
    <label for="tab-6" class="tab-label">${Resource.msg('product.tab.questions','product',null)}</label>
    <div class="tab-content"><isinclude template="bv/display/qa/questions"/></div>
</div>
</div>
</isif>

```

a.

You must also add a class of “**reviews**” to the tab div in the **producttopcontent.isml**, in order for the tab selection javascript to function

```

<isif condition="{AttributeGroup.ID != 'mainAttributes'}">
  <isset name="group" value="{AttributeGroup}" scope="page"/>
  <h3><isprint value="{group.getDisplayName()}" /></h3>
  <isinclude template="product/components/group"/>
</isif>
</isloop>
</div>
</div>
</isif>
<div class="tab reviews">
  <input type="radio" name="css-tabs" id="tab-5" class="tab-switch">
  <label for="tab-5" class="tab-label">${Resource.msg('product.tab.reviews', 'product', null)}</label>
  <div class="tab-content"><isinclude template="bv/display/rr/reviews"/></div>
</div>
<div class="tab questions">
  <input type="radio" name="css-tabs" id="tab-6" class="tab-switch">
  <label for="tab-6" class="tab-label">${Resource.msg('product.tab.questions', 'product', null)}</label>
  <div class="tab-content"><isinclude template="bv/display/qa/questions"/></div>
</div>
</div>
</isif>

```

6) Putting Review content behind a Tab

When review content is behind a tab, you must properly include JavaScript in a callback function to control how the reviews tab is shown. This cartridge assumes that the Site Genesis tabs are used on the PDP. If you do not use the PDP tabs provided by Site Genesis, then you will need to customize the javascript found in: **int_bazaarvoice/cartridge/templates/default/bv/display/pdpsummary.isml**

```

1 <!-- TEMPLATENAME: reviewssummary.isml -->
2 <iscript>
3 var BVHelper = require('int_bazaarvoice/cartridge/scripts/lib/libBazaarvoice').getBazaarVoiceHelper();
4 BVHelper.setBvReveal();
5 var bvPid = BVHelper.setProductId(pdct.Product);
6
7 // Obtain Cloud SEO content
8 var CSEO = null;
9 if(!empty(bvPid)) {
10   CSEO = require('int_bazaarvoice/cartridge/scripts/lib/libCloudSEO.ds').getBVSEO({'product_id' : bvPid});
11 }
12 </iscript>
13
14 <isif condition="{BVHelper.isRREnabled() || BVHelper.isQAEEnabled()}">
15   <!-- Reviews Summary -->
16
17   <div data-bv-show="rating_summary" data-bv-productId="{bvPid}">
18     <isif condition="{CSEO != null}">
19       <isprint value="{CSEO.reviews().getAggregateRating()}" encoding="off" />
20     </isif>
21   </div>
22
23   <script type="text/javascript" language="javascript">
24     window.bvCallback = function() {
25       BV.reviews.on('show', function () {
26
27         //This line assumes Site Genesis tabs and is called when clicking on the review summary
28         jQuery('.tab.reviews .tab-switch').click();
29
30       });
31
32       BV.questions.on('show', function () {
33
34         //This line assumes Site Genesis tabs and is called when clicking on the Q&A summary
35         jQuery('.tab.questions .tab-switch').click();
36
37       });
38     };
39   </script>
40   <!-- End Reviews Summary -->
41 </isif>

```

7) Ratings Header Include

Place this <isinclude> element in the product ISML template file that contains your HTML head for the search result and category pages. Add this element to **pt_productsearchresult.isml** immediately before the close of the head tag.

<isinclude template="bv/display/headerincludes"/>


```

18 <isif condition="{(pdict.CurrentHttpParameterMap.cgid.submitted && pdict.Curr
19 <link rel="canonical" href="{URLUtils.url('Search-Show','cgid', pdict.Cur
20 </isif>
21
22 <iscomment>Add template-specific header information here.</iscomment>
23 <isinclude template="bv/display/headerincludes" />
24 </head>
25 <body>
26
27 <div id="wrapper" class="pt_product-search-result">
28

```

8) Ratings (Search Page or a Category Page)

Place the following `<isinclude>` element in any pages in which you want the inline ratings (e.g. overall ratings, number of reviews, overall star rating image) to appear next to a product, such as a search page or a category page that lists your products. Add this element to **producttile.isml**, replacing the existing include for product/components/reviewsmini.

`<isinclude template="bv/display/rr/ratings"/>`

```

242<
243    <isloop items="{prices}" var="productPrice">
244        <span class="{productPrice.class}" title="{productPrice.title}"><isprint value="{productPrice.
245    </isloop>
246</div>
247</isif>
248<iscomment>Promotion</iscomment>
249<iscomment>+++++++</iscomment>
250<isif condition="{showpromotion}">
251    <div class="product-promo">
252        <isset name="promos" value="{dw.campaign.PromotionMgr.activeCustomerPromotions.getProductPromotions(
253        <isif condition="{!empty(promos)}">
254            <isloop items="{promos}" alias="promo" status="promoLoopstate">
255                <div class="promotional-message">
256                    <isprint value="{promo.calloutMsg}" encoding="off"/>
257                </div>
258            </isloop>
259        </isif>
260    </div>
261</isif>
262
263<iscomment>Rating</iscomment>
264<iscomment>+++++++</iscomment>
265<isif condition="{showrating && !Product.productSet}">
266    <isinclude template="bv/display/rr/ratings"/>
267</isif>
268
269<iscomment>Swatches</iscomment>
270<iscomment>+++++++</iscomment>
271<isif condition="{showswatches}">
272    <iscomment>
273        Render the color swatch section for a product. We show color swatches for color variations known to th
274    </iscomment>
275

```

Importing Ratings Data into the SFCC Environment

Use of hosted (Javascript-based) Inline Ratings is the stated best practice for integrating Bazaarvoice into product listing pages (e.g. category pages, search results pages, etc.). Bazaarvoice provides a nightly ratings feed for clients who wish to import the ratings statistical data (overall rating, number of reviews) into their SFCC environment. The Bazaarvoice LINK cartridge includes functionality for consuming this data via the feed. The Bazaarvoice LINK cartridge no specific functionality for making use of this data.

12 Advanced Topics

The following are special considerations to be aware of.

Upgrading from a previous Bazaarvoice LINK Cartridge Version

The following are the recommended steps to upgrade to a newer version of the Bazaarvoice LINK cartridge.

Complete the following steps in sandbox/staging (making changes in staging will not affect production until replication):

1. Disable replication.
2. Completely delete the cartridge from the Site.
3. Completely delete the existing Bazaarvoice-related metadata on the Site.
4. Delete all existing Bazaarvoice-related Scheduled Jobs.
5. Install the new cartridge (including importing the new metadata and setting up the new Scheduled Jobs) to the site according to the Bazaarvoice documentation.
6. Test the new cartridge functionality (sandbox/staging).

To push changes to production:

1. In each of the appropriate Custom Site Preferences, select an instance type "production" and enter the appropriate settings.
2. Execute data replication.
3. Execute code replication.

FTP Hostname Override for C7 Clients

By default, the SFCC cartridge attempts to upload feeds to sftp.bazaarvoice.com (production) and sftp-stg.bazaarvoice.com⁴ (staging).

Bazaarvoice clients provisioned on the C7 cluster must complete the following steps:

Open the file "int_bazaarvoice/cartridge/scripts/lib/libConstants.ds" and edit the two variables defined on lines 15 and 16:

- FTPHostStaging = "sftp7-stg.bazaarvoice.com"⁵;
- FTPHostProduction = "sftp7.bazaarvoice.com"⁶;

Additionally, the service framework urls must be updated. Navigate to **Administration > Operations > Services** and click on the credentials tab. Change the urls for each of the following credentials:

- sftp.stg.SiteID
 - URL: "sftp7-stg.bazaarvoice.com"⁷
- sftp.prd.SiteID
 - URL: "sftp7.bazaarvoice.com"⁸

Product Family Override

By default, the SFCC cartridge attempts collect and distribute content at the master product level. This can cause problems with cloud SEO when color slicing is used, or variations are assigned to the same category as their master.

Bazaarvoice clients who wish to display color sliced product tiles must complete the following steps to enable the use of product families:

⁴ <http://sftp-stg.bazaarvoice.com>

⁵ <http://sftp7-stg.bazaarvoice.com>

⁶ <http://sftp7.bazaarvoice.com>

⁷ <http://sftp7-stg.bazaarvoice.com>

⁸ <http://sftp7.bazaarvoice.com>

1. Navigate to **Site** > (select desired SFCC Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
3. Check the **BV Enable Product Families (YES)**
4. Click **Apply**.

Importing Ratings Data Using the Bazaarvoice Ratings Feed

Bazaarvoice provides a nightly ratings feed for clients who wish to import the ratings statistical data (overall rating, number of reviews) into their Salesforce Commerce Cloud environment. Bazaarvoice clients who wish to import the ratings data must complete the following steps:

Enable the job schedule “Bazaarvoice Inline Rating Import” described above in the section “**Import Job Schedules**”. The inline rating import job needs to be run on the staging instance in order to import production data into the catalog.

13 Operations, Maintenance

Data Storage

The export and import feeds will be stored under webdav/Sites/Temp while the jobs are running and deleted when the jobs finished. There will not be feeds storage on Impex.

Availability

BV hosted services perform with an uptime of 99.9% reliability.

Failover / Recovery Process

The Bazaarvoice services are designed in such a way to gracefully fail without impact on the SFCC webstore performance. If the event of failure, Bazaarvoice functionality will simply cease to exist on the target pages. Contact partner-support@bazaarvoice.com regarding additional failover/recovery information

Support

Contact partner-support@bazaarvoice.com¹ regarding this LINK cartridge.

14 TEST CASES

Test cases can be referenced in document Bazaarvoice_Test_Cases_20.1.0.pdf

15 RELEASE HISTORY

Version	Date	Changes
5.2.0	2013-02-08	Initial release
14.1.0	2014-07-28	Updated integration to be compatible with latest storefront versions
15.1.0	2015-09-01	Updated integration to be compatible with latest storefront versions
16.1.0	2015-09-01	Updated integration to be compatible with latest storefront versions
20.1.0	2016-10-31	Updated integration to be compatible with latest storefront versions

18.2.0	2019-01-29	Updated integration to be compatible with latest storefront versions
20.1.0	2020-04-13	Updated integration to be compatible with latest storefront versions