

STANNP EXTENSION FOR WOOCOMMERCE

User guide



Direct Mail

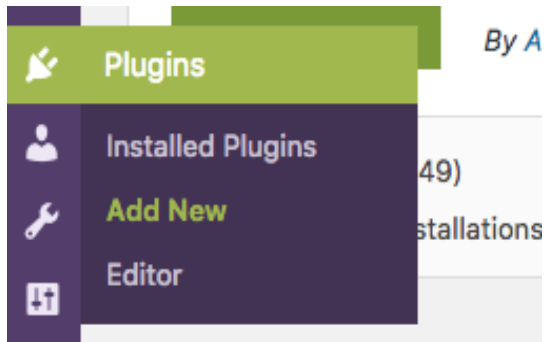
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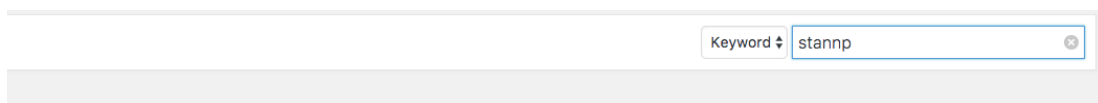
EXTENSION INSTALLATION

Add the Stannp plugin


To add our plugin to your Wordpress installation, you have to go in your Wordpress admin panel, select the **Plugins** menu and then click **Add new**:



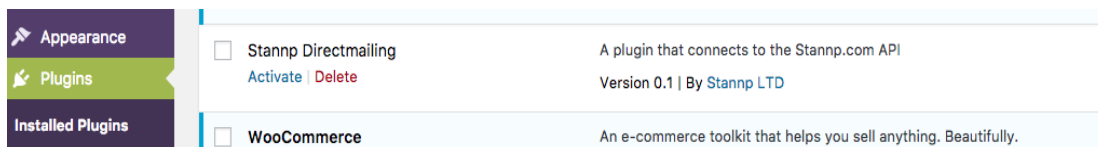
In the search bar please type in Stannp and then please hit the  button.



Activate the Stannp DirectMailing plugin

After the plugin downloads and gets installed, you can activate it from the same screen by clicking .

If you do not wish to activate it straight away, you can activate it later from your **Plugins->Installed Plugins** menu:



 This plugin depends on WooCommerce. Please make sure you have WooCommerce installed before you continue.

Please activate our plugin and proceed to the next section.

SETUP WIZARD


Create a new Campaign

Welcome to Stannp You're almost there! Just a few more clicks and you can use the plugin

Run the Setup Wizard

Skip setup

If you're not familiar with our platform, we highly suggest that you start by running our setup wizard. Just click the button and you will be redirected to a new page:



Stannp Account Log In Sync Confirmation Sample Pack Good to go!

Stannp Account

Do you have a Stannp.com account?

--- Please select ---

[Not right now](#)

If you already have an account with us (not your WordPress account), please select "Yes" in the dropdown and log in with your details in the next screen:

Stannp Log In

Please enter your login details:

E-mail:

iunia

Password:

.....

☒ By registering and using the Stannp.com platform you must agree to our [terms of service](#) and [privacy policy](#). Please also be aware that we will automatically start syncing your customer data to our service, meaning you agree to Stannp.com being a data processor as stated in our [terms of service](#).

Continue

However, if you are a new user, you have the possibility of registering after you select the “No” option in the dropdown:

Stannp Account

Do you have a Stannp.com account?

No

Please register by filling in the following fields:

E-mail address:

First name:

Last name:

Password:

Repeat Password:

Company:

Continue

Once you've registered/logged in, we will sync your customer data and you will see a similar screen:

Stannp Sync

Great! We found 3 recipients.

Customer Stats	
Customers with no orders:	2
Customers who ordered only once:	1
High spending customers:	1
Repeat customers:	0
Active more than 6 months ago:	0

Create your first campaign

This will give you a few stats about your WooCommerce customers.

Next, you can request a sample pack to get a better idea of how our products look and work. Please fill in your address where you would like to receive it:

Stannp Campaign

Let's create your first Campaign

First Name:

First Name:

Company:

Address Line 1:

Address Line 2:

City:

Postcode / ZIP:

Country:

State / County:

Send me a sample pack

The last step gives you the option to either exit the wizard or go to your stannp account:

Good To Go!

Good work! You are now set up and you can start easily sending Direct Mail campaigns to your customers.

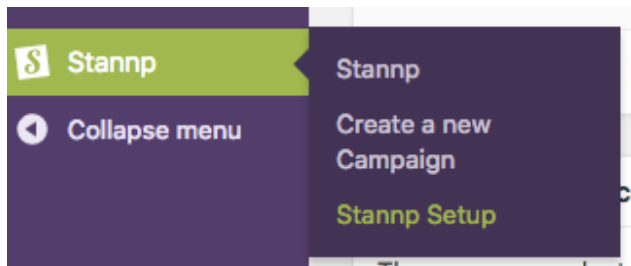
What would you like to do next?

[Create your first Direct Mail campaign](#)

[Return to your Woo dashboard.](#)

Thank you for your time!

You can access the wizard anytime from the Stannp menu, so don't worry if you accidentally leave the setup.



EXTENSION SETTINGS

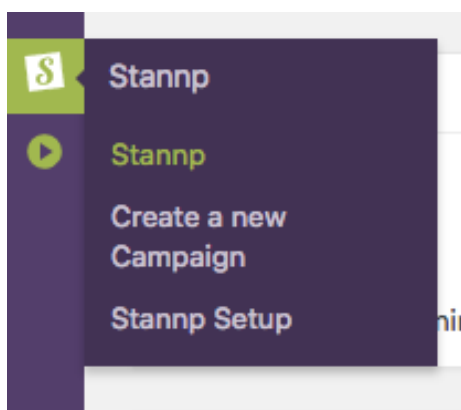
The main configuration for your module resides in your admin panel at:

Plugins->Installed Plugins->Stannp->Settings

☐ **Stannp Directmailing**
[Settings](#) | [Support](#) | [Deactivate](#)

A plugin that connects to the Stannp.com API
Version 0.1 | By [Stannp LTD](#)

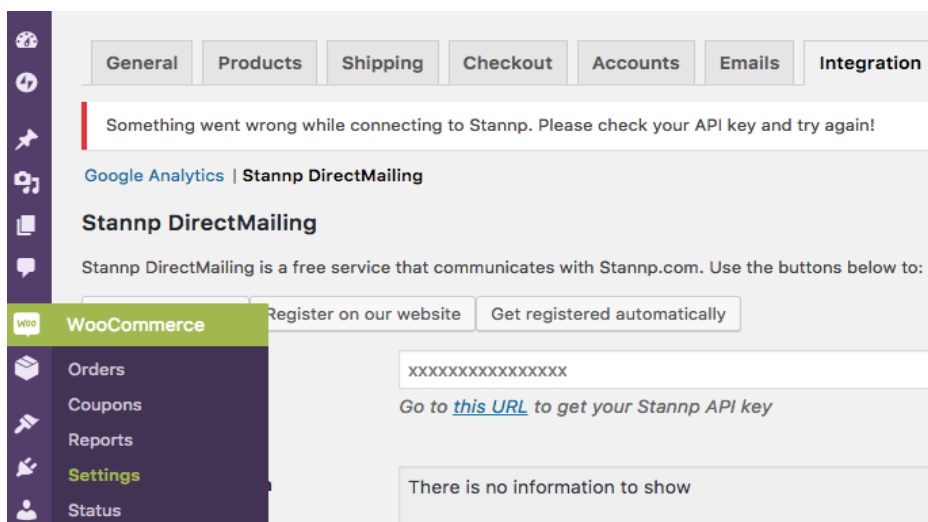
Stannp->Stannp



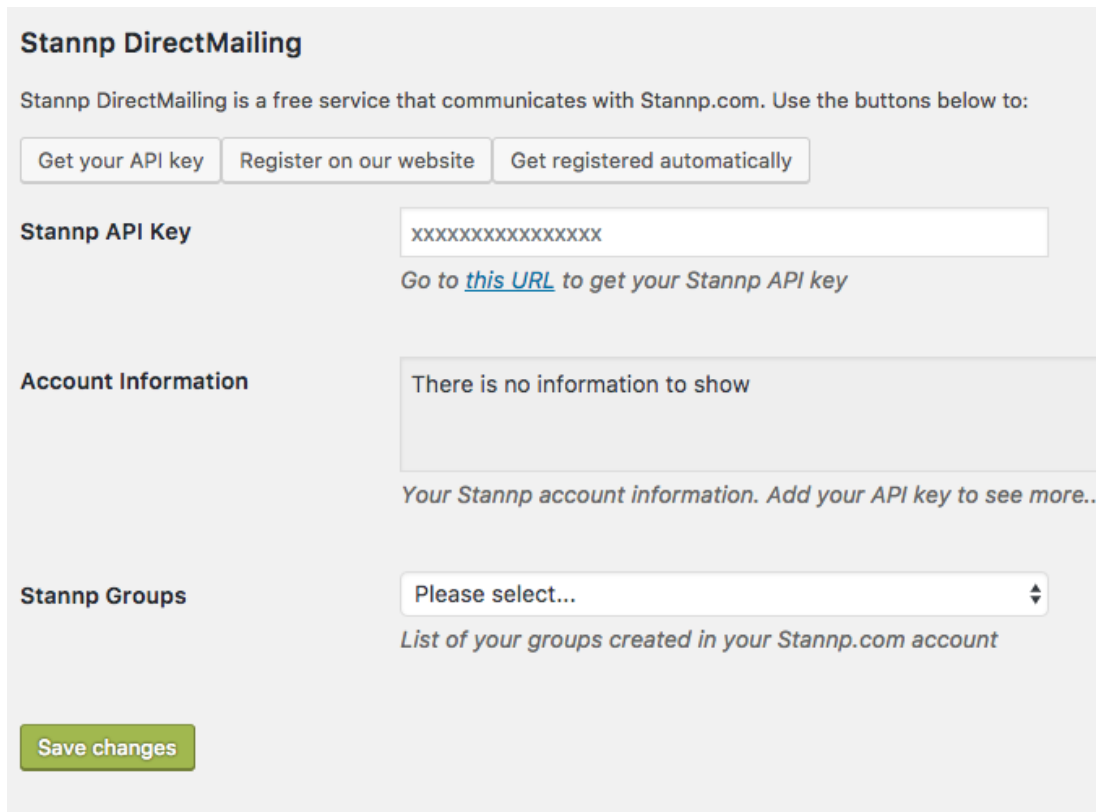
or

WooCommerce->Settings->Integration->Stannp DirectMailing

On the **Integration tab**, you will see the **Stannp DirectMailing** tab on the right:



By selecting Stannp, we get to the module's configuration:



Stannp DirectMailing

Stannp DirectMailing is a free service that communicates with Stannp.com. Use the buttons below to:

[Get your API key](#) [Register on our website](#) [Get registered automatically](#)

Stannp API Key

Go to [this URL](#) to get your Stannp API key

Account Information

There is no information to show

Your Stannp account information. Add your API key to see more...

Stannp Groups

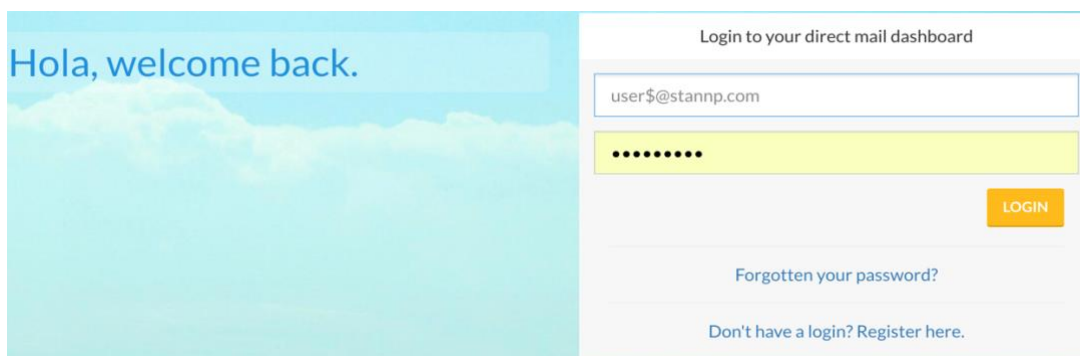
Please select...

List of your groups created in your Stannp.com account

[Save changes](#)

At this point, to be able to communicate with the Stannp app, you need to add an **API Key** in the first field and select

[Save changes](#). If you don't know your **API Key** but you already have a **Stannp Account**, just click the [Get your API key](#) button below the banner and a new page will open in your browser (you might be prompted to log in first):



Hola, welcome back.

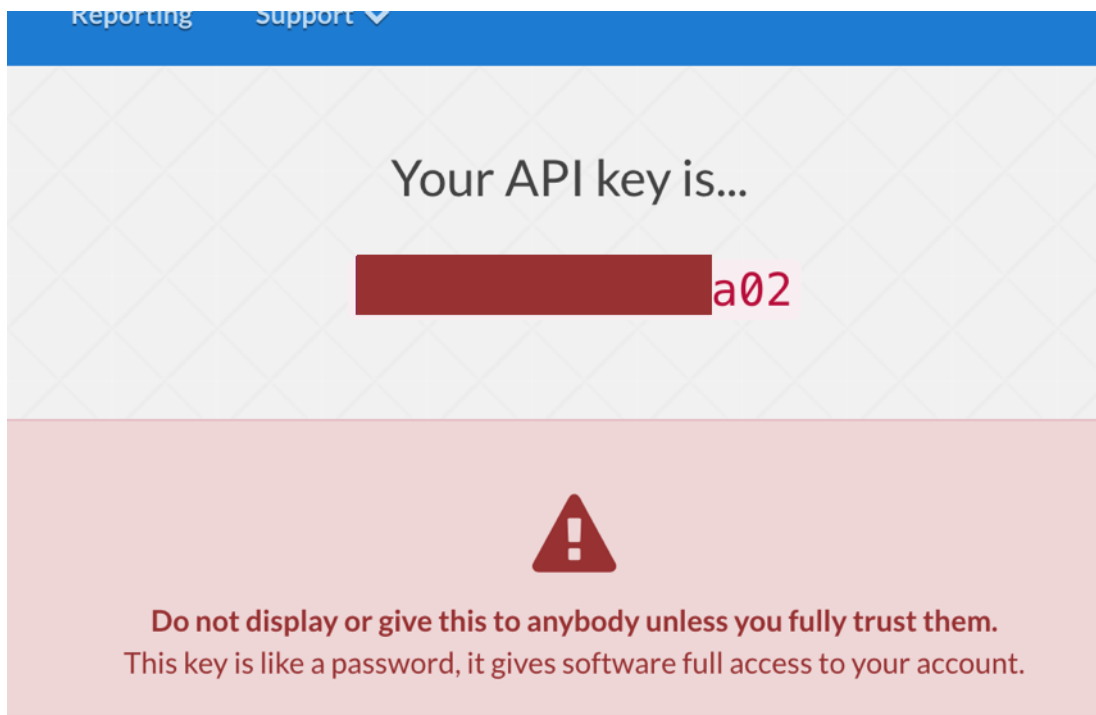
Login to your direct mail dashboard

[LOGIN](#)

[Forgotten your password?](#)

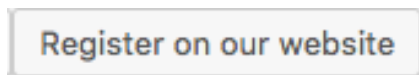
[Don't have a login? Register here.](#)

Just enter your credentials and click [LOGIN](#).



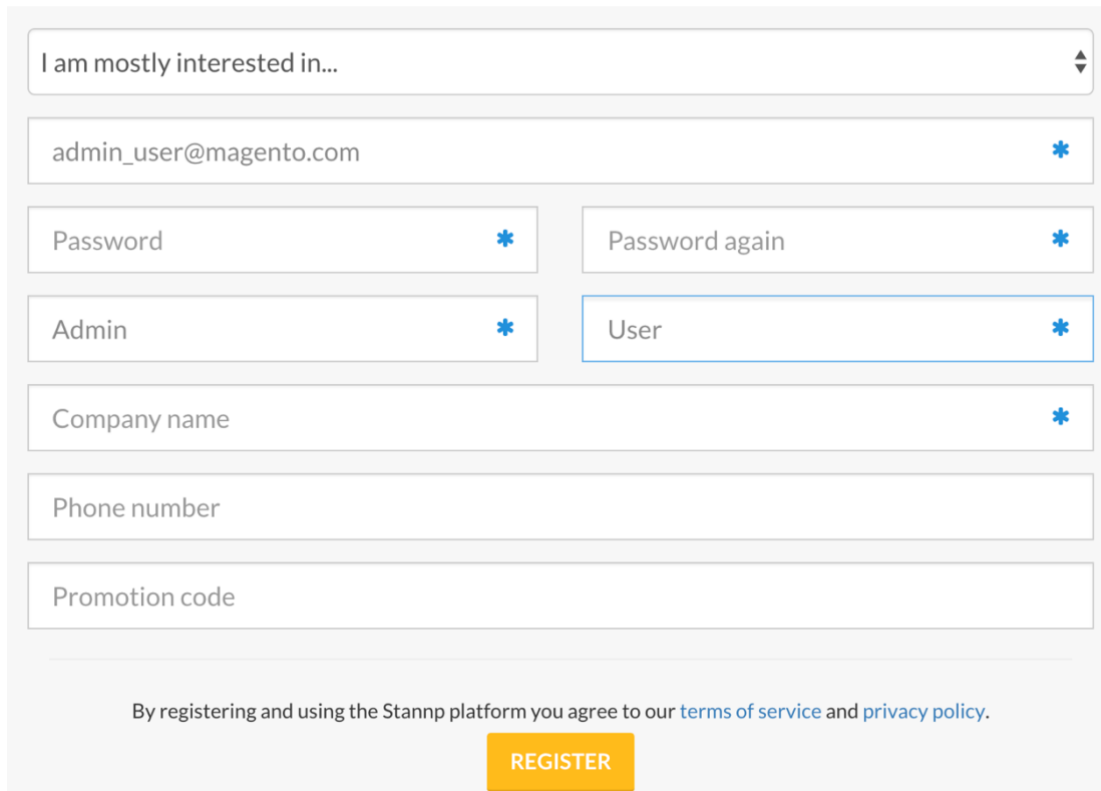
Just copy the **API Key** into the correspondent WooCommerce form field and select [Save changes](#).

Don't have a **Stannp Account**? Don't worry, you can easily register using your Wordpress credentials by selecting:



A new page will open in your browser prefilled with your Wordpress account First name, Last name and e-mail:



Register for the direct mail dashboard

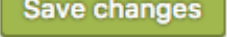


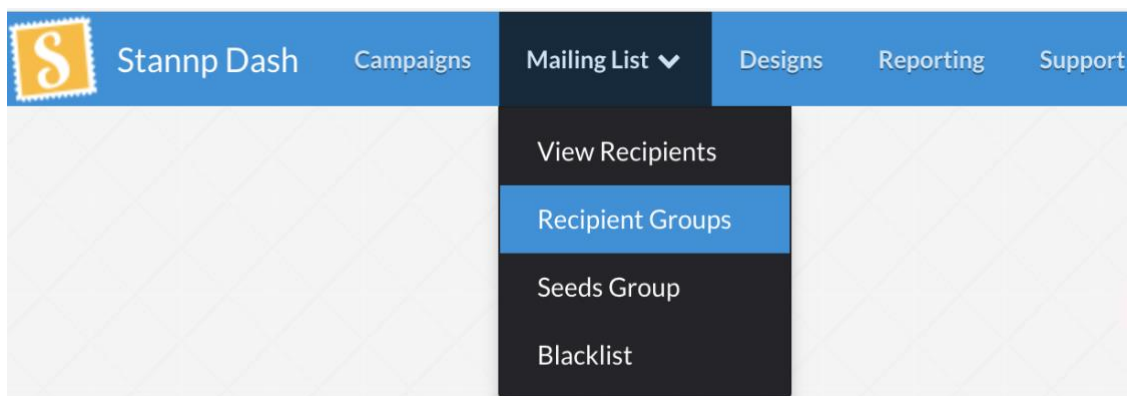
The registration form consists of several input fields with blue asterisks indicating required fields:

- A dropdown menu labeled "I am mostly interested in..." with an up/down arrow.
- An email field containing "admin_user@magento.com".
- Two password fields: "Password" and "Password again".
- Two user role fields: "Admin" and "User".
- A "Company name" field.
- A "Phone number" field.
- A "Promotion code" field.

Below the fields is a line of text: "By registering and using the Stannp platform you agree to our [terms of service](#) and [privacy policy](#)." Below this is a yellow "REGISTER" button.

Please fill in the required information and click . Now that you are all set, you can go back to the Wordpress Admin page and select the  button.

Once you add the **API Key** and click , you should see your Stannp account balance in the **Account Information** text-area and your Stannp Groups in the **Stannp Group** dropdown. These can be found in your Stannp Account:



[Stannp App] <https://dash.stannp.com/mailling-groups>

Recipient groups: Groups are used for organising your recipients.

Select Groups ▾							CREATE A NEW GROUP ▾
ID	Group Name	Created	Total Recipients	UK Matched	UK Not Matched	International Addresses	
12154	☆ magento	2017-10-30 10:15:38	24	0	24 ✂	0	VIEW RECIPIENTS
12085	☆ test	2017-10-26 16:46:36	8	0	4 ✂	4	VIEW RECIPIENTS
12073	☆ Seeds Group	2017-10-26 14:51:03	56	1	55 ✂	0	VIEW RECIPIENTS
11935	☆ Magento Test Group	2017-10-23 10:31:26	53	6	1 ✂	46	VIEW RECIPIENTS

⚡ These steps can be easily skipped if you just run the Setup Wizard. The wizard automatically creates an account for you, if you don't have one and also updates the settings by adding your API key.

[WooCommerce Configuration]

Your settings have been saved.

Stannp DirectMailing

Stannp DirectMailing is a free service that communicates with Stannp.com. Use the buttons below to:

[Get your API key](#) [Register on our website](#) [Get registered automatically](#)

Stannp API Key

02

Go to [this URL](#) to get your Stannp API key

Account Information

Your current balance is: £1.00

Your Stannp account information. Add your API key to see mor

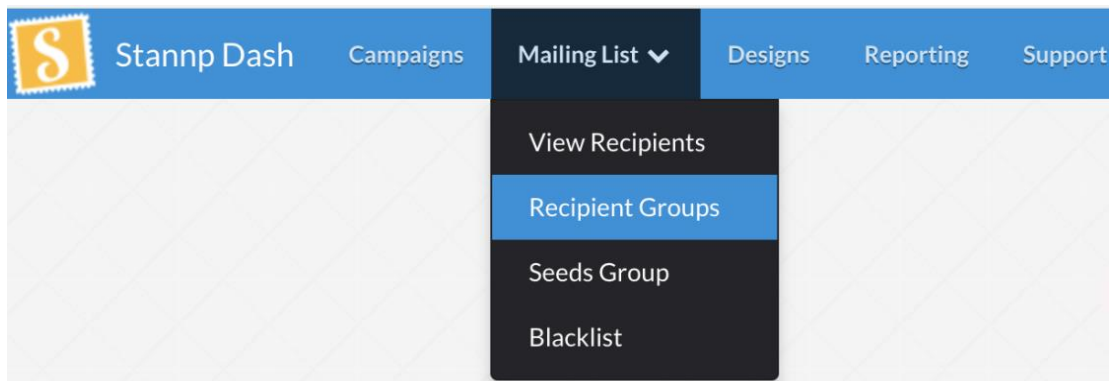
Stannp Groups

✓ Please select...


Seeds Group
magento
New
Just Another Stannp Group
test
Magento Test Group

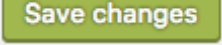
[Save changes](#)


⚡ It is very important that you select a **Stannp Group** before you **continue**. If you do not have any groups in your Stannp Account, please go to



or use the following URL: <https://dash.stannp.com/mailling-groups>

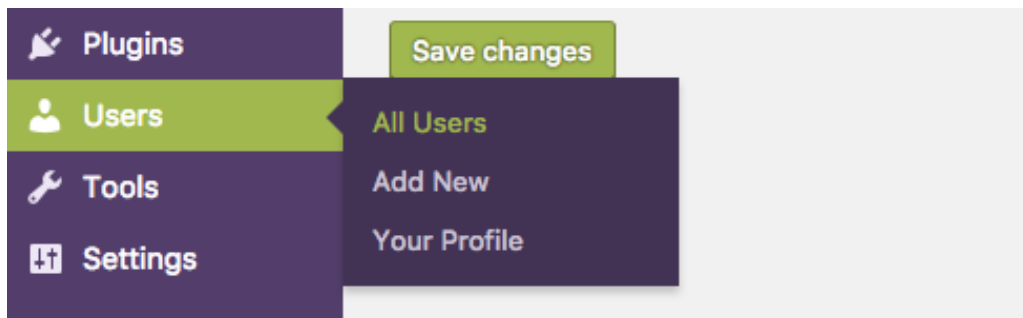
and click the  button. You can either create a new *blank group* or *import data* from existing groups.

Once you've selected your group and clicked , you can proceed to the next section.

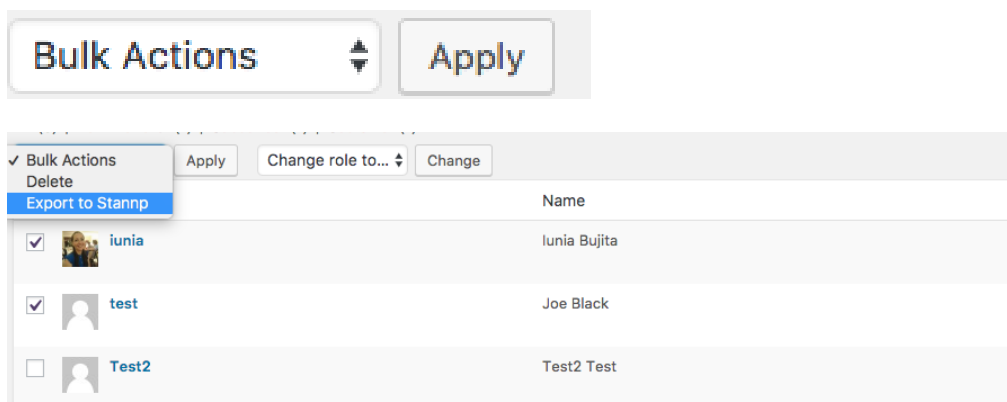
 During the setup wizard, a new group is automatically created for you with the name WooCommerce and contains all your customers that have a valid billing or shipping address.

EXPORTING CUSTOMERS

Users->All Users

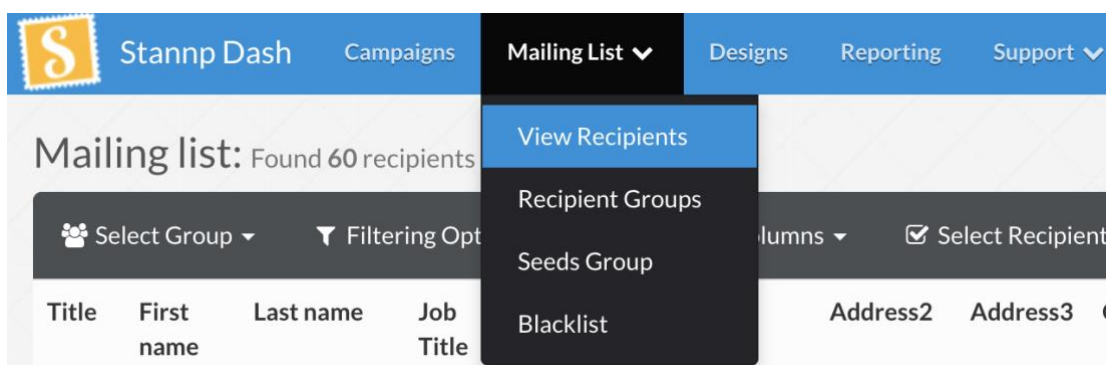


You can use a Bulk action to export your WooCommerce customers to Stannp:

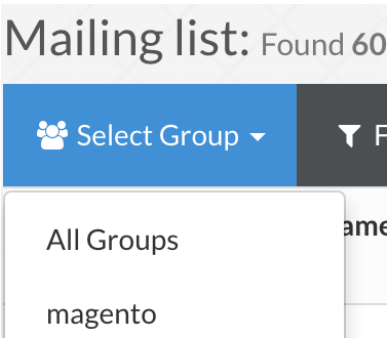


Using this option, you need to individually select the customers you would like to export and then choose **Export to Stannp** in the Bulk Actions dropdown and hit the **Apply** button.

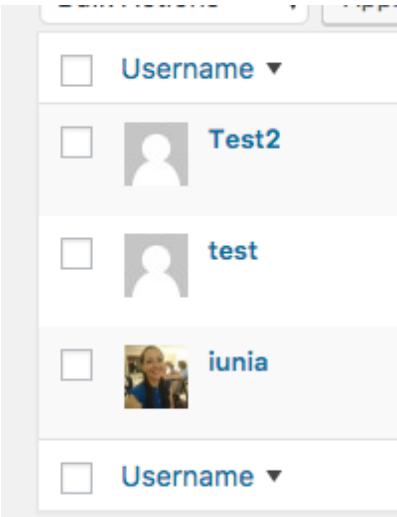
You will be able to see the exported customers in your Stannp account:



or by following this URL: <https://dash.stannp.com/mailling-list> . You can sort recipients by group:



You can sort users by Username or Email by clicking on the corresponding header of the Users' table:



Also, you can search users using the search bar on the upper right side the table:

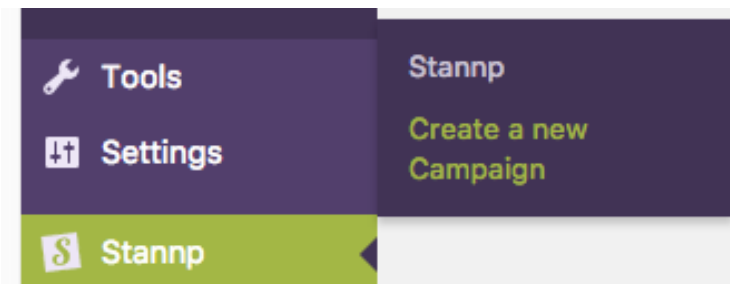


or select a certain type of user:



CREATING A NEW CAMPAIGN

Stannp->Create New Campaign



When creating a new campaign, you need to fill in the following fields:

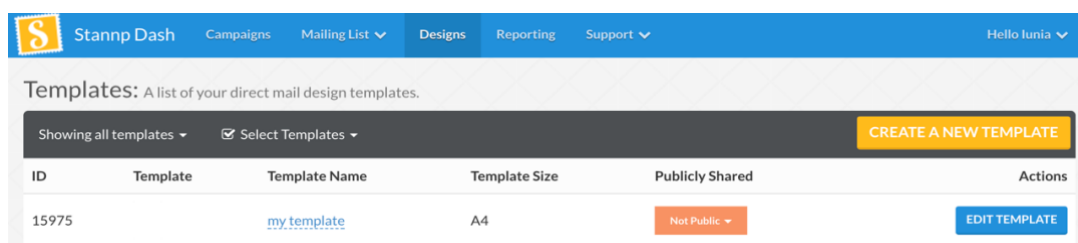
Create a new Campaign

Campaign Name *	<input type="text"/>
Campaign Type *	A5 Postcard ▾
Template Name	Blank Template ▾
Recipients*	All ▾
Number of Recipients	<input type="text"/>
Voucher Code	<input type="text"/>
<input type="button" value="Create Campaign"/>	

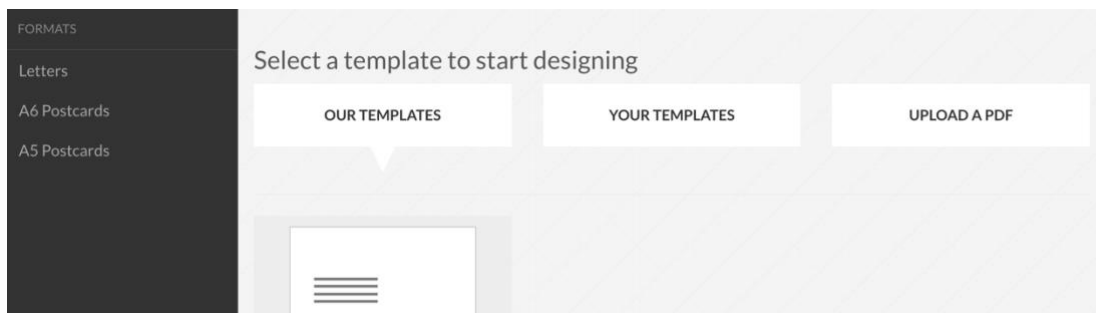
where:

- **Campaign name** is the name of the campaign to be created
- **Campaign type** is one of the following:
 - **A5 Postcard**
 - **A6 Postcard**
 - **Letter**
- **Template Name** is
 - **Blank Template**
 - One of your **Custom Templates***
- **Recipients:**
 - **All** – send the campaign to the recipients from the group you selected in the Configuration section
 - **International Only** – send only to the international recipients from the group you selected in the Configuration section
 - **UK validated addresses only** – send the campaign only to the valid UK addresses from the group you selected in the Configuration section
 - **UK non-validated addresses only** – send the campaign only to the invalid UK addresses from the group you selected in the Configuration section
- **Number of Recipients** – changes accordingly when you choose a type of recipient in the dropdown above.
- **Voucher Code** – discount code, if you have one.

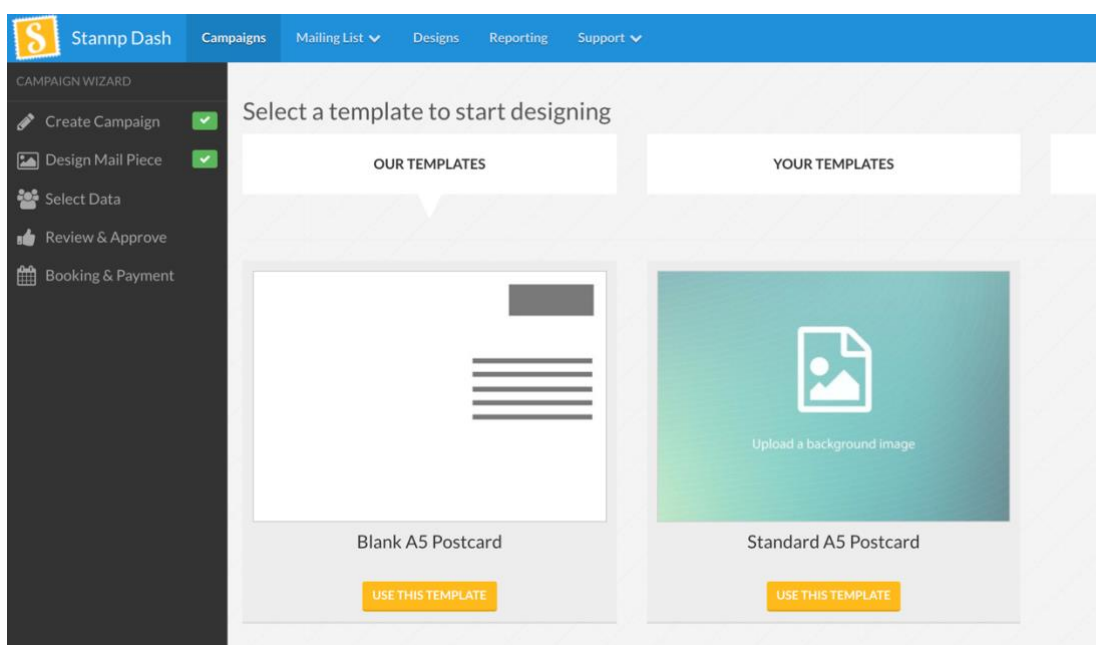
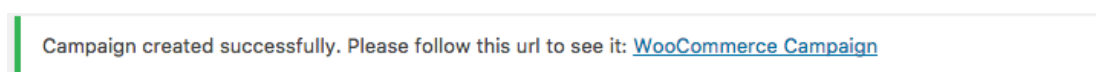
* To create **Custom Templates**, please go to your Stannp Account:



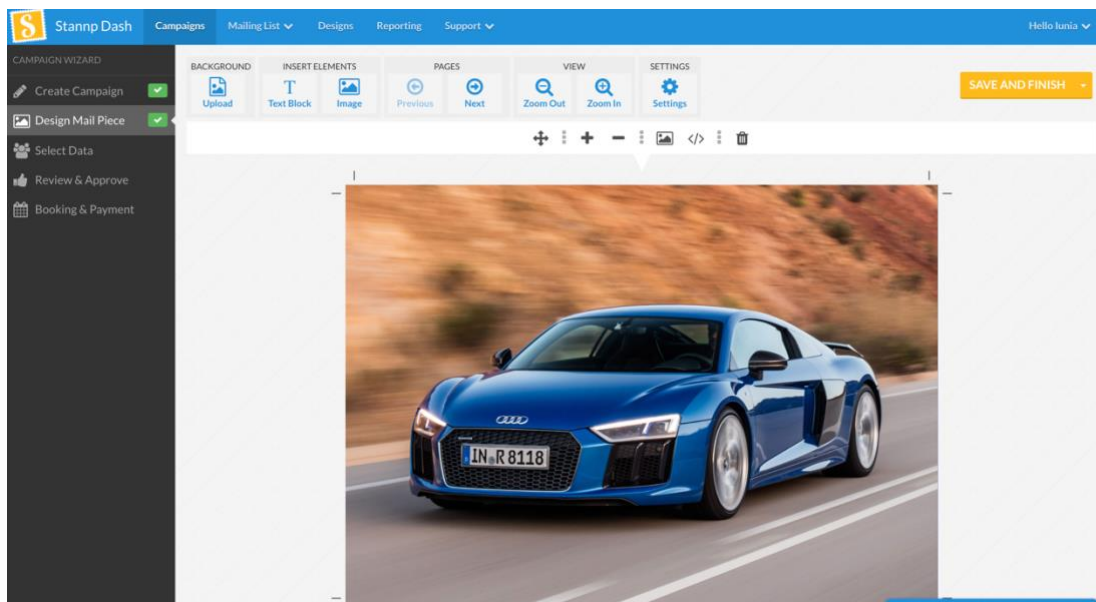
Select the **CREATE A NEW TEMPLATE** button and follow the instructions on the screen.



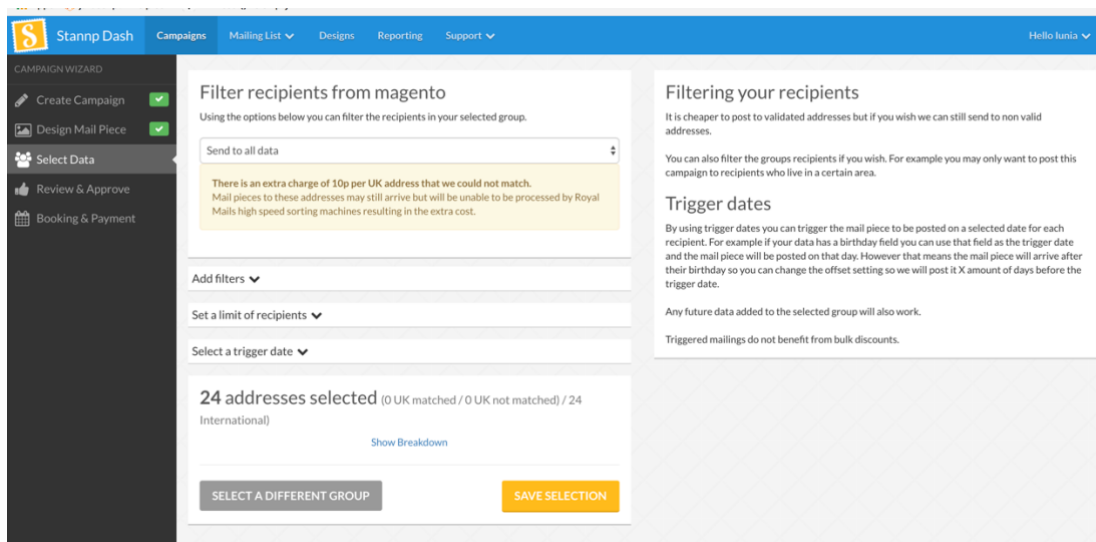
Once you've filled in all the information for your new campaign in the Wordpress form, please click the **Create Campaign** button. You will be prompted with a message and if click on the orange text, you will be redirected to your campaign on the Stannp website:



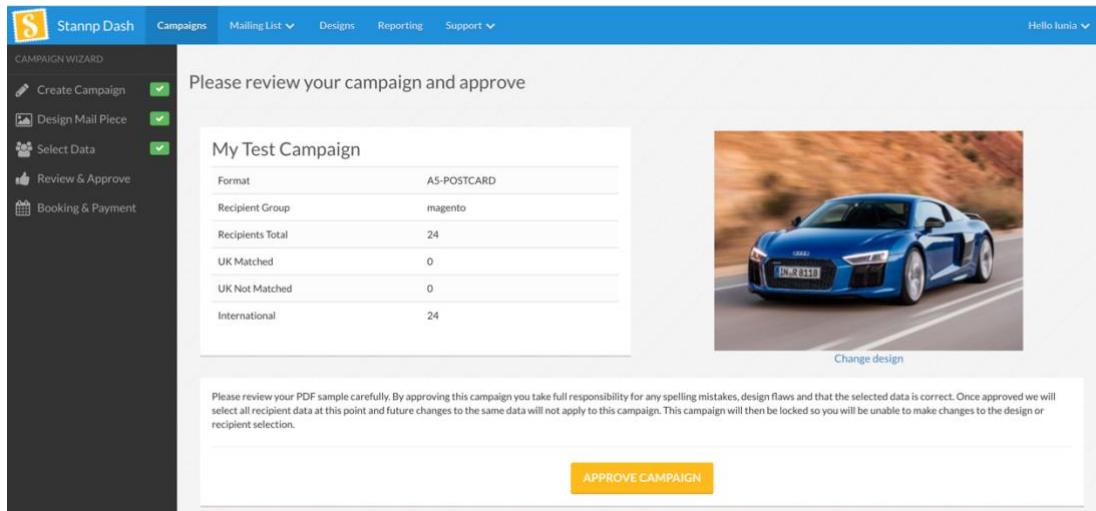
Please click the **USE THIS TEMPLATE** button for the preferred template (for this example I've used **Standard A5 Postcard**).



Position your background image as desired and select the **SAVE AND FINISH** button.



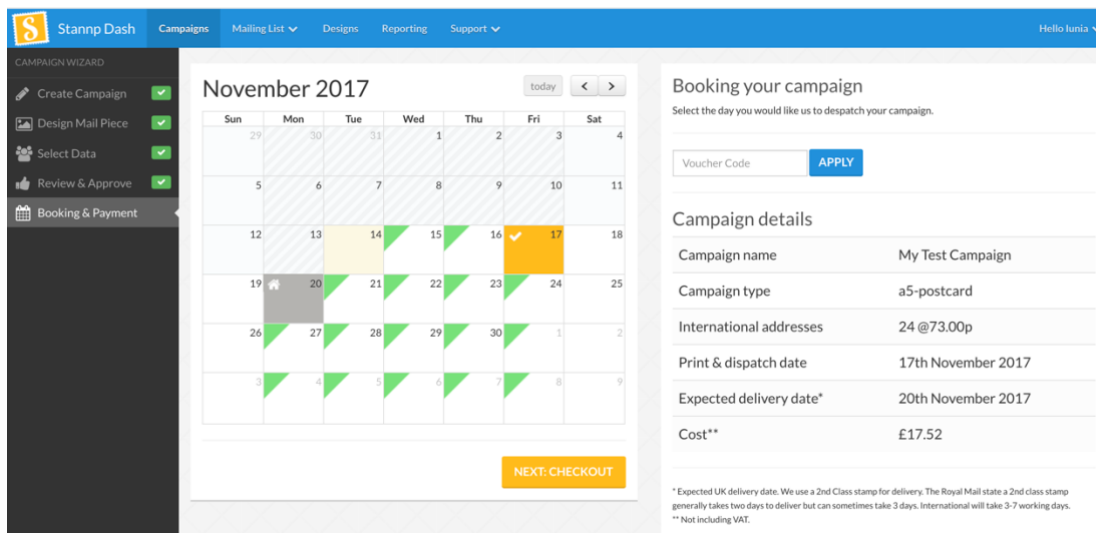
You can change the Recipients you would like to send the campaign to and click the **SAVE SELECTION** button to continue to the next step.



You can review your Campaign details and select the

APPROVE CAMPAIGN

button.



Please select a date from the calendar and select the

NEXT: CHECKOUT

button to proceed to the Checkout section.

Thank you!

Your feedback is really **important** to us, so do not hesitate to contact us. If you have any questions or suggestions, please e-mail us at contact@stannp.com or call 01271 344 507.