Bloomreach Engagement plugin for Magento 2

Version 1.1.2

User Guide

1. Introduction

1.1. Extension Overview

The extension's primary goal is enabling faster integration of your Magento store with Bloomreach Engagement so that you can leverage our cross-channel automatization, deep personalization, and store optimization features faster. It comes with some key integrations out of the box, with possible changes needed depending on your level of customization of the Magento platform.

Integration includes:

- Customer Data Feed
- Purchase Events Feed
- Product Feed
- Basic Web Tracking
- Cross-device Identity Resolution for Logged-in Visitors

Correct configuration allows you to start deploying automation immediately, triggered campaigns, and web personalization that will help you grow your store's revenue.

2. Installation & Uninstallation

2.1. Compatibility

The plugin is fully compatible with the latest stable versions for Magento 2.4, including Open Source (former Community) and Commerce versions (Enterprise).

Compatibility
- Magento Open Source 2.4.X, Magento Commerce 2.4.X
- PHP 7.3, 7.4, 8.1, 8.2, 8.3

System Requirements
- cron enabled ([Configure and run cron | Adobe Commerce Developer Guide](#))

2.2. Installation

2.2.1. Install extension

2.2.1.1. Composer installation

1. Login to your ssh console and navigate to your store folder.
2. Run the following command to add a repository to the project:

```
composer config repositories.bloomreach git
https://github.com/exponea/bloomreach-magento2-integration.git
```

3. Run the following command to install the latest version of the extension:

```
composer require bloomreach/bloomreach-engagement-connector-magento
```

2.2.1.2. Manual Installation

1. Download the latest version of [Bloomreach Engagement](#) package
2. Login to your ssh console and navigate to your store folder.
3. Check to see if your Magento instance has an **app/code** directory structure. If not, create it manually.
4. Create 2 more directories with this path: **Bloomreach/EngagementConnector**. The final path should look like: **app/code/Bloomreach/EngagementConnector**
5. Upload the contents of the [Bloomreach Engagement](#) package to **MAGENTO_ROOT/app/code/Bloomreach/EngagementConnector**

2.2.2. Initialize the extension

2.2.2.1. Production mode

Run the following commands:

6. php bin/magento maintenance:enable
7. php bin/magento module:enable Bloomreach_EngagementConnector
8. php bin/magento setup:upgrade
9. php bin/magento deploy:mode:set production
10. php bin/magento cache:flush
11. php bin/magento maintenance:disable

2.2.2.2. Developer mode

Run the following commands:

1. php bin/magento module:enable Bloomreach_EngagementConnector
2. php bin/magento setup:upgrade
3. php bin/magento cache:flush

2.3. Update

2.3.1. Update extension

2.3.1.1. Composer installation

1. Login to your ssh console and navigate to your store folder.
2. Run the following command to update extension version:

```
composer require
bloomreach/bloomreach-engagement-connector-magento:<version_number> –no-update
```

3. Run the following command to update the extension:

```
composer update bloomreach/bloomreach-engagement-connector-magento
```

2.3.1.2. Manual Installation

1. Download the latest version of [Bloomreach Engagement](#) package
2. Login to your ssh console and navigate to your store folder.

3. Delete all files from
   MAGENTO_ROOT/app/code/Bloomreach/EngagementConnector directory.
4. Upload the contents of the [Bloomreach Engagement](#) package to
   MAGENTO_ROOT/app/code/Bloomreach/EngagementConnector

2.3.2. Initialize the extension

2.3.2.1. Production mode

Run the following commands:

1. php bin/magento maintenance:enable
2. php bin/magento setup:upgrade
3. php bin/magento deploy:mode:set production
4. php bin/magento cache:flush
5. php bin/magento maintenance:disable

2.3.2.2. Developer mode

Run the following commands:

1. php bin/magento setup:upgrade
2. php bin/magento cache:flush

2.4. Uninstallation

2.4.1. Automatic Removal

To uninstall the extension, run the following command:

php bin/magento module:uninstall Bloomreach_EngagementConnector

Please Note: uninstall script works correctly only if the module was previously installed **via Composer**

2.4.2. Manual Removal

1. Disable the module by executing the following commands:

php bin/magento module:disable Bloomreach_EngagementConnector

2. Remove the extension files from the
MAGENTO_ROOT/app/code/Bloomreach/EngagementConnector folder.

3. Run setup upgrade:

```
php bin/magento setup:upgrade
```

4. Remove configurations. Run the following SQL query, in your Database:

```
DELETE FROM `core_config_data` WHERE `path` LIKE 'bloomreach_engagement/%';
```

5. Remove Scheduled CRONs. Run the following SQL query, in your Database:

```
DELETE FROM `cron_schedule` WHERE `job_code` IN ('bloomreach_run_export',
'bloomreach_add_to_export_queue')
```

6. Remove CSV files. Run the following CLI command, from the project root folder:

```
rm -rf pub/media/bloomreach/
```

7. Remove Logs. Run the following CLI command, from the project root folder:

```
rm -rf var/log/bloomreach/
```

3. Extension Settings

To configure the extension go to **Stores > Configuration > Bloomreach Engagement > Settings**.

3.1. General Settings

- **Enable Integration** - Enable/Disable the Bloomreach integration

- **API Target** - Engagement application API Base URL which can be found in Project Settings. e.g. https://api-engagement.bloomreach.com

- **API Key ID** - Engagement API Private access type credentials.

- **API Secret** - Secret part of the API credentials. You shall rotate this secret as required.

- **Token (Project ID)** - Project identifier.

- **Use Static IPs** - limit connection to server with Magento from static IP addresses. Check this box if you use a firewall and need a whitelist of IPs allowed to connect.

- **Enable Debug mode** - Enable/Disable debug mode. Save logs to a "**MAGENTO_ROOT/var/log/bloomreach/debug.log**" file**.**

- **Request timeout** - timeout in seconds for the requests that the plugin sends to Bloomreach API. Use 0 to wait indefinitely.

- **Base Wait Time** - base time in seconds to wait before retrying a request to the Bloomreach API.

- **Max Wait Time -** max time in seconds to wait before retrying a request to the Bloomreach API.

3.2. HTTP Basic Authentication

- **Enable HTTP Basic Authentication** - enables HTTP Basic Authentication for Initial import.

- **Username** - HTTP Basic Authentication username

- **Password** - HTTP Basic Authentication password

3.3. Registered Mapping Settings

- **Customer ID** - name of the Customer ID field on the Bloomreach side.

- **Email** - name of the Email field on the Bloomreach side.

3.4. Feeds Settings

Each feed has a separate group of settings.

3.4.1. Products Feed Settings

- **Enabled** - Enable/Disable Products Feed.

- **Real Time Updates** - Enable/Disable Real Time Updates. Tracks any product catalog updates(create new product, update product, delete product). If this configuration is disabled, any changes to the product catalog will not be sent to Bloomreach.

- **Searchable Fields** - List of searchable fields in the catalog. Up to 20 options may be selected. *To apply the values, the initial import must be restarted.*

3.4.2. Variants Feed Settings

- **Enabled** - Enable/Disable Variants Feed.

- **Real Time Updates** - Enable/Disable Real Time Updates. Tracks any product variants catalog updates (create new product, update product, delete product). If this configuration is disabled, any changes to product variants catalog will not be sent to Bloomreach.

- **Searchable Fields** - List of searchable fields in the catalog. Up to 20 options may be selected. *To apply the values, the initial import must be restarted.*

3.4.3. Customers Feed Settings

- **Enabled** - Enable/Disable Customers Feed.

- **Real Time Updates** - Enable/Disable Real Time Updates. Tracks any Customer updates (create new customer, register new customer, delete customer). If this configuration is disabled, any changes to customers will not be sent to Bloomreach.

3.4.4. Purchase Feed Settings

- **Enabled** - Enable/Disable Purchase Feed.

- **Real Time Updates** - Enable/Disable Real Time Updates. Tracks Order placement. If this configuration is disabled, no new orders will be sent to Bloomreach.

3.4.5. Purchase Items Feed Settings

- **Enabled** - Enable/Disable Purchase Items Feed.

- **Real Time Updates** - Enable/Disable Real Time Updates. Tracks Order placement. If this configuration is disabled, no new order Items will be sent to Bloomreach.

3.5. Frontend Tracking Settings

- **Enable Pushing Tracking Information To DataLayer** - Enable/Disable pushing tracking events to the Google Tag Manager DataLayer.
- **Enable JS SDK** - Enable/Disable frontend tracking with the Bloomreach SDK.

- **Order Tracking** - Enable/Disable tracking of order and order_item events on the Order Success Page.

- **View Item Tracking** - Enable/Disable tracking of view_item event on the Product Details page

- **Cart Update Tracking** - Enable/Disable tracking of cart_update event on any shopping cart contents changes.

3.6. Cron Settings

- **Cron job settings to export queue** - Scheduled time of running the job in cron expression.

- **Cron job settings to export data to the Bloomreach** - Scheduled time of running the job in cron expression.

- **Cron job settings to remove old CSV files** - Scheduled time of running the job in cron expression.

- **Cron job settings to clean export queue data in database** - Scheduled time of running the job in cron expression.

- **Remove old CSV files after** - Determines number of days, the old CSV files will be removed

- **Remove old export queue data after** - Determines number of days, the old export queue data will be removed.

3.7. Notification Settings

- **Enabled** - Enable/Disable sending notification.

- **Notification Sender** - Select notification sender

- **Notification Recipients** - A comma-separated list of emails.

- **Percent of errors** - Determines the percentage of errors when sending data to Bloomreach for which a notification is sent.

4. Extension setup

4.1. Basic Extension Setup

4.1.1. Bloomreach Engagement Permissions

For the plugin to work properly, you need to grant the following permissions in your Bloomreach Engagement account (https://documentation.bloomreach.com/engagement/reference/authentication):
Authentication

1. Imports:
- Allow trigger imports
- Allow to List Imports
- Allow to Read Imports
- Allow to Create new Imports
- Allow to Delete existing Imports

2. Catalogs:
- Get catalog
- Create catalog
- Update catalog
- Create or update catalog item
- Partial update catalog item
- Delete catalog
- Delete catalog item
- Delete all catalog items

3. GDPR:
- Anonymize customer

4.1.2. Enable Integration and enter your Bloomreach account credentials in the plugin settings.

Go to the **Bloomreach Engagement Account > Settings > Project Settings**. Here you can find all the necessary credentials.

Note 1: Click the **Validate Credentials** button to verify that the proper credentials have been entered.
Note 2: Clear Magento cache after changing settings.

4.2. Initial Import

After you have made the basic setup, Bloomreach should import already existing data (products, orders, customers).

Go to **Marketing > Bloomreach Engagement Connector > Initial Import**

The page will show a table with a list of available feeds:

- **Products Feed** - includes all products visible individually in Magento: simple, virtual, downloadable, gift card (EE only), configurable, grouped and bundle.
- **Product Variants Feed** - includes simple, virtual and downloadable products which are visible or not visible individually at Magento. Not visible individual products in most cases are part of configurable, grouped or bundle products.
- **Customers Feed** - all customers
- **Purchase Feed -** all orders.
- **Purchase Items Feed** - items from all orders.

Initial Import

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	0	0	0	DISABLED	Enable Feed			
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

Note 1: You don't have to use all available **feeds**, you can only use the ones you need

4.2.1. Import Feed Flow

1. Click the **Enable** button to enable initial import, if it is disabled. The page is reloaded, feed status is changed to **NOT READY,** action button is changed to **Configure.**

✓ Products Feed initial import is successfully enabled

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	0	0	0	NOT READY	Configure			
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

2. Click the **Configure** button to start the import configuration. Once you click this button a confirmation modal window appears where you can download the import file and validate it.
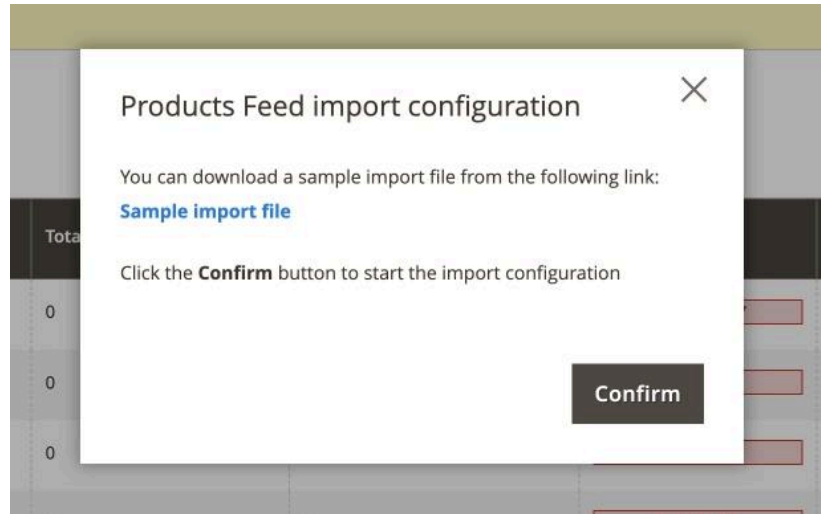
Note 1: File validation is required if you have customized the module. For example, a new field was added to the feed. At this point, you can download the file and check that the fields are displayed correctly.

3. Click the **Confirm** button. The page is reloaded, feed status is changed to **READY,** action button is changed to **Start.**

A new import and a new Catalog will be created on the Bloomreach side.

Note 1: The catalog is created only for the **Products Feed** and **Product Variants Feed**. For the rest feeds, the import only will be created.

4. Click the **Start** button to run Initial Import. The page is reloaded, feed status is changed to **SCHEDULED,** action button is changed to **Stop.**

✓ Products Feed initial import is successfully scheduled

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	183	0	0	SCHEDULED	Stop	Nov 28, 2022 8:41:39 AM		
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

Once the import cron task starts, the status will be changed to **PROCESSING.**

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	183	0	0	PROCESSING	Stop	Nov 28, 2022 8:41:39 AM		View Proggress
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

Once the import is finished, the status will be changed to **SUCCESS,** and the action button is changed to **Flush.**

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	100%	183	183	0	SUCCESS	Flush	Nov 28, 2022 8:41:39 AM	Nov 28, 2022 8:47:25 AM	
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

Import may finish with **ERROR** status. This means that the import was completed, but for some reason, not all data was imported. In this case, the error can be found in the log files or by clicking the **View Errors** button in the **Progress Log** column.

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	100%	183	182	1	ERROR	Flush	Nov 29, 2022 2:54:31 AM	Nov 29, 2022 2:59:31 AM	View Errors
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

4.2.2. Import progress monitoring

Starting from the **PROCESSING** status, you can monitor the progress by clicking the **View Progress** button from the **Progress Log** column.

Initial Import

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	0	0	0	READY	Start			
Product Variants Feed	0%	1895	0	2	PROCESSING	Stop	Oct 6, 2022 8:26:16 AM		Select ▲ / View Progress / View Errors
Customer Feed	0%	1	0	0	SUCCESS	Flush	Sep 29, 2022 10:30:53 AM		
Purchase Feed	0%	9	0	0	PROCESSING	Stop	Oct 6, 2022 8:28:16 AM		Select ▼
Purchase Items Feed	0%	4	0	0	SUCCESS	Flush	Sep 27, 2022 12:46:10 PM		View Errors

By clicking this button, you can view the current import's progress.

View Progress

Adding items to the Export Queue

100%

1895 out of 1895 completed

Export Progress

45%

847 out of 1895 completed
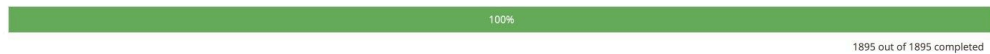
Entity ID	Status	Number Of Retries	Entity IDs in the batch	Export File Link	Number of items in the batch	Time of the next sending
164	COMPLETE	1	1889-2048	Download csv file	145	
165	COMPLETE	0	1776-1887	Download csv file	100	
166	COMPLETE	0	1669-1775	Download csv file	100	
167	COMPLETE	0	1563-1668	Download csv file	100	
168	COMPLETE	0	1456-1561	Download csv file	100	
169	COMPLETE	0	1349-1455	Download csv file	100	
170	COMPLETE	0	1243-1348	Download csv file	100	
171	COMPLETE	0	1135-1241	Download csv file	100	
172	PENDING	0	1028-1134	Download csv file	100	
173	PENDING	0	920-1027	Download csv file	100	

4.2.3. Import errors monitoring

If any errors occurred during import, a **View Errors** button will be shown in the **Progress Log** column.

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	183	0	0	PROCESSING	Stop	Nov 28, 2022 8:41:39 AM		Select ▲ / View Progress / View Errors
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

By clicking on this button, you can see a list of errors that occurred during the import.

View Errors   ✕

  • Error: BAD REQUEST, ['Invalid host'], 400 Bad Request: ['Invalid host']

4.2.4. Stop/Flush import

You can **Stop** or **Flush** the import.

4.2.4.1. **Stop import**

An import can be stopped only when it is in progress.

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	183	0	0	PROCESSING	Stop	Nov 28, 2022 8:41:39 AM		Select ▾
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

Click the **Stop** button to stop Initial Import. The page is reloaded, feed status is changed to **READY**, action button is changed to Start.

✓ Products Feed initial import is successfully stopped

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	0	0	0	READY	Start			
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

Note 1: If you stop the import, only the data on the Magento side is cleared (Export Queue, Export Entity).

Note 2: Import stopping will be needed if something is going wrong. For example: You run an import and the data is not sent because your Bloomreach user has no permission to trigger import and retries have already been exhausted. In this case, you can simply stop the import, grant the appropriate permissions, and run it again.

4.2.4.2. Flush import

Import can be flushed only if it has already been completed (**SUCCESS, ERROR)**.

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	100%	180	180	1	ERROR	Flush	Oct 18, 2022 2:32:42 AM	Oct 18, 2022 2:38:23 AM	View Errors
Product Variants Feed	100%	1874	1874	0	SUCCESS	Flush	Oct 18, 2022 2:37:50 AM	Oct 18, 2022 2:38:24 AM	
Customer Feed	100%	5	5	0	SUCCESS	Flush	Oct 18, 2022 2:42:46 AM	Oct 18, 2022 2:43:05 AM	
Purchase Feed	100%	38	38	0	SUCCESS	Flush	Oct 18, 2022 2:42:55 AM	Oct 18, 2022 2:43:06 AM	
Purchase Items Feed	100%	57	57	0	SUCCESS	Flush	Oct 24, 2022 3:56:22 AM	Oct 24, 2022 4:00:03 AM	

Click the **Flush** button to stop Initial Import. The page is reloaded, feed status is changed to **NOT READY**, action button is changed to **Configure**.

✔ Products Feed initial import is successfully flushed

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	0	0	0	NOT READY	Configure			
Product Variants Feed	100%	1874	1874	0	SUCCESS	Flush	Oct 18, 2022 2:37:50 AM	Oct 18, 2022 2:38:24 AM	
Customer Feed	100%	5	5	0	SUCCESS	Flush	Oct 18, 2022 2:42:46 AM	Oct 18, 2022 2:43:05 AM	
Purchase Feed	100%	38	38	0	SUCCESS	Flush	Oct 18, 2022 2:42:55 AM	Oct 18, 2022 2:43:06 AM	
Purchase Items Feed	100%	57	57	0	SUCCESS	Flush	Oct 24, 2022 3:56:22 AM	Oct 24, 2022 4:00:03 AM	

Note 1: If you flush the import, the data is cleared on both sides: Magento (Export Queue, Export Entity, system settings) and Bloomreach (Import, Catalog).

Note 2: Import flushing will be needed if you have already imported feed and then you have to change the structure of the feed (**For Example:** You have added a new field to your **Products Feed** and want this field to appear on the Bloomreach side). In this case you need to Flush an Import and import the data again.

4.3. Real Time Updates

In order to always have up-to-date data, an extension tracks changes in feeds and sends them to Bloomreach.

Customers Feed:
- Create a new customer
- Update customer
- Delete customer

Products Feed / Product Variants Feed
- Create a new product
- Update a product
- Delete a product

Purchase Feed / Purchase Items Feed
- Place a new order

Each of the feeds has a separate setting that allows you to enable/disable **Real Time Updates.**

Products Feed

Enabled
[global]   Yes
                    Enables Products Feed

Real Time Updates   Yes
[global]
                    Enables Real Time Updates

Note 1: Real Time Updates will be sent to Bloomreach after the processing initial import. Before it, all updates will be added to the queue and once the initial import is complete it will be sent too.

4.4. Frontend Tracking

4.4.1. Events

Extension can track the following events:
- **Place Order** - order and order_item events on the Order Success Page.
- **View Item** - view_item event on the Product Details page
- **Cart Update** - cart_update event on any shopping cart contents changes.

The Magento store administrator can enable/disable event tracking by changing the appropriate setting. Go to **Stores > Configuration > Bloomreach Engagement > Settings > Frontend Tracking**

4.4.2. Frontend Tracking Providers

There are two options of frontend tracking:
- **Bloomreach** JS SDK
- DataLayer Helper

4.4.2.1. Bloomreach JS SDK

To enable this type of tracking go to **Stores > Configuration > Bloomreach Engagement > Settings > Frontend Tracking > Enable JS SDK**

In this case, events will be tracked and sent directly to Bloomreach using a JS snippet provided by Bloomreach. Also, in addition to the standard events provided by our extension (view_item, cart_update, order, order_item), this snippet will also track and send other events (**For example:** page_visit, session_start, session_end, etc).

4.4.2.2. DataLayer Helper

This type of tracking works only with Google Tag Manager. When this type of tracking is enabled, event data is added to a **dataLayer** object. This object processes the GTM script and sends events to Bloomreach.

To enable this type of tracking go to **Stores > Configuration > Bloomreach Engagement > Settings > Frontend Tracking > Enable Pushing Tracking Information To DataLayer**

You can find more details on how to set up this type of tracking at the following links:
- https://documentation.bloomreach.com/engagement/docs/implementing-exponea-via-google-tag-manager
- https://documentation.bloomreach.com/engagement/docs/datalayer-helper

4.5. Cron Settings

4.5.1. Export Queue Cron

Extensions has two cron jobs that are responsible for exporting data to Bloomreach:
- **bloomreach_add_to_export_queue** - prepares csv files with feeds data for initial import and queues them
- **bloomreach_run_export** - processes the export queue and sends the data to Bloomreach

If you need to send data to Bloomreach more often, you can change the scheduled time of these jobs in the settings go to **Stores > Configuration > Bloomreach Engagement > Settings > Cron Settings**.

Cron Settings

Cron job settings to export queue
[global]
`*/15 * * * *`
Fill the value in the cron string format ex. */15 * * * *

Cron job settings to export data to the Bloomreach
[global]
`*/15 * * * *`
Fill the value in the cron string format ex. */15 * * * *

4.5.2. Clean old exporting information

In terms of exporting data from Magento to Bloomreach, the extension is generating a lot of data, including:
- DB table bloomreach_export_queue records
- generated CSV files from pub/media/

There are two cron jobs that clear all old information:
- **bloomreach_clean_export_queue** - cleans export queue.
- **bloomreach_clean_csv** - cleans outdated csv file.

The Magento store administrator can change the scheduled start time of the task and the storage period of the outdated data. To configure crons go to **Stores > Configuration > Bloomreach Engagement > Settings > Cron Settings**.

Cron job settings to remove old CSV files [global]	0 0 * * *
	Fill the value in the cron string format ex. 0 0 * * *
Remove old CSV files after: [global]	10
	Determine number of days, the old CSV files will be removed
Cron job settings to clean export queue data in database [global]	0 0 * * *
	Fill the value in the cron string format ex. 0 0 * * *
Remove old export queue data after: [global]	10
	Determine number of days, the old export queue data will be removed

4.6. Notification about failed sending

There is an option to notify the administrator if something goes wrong while processing the export queue. Cron will run every hour and check if the number of errors in the export queue in the last hour exceeds the specified percentage, after which the Magento store admin will be notified.

Please check the export errors `External` ➤ Inbox ×

Owner <owner@example.com>
to test, vaha ▾

The errors occurred during data sending to Bloomreach in the last hour.

The error percentage is 29.

For more details please check the Export Queue page: *Admin Panel -> MARKETING -> Bloomreach EngagementConnector -> Export Queue.*

Magento store admin can enable/disable notifications and specify multiple recipients and specify percentage of errors at which he wants to send notifications. To configure notifications go to **Stores > Configuration > Bloomreach Engagement > Settings > Notification**.

Notification

Enabled [global]	Yes ▾
Notification Sender [global]	General Contact ▾
Notification Recipients [global]	test@example.com,test1@example.com
	Multiple email addresses separated by a comma are allowed.
Percent of errors [global]	29
	Valid range: 0 - 99

5. Export Queue Dashboard

In order to know what is going on with the Export queue there is a separate page where all information is displayed. The Magento store admin with appropriate permission (View Export Queue Dashboard, Manage Export Queue) is able to view and manage gird (remove records, resend failed items), filter and sort data, download log files.

You may find the Export Queue Dashboard page under **Marketing > Bloomreach Engagement Connector** section.

Note 1: The **Export Queue Dashboard** displays all the data for the sending, except for the data related to the initial import.

6. Permissions

6.1. Magento Permissions

There are different ACL rules that allow you to restrict the access to certain functions:

1. Initial Import
   - **View a list of available imports** - allow access to the Initial Import grid (*bloomreach_engagement/initialImport/index*)

   - **Manage Initial Imports** - allows the user to enable/configure/start/stop/flush import

2. Export Queue
   - **View a list of export queue** - allow access to the Export Queue Dashboard *(bloomreach_engagement/exportQueue/index)*

   - **Manage Export Queue** - allow the user to remove items from the queue

3. Configurations
   - **Bloomreach Engagement Configuration** - allow the user to change an extension settings
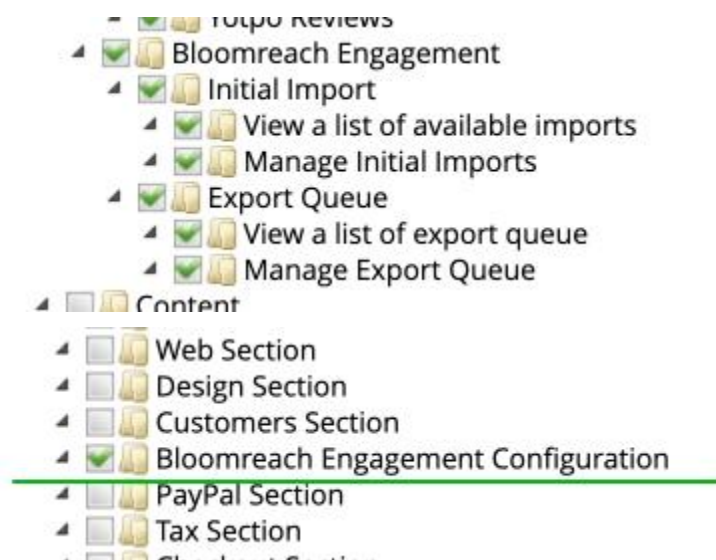
6.2. Bloomreach Project Permissions

In order for the extension to work as it should, you need to grant the following permissions to your project on the Bloomreach side.

Navigate to: Project settings -> Access Management -> API -> GROUP PERMISSIONS

- **Customer Properties** tab: All events - **Set** ✅

GROUP PERMISSIONS

Every group has own permissions allowing access to data in CRM through API.

CUSTOMER PROPERTIES	EVENTS	DEFINITIONS	GDPR	CAMPAIGNS	CATALOGS	IMPORTS	EXPORTS	BRX

New properties   ☐ Get   ☑ Set

New properties ⓘ   ☐   ☑

Other   ☐ Get   ☑ Set

- **Events** tab**:** All events - Set ✅

GROUP PERMISSIONS

Every group has own permissions allowing access to data in CRM through API.

CUSTOMER PROPERTIES	EVENTS	DEFINITIONS	GDPR	CAMPAIGNS	CATALOGS	IMPORTS	EXPORTS	BRX

New properties   ☐ Get   ☑ Set

New properties ⓘ   ☐   ☑

Other   ☐ Get   ☑ Set

- **GDPR** tab: Anonymize customer ✅

GROUP PERMISSIONS

Every group has own permissions allowing access to data in CRM through API.

CUSTOMER PROPERTIES	EVENTS	DEFINITIONS	GDPR	CAMPAIGNS	CATALOGS	IMPORTS	EXPORTS	BRX

Action   − Allowed

Anonymize customer   ☑

Export customer ⓘ   ☐

- **Catalog** tab:
    - Get catalog ✅
    - Create catalog ✅
    - Create or update catalog item ✅
    - Partial update catalog item ✅
    - Delete catalog ✅
    - Delete catalog item ✅
    - Delete all catalog items ✅

- **Imports** tab: All permissions should be selected ✅

GROUP PERMISSIONS

Every group has own permissions allowing access to data in CRM through API.

CUSTOMER PROPERTIES   EVENTS   DEFINITIONS   GDPR   CAMPAIGNS   CATALOGS   **IMPORTS**   EXPORTS   BRX

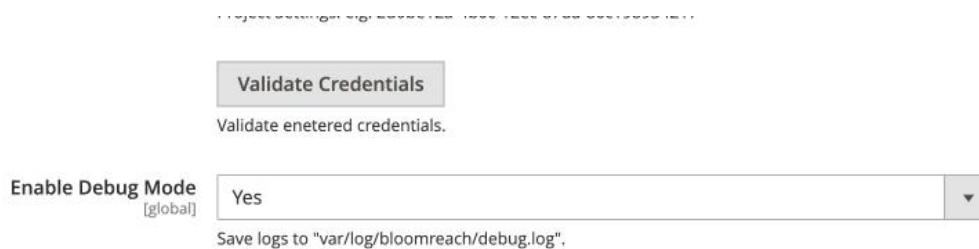|	
Allow trigger imports	☑
Allow to List Imports	☑
Allow to Read Imports	☑
Allow to Create new Imports	☑
Allow to Delete existing Imports	☑

7. Debug Mode

In terms of troubleshooting, there is a Debug Mode option. The debugging mode will help developers to get more information on the requests, processes that are happening in the background.

All info is saved to **MAGENTO_ROOT/var/log/bloomreach/debug.log** file. The log contains the Request URL, Queue Entity_ID, API Response, API HTTP Code.

The admin user is also able to download **debug.log** and **engagement_connector.log** files from **Marketing > Bloomreach Engagement Connector > Export Queue.**

To enable the debug mode go to **Stores > Configuration > Bloomreach Engagement > Settings > General > Enable Debug Mode**.

8. Troubleshooting

8.1. There is no such import definition with ID: XXX when starting an import.

If you get the following error when starting the import, it means that an invalid import ID is stored in the Magento configuration.
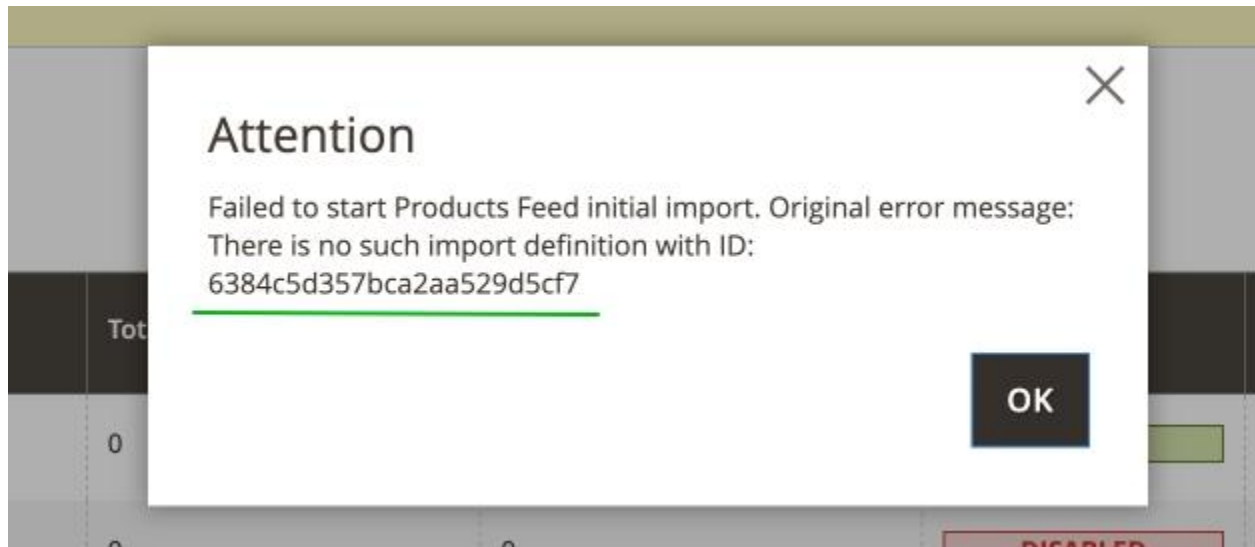
To start the import, you need to do the following:
1. Remove the import ID from the **core_config_data** table for the desired feed.
   ● **Products Feed** - bloomreach_engagement/catalog_product_feed/import_id

   ● **Product Variants Feed** - bloomreach_engagement/catalog_product_variants_feed/catalog_id

   ● **Customers Feed** - bloomreach_engagement/customer_feed/import_id

   ● **Purchase Feed** - bloomreach_engagement/purchase_feed/import_id

   ● **Purchase Items Feed** - bloomreach_engagement/purchase_item_feed/import_id

2. Clear magento cache
3. Open Initial Import Grid
4. Click Configure Button

After these actions, a new import will be created on the Bloomreach side and the new import ID will be saved to the **core_config_data** table

8.2. Catalog with name 'Products Feed Catalog' already exists

If you get the following error when configuring the import, it means that a catalog with that name already exists on the Bloomreach side.
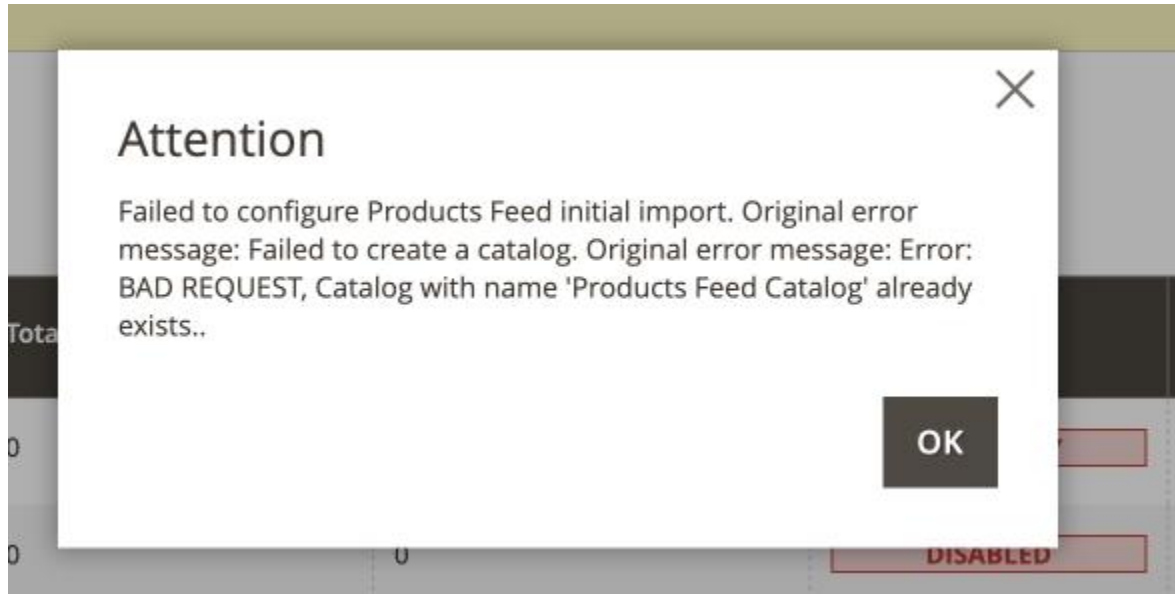
The extension creates catalogs with the following names:
- **Products Feed Catalog** - for Products Feed
- **Product Variants Feed Catalog** - for Product Variants Feed

So in this case you can delete the corresponding catalog on the Bloomreach side and run the initial import configuration again.

8.3. Failed to enable Real Time Updates for Products Feed. Original error message: There is no such catalog with ID: XXX

If you get the following error when saving an extension's setting, it means that you have enabled (or are trying to enable) **Real Time Updates** for a Products Feed or Product Variants Feed that has an incorrect catalog ID saved in the configurations.
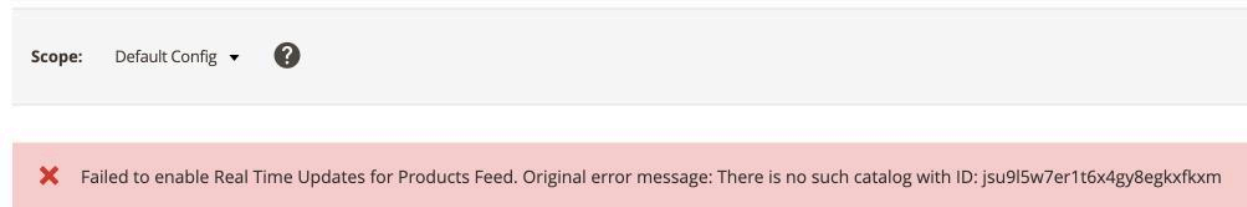
There are two possible solutions:
1. Reconfigure import:
   - Go to the Initial Import Grid
   - Configure and Start import
   - Try to enable **Real Time Updates**
2. Disable **Real Time Updates**

FAQ

How to restart the import if the data was previously imported?

1. Go to **Marketing > Bloomreach Engagement Connector > Initial Import**
2. Click the **Flush** button for needed Feed. The page is reloaded, feed status is changed to **NOT READY**, action button is changed to **Configure**.

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	100%	183	183	0	SUCCESS	Flush	Nov 28, 2022 8:41:39 AM	Nov 28, 2022 8:47:25 AM	
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

3. Click the **Configure** button to start the import configuration. The page is reloaded, feed status is changed to **READY,** action button is changed to **Start.**

✔ Products Feed initial import is successfully configured

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	0	0	0	READY	Start			
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

4. Click the **Start** button to run Initial Import. The page is reloaded, feed status is changed to **SCHEDULED,** action button is changed to **Stop.**

✔ Products Feed initial import is successfully scheduled

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	183	0	0	SCHEDULED	Stop	Nov 28, 2022 8:41:39 AM		
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

Once the import cron task starts, the status will be changed to **PROCESSING.**

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	0%	183	0	0	PROCESSING	Stop	Nov 28, 2022 8:41:39 AM		View Proggress
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

Once the import is finished, the status will be changed to **SUCCESS,** and the action button is changed to **Flush.**

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	100%	183	183	0	SUCCESS	Flush	Nov 28, 2022 8:41:39 AM	Nov 28, 2022 8:47:25 AM	
Product Variants Feed	0%	0	0	0	DISABLED	Enable Feed			
Customer Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Feed	0%	0	0	0	DISABLED	Enable Feed			
Purchase Items Feed	0%	0	0	0	DISABLED	Enable Feed			

How to find Bloomreach static IP addresses?

1. Navigate to your Bloomreach Account.
2. DATA & ASSETS → Imports
3. Click new Import
4. Select any data type
5. Open URL tab
6. Click on **hint** [i] icon

Select data source for customers

COPY & PASTE   UPLOAD A FILE   E   BLOOMREACH

URL

https://example.com

> Check this box if you use a firewall and need a whitelist of IPs allowed to connect. We'll limit connections to your server from the IP addresses listed below. This can increase execution time. IPs: 35.195.113.179 35.233.124.33
> Copy IPs to clipboard

Preview data

☐ HTTP Basic Authentication   ☐ Use static IPs ⓘ

How to update to v1.0.0?

1. Grant all permissions as described in section 6.2.
2. Upgrade extension as described in section 2.3.

If the import feeds were configured on the previous version - they should have **success** status after migration.

To check it - navigate to: **Marketing → Bloomreach Engagement Connector → Initial Import**:

Entity	Progress	Total Items	Total Exported	Total Error Items	Status	Actions	Started At	Finished At	Progress Log
Products Feed	100%	181	181	0	SUCCESS	Flush	Aug 3, 2023 5:58:15 AM	Aug 3, 2023 5:58:15 AM	
Product Variants Feed	100%	1891	1891	0	SUCCESS	Flush	Aug 3, 2023 5:58:15 AM	Aug 3, 2023 5:58:15 AM	
Customer Feed	100%	2	2	0	SUCCESS	Flush	Aug 3, 2023 5:58:15 AM	Aug 3, 2023 5:58:15 AM	
Purchase Feed	100%	2	2	0	SUCCESS	Flush	Aug 3, 2023 5:58:15 AM	Aug 3, 2023 5:58:15 AM	
Purchase Items Feed	100%	2	2	0	SUCCESS	Flush	Aug 3, 2023 5:58:15 AM	Aug 3, 2023 5:58:15 AM	