

Guide for Buy Live Extension for Magento 2/Adobe Commerce

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Table of Contents

[User Guide: Buy Live for Magento 2/Adobe Commerce](#)

[1. Detailed Overview](#)

[Influencer Management](#)

[Advanced Live Selling Automation](#)

[2. Purpose and Benefits](#)

[3. Extension Workflow:](#)

[4. Accessing Extension Configuration: A Step-by-Step Guide](#)

[Managing Influencer Profiles](#)

[Step-by-Step Guide:](#)

[Assigning Products to Influencers \(Step-by-Step Guide\)](#)

[Method 1: Product-wise Assignment \(From Product Edit Page\)](#)

[Method 2: Influencer-wise Assignment \(From Influencer Page\)](#)

[5. Behind-the-scenes Technical Operations](#)

[Buy Live API Call - Influencer Products Data Retrieval](#)

[Buy Live API Call Logs \(Database View\)](#)

[6. Conclusion](#)

User Guide: Buy Live for Magento 2/Adobe Commerce

1. Detailed Overview

This powerful extension is designed to seamlessly integrate your e-commerce store with leading livestreaming platforms and social media channels. It enables merchants to leverage Livestream, Facebook, and Instagram for product promotion, turning live viewer engagement into direct sales.

Influencer Management

This section of the module allows administrators to efficiently set up and manage their influencer network:

- **Module Control:** Easily enable or disable the entire Buy Live functionality directly from the store configurations.
- **Influencer Creation & Administration:** Admins can create new influencer profiles within the Adobe Commerce/Magento 2 backend admin panel.
- **Influencer Grid View:** All configured influencers are displayed in a clear **grid format**, providing an organized overview. The grid includes crucial details such as
 - Influencer ID
 - Assigned Product Name
 - SKU
 - Price
 - Position
- **Search & Filtering:** The grid supports **column-wise filters**, enabling quick searching and locating of specific influencers or products.
- **Bulk Actions:** Admins have the ability to **bulk delete** influencers, streamlining management tasks.
- **Flexible Product Assignment:** Products can be assigned to influencers using two distinct methods:
 - **Product-wise Assignment:** Admins can enable specific flags at the individual **product level** to automatically assign them to relevant influencers.
 - **Influencer-wise Assignment:** Admins can directly select a **list of products from the specific influencer profile page** and assign them.

Advanced Live Selling Automation

This functionality automates product promotion and personalized link delivery during live streaming sessions:

- **Multi-Platform Livestreaming:** Influencers can simultaneously conduct live sessions across Livestream, Facebook, and Instagram, maximizing audience reach.
- **Product Code Display:** During the live session, each assigned product will have a specific code or number (e.g., "1," "2") that influencers can display or announce.
- **Automated Inbox Delivery:** If a customer comments on the live stream with that specific product code/number, the extension automatically detects it, and a direct product link is sent to the customer's inbox on the platform they are watching (Instagram or Facebook).
- **Direct Customer Journey:** Customers can effortlessly click on the link received in their inbox, which instantly takes them to the product page on your website, facilitating immediate and private purchase decisions.

2. Purpose and Benefits

The Buy Live extension is designed to revolutionize how e-commerce platforms engage with customers and drive sales through live video, focusing on a more personalized and direct conversion path. Its primary goals and benefits include

- **Maximized & Unified Reach:** Enables businesses to leverage the power of live video across multiple leading social platforms (Instagram, Facebook, and Livestream simultaneously) from a single, integrated Magento 2 admin panel, greatly expanding audience reach and simplifying multi-channel operations.
- **Optimized Live Selling with Privacy:** Streamlines the entire process of promoting and selling products during live streams while delivering product links privately to user inboxes for a less cluttered and more direct experience.
- **Increased Customer Engagement & Personalization:** Encourages interaction through simple product codes and provides a personalized follow-up directly to the customer's inbox.
- **Higher Conversion Rates:** Reduces friction in the buyer's journey by providing immediate, direct product links, leading to higher impulse purchases.
- **Efficient Influencer Management:** Offers a robust way of assigning products and streamlining influencer contributions.
- **Streamlined Sales Funnel:** Automates the transition from live interest to website visit and purchase.

3. Extension Workflow:

The extension operates on a clear and efficient workflow to facilitate interactive live commerce:

1. **Extension Setup:** The store administrator first enables the Buy Live extension within the Magento 2/Adobe Commerce store configurations.
2. **Influencer & Product Configuration:** The admin proceeds to create and manage influencer profiles by adding the influencer's First Name, Last Name, Email, Sync to live stream, Gender, and Date of Birth from the backend admin panel. They then assign specific products to these influencers.
3. **Product Synchronization:** Once products are assigned, which is available in two ways, either product-wise or influencer-wise, they will automatically be synced to the influencer's interface,

ensuring they have access to the correct product information for the live stream.

4. **Live Session Commencement (Multi-Platform):** Influencers then initiate their live video sessions simultaneously on their chosen platforms, including **Livestream, Facebook, and Instagram**.
5. **Automated Inbox Response:** During the live broadcast, as customers post comments with the product code (e.g., "1", "2"), the extension's intelligent system detects these codes.
6. **Direct Product Link Delivery:** Upon detection, the extension automatically generates and sends a direct link to the customer's private inbox on the social media platform (Instagram or Facebook) they are using.
7. **Seamless Purchase Journey:** Viewers can then effortlessly click on this link received in their inbox, which directs them straight to the product page on your e-commerce website, enabling a smooth, private, and efficient path from live engagement to purchase.

4. Accessing Extension Configuration: A Step-by-Step Guide

This section guides you through the initial setup and configuration of the Buy Live extension within your Adobe Commerce/Magento 2 admin panel. Here, you will enable the module and enter the necessary API credentials for seamless integration with livestreaming platforms.

- **Open Admin Sidebar:** From your Adobe Commerce/Magento 2 admin dashboard, navigate to the sidebar menu on the left.

Select Configuration:

- Click on **'Stores'** from the sidebar.
- Within the 'Stores' menu, click on **'Configuration.'**
- **Access Buy Live Configuration:**
 - In the **Configuration** tab, locate the left-hand menu.
 - Under the **'General'** section, find and click on **'Buy Live.'**
 - You will be redirected to the "Buy Live" configuration section.
- **Configure General Settings:**
 - **Enable Buy Live :** From the dropdown, select **'Yes'** to activate the core functionality of the extension.

- **Enter Buy Live API Credentials:**
 - **Api Key:** Enter the unique API Key obtained from your Buy Live platform account into this field.
 - **Api Url:** Enter the corresponding API URL provided by your Buy Live platform into this field.
 - **Set Influencer & Product Auto-Sync Criteria:**
 - **Influencer Selection Criteria For Auto Sync:** Select 'Yes' from the dropdown to allow automatic synchronization of influencers to Buy Live.
 - **Product Selection Criteria For Auto Sync:** Choose how products will be automatically synced:
 - **'Productwise':** (As shown in the image) This option indicates that product assignment will be configured at the individual product level. (Other options like 'Influencerwise' might also be present for influencer-wise assignment.)
 - **Save Configuration:** After entering all necessary details, click on the “Save Config” button located at the top right of the page. The page will refresh to apply the new settings.

Save Config

General
⌵

Enable Buy Live
[store view]

Yes

⌵

Buy Live API Credentials
⌵

Api Key
[global]

a54eb8cf-fa28-4671-92c4-6d2355f29206

Enter Buy Live API key

Api Url
[global]

https://commentsoldapl.demo.brainvire.dev/api/v1/brand/influencer

Enter Buy Live API Url

Influencer Selection Criteria For Auto Syn
[store view]

Yes

⌵

Set Yes to sync Influencer to Buy Live

Product Selection Criteria For Auto Syn
[store view]

Productwise

⌵

Select Product Selection Criteria for auto sync

Managing Influencer Profiles

This section provides instructions on how to create, view, edit, and manage influencer profiles within your Magento admin panel, forming the foundation for your live selling.

Step-by-Step Guide:

1. Navigate to the Influencers Section:

- From the Magento 2 admin sidebar, navigate to 'Influencers.'
- Click on 'Influencers'. This will take you to the Influencers grid, where you can view existing influencers.

The first screenshot shows the Magento 2 admin sidebar with the 'Influencers' menu item highlighted. A red box and arrow point to the 'Influencers' link in the sidebar, and another red box and arrow point to the 'All Influencers' link in the top navigation bar. The main content area shows the 'Influencers' grid with a table of influencers.

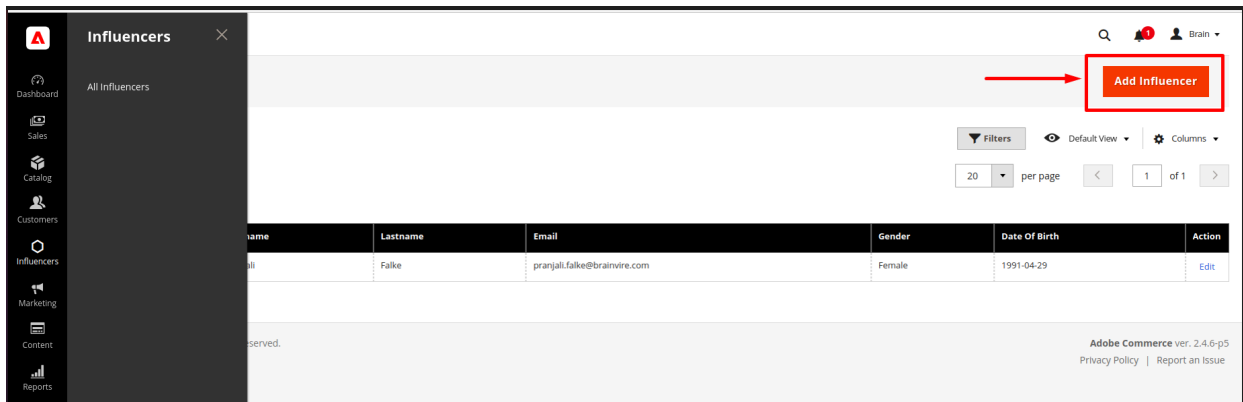
The second screenshot shows the 'Influencer' grid page. A red box highlights the table of influencers. The table has the following columns: ID, Firstname, Lastname, Email, Gender, Date Of Birth, and Action. The table contains one record with ID 12, Firstname Pranjali, Lastname Falke, Email pranjali.falke@brainvire.com, Gender Female, and Date Of Birth 1991-04-29.

ID	Firstname	Lastname	Email	Gender	Date Of Birth	Action
12	Pranjali	Falke	pranjali.falke@brainvire.com	Female	1991-04-29	Edit

2. Add a New Influencer:

- On the Influencers grid page, click the 'Add Influencer' button located at the top right corner.
- You will be redirected to the "Add Influencer" form.
- Fill in the required details:
 - Firstname: Enter the influencer's first name.
 - Lastname: Enter the influencer's last name.

- Email: Enter the influencer's email address.
- Sync to Buy Live: Select 'Yes' to enable syncing the selected product(s) with Buy Live at the time of influencer creation and update.
- Gender: Select the influencer's gender.
- Date of Birth: Enter the influencer's date of birth.
- Check the checkboxes for adding the products or assigning the products to influencers from the list/grid of available products, under the name as "Influencers Products."
- Save Influencer: Click the 'Save' button at the top right to create the new influencer profile.



The screenshot shows the 'Add Influencer' form. At the top, there is a header with 'Add Influencer' (highlighted with a red box), 'Back', 'Delete', and 'Save' (highlighted with a red box) buttons. The form contains the following fields:

- Firstname *
- Lastname *
- Email *
- Sync to Buy Live * ☒ yes (with a sub-note: 'Enable this option to sync the selected product(s) with Buy Live at the time of influencer creation or update.')
- Gender * -- Please select --
- Date of Birth

Below the form is the 'Influencer Products' section, which includes a search bar and a table with 1 record found:

ID	Name	SKU	Price	Position
276	test product	test_by_sell	\$20.00	

3. View and Edit Existing Influencers:

- On the Influencers grid, you will see a list of all created influencers.

- To edit an influencer's details, click the **'Edit'** link under the 'Action' column for the desired influencer. This will open the "Edit Influencer" form.
- From the "Edit Influencer" form, you can modify their details and also manage **Influencer Products** (see Section named ***"Assigning Products to Influencers (Step-by-Step Guide)"*** for details on product assignment).
- Click **'Save and Continue Edit'** to save changes and continue.

4. Bulk Delete Influencers :

- To delete multiple influencers, select the checkboxes next to their names in the Influencers grid.
- From the **'Actions'** dropdown above the grid, select **'Delete'**.
- Confirm your action if prompted.

[← Back](#)
[Delete](#)
[Save](#)

Firstname *

Lastname *

Email *

Sync to Buy Live *

yes

Enable this option to sync the selected product(s) with Buy Live at the time of influencer creation or update.

Gender *

Female

Date of Birth

Influencer Products

Search

[Reset Filter](#)

1 records found

20 per page

< 1 of 1 >

5. Search and Filter Influencers :

- Use the **'Filters'** option above the grid to narrow down the list of influencers based on various criteria (e.g., ID, Name, Email).
- Utilize the search fields within each column header for direct column-wise filtering.

[← Back](#)
[Delete](#)
[Save](#)

Firstname *

Lastname *

Email *

Sync to Buy Live *

yes

Enable this option to sync the selected product(s) with Buy Live at the time of influencer creation or update.

Gender *

Female

Date of Birth

Influencer Products

Search

[Reset Filter](#)

1 records found

20 per page

< 1 of 1 >

Assigning Products to Influencers (Step-by-Step Guide)

This section outlines the two primary methods for associating products with influencers for live selling.

Step-by-Step Guide:

You can assign products to influencers using two methods: **Product-wise** (from the product edit page) or **Influencer-wise** (from the influencer's page).

Method 1: Product-wise Assignment (From Product Edit Page)

This method is ideal when you want to enable a specific product for Buy Live and potentially assign it to an influencer directly from its product page.

- 1. Navigate to Product Section:**
 - From the admin sidebar, navigate to **'Catalog.'**
 - Click on **'Products'** to view your product listings.
- 2. Edit Desired Product:**
 - Locate the product you wish to enable for Buy Live and assign it.
 - Click **'Edit'** under the 'Action' column for that product if required.
- 3. Enable Product for Buy Live:**
 - On the Product Edit page, locate the field **'Eligible For Buy Live.'**
 - Toggle **enable** for the **'Eligible for Buy Live.'**
- 4. Save Product:** After enabling the product for Buy Live, click the **'Save'** button at the top right of the Product Edit page.

The screenshot shows the 'test product' edit page in an admin dashboard. The left sidebar contains navigation icons for Dashboard, Sales, Catalog, Customers, Influencers, Marketing, Content, Reports, Assets, Stores, System, and Find Partners & Extensions. The main content area has a top bar with 'test product', search, notifications, and user profile. Below this is a 'Scheduled Changes' section with a 'Schedule New Update' button. The main form includes fields for 'Attribute Set' (Default), 'Product Name' (test product), 'SKU' (test_by_sell), 'Include in Menu' (No), 'Eligible For Buy Live' (Yes, highlighted with a red box), 'Pro Color' (dropdown), 'Pro Size' (dropdown), and 'Price' (\$ 20.00). At the top right of the form, there are buttons for 'Back', 'Add Attribute', and 'Save' (highlighted with a red box and a red arrow pointing to it).

Method 2: Influencer-wise Assignment (From Influencer Page)

This method allows you to assign multiple products to a specific influencer directly from their profile page. This is where you will link products.

- 1. Navigate to the Influencers Section:**
 - From the admin sidebar, navigate to **'Influencers.'**
 - Click on **'Influencers.'**
- 2. Edit Desired Influencer:**
 - On the Influencers grid, click the **'Edit'** link under the 'Action' column for the influencer to whom you want to assign products. This will open the "Edit Influencer" form.
- 3. Access Influencer Products Section:**
 - On the "Edit Influencer" page, scroll down to the **'Influencer Products'** section. This section displays a grid of products that can be assigned.
- 4. Assign Products:**
 - Use the checkboxes in the first column of the 'Influencer Products' grid to select the products you wish to assign to this influencer.
 - You can use the 'Search' and 'Filter' options within this grid to easily find specific products.
- 5. Save Influencer Profile:** After selecting, click the **'Save And Continue Edit'** button at the top right of the page to save the assignments.

← BackDeleteSave

Firstname *Pranjali

Lastname *Falke

Email *pranjali.falke@brainvire.com

Sync to Buy Live *yes

Enable this option to sync the selected product(s) with Buy Live at the time of influencer creation or update.

Gender *Female

Date of Birth 04/29/1991

Influencer Products

SearchReset Filter1 records found

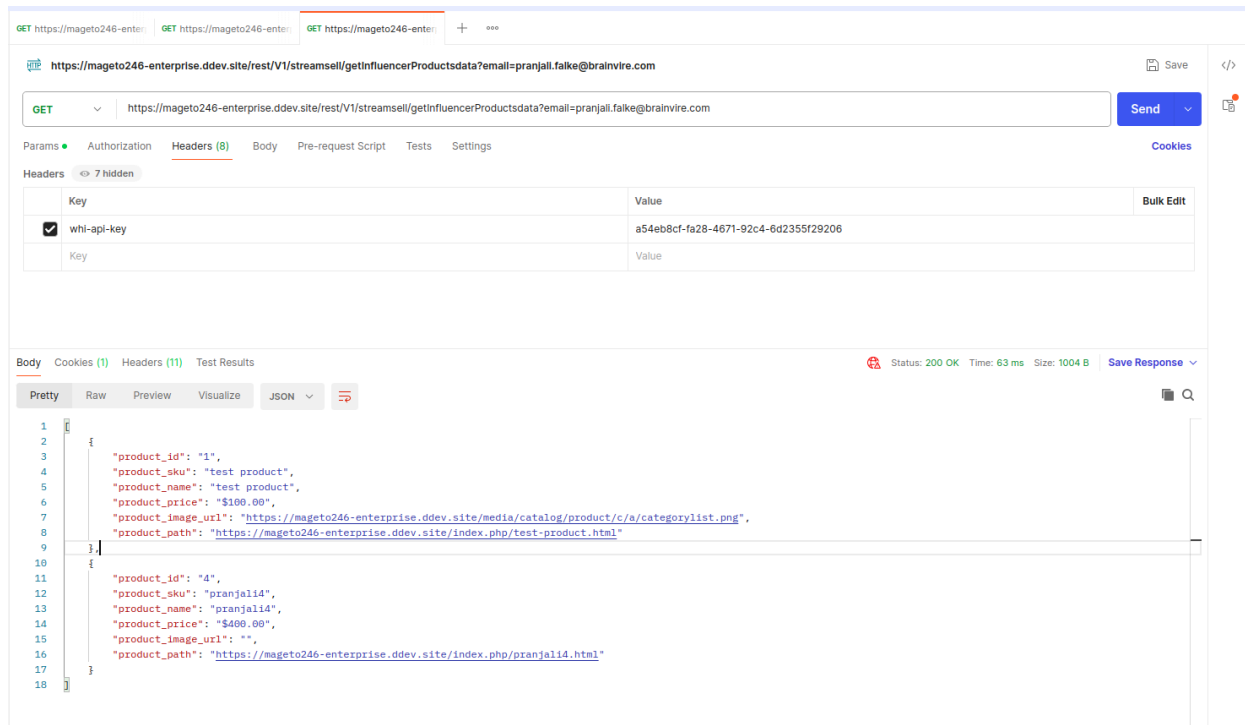
20 per page1 of 1

	ID	Name	SKU	Price	Position
No	From			From	From
	To			To	To
				USD	
<input type="checkbox"/>	276	test product	test_by_sell	\$20.00	

5. Behind-the-scenes Technical Operations

Buy Live API Call - Influencer Products Data Retrieval

- This image displays a backend API call to retrieve product data associated with a specific influencer from the Buy Live API. It shows the request URL, headers (including the API key), and the JSON response body containing product details (ID, SKU, name, price, image URL, path) for multiple products.
- This is a developer-centric view demonstrating the successful retrieval of data by the system.



Buy Live API Call Logs (Database View)

- This image shows a database table named `streamsell_apicall_logs`, which stores records of API calls made by the Buy Live extension. Each log entry includes details such as the API URL, request method (e.g., POST), request parameters (e.g., influencer creation data), the response received from the API, and the timestamp of the execution.
- This view is typically used by developers or support teams for debugging, monitoring, and auditing API interactions.

Server: db.3306 Database: db Table: streamsell_apical_logs "StreamSell API Call Logs"

Showing rows 0 - 1 (2 total, Query took 0.0001 seconds.)

SELECT * FROM 'streamsell_apical_logs'

Number of rows: 25 Filter rows: Search this table Sort by key: None

	id	url	request_method	request_params	response	executed_at
	Primary key	URL	Method	Request Params	Response	Executed at
<input type="checkbox"/>	1	https://commentsoldapi.demo.brainvire.dev/api/v1/b...	POST	{ "first_name": "rrrrrr", "last_name": "..."	{ "meta":{"message":"Influencer created successfull..."	2024-05-09 10:21:39
<input type="checkbox"/>	2	https://commentsoldapi.demo.brainvire.dev/api/v1/b...	POST	{ "first_name": "Pranjal", "last_name": "..."	{ "meta":{"message":"Influencer created successfull..."	2024-05-10 06:51:57

Query results operations

Print Copy to clipboard Export Display chart Create view

6. Conclusion

The Buy Live extension offers a robust and innovative solution for eCommerce platforms aiming to harness the power of live video for product promotion and direct sales. By seamlessly integrating with leading livestreaming and social media platforms, it empowers merchants to transform live engagement into instant, private conversions. This extension not only streamlines the live selling process but also significantly enhances customer interaction, broadens market reach, and optimizes the overall digital commerce strategy.

The module emphasizes efficiency and direct conversion, allowing for tailored product promotion during live streams that greatly enhances the shopping experience. Key functionalities like flexible product assignment (product-wise and influencer-wise), automated inbox link delivery, and multi-platform livestreaming are designed to simplify operations and boost sales.

Ultimately, this module aims to empower e-commerce platforms with cutting-edge live commerce capabilities, improving engagement, driving conversions, and ensuring a consistent and high-quality brand presence across popular social channels.

