Module 05
App Marketplace

Module 05: App Marketplace

❏ **Introduction**

The BigCommerce platform is built for future growth needs and has a vast collection of data endpoints so you can connect and integrate external systems via APIs and webhooks.

Apps are pre-built integrations that can be used to extend your store's functionality. They can give you extra analytics, integrate with other platforms, help you with marketing, and a variety of other features.

In this module you will explore the app marketplace, and install the app, JustUno.

❏ **Learning Objectives**

After completing this module, you should be able to:

- Locate the App Marketplace in the store's control panel and on bigcommerce.com
- Identify some use cases for apps
- Describe benefits of using Justuno
- Install JustUno from the App Marketplace
- Create a promotion in Justuno

❏ **Lessons**

This module includes the following lessons:

Lessons
Lesson 1: Introduction to Apps
Lesson 2: App Demonstration	Justuno

App Marketplace Lesson 01: Introduction to Apps

❏ Introduction

Apps can be used to provide extra features like accounting software integrations, point of sale integrations, conversion tools, and live chat, adding impressive flexibility to the BigCommerce platform.

The App Marketplace showcases apps that can be installed to a merchant's store with a single click.

In this lesson, you will explore the app marketplace, and uses for apps.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Locate the App Marketplace in the control panel and on bigcommerce.com
- Identify some use cases for apps

❏ Content

This lesson includes the following content:

Content
Lab Activity: Introduction to Apps

❏ Reference

This lesson may reference the following content

Reference
KB Article: Using the App Marketplace https://support.bigcommerce.com/articles/Public/How-do-I-access-and-install-the-new-single-click-apps-within-my-Bigcommerce-store-control-panel/

Build-A-Store: Introduction to Apps

Duration: 10 minutes

In this lab you will...
- Locate apps that can print shipping labels
- Learn about Signifyd
- Locate Signifyd in the app marketplace on BigCommerce.com

Background

      Apps are integrations that can be used to extend the functionality of BigCommerce. They can give you extra analytics, integrate with other platforms, help you with marketing, and a variety of other features.

      Navigating within a store's control panel, the Apps > Marketplace option will display a link to visit bigcommerce.com/apps, as well as links to some of our app collections.

      Take a few moments to read more about the App Marketplace in the "Using the App Marketplace" KB Article:
https://support.bigcommerce.com/articles/Public/How-do-I-access-and-install-the-new-single-click-apps-within-my-Bigcommerce-store-control-panel/

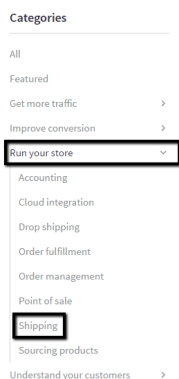> *Which users can install, uninstall, or review apps?*
>
> _____

Complete These Steps

1. **Locate** apps that can print shipping labels

> BigCommerce has a built in integration with USPS by Endicia for printing USPS shipping labels. Merchants that use other shipping providers like FedEx or UPS or prefer to use another system may choose to use an app to print shipping labels. Most apps in the Shipping category of the marketplace are capable of printing shipping labels
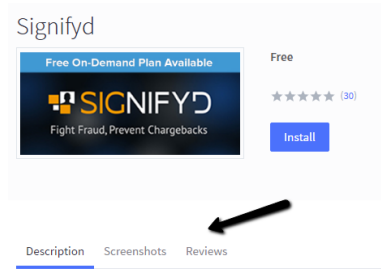
    a. **Navigate** to *Apps > Marketplace* in the store's control panel
    b. **Click** the link to access *bigcommerce.com/apps*
    c. Under *Categories*, **click** *Categories > Shipping & Fulfillment > Label Printing*

2. **Locate** Signifyd in the app marketplace on BigCommerce.com
    a. **Navigate** to bigcommerce.com/apps/

b. **Search** for Signifyd
c. In the search results, **click** the image for Signifyd
d. **Click** the Screenshot, Review, and Description tabs to navigate the app listing details

Read the description of the Signifyd app and list some features and benefits of using Signifyd

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_____
_____
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App Marketplace Lesson 02:
App Demonstration | Justuno

❏ Introduction

Justuno is a suite of website conversion tools designed to maximize return from your traffic sources and drive conversions that grow your ecommerce business. Justuno will allow a user various options for setting up promotional notifications and messaging on their site along with analytics tools.

❏ Learning Objectives

After completing this lesson, you should be able to:

- Describe benefits of using Justuno
- Install Justuno from the App Marketplace
- Create a promotion in Justuno
- Verify Justuno auto-injected scripts

❏ Content

This lesson includes the following content:

Content
Lab Activity: App Demonstration	Justuno

❏ Reference

This lesson may reference the following content

Reference
Marketplace Listing: Justuno https://www.bigcommerce.com/apps/justuno/

Build-A-Store: App Demonstration | Justuno

Duration: 20 minutes

In this lab you will...
- Install Justuno
- Create a promotion
- View the promotion on the storefront
- View auto-injected Justuno scripts

Prerequisites
1. *Build-A-Store: Introduction to Apps*

Background

Justuno is an app that allows merchants to create a variety of promotions such as exit offers, social bribery, and email signup promotions. You will use this app to create a very basic email signup promotion while demonstrating the process of installing and managing apps from the BigCommerce App Marketplace.

Complete These Steps

1. **Install** Justuno
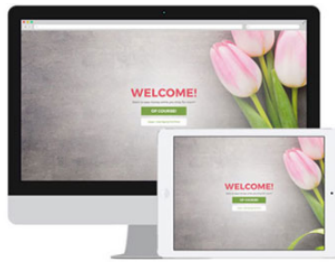   a. **Navigate** to *bigcommerce.com/apps*
   b. **Search** for Justuno
      i. **Type** Justuno into the *Search apps* text field
      ii. **Click** the magnifying glass in the *Search apps* text field
   c. In the search results, **click** the image for Justuno

   d. **Click** the [GET THIS APP] button
   e. **Log into** your existing store
   f. **Click** the *Install* button
   g. **Check** the box to accept terms and conditions
   h. **Click** the *Confirm* (or *Allow*) button

2. **Create** a promotion

> ⓘ At this point, the Justuno interface should be visible inside the store's control panel.

   a. Once creating an account with Justuno within the BigCommerce control panel, **enter** a promotion name and **click** *Get Started*

Welcome to Justuno, this quick wizard will create your first promotion in the next 5 minutes. Let's start with your promotion name…

| Promotion Name | Get Started ➔ |

b. **Click** *Desktop & Tablet*
c. **Choose** where you would like your notification to be visible
d. **Click** *Lead Capture*
e. **Click** *Add Intro Screen*
f. In the left hand navigation under *Recommended,* **click** the *Email Capture* option
g. Choose a theme and **click** the option you would like to use
h. **Click** the *Build Basic Audience* option
i. Under *Choose When*, **click** the *On Specific Page* option
j. **Click** *Refine by Options*
k. Under *Stop Showing*, **click** to Stop Showing *After engagement with THIS promotion* and *After shown 3 times EVER*
l. Under *Choose Who*, verify *All Visitors* has been selected
m. **Click** *Review & Save*
n. Using the *Text*, *Background* and *Coupons* option, **enter** details that fit the messaging you would like
o. **Click** *Save* and *Publish Your Promotion*
p. **Navigate** to your site's Control Panel and click on the *View Store* option to verify the promotion on your homepage

3. **Review** auto-injected Scripts

> Previous integrations of Justuno required a user to manually apply scripts that were generated, into the BigCommerce website. After the implementation of our Script Manager, Justuno will automatically create the necessary script for your promotions and auto-inject them into the Script Manager.

    a. **Navigate** to the BigCommerce Control Panel for your store
    b. **Click** *Storefront*
    c. **Click** *Script Manager*
        i. Depending on the number of promotions you created in Justuno, you will see the scripts the application generated and activated on your site.
        ii. We can also see information such as *Pages, Location and Type*, letting us know details of where the promotion should be populating

Script Manager

The Script Manager is a visual organization of the scripts installed in your store. Any scripts installed via our API or added from the Script Manager directly can be managed from this page.

Name	Pages	Location	Type	Date	Editable	
						Create a Script
JustUno Cart Tracking Code	All pages	Footer	3rd party	Jul 16th 2018		...
JustUno Conversion Tracking Code	Order confirmation	Footer	3rd party	Jul 16th 2018		...

    d. **Click** the … option next to one of the scripts listed under Script Manager
    e. **Click** the *View* option
    f. **Review** the script generated by Justuno