**PIXLEE**

Version 16.9



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# Summary

This integration works with Pixlee API to provide analytics information and data exportation functionalities. The LINK Integration Documentation explains the deployment of a generic cartridge, storefront cartridge and new business manager configurations.

# Component Overview

## Functional Overview

**Overview of Components**

* Pixlee Analytics
  + Add to Cart
  + Checkout
* Export Products
* Display PDP Widget

## Use Cases

**Business Manager**

* Export Products
  + Administrator decided to export the current products in the system to Pixlee. Administrator clicked on ‘Administrator’ followed by ‘Operations’ and then ‘Pixlee.ExportProducts’. Administrator selects the date and time to export the products and clicked on ‘Run’. Products will be exported to Pixlee accordingly.

**Storefront**

* Add to Cart
  + User has identified an item to buy and clicked on ‘Add to Cart’. Item was successfully added into the cart and analytics data was sent to Pixlee.
* Checkout
  + User has decided to checkout the current items in the cart and clicked on the cart. Cart with the current list of items was loaded and analytics data was sent to Pixlee.
* PDP Widget
  + User has decided to view the product and click on the product link. Product page display the PDP widget.

## Compatibility

Tested and compatible with Demandware 16.9.

## Privacy, Payment

Cart actions such as add to cart and checkout are being collected for analytics purpose. Product information will also be collected upon request on Demandware Business Manager.

Pixlee does not collect credit card data.

# Implementation Guide

## Setup

**Required for setup:**

1. ‘int\_pixlee’ Cartridge
2. ‘app\_storefront\_core’ Storefront Cartridge
3. ‘jobs.xml’ and ‘metadata.xml’

## Configuration

**Assignment of Cartridges under Storefront**

1. Log into the Demandware Business Manager
2. Click Administrator > Sites > Manage Sites
3. Click on the site you want to attach the cartridge to
4. Go to the Settings tab
5. Prepend ’int\_pixlee’ to the front of ‘Cartridges’ field
6. Click on ‘Apply’

**Assignment of Cartridges under Business Manager**

1. Log into the Demandware Business Manager
2. Click Administrator > Sites > Manage Sites
3. Click ‘Business Manager’ at the bottom
4. Go to the Settings tab
5. Prepend ’int\_pixlee’ to the front of ‘Cartridges’ field
6. Click on ‘Apply’

**Assignment of Custom Preference Definitions**

1. Log into the Demandware Business Manager
2. Click Administrator > Site Development > Import & Export
3. Click on the ‘Upload’ button and ‘Choose File’
4. Browse to ‘metadata.xml’ file and upload the file
5. Click on the ‘<< Back’ bottom at the bottom of the page
6. Click on ‘Import’ button, select ‘metadata.xml’ option and click ‘Next >>’
7. When the validation process completes, click on ‘Import’

**Setup of Job Schedules**

1. Log into the Demandware Business Manager
2. Click Administrator > Operations > Import & Export
3. Click on the ‘Upload’ button
4. Browse to the ‘jobs.xml’ file and upload the file
5. Click on the ‘<< Back’ button at the bottom of the page
6. Click on ‘Import’ button, select ‘jobs.xml’ option and click ‘Next >>’
7. When the validation process completes, click on ‘Next >>’

**Pixlee Widget Installation**

1. Log into Pixlee Control Panel

2. Click on ‘Albums’

3. Click on ‘Publish Content’

4. Select the desired display options and click on ‘Generate Website Code’

5. Copy the generated script

6. Log into the Demandware Business Manager

7. Click on ‘Merchant Tools’ followed by ‘Content’ and then ‘Content Assets’

8. Select the content to place your widget

9. Paste the script code generated from Step 4 and click on ‘Apply’

**Pixlee PDP Widget Installation**

1. Log into Pixlee Control Panel

2. Click on ‘Albums’ followed by ‘Products’

3. Click on ‘Install PDP Widget’

4. Select the desired display options and click on ‘Generate Website Code’

5. Enter ‘${productSku}’ into the SKU ID code field

6. Copy the generated script

7. Locate /cartridge/templates/default/widget/pdpwidget.isml in the ‘int\_pixlee’ cartridge

8. Paste the generated script into the file

9. Save the file to upload into server

## Custom Code

Add custom code to the following storefront files:

In the following file:

**/cartridge/templates/default/checkout/cart/minicart.isml**

Add the following snippet to the bottom (e.g. after the <isbonusdiscountlineitem… /> tag):

*<iscomment>Pixlee Add To Cart Analytics</iscomment>  
<isif condition=*"*${pdict.CurrentHttpParameterMap.cartAction == 'add' || pdict.CurrentHttpParameterMap.cartAction == 'update'}*"*>  
<isinclude template=*"*checkout/addtocart*"*/>  
</isif>*

In the following file:

**/cartridge/templates/default/checkout/cart/cart.isml**

Add the following snippet to the bottom (e.g. after the </isdecorate> tag):

<iscomment>Pixlee Checkout Start Analytics</iscomment>  
 <isinclude template=*"checkout/startcheckout"*/>

In the following file:

**/cartridge/templates/default/product/productdetail.isml**

Add the following snippet to the end of the <isobject> block, (e.g. after </div><!--/pdpMain -->, but before </isobject>):

<iscomment>Pixlee PDP</iscomment>  
<isset name="productSku" value="${pdict.Product.ID}" scope="page">

In the following file:

**/cartridge/templates/default/product/pt\_productdetails.isml**

Add the following snippet near the bottom of the <body> tag, before the footer (e.g. after </div><!-- /main -->, but before <isinclude template=”components/footer/footer”/>

<iscomment>Pixlee PDP Widget</iscomment>  
<isset name="productSku" value="${pdict.Product.ID}" scope="page">  
<isinclude template="widgets/pdpwidget.isml"/>

In the following file:

**/cartridge/templates/default/checkout/confirmation/confirmation.isml**

Add the following snippet to the bottom of the <isdecorate> block (e.g. after </div>, but before </isdecorate>):

<iscomment>Pixlee End Checkout Analytics</iscomment>  
<isinclude template="checkout/endcheckout"/>

# Operations, Maintenance

## Data Storage

Custom Site Preferences are being stored within Demandware. Below are the Preference Names:

* HTTP Timeout
* Pixlee API Key
* Enable Pixlee Plugin
* Pixlee Secret Key
* Custom Product Host
* SKU Reference

## Availability

There is no potential downtime caused by Pixlee cartridges. Storefront should be available at all times.

## Support

Awad Sayeed ([awad@pixleeteam.com](mailto:awad@pixleeteam.com))

# User Guide

## Roles, Responsibilities

*It is the responsibility of the administrator to fill up the required Pixlee API parameters such as Pixlee API key, Pixlee Secret Key and Pixlee User ID for the cartridge to work.*

*To export products, administrator has to either run or schedule the job on the Business Manager.*

## Business Manager

**Functionality**

* Export Products (via Job Schedules)
  + Administrator can export products on Demandware to Pixlee by running a job. To do that, administrator has to click on Administrator > Operations > Job Schedules. Select ‘Pixlee.ExportProduct’ and click on run. Do note that it may take a while for the job to finish if there is a large amount of products.

**Configuration Options**

* Custom Site Preference Group
  + In order for the cartridge to work properly, administrator has to fill up the mandatory fields on the Custom Site Preferences page. Required fields include:
    - Pixlee API Key
    - Pixlee Secret Key

## Storefront Functionality

***Functionality***

* *Pixlee Analytics*
* *Add to Cart*
* *Checkout*

# Release History

|  |  |  |
| --- | --- | --- |
| **Version** | **Date** | **Changes** |
| 15.1.0 | 04/19/2015 | Initial release |
| 15.2.0 | 06/23/2015 | Added PDP Widget, Export Product Photo URL |
| 15.2.1 | 10/07/2015 | Bug fixes |
| 16.9 | 12/08/2016 | Remove “Remove from Cart” |