



Plugin Documentation

OXID CleverReach® Connector

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Because mistakes can be made despite all efforts, we would be grateful for any hints about improvement.

Conventions

In this document the following typographic conventions are used:

`Proportional font`

For user input, source code and URLs

Grey italic bold

For file names, paths and other italic mark-ups

Für Dateinamen und Pfade und sonstige kursive Auszeichnungen

Bold font

For input fields and navigation steps

Bold font dark red

For warnings and important hints

Impress

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Description of the module

OXID CleverReach Connector 4.0.0

This extension exports any relevant information quickly and easily from your OXID eShop to CleverReach. With help of this data you can now start targeted marketing.

This module can be downloaded from the OXID eXchange marketplace, part of the OXID esales website:

<https://exchange.oxid-esales.com/>

Your benefits

The exported data allows you to address exactly the right target groups you want to reach with your newsletters.

- With help of e-mail campaigns, you can generate more orders and sales
- Inform customers about news
- Extensive studies show the success in real time
- Talk to your customers personally

A CleverReach® Account is a requirement to use the module. You can create an account for free at:

<https://www.cleverreach.de>

The following data can be transferred with this module:

Customer data:

- date of registration
- date of newsletter subscription
- company
- street
- town
- zip code
- country
- e-mail address
- form of address
- first name
- last name
- date of birth
- language
- confirmed by double opt-in?

Order data:

- ordering

- ordering date
- item code
- article name
- number of articles
- price

CleverReach Tracking:

- ordering
- price
- currency

Additional information

There are three options to export the data to CleverReach® with this module:

- **CSV export**
Especially for the first export the CSV export is very useful because a large number of data can be transferred quickly.
- **cronjob**
to automate the export of the data, the module has a cronjob file that can be called in regular intervals. In this way your customer data is always up to date and you have no long-term effort.
- **manually**
you can also start the data export with a simple click in the admin interface.

Another feature is the configurable language and country mapping. With help of this it is possible to assign customers, who have not stored their address, to a country and a language, based on their e-mail address. An easy to understand guide on how you can customize the mapping feature is located in the module as well.

Getting Started

Security Advice

We recommend for your own safety to create a backup, both of your shop files as of your MySQL-database, before starting the installation, so you preserve the opportunity to rollback all your changes.

Hint: Best-practise is to prepare the installation including all necessary template changes on a stage-system first, before altering your productive system.

System Requirements

This manual describes a fresh installation of the CleverReach® Connectors for the OXID eShop Community and Professional Edition from version 4.7.0 up to 4.10.X , as well for the OXID eShop Enterprise Edition from version 4.7.0 up to 5.3.X.

Do not install this module, if you are using a different OXID eShop version!

Installation guide

Step-by-step module installation

1. Required files

tc_cleverreach-4.0.0.zip + tc_jobinstance-1.0.1.zip

tc_cleverreach-4.0.0.zip this archive contains the CleverReach® Connector module
tc_jobinstance-1.0.1.zip is an additional library for automated exports and is required by the CleverReach® Connector module.

2. Unzip the provided installation ZIP package

Please unzip the provided installation ZIP package into an empty folder.

3. Copy the contents

Copy the contents of the folder "copy_this" into the root directory of your shop.

4. additional folders

Copy the folder "crons" one level above your shop. You may need to adjust the path to your shop.

On the same level the folder "tc_export" must be created. Please set sufficient file rights if necessary.

We recommend creating the folder tc_export above the document root folder, to avoid public access.

5. /tmp folder

Please delete all files from the /tmp folder of your shop.

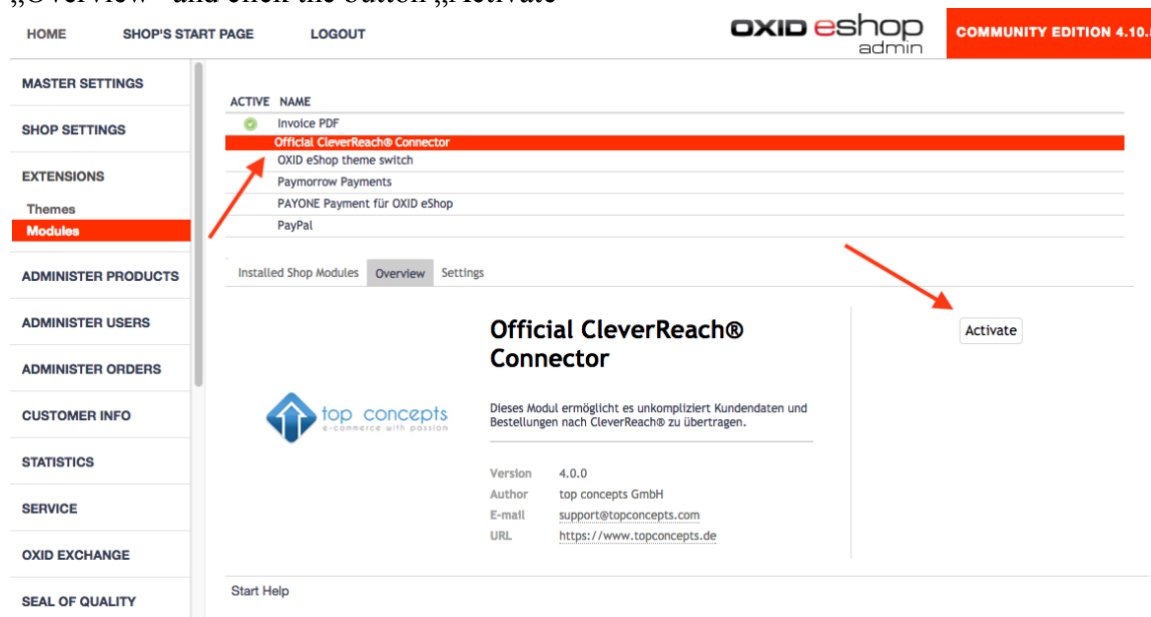
6. Please log in

Please log in to the OXID admin backend.

7. Activation of the module

Please perform the following steps:

1. Go to „Extensions“ -> „Modules“ -> „Official CleverReach® Connector“ -> „Overview“ and click the button „Activate“



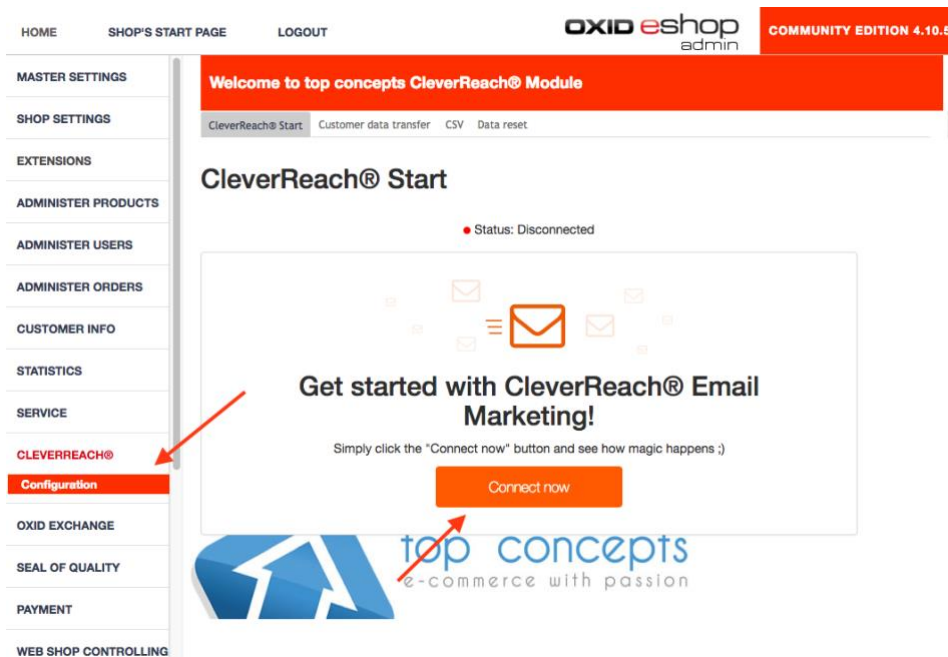
The screenshot shows the OXID eShop admin interface. The left sidebar contains a menu with categories like MASTER SETTINGS, SHOP SETTINGS, EXTENSIONS, ADMINISTER PRODUCTS, ADMINISTER USERS, ADMINISTER ORDERS, CUSTOMER INFO, STATISTICS, SERVICE, OXID EXCHANGE, and SEAL OF QUALITY. The 'Modules' option under EXTENSIONS is highlighted. The main content area shows a list of installed modules. The 'Official CleverReach® Connector' module is highlighted in red. A red arrow points to this module. Below the list, there is a detailed view of the 'Official CleverReach® Connector' module, including its description, version (4.0.0), author (top concepts GmbH), email (support@topconcepts.com), and URL (https://www.topconcepts.de). A red arrow points to the 'Activate' button in the top right corner of the module details section.

2. Please log off from the OXID admin backend (logout)
3. Please once more delete all files from the /tmp folder of your shop
4. Re-Login to the OXID admin backend

8. Connect your shop with CleverReach®

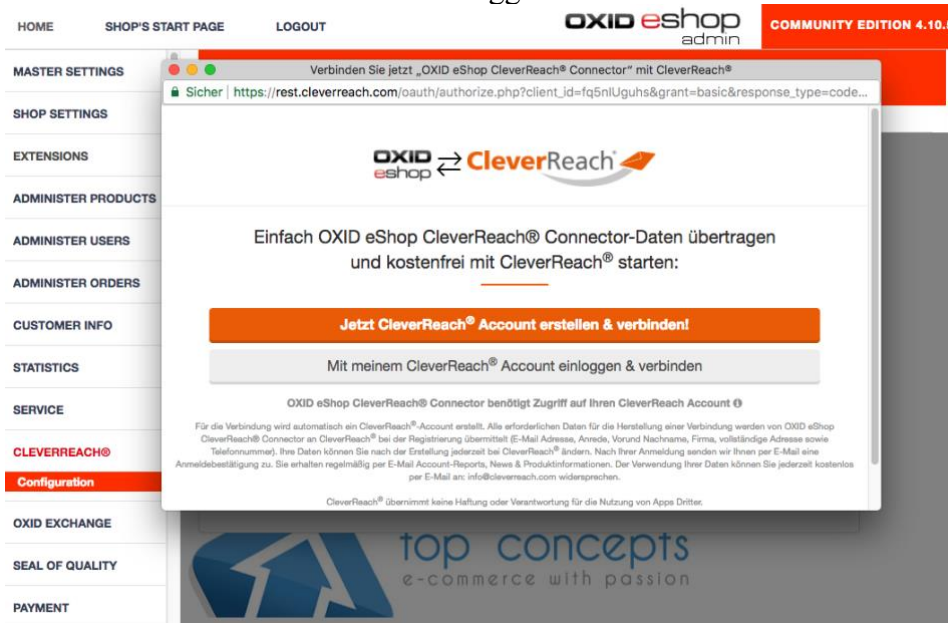
Back in the OXID admin backend open the new menu entry “CleverReach®” in the left sidebar and click “Configuration”.

To connect your shop with CleverReach® click the Button “Connect Now”



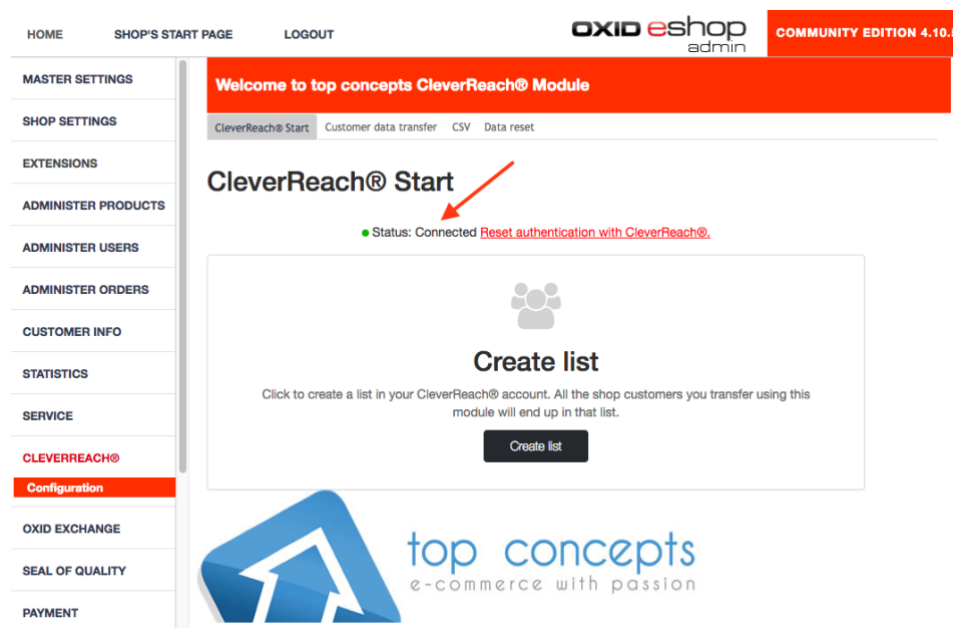
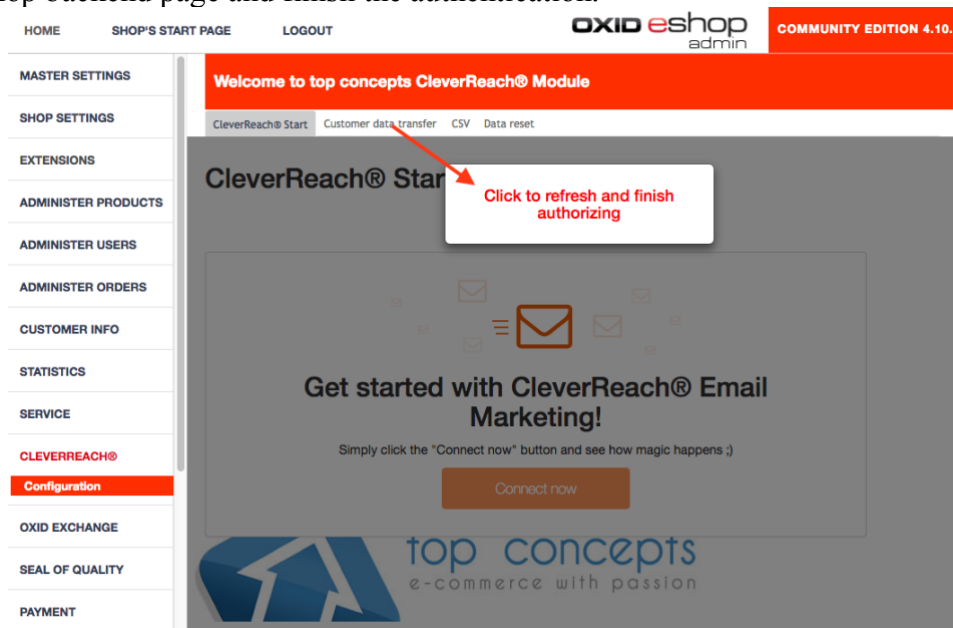
A popup window with 2 options opens.

- „Jetzt CleverReach® Account erstellen & verbinden!“
- „Mit meinem CleverReach® Account einloggen und verbinden“



Choose your appropriate option, fill out the particular form and follow the instructions in the popup window until the connection is established and the popup window closes automatically.

Now click the button “Click to refresh and finish authorizing” in the OXID admin backend, to reload the shop backend page and finish the authentication.



Your shop is connected with CleverReach® now.

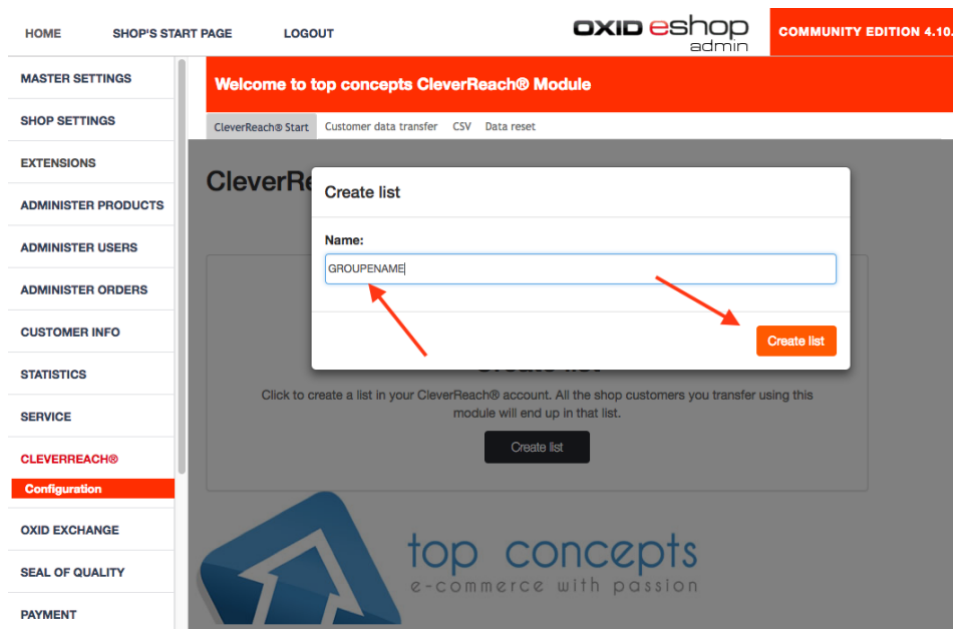
Note: If no popup window opens, check your browser settings (e.g. popup blocker)

9. Create a CleverReach® list

At CleverReach® user data are managed in lists.

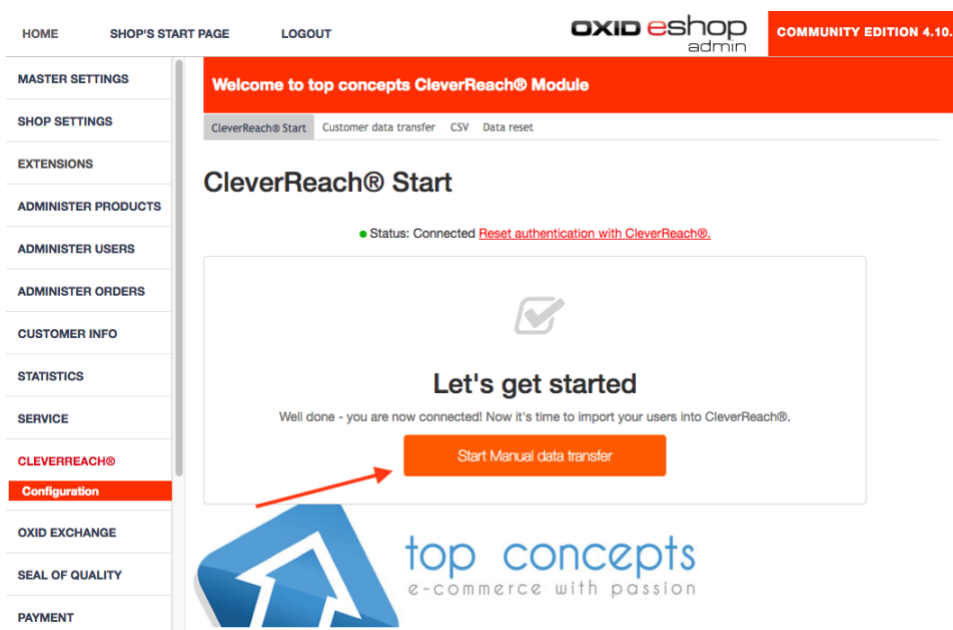
Click the button “Create list”.

Enter a name for the new list in the input field that opens and click the button “Create list” to create the list.



10. Transfer data

To transfer the user data manually to your CleverReach® account you can now click the button „Start Manual data transfer“.



Alternatively, you can setup a cronjob for the automatic data transfer or create a CSV file to be imported via the CleverReach® backend.

11. Done

Congratulations! The installation is now completed.

Assign e-mail addresses to a specific country/language

This module has the ability to assign customers based on their e-mail address to a country and a language.

For the following top-level domains (e-mail address ending) an assignment is stored already:

ae, al, at, au, ch, cz, de, dk, es, fi, fr, gr, hr, hu, it, lt, lv, nl, no, pl, pt, ro, ru, ua, uk, us, se, si, sk, tr

Default language is English.

If you need more mappings or want to change the existing one, you can do so in the "config.inc.php".

For this, the following code will be added to the end of the file, and then adapted to their own needs.

```
// tc_cleverreach
$this->tc_cleverreach_tldmapping = array(
// tld => language-short, iso2
'dk' => array('lg' => 'da', 'iso2' => 'dk'),
);
```

New entries can be added as follows:

```
'dk' => array('lg' => 'da', 'iso2' => 'dk'),
```

The values 'dk', 'da' and 'dk' can be replaced:

'dk' → top Level Domain (TLD) of the e-mail address

'da' → language code (ISO 639-1)

'dk' → country code (ISO 3166-1 ALPHA-2)

The language code is the language of the customer and the country code indicates the country in which the customer lives.

Examples

```
'de' => array('lg' => 'de', 'iso2' => 'de'),
// de → Deutschland (Germany) (Domain)
// de → Deutsch (language) (German)
// de → Deutschland (Germany) (country)
```

```
'dk' => array('lg' => 'da', 'iso2' => 'dk'),
// dk → Dänemark (Denmark) (Domain)
// da → Dänisch (danish) (Sprache)
// dk → Dänemark (Denmark) (Land)
```

```
'at' => array('lg' => 'de', 'iso2' => 'at'),
// at → Österreich (Austria) (Domain)
// de → Deutsch (German) (language)
// at → Österreich (Austria) (country)
```

```
'uk' => array('lg' => 'en', 'iso2' => 'gb'),
// uk → Vereinigtes Königreich (United Kingdom) (Domain)
```

```
//      en → Englisch (language)
//      gb → Großbritannien (Great Britain) (country)

'com' => array('lg' => 'en', 'iso2' => 'us'),
//      com → commercial (Domain)
//      en → Englisch (language)
//      us → USA (country)
```

It is also possible, to set a default value. This will be used whenever no value is found for the domain.

It can be set up just like the normal assignments.

In this example, the default setting says that any e-mail with an unknown TLD is associated to a german customer with german language:

```
'default' => array('lg' => 'de', 'iso2' => 'de'),
//      default → default (do not change!)
//      de → Deutsch (language)
//      de → Deutschland (country)
```

Custom fields

This module supports multiple custom fields in CleverReach. If you wish to use these fields, you have to create the custom field in your CleverReach® Account first.

It is important to name the fields exactly like mentioned below.

```
birthday
shop
double_opt_in
language
```

```
birthday          → date of birth
shop              → customer's shop
double_opt_in    → Has the customer confirmed the newsletter via double opt-in
language         → language code
```

Important information

Very important:

You MUST use the OXID unsubscribe function.

The default unsubscribe link of CleverReach® will not provide the unsubscribing to the OXID shop and the next data transfer will activate the e-mail address again.

Therefore you have to add the following link to all your CleverReach® templates:

`https://[WWW.YOURSHOP.COM]/index.php?cl=newsletter&fnc=removeme&email={EMAIL}`

Replace `[WWW.YOURSHOP.COM]` with your shop domain.

Do **NOT** replace `{EMAIL}`! This is the placeholder for the newsletter templates and will be automatically replaced by CleverReach®.

Information

Before the first export, you should use the CSV export feature.

This ensures that all customers and orders are written to a CSV file, which you can then import into CleverReach (it is the fastest solution for a large customer base)

To use the CSV export, either call the file "crons/tc_cleverreach.php csv" or click "Einstellungen/Settings → CSV Datei Erstellen/ Create CSV file" in the OXID admin.

After this first export you can also use the automatic transfer function.

You can either use the comfortable cronjob or the manual export via OXID admin (CleverReach → Settings).

Cronjobs

The cronjob file is located in the "crons" folder.

You should set up the cron job so that the files "tc_cleverreach.php"

and "tc_cleverreach_deactivate_pending.php" are called in 5 minutes intervals.

The operating account should be the user of the webserver or be in the same group.

tc_cleverreach.php	→ API
tc_cleverreach.php csv	→ Export as CSV
tc_cleverreach.php all	→ Reset Transferdata

FAQ

Why don't mutated vowels (umlaut) get transferred correctly?

This problem is caused by a misconfigured shop. The shop must be set to utf-8 right from the beginning. When someone changes the utf-8 mode in the config.inc.php but forgets to also convert the database to utf-8, this problem will probably occur.

This could even break the encoding of other modules.

So be sure to always convert the tables to utf-8 when setting the utf-8 mode in the config file.

„Dateipfad ist falsch“ (Filepath is wrong)

This error message will show when the cronjob file cannot find the OXID shop. You can resolve this by just changing the data path in the cronjob file to an existing shop path.

„Bearbeiten der CSV nicht möglich“ (Editing of csv file not possible)

This error occurs when the user executing the cronjob doesn't have sufficient rights to create or modify the csv file.

Questions and Problems

If you have any questions or problems, feel free to contact our support at:

E-Mail: support@topconcepts.com

To be able to react to your questions as fast as possible you should add information about the shop environment you are using, including: Oxid version (e.g. OXID CE 4.10.1), version of the CleverReach® Connector module and the PHP version.

For advanced support or debugging we need access-data to your shop admin interface, FTP- or SSH-access and also access to the database (e.g. via phpMyAdmin).

Our support is not free and is charged with 39,00 € net 15 minutes, if you do not have other support agreement with us or have agreed a fixed price.