Blueknow Recommender

Installation guide

Version 1.3.0

# Content

Before starting

Read the following notes before starting to use Blueknow Recommender:

- Product recommendations are **NOT** visible until at least **24 hours**.
- If your are upgrading the extension, the changes introduced maybe are not visible. To fix the problem, refresh Magento's cache from Admin Panel, under the option `System > Cache Management > Magento Flush Cache`.
- If the configuration page of the extension is not shown as indicated on section *How to configure* (see the following screenshot), finish your current session (logout) and start a new one (login). If the problem persists, clean the cache.
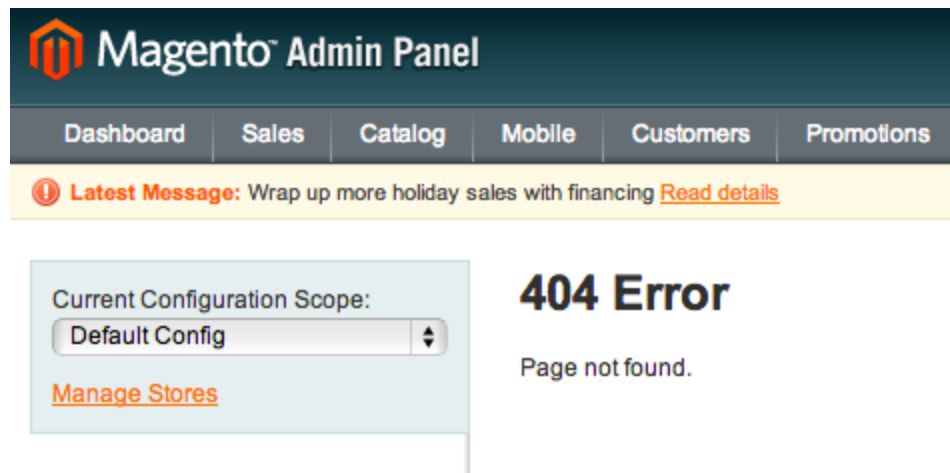
What about Blueknow Recommender

Blueknow has developed a recommender service that lets you discover interesting products for the users of your online store: **Blueknow Recommender**.

The goal of the recommender is to increase sales by up to **30%**, increasing the conversion in both online store and email marketing campaigns. It also helps customers find products they are probably interested in, improving their online buying experience.

To start using the service simply create a new account at **www.blueknow.com/customers** and then register the eCommerce(s) where you want to show recommendations.

You can get more detailed information at **www.blueknow.com**, reading more about the product, case studies and customers using the service.

Blueknow Recommender is based on users' behavior (visits, purchases, clicks, and so on) to build a model that find the best products for each one. This recommendation model is absolutely dynamic, adapting itself to the preferences of each individual user over time.

To facilitate the integration of **Blueknow Recommender** over an eCommerce platform so complex as **Magento**, **Blueknow** has developed a plugin that it does all the integration effort for you. Just spending a few minutes.

The current version of the plugin is **1.3.0** (stable) and is compatible with the releases of **Magento 1.3.x** or greater.

What integrates

Components

With the aim of showcasing product recommendations in any eCommerce based on Magento, the plugin performs the integration of these components:

- **Blueknow Tracker Code** (BKTC), responsible for capturing behavioral events of any user of an eCommerce (anonymously).
- **Blueknow Recommender Code** (BKRC) establishes the communication between the eCommerce and recommender service, and finally renders the widget of recommended products.

Behavioral events

The plugin integrates the following behavioral events:

- *Visited*. This event registers the visit of a product. It is integrated into the product detail page.
- *Purchased*. This event registers any purchase of products. It is integrated into the successful purchase page. It considers both types of checkouts supported by Magento: single shipping and *multishipping*.
- *Clicked*. This event registers a click over a recommendations widget. It is integrated into the product detail page and into the shopping cart page (where recommendations are shown).
- *Discontinued*. This event is sent when a product is discontinued or out of stock. It is integrated into the product detail page and into the successful purchase page.
- *User logged*. This event registers any user login. It is integrated into the page immediately thereafter the login page (only if successful).

Product recommendations

The plugin integrates product recommendations as follows:

- Product detail page, taking current visited product as seed: **cross-selling**.
- Shopping cart page, taking the set of products inside it as seed: **up-selling**.
- Homepage, taking the user's identifier assigned to the client as seed: **personalized.**
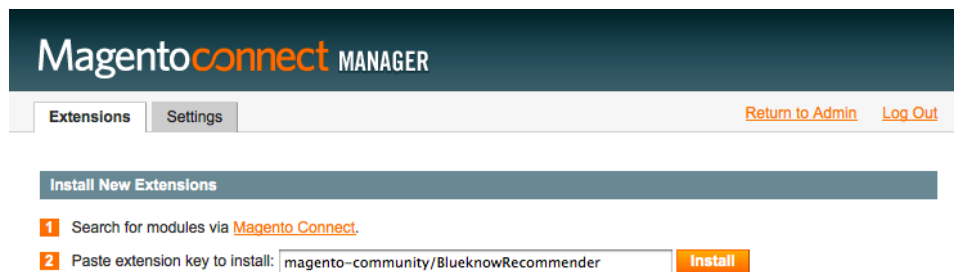
How to install

Installation in Magento 1.4.x or lower

Installation via *Magento Connect 1.0*

The download and installation process is easily done via the **Magento Connect Manager** that can be found in the **System** tab of the *backend* menu. You must specify the extension key:

<p align="center"><code>magento-community/BlueknowRecommender</code></p>

In case the downloaded file can't be unpacked (see the following screenshot) you'll have to proceed with the update of the **PEAR** utility.


```
$ ./pear install -f PEAR
```

Installation via PEAR

To proceed with the installation of the plugin via **PEAR**, follow these simple steps:

Plugin download

```
$ ./pear download magento-community/BlueknowRecommender
downloading BlueknowRecommender-1.2.0.tgz ...
```

```
Starting to download BlueknowRecommender-1.2.0.tgz (1,403,093 bytes)
...........................................................
...........................................................
...........................................................
...........................................................
.....done: 1,403,093 bytes
File BlueknowRecommender-1.2.0.tgz downloaded
```

Plugin installation

```
$ ./pear install BlueknowRecommender-1.2.0.tgz
install ok:
channel://connect.magentocommerce.com/community/BlueknowRecommender-1.2.0
```

Plugin desinstallation

```
$ ./pear uninstall magento-community/BlueknowRecommender
uninstall ok:
channel://connect.magentocommerce.com/community/BlueknowRecommender-1.2.0
```

Installation in Magento 1.5.x or greater

Installation via *Magento Connect 2.0*

The download and installation process is easily done via the **Magento Connect Manager** that can be found in the **System** tab of the *backend* menu. You must specify the extension key:

```
http://connect20.magentocommerce.com/community/BlueknowRecommender
```
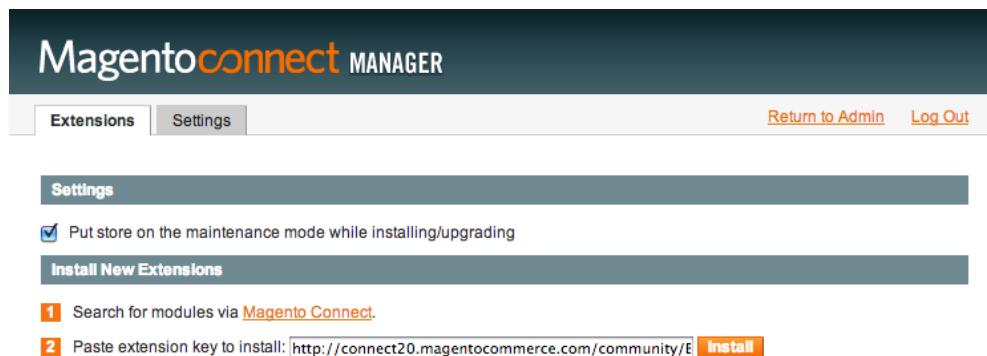
Installation via MAGE

To proceed with the installation of the plugin via **MAGE**, follow these simple steps:

Plugin download

```
$ chmod 755 ./mage
$ ./mage download community BlueknowRecommender
Saved to: downloader/.cache/community/BlueknowRecommender-1.2.0.tgz
```

Plugin installation

```
$ ./mage install-file
downloader/.cache/community/BlueknowRecommender-1.2.0.tgz
Package installed: community/BlueknowRecommender 1.2.0
```

I any error appears during the installation, you must configure the **MAGE** utility.

```
CONNECT ERROR: The 'community' channel is not installed. Please use the MAGE
shell script to install the 'local' channel.
```

```
$ chmod 775 mage
$ ./mage mage-setup
```

Plugin desinstallation

```
$./mage uninstall community BlueknowRecommender
Starting to uninstall community/BlueknowRecommender
Package community/BlueknowRecommender uninstalled
Package deleted:
community/BlueknowRecommender
```

How to configure

Magento's admin panel

Once the plugin is installed, it must be configured. Simply use the Magento configuration interface which you can find following the menu links to `System > Configuration > Services > Blueknow.`

The configuration parameters are:

- Activate/Deactivate Blueknow Recommender.
- **BK number** assigned to the eCommerce at the moment of its registry. This is the unique required parameter to start using the service.
- Activate/Deactive cross-sell recommendations (product detail page).
- Number of cross-sell recommendations to request and show.
- Activate/Deactive up-sell recommendations (shopping cart page).
- Number of up-sell recommendations to request and show.
- Activate/Deactive personalized recommendations (home page).
- Number of personalized recommendations to request and show.

How to customize

Recommendations widgets styles

Widgets of recommended products shown, by default, have a very basic and similar styles to the template used in **Magento Demo Store**, being highly recommended its customization.

The affected files are:

`app/design/frontend/default/default/template/blueknow/product/recommender_widget.phtml`

`app/design/frontend/default/default/template/blueknow/cart/recommender_widget.phtml`

`app/design/frontend/default/default/template/blueknow/home/recommender_widget.phtml`

`skin/frontend/base/default/css/blueknow_recommender/blueknow_widget.css`

> ***Warning***: before any upgrade in the future, backup extension files to avoid the loss of data.

Languages

The plugin includes the translation of texts for the following languages:

- **Spanish** `(es_ES)`.
- **English** `(en_US)`.
- **French** `(fr_FR)`.
- **Portuguese** `(pt_PT)`.
- **German** `(de_DE)`.

If your eCommerce uses a not supported language, it should be added as follows:

1. Create a new directory under `app/locale` (if it does not exist). The directory name should be formed by the ISO code, followed by country code.
2. Create the `Blueknow_recommender.csv` file taking a translation of another language included by default.
3. Open the file you just created in an editor and transalate its content.

What is shown

Please, note that your eCommerce visitors will not see any recommendations at the beginning because the system needs to gather information for at least **24 hours**.

Product detail page

Inside any product detail page a collection of recommended products will be shown taking the current visited product as seed.

Home page

Inside the home page a collection of recommended products will be shown taking the user's identifier assigned to each client as seed.

Shopping cart page

Inside the shopping cart page a collection of recommended products will be shown taking the whole cart as seed.

Category page

In the category landings a collection of recommended products will be shown taking the visited category as seed.