



# **Blueknow Recommender**

## **Installation guide**

**Version 1.3.0**

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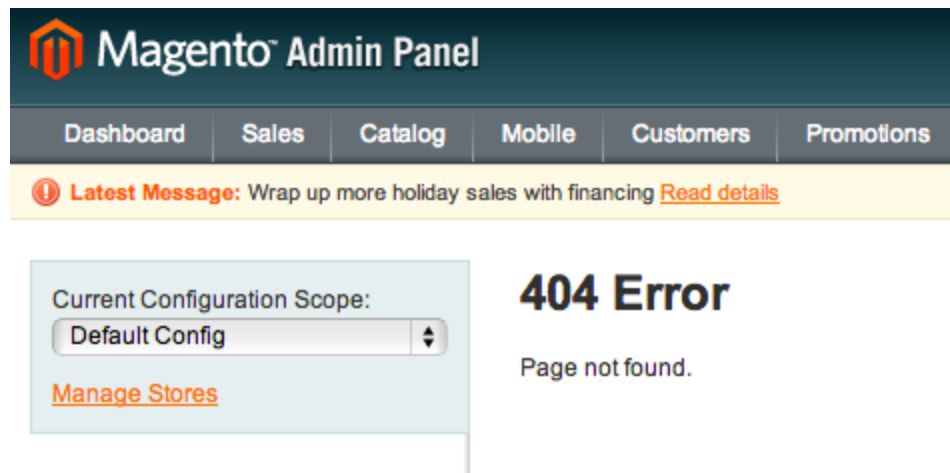
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# Before starting

Read the following notes before starting to use Blueknow Recommender:

- Product recommendations are **NOT** visible until at least **24 hours**.
- If you 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](http://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](http://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**.

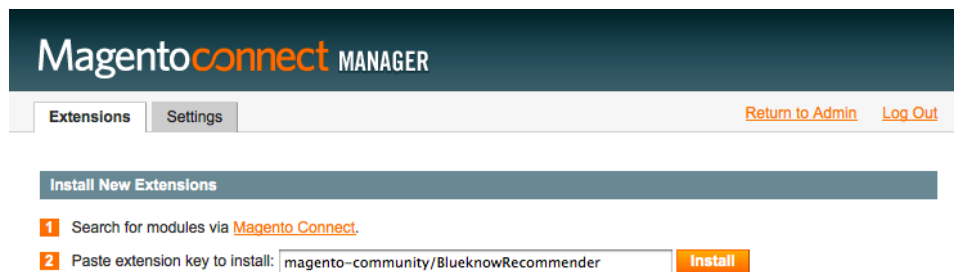
# How to install

## 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:

```
magento-community/BlueknowRecommender
```



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.

```
WARNING: channel "connect.magentocommerce.com/community" has updated its protocols, use "channel-update
connect.magentocommerce.com/community" to update
downloading BlueknowRecommender-1.1.0.tgz ...
Starting to download BlueknowRecommender-1.1.0.tgz (1,403,093 bytes)
.....
.....done: 1,403,093 bytes
ERROR: unable to unpack /Applications/MAMP/htdocs/magento-1.4.2f/downloader/pearlib/download
/BlueknowRecommender-1.1.0.tgz
```

```
$ ./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

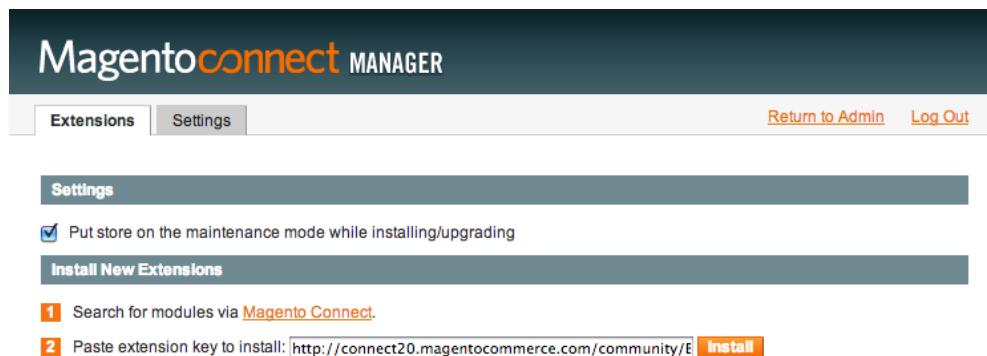
```
$ ./pear uninstall magento-community/BlueknowRecommender
uninstall ok:
channel://connect.magentocommerce.com/community/BlueknowRecommender-1.2.0
```

# 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
```

If 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**.

Save Config

Configuración principal

**Nota importante:** Después de instalar la extensión, sus clientes no obtendrán recomendaciones personalizadas durante las primeras **24 horas**. Lea detenidamente la **documentación** incluida en el paquete de la extensión.

Versión	1.3.0 <small>▲ Versión actual de la extensión.</small>	[STORE VIEW]
Activado	Yes <small>▲ Activa/Desactiva Blueknow Recommender.</small>	[STORE VIEW]
BK number	BK-315201522588-1 <small>▲ Identificador único asignado a este eCommerce. ¿Necesita uno? Consígalo gratis <a href="#">aquí</a>.</small>	[STORE VIEW]

Recomendaciones cross-sell

Activado	Yes <small>▲ Activa/Desactiva las recomendaciones cross-sell en la página de producto.</small>	[STORE VIEW]
Recomendaciones	4 <small>▲ Número de recomendaciones cross-sell a mostrar en la página de producto.</small>	[STORE VIEW]

Recomendaciones up-sell

Activado	Yes <small>▲ Activa/Desactiva las recomendaciones up-sell en la página del carrito.</small>	[STORE VIEW]
Recomendaciones	5 <small>▲ Número de recomendaciones up-sell a mostrar en la página del carrito.</small>	[STORE VIEW]

Recomendaciones página principal

Activado	Yes <small>▲ Activa/Desactiva las recomendaciones en la página principal.</small>	[STORE VIEW]
Recomendaciones	3 <small>▲ Número de recomendaciones a mostrar en la página principal.</small>	[STORE VIEW]

Recomendaciones página categoría

Activado	Yes <small>▲ Activa/Desactiva las recomendaciones en la página de categoría.</small>	[STORE VIEW]
Recomendaciones	6 <small>▲ Número de recomendaciones a mostrar en la página de categoría.</small>	[STORE VIEW]

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 translate 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](#) / [Electronics](#) / [Cell Phones](#) / **HTC Touch Diamond**



Double click on above image to view full picture

—   —

### HTC Touch Diamond

[Email to a Friend](#)  
[Be the first to review this product](#)

Availability: In stock

€ 560,55





Qty:  [Add to Cart](#) OR [Add to Wishlist](#)  
[Add to Compare](#)


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#### Quick Overview

Re-defining the perception of advanced mobile phones... the HTC Touch Diamond™ signals a giant leap forward in combining hi-tech prowess with intuitive usability and exhilarating design.

**También te pueden interesar los siguientes productos**

 <p><b>HTC Desire HD (Ace)</b> <a href="#">(Incluye MicroSD 8gb)</a> <b>579 €</b></p>	 <p><b>HTC HD2 (Leo)</b> <a href="#">(Incluye MicroSD 2GB)</a> <b>459 €</b></p>	 <p><b>Samsung i9000</b> <b>Galaxy S 8GB</b> <b>499 €</b></p>	 <p><b>HTC HD7</b> <b>579 €</b></p>
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 Powered by Blueknow

## 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.



The screenshot shows a Magento storefront with a dark blue header. The header includes the Magento logo, a search bar, and navigation links: My Account, My Wishlist, My Cart, Checkout, and Log In. A language selector is set to English. Below the header, a category bar lists Furniture, Electronics, and Apparel.

The main content area features several promotional banners and product sections:

- Anashria**: A banner for sandals with the text "Get it while they last Limited Offer 20% OFF".
- It's here - Magento end of summer SALE!!**: A banner for a sale starting September 1st, featuring discounts on Electronics (20% OFF), Men's Shoes (15% OFF), and Appliances (10% OFF).
- Buy Canon REBEL**: A promotion for a Canon camera starting at \$499.
- FREE SHIPPING**: A banner for free shipping on orders over \$50.
- Best Selling Products**: A section displaying various products like a Sony laptop, a digital camera, and a women's pump, each with a "See all" link.
- POPULAR TAGS**: A section with tags like Camera, Hohoho, SEXY, Test, bones, cool, cool t-shirt, crap, favorite, good, green, hip, laptop, nice, phone, red, silver, tight, trendy, young.
- COMMUNITY POLL**: A section asking "What is your favorite Magento feature?" with options like Layered Navigation, Price Rules, Category Management, and Compare Products.
- Se acepta PayPal**: A PayPal logo.

At the bottom, a section titled "Te recomendamos los siguientes productos" (We recommend the following products) displays three recommended items:

- Mini Teclado Touchpad Multimedia Phoenix**: Priced at 24.56 €.
- Mini Teclado Touchpad con Microfono y Altavoz Phoenix**: Priced at 31.34 €.
- Receptor Grabador Satellite Engel RS4800Y Wifi**: Priced at 145.20 €.

The footer of the page includes the text "Powered by Blueknow".

## Shopping cart page

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

Shopping Cart

Proceed to Checkout

	Product Name	Unit Price	Qty	Subtotal
	<a href="#">HTC Touch Diamond</a>	€ 560,55	<input type="text" value="1"/>	€ 560,55

Continue Shopping

Update Shopping Cart

Los clientes que compraron estos productos también compraron



Funda de cuero para HTC HD Mini  
22 €



Funda de cuero para Sony-Ericsson Xperia X1  
22 €



Base de sincronización USB para HTC Wildfire  
29 €



Tapa de batería para HTC Touch Diamond 2 en Mate  
25 €



Funda de cuero Acer Liquid A1  
22 €



Funda de Silicona para HTC HD7  
15 €



Soporte a medida Richter HTC Touch Cruise  
6 €

 Powered by Blueknow

## Category page

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

Furniture **Electronics** Apparel

[Home](#) / [Electronics](#)

Select Your Currency

euro - EUR

SHOP BY

SHOPPING OPTIONS

CATEGORY

[Cell Phones](#) (5)

[Cameras](#) (8)

[Computers](#) (23)

CONTRAST RATIO

[10000:1](#) (3)

[1500:1](#) (2)

[3000:1](#) (2)

PRICE

[€ 0.00 - € 999.99](#) (31)

[€ 1.000.00 - € 1.999.99](#) (1)

[€ 2.000.00 - € 2.999.99](#) (3)

[€ 4.000.00 and above](#) (1)

COLOR


[Black](#) (7)

[Brown](#) (3)


[Silver](#) (11)

BRAND


Te recomendamos los siguientes productos




**Railworks Train Simulator 2013**  
55,77 €




**Need for Speed Most Wanted**  
51,26 €




**Blocks that Matter**  
51,59 €



**Zombie Driver HD**  
43,85 €



**Painkiller Hell & Damnation**  
13,15 €



**Babel Rising**  
55,39 €

Electronics