



Blueknow Recommender

Installation guide

Version 1.2.0

Content

[Before starting](#)

[What about Blueknow Recommender](#)

[What integrates](#)

[Components](#)

[Behavioral events](#)

[Product recommendations](#)

[How to install](#)

[Installation in Magento 1.4.x or lower](#)

[Installation via Magento Connect 1.0](#)

[Installation via PEAR](#)

[Installation in Magento 1.5.x or greater](#)

[Installation via Magento Connect 2.0](#)

[Installation via MAGE](#)

[How to configure](#)

[Magento's admin panel](#)

[Automatic capture of the clicked event](#)

[How to customize](#)

[Recommendations widgets styles](#)

[Languages](#)

[What is shown](#)

[Product detail page](#)

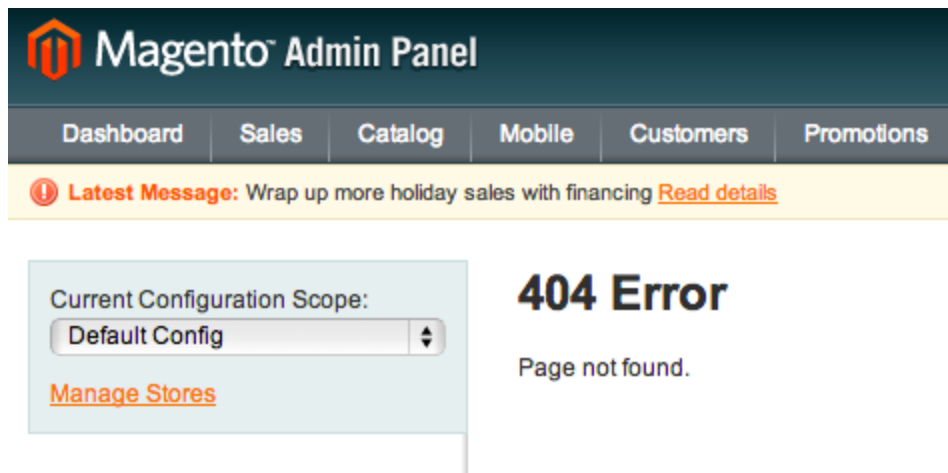
[Home page](#)

[Shopping cart page](#)

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 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 **1.2.0** (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**.
- Home page, taking the user's identifier assigned to the client: **personalized**.

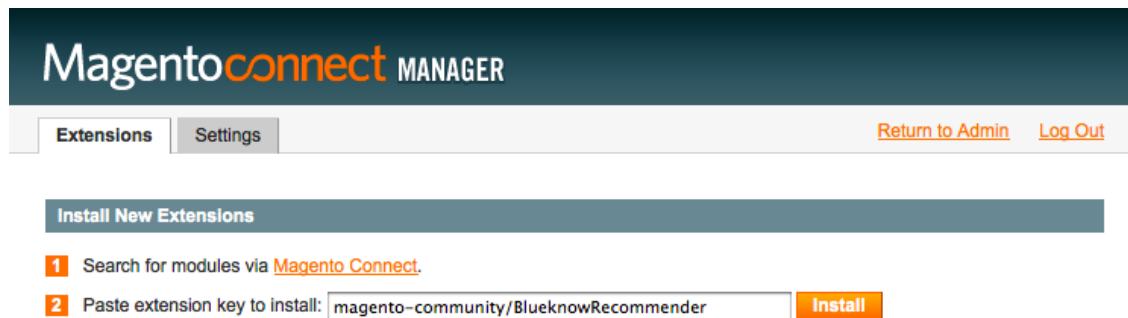
How to install

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

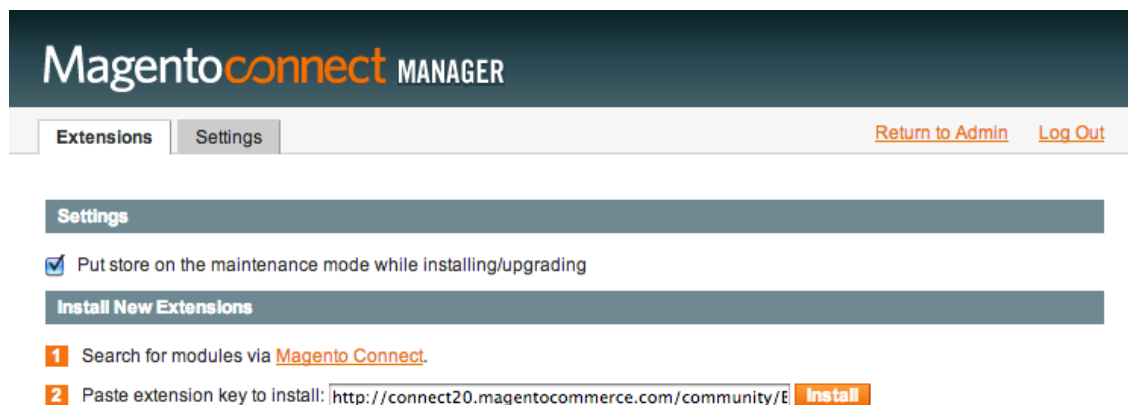
```
$ ./pear uninstall magento-community/BlueknowRecommender
uninstall ok:
channel://connect.magentocommerce.com/community/BlueknowRecommender-1.2.0
```

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	1.2.0 <small>▲ Versión actual de la extensión.</small>	[STORE VIEW]
Activado	Yes <small>▲ Activa/Desactiva Blueknow Recommender.</small>	[STORE VIEW]
BK number	BK-123456789012-1 <small>▲ Identificador único asignado a este eCommerce. ¿Necesita uno? Consígalo gratis aquí.</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	10 <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]

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.

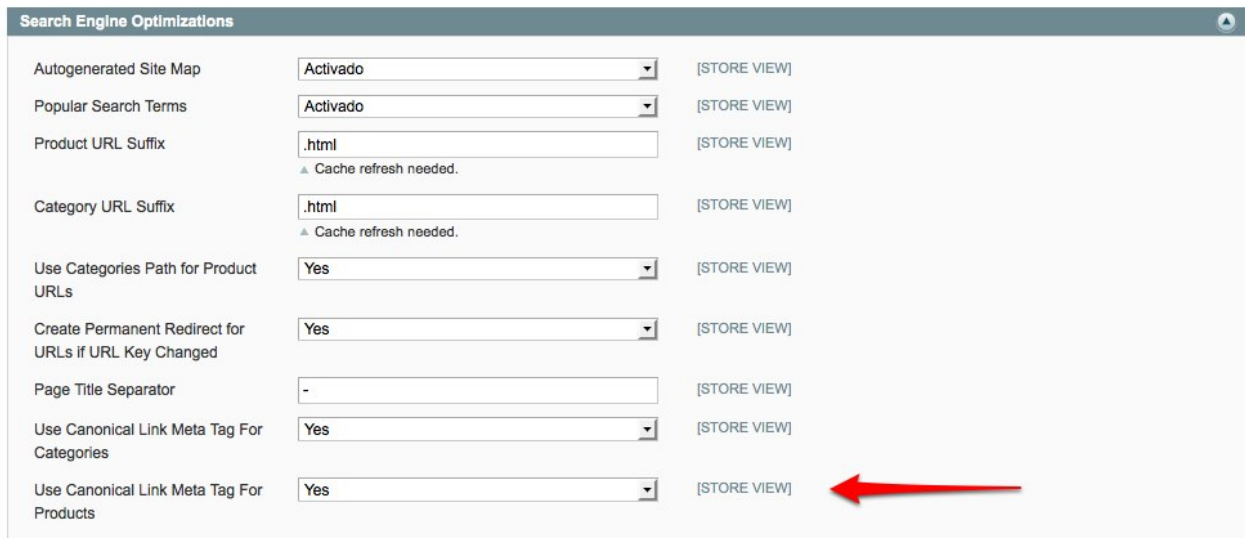
Automatic capture of the clicked event

The clicked event is captured in an automatic and transparent way thanks to the existence of two additional parameters in the product's URL: `_bksrc` and `_bkloc`.

To prevent major search engines like Google consider as duplicate content the original URL and the modified product URL, we recommend doing the following step:

In the Magento's admin panel, set to "Yes" the following option:

System > Configuration > Catalog > Search Engine Optimization: Use Canonical Link Meta Tag For Products



Search Engine Optimizations		
Autogenerated Site Map	Activado	[STORE VIEW]
Popular Search Terms	Activado	[STORE VIEW]
Product URL Suffix	.html	[STORE VIEW]
▲ Cache refresh needed.		
Category URL Suffix	.html	[STORE VIEW]
▲ Cache refresh needed.		
Use Categories Path for Product URLs	Yes	[STORE VIEW]
Create Permanent Redirect for URLs if URL Key Changed	Yes	[STORE VIEW]
Page Title Separator	-	[STORE VIEW]
Use Canonical Link Meta Tag For Categories	Yes	[STORE VIEW]
Use Canonical Link Meta Tag For Products	Yes	[STORE VIEW]

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](#)

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>HTC Desire HD (Ace) (Incluye MicroSD 8gb) 579 €</p>	 <p>HTC HD2 (Leo) (Incluye MicroSD 2GB) 459 €</p>	 <p>Samsung i9000 Galaxy S 8GB 499 €</p>	 <p>HTC HD7 579 €</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 for 'My Account', 'My Wishlist', 'My Cart', 'Checkout', and 'Log In'. Below the header, there are category tabs for 'Furniture', 'Electronics', and 'Apparel'. The main content area features several promotional banners and product recommendations.

Top Banner: "Anashria" with a 20% OFF offer. Below it, a large banner for "It's here - Magento end of summer SALE!!" starting September 1st, featuring 20% OFF on Electronics, 15% OFF on Men's Shoes, and 10% OFF on Appliances.

Left Column: A banner for "Buy Canon REBEL" starting at \$499. Below it, a "POPULAR TAGS" section with tags like Camera, Hoho, SEXY, Test, bones, cool, cool t-shirt, crap, favorite, good, green, hip, laptop, nice, phone, red, silver, tight, trendy, young. A "View All Tags" link is at the bottom.

Center Column: A "FREE SHIPPING on orders over \$50" banner. Below it, a "Best Selling Products" section with three items: Sony VAIO VGN-TXN27N/B 11.1" Notebook PC, Nine West Women's Lucero Pump, and Acer Ferrari 3200 Notebook Computer. Below this, another "Best Selling Products" section with three items: Olympus Stylus 750 7.1MP Digital Camera, ASICS® Men's GEL-Kayano® XII, and Coalesce: Functioning On Impatience T-Shirt.

Right Column: A "COMPARE PRODUCTS" section with a message "You have no items to compare." Below it, a "MY CART" section with a message "You have no items in your shopping cart." Below that, a "BACK TO SCHOOL" banner. At the bottom, a "COMMUNITY POLL" section asking "What is your favorite Magento feature?" with options: Layered Navigation, Price Rules, Category Management, and Compare Products. A "Vote" button is at the bottom of the poll.

Bottom Section: A "Te recomendamos los siguientes productos" (We recommend the following products) section with three items: Mini Teclado Touchpad Multimedia Phoenix (24.56 €), Mini Teclado Touchpad con Microfono y Altavoz Phoenix (31.34 €), and Receptor Grabador Satellite Engel RS4800Y Wifi (145.20 €).

Footer: A "Powered by Blueknow" logo.

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
	HTC Touch Diamond	€ 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 €

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