



ActiveDEMAND for Magento2

July 16, 2018

ActiveDEMAND Integrated Marketing Platform



ActiveDEMAND for Magento 2

This extension enables a seamless integration between your M2 store and the ActiveDEMAND marketing automation platform. ActiveDEMAND for Magento 2 enables you to drive demand for your products, understand what marketing initiatives are creating the most sales, and enables you to accelerate purchases with contextual content, cart abandonment sequences, and contextual popups and overlays.

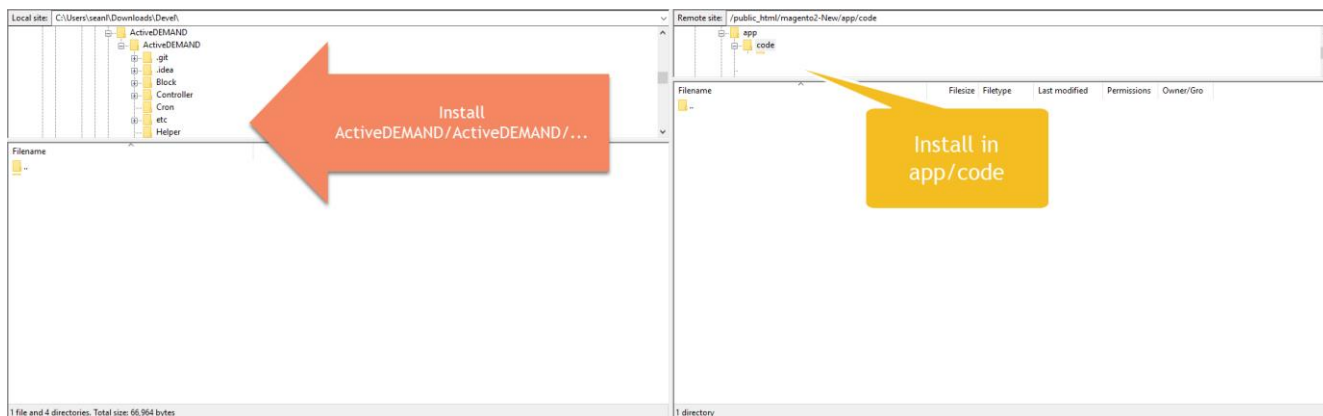
Capabilities

- Cart Abandonment
 - Drip campaigns
- Form integration
 - On order state changes
 - Surveys
- Email Marketing
 - Newsletters
 - Product updates
 - Surveys
 - Special offers
- Targeted Landing Pages
 - After purchase Survey/questionnaires (full survey form capabilities)
 - PPC targeted pages
 - Event registrations
- Call Tracking
 - Offline campaign tracking
 - PPC tracking
 - Special offer tracking
- Social Media Posting
 - Schedule posts around specific email campaigns
 - LinkedIn/Facebook/Twitter
- Reporting
 - Compare social media vs PPC vs email etc channels for an event
 - Review open rates/conversion rates/etc for every email campaign
- Customer Marketing Communications Tracking
 - Track opt ins and unsubscribes
 - Full marketing history (landing page visits, conversions, email opens, etc)

Installation

Manual installation:

Upload the activedemand-magento.zip file to your webserver. Unzip the file into the app/code directory.



Current zip-file contains this User_Guide.pdf file and the Install directory. Basically, the Install folder content should be copied to the app/code/ directory.

After that, we can use 2 different methods to initialize the module in a store.

Using The Browser

This method requires Cron tasks set up and proper running. In case it has not performed yet — do it. You will need it further, not only while extensions installing.

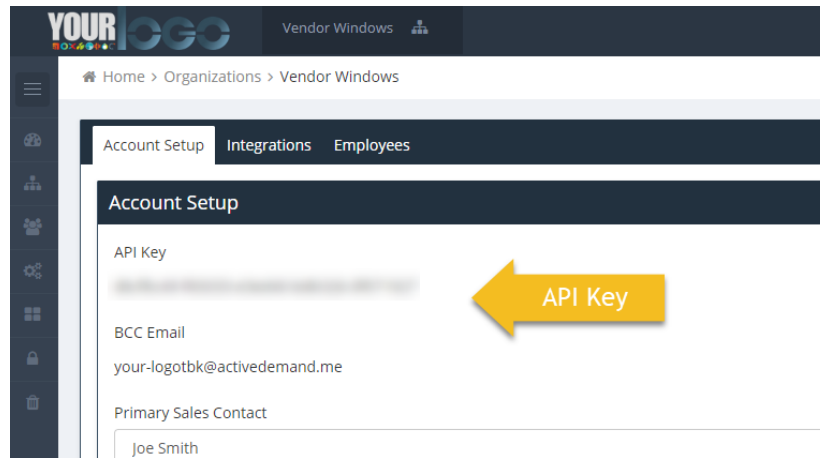
So if Cron is set up correctly, just follow the path in admin panel to initialize the module:

System/ Web Setup Wizard/ Extension Manager

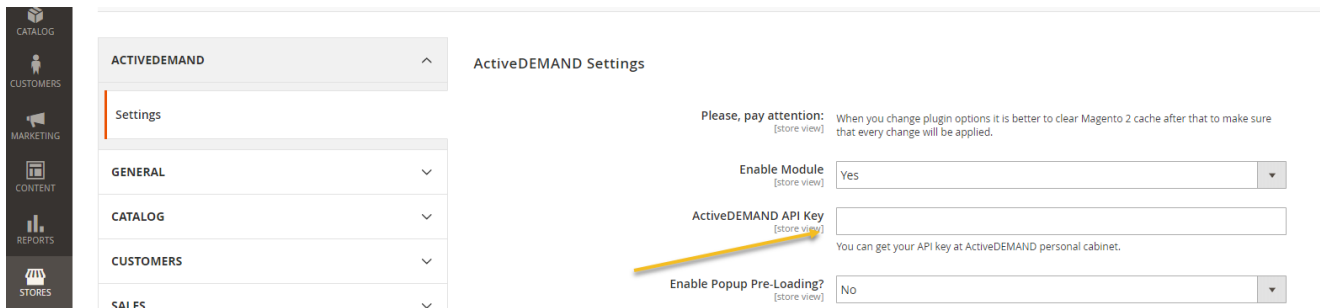
Authentication

The plugin will require authentication using your ActiveDEMAND application API key. This can be found in your ActiveDEMAND account under

Administration->Account Settings -> Account Setup



Paste this in your ActiveDEMAND Magento 2 Extension API key



Settings:

ActiveDEMAND Settings

Please, pay attention: [store view] When you change plugin options it is better to clear Magento 2 cache after that to make sure that every change will be applied.

1 **Enable Module** [store view]

2 **ActiveDEMAND API Key** [store view]

You can get your API key at ActiveDEMAND personal cabinet.

3 **Enable Popup Pre-Loading?** [store view]

4 **Enable Content Pre-Loading?** [store view]

You need to uncheck this if you want to use caching.

5 **Use Theme CSS for ActiveDEMAND Forms** [store view]

6 **Use Theme CSS for ActiveDEMAND Dynamic Blocks** [store view]

7 **On Order:** [store view]

Note: The selected ActiveDEMAND Form must have **[First Name]-[Last Name]-[Email Address*]-[Order Value]-[Order State Change]-[Order ID]** as the first 6 fields. Ensure that only the **[Email Address*]** field is required.

8 **Submit Forms to ActiveDEMAND when an order status changes to:** [store view]

- Pending
- Processing
- On Hold
- Complete
- Canceled
- Closed
- Suspected Fraud
- Pending Payment
- Pending Review
- Open

Use **Ctrl** or **Shift + Click** to select several options.

9 **Abandoned Cart:** [store view]

Note: The selected ActiveDEMAND Form must have **[First Name]-[Last Name]-[Email Address*]-[Product Data]** as the first 4 fields. Ensure that the **[Product Data]** field is a text area.

10 **Send Stale carts to ActiveDEMAND after it has sat for:** [store view]

hour(s).

1. Enable: Enables the plugin
2. ActiveDEMAND API key: this is the ActiveDEMAND Application API key found within your ActiveDEMAND account.
3. Enable Popup Pre-Loading: this preloads the popup before the page leaves the server. This is used if the majority of your visitors are using slow internet connections and you have page caching off. There are very few scenarios where this should ever be enabled.
Recommendation: NO
4. Enable Content Pre-Loading: This setting controls the server side pre-load of forms and content blocks. Unlike popups which, by default are latent, delaying content can give a negative impression.
Recommendation: Test with disabled, if the experience is good, leave it disabled.
5. Use Theme CSS for ActiveDEMAND Forms: Setting this will strip all CSS from the ActiveDEMAND forms that are injected using the Magento 2 Widgets.
Recommendation: NO
6. Use Theme CSS for ActiveDEMAND Dynamic Blocks: Setting this strips all CSS from ActiveDEMAND dynamic blocks.
Recommendation: NO
7. On Order: This allows you to configure a post back to an ActiveDEMAND form on order state changes. You will have to set up an ActiveDEMAND form that has the following form fields defined (and in this order):
 - [First Name]
 - [Last Name]
 - [Email Address*]
 - [Order Value]
 - [Order State Change]
 - [Order ID]
8. Submit Forms to ActiveDEMAND when an order status changes to: This allows you to select which order status changes will trigger a call to the form configured in item [7]
9. Abandoned Cart: This allows you to select a configured form in ActiveDEMAND to post to when a cart has been abandoned. The ActiveDEMAND form has to have the following form fields
 - **[First Name]**
 - **[Last Name]**
 - **[Email Address*]**
 - **[Product Data]** ensure this field is a text area.
10. Send Stale carts to ActiveDEMAND after it has sat for: This sets the timeout for an abandoned cart. Note, abandoned carts will only be posted to AD for users with magento accounts.

Caching

ActiveDEMAND is a dynamic content system. Dynamic content and page caching are mutually exclusive concepts. You cannot have both page caching AND dynamic content. Therefore, we strongly recommend **shutting off page caching** on your site when using ActiveDEMAND.

What Others Are Saying



"ActiveDEMAND does a lot of smart stuff that other platforms don't."

– Adriel M., Partner, Top Draw



Danelle W.

Review Source

The best automation platform I've used so far!

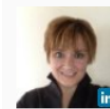


Updated On January 31, 2017

What do you like best?

The customer support. The chat functionality is incredible and that support team has helped me work through issues/questions countless times. And submitting a support ticket doesn't slow down the process at all - I've never waited more than 12 hours before

Validated Review
Verified Current User



Jennifer O.

Review Source

ActiveDEMAND is like having my very own marketing department



Updated On November 20, 2015

What do you like best?

ActiveDEMAND templates are awesome. I like that I can configure different base brands and then apply the brand to my email campaigns, landing pages, autoresponders, etc. The branding helps keep things consistent and looking great. The call tracking feature is also very good. I am able to get more insight into what marketing campaigns are generating phone calls versus those that are not. The reporting is very robust so I can see how my efforts are impacting the bottom line.

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Validated Review
Verified Current User



"Simple to implement and execute marketing automation campaigns. New functionality added all the time. Excellent customer service!"

– Carl H., Chief Commercial Officer, RelinkLabs



ActiveDEMAND

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