



Introducing  
2Performant  
Module  
for  
Magento 1.x



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# Introducing 2Performant Module

The 2Performant module allows you to fully integrate your Magento 1.x webshop with the 2Performant affiliate platform (<https://www.2performant.com>).

This module allows you to create custom feed files to be integrated in the 2Performant platform, and of course will allow you to create custom rules for establishing the fee amount that will be offered to the affiliates.

## Features

- Multi store general feeds. You can create a feed file for each store view existing in the shop. This feature is useful when you have different product details for each store view, such as language, URL and price
- You can set one general fee for all products in the webshop
- Easily add your 2Performant account details to be used in the conversion iframe
- You can choose which attributes to be used in each column of the feed file
- You can include additional attributes for each product in the feed
- Use cron based fee generation
- Set the fee calculation rule. Should multiple fees apply to the same product you can choose what the final fee will be (minimum, maximum or average)
- Customize fee calculation rules to suit your needs - You can apply the fee to certain products, or product groups:
  - Magento based conditional rules
  - Customer Group Specific Rules
  - Product attribute conditions
  - E.g.: Brand Custom fee, specific category, products on sale, specific color, etc.
- Feed generation rules. Generate multiple feed files and choose the products to include in each one. E.g.: specific brand feed, specific category feed, special price feed, etc. The possibilities are endless

## Compatibility

This module is compatible with Magento 1.4 and newer

## Installation

We recommend a database and files backup before you install the module

### Normal installation

To install the module you just need to copy the content of the archive in your root Magento folder, and merge the folders (do not replace existing magento folders)

### Modman installation

If your Magento installation uses modman (<https://github.com/colinmollenhour/modman>):

1. Download the module's archive which includes the modman configuration file

2. Run the following command in your Magento root folder:

```
$ modman link [relative path to the module's folder]
```

3. Allow symlinks

**System > Configuration > Advanced > Developer > Template Settings**

Change **Allow Symlinks** to **Yes**

After any of the above mentioned installation methods, make sure to run a cache clear via **System > Cache Management > Flush Magento Cache**

## Configuration

### General configuration


The main configuration section handles the general required settings, such as 2Performant campaign information, attributes mapping, and general log filename.

The setting can be found at **System > Configuration > AYG Modules > 2Performant**.

You have 3 groups of Settings:

1. General Settings
2. Rule Settings
3. Attributes Mapping Settings

### General settings

General		
Is Enabled	<input type="text" value="Yes"/>	[STORE VIEW]
CSV Filename	<input type="text" value="media/feeds/2performant.csv"/> 	[STORE VIEW]
	<small>▲ Relative to webshop's root folder. Ex: media/feeds/2performant.csv</small>	
Campaign Unique	<input type="text"/>	[GLOBAL]
	<small>▲ Campaign unique from your 2Performant account</small>	
Confirm	<input type="text"/>	[GLOBAL]
	<small>▲ Confirm code from your 2Performant account</small>	
General Fee Value:	<input type="text" value="5"/>	[STORE VIEW]
	<small>▲ Numeric value from 1 to 100 representing the percentage value of the fee to be applied</small>	
Debug Enabled	<input type="text" value="Yes"/>	[STORE VIEW]

#### Is Enabled

Enable or disable the 2Performant module. If disabled, it will NOT register conversions nor will it generate feed files.

#### CSV Filename

This field should contain the location and filename of the general feed, relative to the root folder of your project.

This feed file will contain all the products available in the shop that are enabled and visible in the catalog.

Because the module is multi-store-view capable, you can specify a different filename for each store view, so that store-view specific information will be correctly used in the feeds. This is very useful for multi language websites

### **Campaign Unique**

The campaign unique code from your 2Performant advertiser account panel

### **Confirm**

The confirm code from your 2Performant advertiser account panel

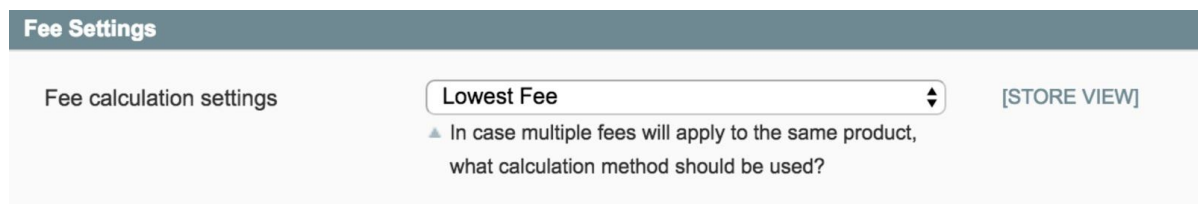
### **General Fee Value**

This represents the general fee percentage that will apply to all conversions. This value can be overwritten by Fee Rules calculations

### **Debug enabled**

If switched to yes, the module will save debug information in a log file located at var/log/2Performant.log

## Fee Settings



### **Fee Calculation Settings**

When multiple fee percentages apply to the same product simultaneously, select fee calculation method from this drop down.

The available options are:

- Lowest Fee
- Average Fee
- Highest Fee

## Attributes Mapping

In this group of settings you can map the Magento attributes to the 2Performant feed columns, so that the module will know where to extract the data from.

We added a default configuration to the attributes mapping, but feel free to update it accordingly.

Attributes Mapping			
Attributes mapping	CSV Header	Attribute Value	[GLOBAL]
	Name	name	Delete
	Description	description	Delete
	Short Description	short_description	Delete
	Price	price	Delete
	Category	category	Delete
	Subcategory	subcategory	Delete
	Product URL	product_url	Delete
	Image URL	image	Delete
	ID	entity_id	Delete
	Generator Link-Text	link_text	Delete
	Manufacturer	manufacturer	Delete
	Stock	is_in_stock	Delete
	Additional Data	greutate	Delete
	Additional Data	created_at	Delete
			Add

The **CSV Header** section contains all the requested 2Performant platform columns. When needed, provide the affiliates with additional information by selecting multiple values in the **Additional Data CSV** Column.

All the selected attributes for this column will be mapped together in a JSON format. Eg:

```
[
  {
    greutate: 1.5
  },
  {
    created_at: "2014-07-18 00:11:31"
  }
]
```

## Feed Generation Rules

Creating additional feeds with conditional rules product validation is an important feature of our module. You can create an unlimited number of feeds with its own set of products each. For example, these feeds can include:

- Feed with products on sale
- Feed with products from one or more specific brands
- Feed with products from one or more specific categories

The conditional rules product validation is similar to the catalog price rules and enables you to filter the products that will be included. The conditions can be any combination of valid attributes.

To create a new feed rule, you need to go to **2Performant > Manage Feed Generation Rules** and click **Add Rule**.

## Rule Information

Rule information	
Name *	<input type="text" value="Smartphones on sales"/>
Status *	<input type="text" value="Active"/>
Description	<div style="border: 1px solid #ccc; padding: 5px;">This feed will only contain products from Smartphones category that are on sale</div>
File Name *	<input type="text" value="media/feeds/2Performant_onsale.csv"/> ▲ Relative to webshop's root folder; Ex: media/feeds/2performant_onsale.csv
Store View *	<input type="text" value="Default Store View"/> ⓘ ▲ Selecting a store view will determine the usage of the correct urls and name / description in the feeds

### Name

A custom name of the feed

### Status

Change the status of the rule. If enabled, the feed file will be generated

### Description

A description of the rule


### File Name

The name and location of the feed file relative to the root folder of your project

### Store View

Select the store view from which the product information (name, description, URL) will be retrieved

## Rule Conditions

Conditions (leave blank for all products)	
If <b>ALL</b> of these conditions are <b>TRUE</b> :	
Product	<b>is on sale</b> ❌
Category	<b>is Smartphones</b> ❌
+ 	

In this tab you can define the conditions the products will need to respect in order for it to be included in the feed.

# Fee Calculation Rules

Fee calculation rules can be used to specify custom fee percentage for sub-selection of products. We use a conditional based approach similar to the feed calculation rules.

## Rule Information

Rule information	
Name *	<input type="text" value="3% For smartphones on sale"/>
Status *	<input type="text" value="Active"/>
Description	<input type="text" value="Smartphones on sale will get a 3% fee. Only in Sept 2016"/>
Customer Groups *	<ul style="list-style-type: none"><li>NOT LOGGED IN</li><li>General</li><li>Wholesale</li><li>Retailer</li></ul>
From Date	<input type="text" value="09/1/2016"/>
To Date	<input type="text" value="09/30/2016"/>
Fee Amount *	<input type="text" value="3"/>

▲ Numeric value form 1 to 100 representing the fee percentage

### Name

A custom name of the rule

### Status

Change the status of the rule. If enabled, the fee will apply to the products

### Description

A description of the rule

### Customer Groups

Only apply the fee to orders placed by selected customer groups.



### From Date and To Date

Set the time interval when the fee rule is applicable.

### Fee Amount

Set the fee percentage applicable to products' sub-sections. When multiple rules apply for the same product, the module will use the **Fee Calculation Setting** to determine the final fee value.

## Rule Conditions

### Conditions (leave blank for all products)

If **ALL** of these conditions are **TRUE** :

Product **is on sale** 

Category **is Smartphones** 



In this tab you can define the conditions the products will need to respect in order for the fee to apply.

## Cron Configuration

The feeds are generated by the cron jobs defined in the module. If you wish to change the time when the files are generated, all you need to do is open the configuration xml file located at **app/code/community/AYG/2performant/etc/config.xml** and update the cron schedule of the jobs.

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