

# Bloomreach Engagement plugin for Magento 2

Version 0.9.0 BETA 1

## Plugin overview

The plugin is installed directly into your *Magento* store. It shall be expected that you will have to invest in development for customizations, especially for installations of *Magento* that are heavily customized.

The plugin provides several data feeds for standard *Bloomreach Engagement* data objects out of the box:

- Customer data feed
- Purchase feed
- Products feed
- Basic web tracking and identification

Data feeds run an initial import when the plugin is activated and then subsequent near real-time updates are scheduled.

Data is added to the Queue that will be later sent to *Engagement*. The queue is processed by a configurable *cron* that is regularly running based on the plugin's configuration.

The data is synchronized with *Engagement* via HTTPS:

- CSV files for the initial import
- API endpoints for updating the customer and product information

## Installation

### Prerequisites

- Magento 2.3, 2.4
- PHP 7.3, 7.4
- cron enabled ([Configure and run cron | Adobe Commerce Developer Guide](#))

### Composer

1. composer config repositories.bloomreach git  
<https://github.com/exponea/bloomreach-magento2-integration.git>
2. composer require bloomreach/bloomreach-engagement-connector-magento

## Initialize the extension

### For production mode stores

```
bin/magento maintenance:enable

bin/magento module:enable Bloomreach_EngagementConnector

bin/magento deploy:mode:set production

bin/magento cache:clean

bin/magento maintenance:disable
```

### For developer mode stores

```
bin/magento module:enable Bloomreach_EngagementConnector

bin/magento setup:upgrade

bin/magento cache:clean
```

## Configuration

You should find a module by the next path: *Admin sidebar > Stores > Configuration > Bloomreach Engagement > Settings*

## Uninstallation

The following command allows completely remove the plugin:

```
bin/magento module:uninstall Bloomreach_EngagementConnector
```

Moreover, it will require to manually remove the:

- **Configuration** - by running the following SQL query, in your Database  
*DELETE FROM `core\_config\_data` WHERE `path` LIKE 'bloomreach\_engagement/%';*
- **Scheduled CRONS** -  
*DELETE FROM `cron\_schedule\_copy` WHERE `job\_code` IN ('bloomreach\_run\_export', 'bloomreach\_add\_to\_export\_queue')*
- **CSV Feeds** - will require running the following CLI command, from the project root folder  
*rm -rf pub/media/bloomreach/*
- **Logs** - will require running the following CLI command, from the project root folder  
*rm -rf var/log/bloomreach/*

For more detailed information, please refer to the

<https://devdocs.magento.com/guides/v2.4/install-gde/install/cli/install-cli-uninstall-mods.html>

---

#### *Footnotes*

- *Bloomreach Engagement is a former Exponea application*
- *Exponea was acquired by Bloomreach in 2021*