

Bronto Connector for Magento 2

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Connectors

Connectors allow you to integrate Bronto with leading e-commerce platforms in order to enable a seamless exchange of data between your platform and Bronto.

The Bronto platform sits at the center of the Commerce Marketing Cloud, a collection of well-integrated point applications from leading e-commerce, personalization and analytics providers. Bronto has a rich library of pre-built integrations with leading e-commerce platforms including Magento, Demandware, NetSuite, Shopify, and many others that you can use to quickly and easily connect Bronto into your full marketing solution.

You can add and view a connector in Bronto by going to **Apps > Connector**.

Magento Connector

The Magento Connector provides an integration between your Bronto and Magento accounts so that Magento data can be imported and used in Bronto.

Using the connector creates a seamless customer experience where data from your Magento storefront can be used to create highly-targeted marketing campaigns that drive customer engagement and increase revenue. The connector can be used for:

- Contact management. Import your Magento contact data into Bronto so you can use Bronto for marketing and metrics.
- Order and product data management. Import order and product data from your Magento storefront into Bronto so you can use this data in your messages and to create/trigger marketing campaigns.
- Message campaign configuration. Configure Bronto to send messages to contacts based on contact and order information from Magento.
- Recommendation and coupon configuration. Build cart abandonment rules and coupon generators that can be used in messages sent using the connector.
- App integrations. Use the connector to pass Magento storefront data to Browse Recovery, Cart Recovery, Pop-up Manager, or Coupon Manager.

The Magento Connector can only be used with Magento M2. If you want to connect a Magento M1 instance with Bronto, use the [Magento Extension version 2.4.4](#).

The installation steps are different depending on your Magento version but once set up the configuration options within the connector are the same. For instructions on how to set up the connector with M1 see [Set Up An M1 Magento Connection](#) and for M2 see [Install And Register An M2 Magento Connection](#) on page 3.

Install And Register An M2 Magento Connection

If you use Magento version M2, follow these steps to connect your Magento account to your Bronto account.



Note: See [Upgrade An M2 Magento Connection](#) on page 4 if you have already set up an M2 Magento connection to Bronto and need to upgrade it.

Unlike Bronto's other connectors, the majority of the initial Magento Connector configuration steps must be done to configuration files outside of Bronto and in Magento. Bronto will attempt to keep the instructions current, but if there was a recent change to Magento it may not be reflected in our help topics yet.

If you run into an issue where you cannot establish a connection between Magento and Bronto's Magento Connector it's possible that Magento's firewall is preventing the connector from being properly registered. To fix this, in Magento you will need to either:

- Whitelist the Elastic IP 52.205.120.161.
- Remove the firewall on your Magento server. The site will remain safe by way of secure log in credentials.

The Magento Connector can only be used with Magento M2. If you want to connect a Magento M1 instance with Bronto, use the [Magento Extension version 2.4.4](#).

1. Open the base Magento composer.json file in a code editor.
2. Add the following to the base Magento composer.json file:

```
"repositories": [
  {
    "type": "composer",
    "url": "https://cdn.bronto.com/magento"
  }
]
```

3. Run `composer require bronto/magento-module-all`
4. Run `./bin/magento module:enable Bronto_Browse Bronto_Cart Bronto_Connector Bronto_Contact Bronto_Coupon Bronto_Email Bronto_Integration Bronto_Inventory Bronto_Magento Bronto_Optin Bronto_Order Bronto_Product Bronto_Rating Bronto_Redemption`
5. Run `./bin/magento setup:upgrade`
6. Run `./bin/magento setup:di:compile`
7. Go to **Apps > Connector**.
8. Click **Add Connection**.
9. Click **Magento**.
10. Copy the **Account ID**.
11. In Magento, go to **System > Other Settings > Bronto Connector**.
12. Click on **Add Registration**.
13. Provide the relevant information on the **Registration** page, including the **Account ID** acquired from the Bronto, then click **Save**.

You should now be able to see the registration information in Magento and see a configured Magento Connector on Bronto's **Connector** page. Complete the connector configuration by completing the steps in the other Magento Connector topics provided.

Upgrade An M2 Magento Connection

If you have already set up a connection with Magento version M2, follow these steps to upgrade your connection.

These steps cannot be used to configure a new connection or to upgrade to an M2 connector from any other previous version of Magento.

To upgrade:

1. Enable Maintenance Mode:

```
./bin/magento maintenance:enable
```

2. Clear Composer's cache:

```
composer clear-cache
```

3. Remove an unnecessary requirement:

```
composer remove bronto/php-common-helper
```

4. Remove the outdated modules

```
composer remove bronto/magento-module-all
```

5. Reinstall the modules with the correct version constraint:

```
composer require bronto/magento-module-all:^3
```

6. Run `./bin/magento setup:upgrade`
This will clear your cache and any previously compiled code.
7. Clear the cache of static files:

```
./bin/magento setup:static-content:deploy
```

8. Run `./bin/magento setup:di:compile`
This will recompile your code.
9. Disable Maintenance Mode:

```
./bin/magento maintenance:disable
```

10. Synchronize your new settings with Bronto:
 - a) In Bronto, go to **Apps > Connector**
 - b) Locate your M2 Connector on the page and click the associated **Sync** button.



Configure Magento Connector Contact Data Imports

The Magento Connector can be configured to import contact data from Magento into Bronto.

Once configured, this will import a contact's email and any contact fields you have mapped. You can also use **Sync Guest Order Fields** to import the billing or shipping address for customers who have purchased something but have not opted-in to receiving marketing messages.

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Contacts**.
4. Set **Enabled** to **Yes**.
5. Select whether you want to sync a mapped attribute when it is empty:
 - **Yes** will skip importing empty attributes.
 - **No** will import empty attributes and overwrite existing data in Bronto.
6. Use the **Sync Guest Order Fields** to indicate which fields, if any, you want to import for customers who place orders but are not registered Magento contacts.

Bronto can only send these customers transactional messages because they have not opted-in to email marketing from you.

7. Map the Magento contact attributes to Bronto contact fields by selecting the contact field from the list for each attribute.

Only map the attributes you want to import. To create a new Bronto contact field, select **Create New Field in Bronto** and use the dialog box to create the new field. As you map the fields, make sure the format for the Bronto contact fields you select match the Magento contact attribute data type. For example, if the Magento attribute is a date, you need to map it to a date-based contact field.



Note: Field names have a 25 character limit.

8. When you have finished configuration for all of the import settings on the **Contacts** page, click **Save Changes**.

Configure Magento Connector Opt-Ins

You can use the Magento Connector opt-in settings to exchange contact status information between Bronto and Magento and to provide Bronto opt-in options on your Magento site.

Opt-Ins is divided into three sections:

- **Settings** passes newsletter subscription information in order to give subscribed contacts active status in Bronto. This can also pass a Bronto unsubscribed status to Magento and add opt-ins or opt-outs to lists.
- **Checkout** adds a configurable opt-in to marketing check box to the checkout page of your Magento site.
- **Embedded Webform** adds a managed preferences webform to the newsletter subscriptions area of your Magento site.

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Opt-Ins**.
4. Set **Enabled** to **Yes**.

This will give contacts who have subscribed to your Magento newsletter active status.

5. To sync an unsubscribed Bronto contact status back to Magento, set **Sync Bronto Unsubscribes** to **Yes**.

This will help to keep you from marketing to contacts that have indicated they do not want to receive marketing messages from your company.

6. Optional: To add Magento newsletter subscribers to Bronto list(s) click in the **Add Opt-Ins to Lists** box and click on the list name.

If you want to add subscribers to more than one list, repeat this step. You can remove a list by clicking the X on the list label. You can add subscribers to a new list by selecting **Create New List In Bronto** and creating the list.

7. Optional: To remove contacts who have unsubscribed in Magento from Bronto list(s) click in the **Remove Opt-Outs from Lists** box and click on the list name.

If you want to remove contacts from more than one list, repeat this step. You can remove a list by clicking the X on the list label.

8. To add a newsletter subscription check box on your store's checkout page:
 - a) In the **Checkout** section, set **Enabled** to **Yes**.
 - b) Optional: Select a list to add contacts who select the box to from **Add Opt-Ins to Source List**.
 - c) Enter the text you want to be displayed with the check box in the **Checkbox Label** box.
 - d) Select where you want the check box to appear from the **Checkbox Location** list.
 - e) If you want the check box to be selected by default, select **Yes** from the **Checked by Default** list.
9. If you want to embed a Bronto managed preferences webform in the Newsletter Subscriptions area on your Magento account page:

 **Note:** This will not work for sites that use https for account management pages.

- a) In the **Webform** section, set **Enabled** to **Yes**.
- b) Enter your webform shared secret in the **Shared Secret** box.

You can find the webform shared secret for your account by going to **Home > Settings > Data Exchange** and scrolling to the bottom of the page.

- c) Enter the webform subscriber lookup URL in the **Subscriber Lookup** box.

To find this, go to **Content > Webforms**, click the preview icon for the webform you want to embed, and scroll to the bottom of the webform preview. Copy the URL exactly as it is displayed in the **Subscriber Lookup For This Webform** area.

- d) If desired, adjust the **Form Height**.

10. When you have finished configuration for all of the settings on the **Opt-Ins** page, click **Save Changes**.

Configure Order Data Imports From Magento

When you have the Magento Connector configured it can be used to import your Magento order data into Bronto.

Once your order data is in Bronto you can use it to send transactional or marketing messages to contacts. If you import orders with a processed status, you can also view RFM metrics related to your orders.

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Orders**.
4. Set **Enabled** to **Yes**.
5. Select whether you want imported orders to have a **Pending** or **Processed** status in the **Bronto Order Status** list.

This option is only available if your account uses order service. Bringing orders in as *Processed* will include the order totals in the RFM metrics and trigger any active workflows that begin with the Order Is Added trigger node. If set to *Pending* the RFM metrics will not be calculated for these orders until they are marked as *Processed*.

6. Select the Magento order statuses you want used to determine that an order should be imported from the **Orders to Import** list.

An order status can be removed from the list by clicking the X icon on a status.

If you have custom order statuses, make sure they are assigned to a default Magento order state in Magento.

7. Select the Magento order statuses you want used to determine that an order should be removed from Bronto from the **Orders to Delete** list.

You might want to remove an order from Bronto in order to clear up your RFM metrics. An order status can be removed from the list by clicking the X icon on a status.

8. Select the Magento price type you want to use from the **Product Price** list.

Bronto only stores one price, you must select which you want to use in Bronto. You might want to select **Base** if you are primarily interested in RFM metrics or use **Display** if you are primarily interested in using this field for marketing.

9. Select whether you want to import the Magento **Description** or the **Short Description** from the **Product Description** list.

Bronto only stores one description field so you must select which one you want to use in Bronto.

10. Select which Magento image type you want to import as your image from the **Image View Type** list.

Base Image is the default and recommended setting because this can be resized in the Bronto Message editing tools.

11. If you want to map a Magento line item attribute to Bronto's **Other** order field, select the line item type from the **Other Field** list.

Additional product attributes can be imported with the Products import module, but cannot be used in Bronto for segmentation.

12. When you have finished configuration for all of the import settings on the **Orders** page, click **Save Changes**.

Configure Product Data Imports From Magento

When you have the Magento Connector configured it can be used to import your Magento product data into the Bronto product catalog.

If you decide to use Magento to keep your product catalog up-to-date and have previously manually imported your product catalog, the product import settings on the Products page are disabled when the Magento Connector starts managing product data. This will prevent data conflicts from occurring.

While Magento has the concept of nested subcategories, Bronto stores all category information for a product in a single field. Therefore, you will need to carefully configure several category-related options in order to appropriately import category and subcategory data. First, you should decide whether you want to import all of the category details for a product, or only import one category level. If you decide you want to import the entire tree, map **product_category** to **Product Category Tree**. Next you need to configure multiple category settings in order to

define how you want the category data managed. In Bronto, the lowest subcategory is always considered a leaf and the categories and subcategories above it are branches. You will need to configure a delimiter used to separate leaves and branches and identify which category level you want to import, or start, your tree at. Finally, you will need to define a tie breaker that can be used to define which category to use in Bronto when a product belongs to multiple subcategories.

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Products**.
4. Select whether you want to import the categories and subcategories by **Name** or **URL Key**.

The **URL Key** is the shortened name for a Magento category. You can see what both of these look like in your Magento account.

5. Select the type of delimiter you want to use for a leaf from the **Category Leaf Delimiter** list.
6. Select the type of delimiter you want to use for a branch from the **Category Branch Delimiter** list.

Using a different delimiter for leaves and branches will help you quickly visually identify which a category item is for a product in your Bronto catalog.

7. Select which level you want to start the category import at from the **Category Level** list.

As you make your selection, carefully consider how you plan to use a product's category field. For example, if you want to use the product search feature to compare sales for all products in a category, make sure to import data at that category level.

8. Select the **Category Level Tiebreaker**.

In Magento a product can be added to multiple categories and subcategories, but can only be in one category in Bronto. When a product is in more than one Magento category or subcategory, the **Category Level Tiebreaker** is used to pick which category the product is assigned in Bronto.

9. Map the relevant Bronto product fields provided in the **Default Fields** section to Magento product attributes by selecting the Magento attribute from the list.

The following fields have already been mapped for you:

- **product_id** to **SKU**
- **parent_product_id** to **Parent ID**
- **product_category** to **Category**
- **price** to **Price**
- **sale_price** to **Special Price**
- **product_url** to **URL**
- **image_url** to **Base Image**
- **title** to **Name**
- **description** to **description**
- **Sale_Price_Effective_Start_Date** to **Special Price From Date**
- **Sale_Price_Effective_End_Date** to **Special Price To Date**
- **quantity** to **Inventory Quantity**
- **availability** to **Stock Availability**
- **average_rating** to **Avg. Review Rating**
- **review_count** to **Number of Reviews**

But, if necessary, you can change any of these default mappings.

10. To map product data that does not fall into a default field:
 - a) Click **Create New Mapping**.
 - b) Enter the name for the Bronto product field in the **Name** box.
 - c) Select the Magento product attribute from the **Product Attribute** list.
 - d) Click **Save**.

11. Set **Enabled** to **Yes**.

Once this is enabled, the import of the mapped product fields begins automatically so make sure you have everything properly configured before you move on to the next step.

12. Click **Save Changes** to enable the product import.

Configure Magento Connector Messaging

You can use the Magento Connector to send different types of messages based on various configuration rules.

This topic covers the global settings on the **Messages** tab, which are the global sender options for all messages sent using the connector. You can override any of these options by setting them at the message send type or message send level. For details on how to configure a message send type, see the topic relevant to the type of message you want to send:

- *System Messages* send messages from Bronto that would normally be sent by Magento, such as transactional messages.
- *Carts Messages* send shopping cart reminder messages.
- *Wishlist Messages* send wishlist reminder messages.
- *Reviews Messages* send messages that request reviews of recently purchased items.
- *Reorders Messages* send messages that remind a contact to reorder previously purchased products.
- *Care Tips Messages* send messages that provide additional care tips for purchased items.

1. Go to **Apps > Connector**.

2. Locate the connector you want to work with and click its **Edit** link.

3. Click **Messages**.

4. Select whether you want to enable **Sender Authentication**.

We do not recommend disabling sender authentication. Sender authentication will sign your email message with DomainKeys/DKIM. DomainKeys is an authentication technology, developed by Yahoo!, that works by creating a digital signature of the contents of an email. This digital signature is verified by the receiving mail server to ensure that the email is not forged.

5. Select whether you want to enable **Fatigue Override**.

Setting this to **Yes** will send email to a contact even when it would exceed the email frequency cap you designated for your contacts.

6. Select whether you want to configure **Reply Tracking**.

Enabling Reply Tracking will store a copy of all email replies to your email messages on the **Email Replies** page. You may find this option convenient if you need someone other than the email address in the **From Email Address** line to read email replies, or simply want the application to store email replies.

7. Enter the email address you want to use for replies in the **Reply To** box.

8. Select whether you want to display a symbol when currency is used in your messages from the **Display Currency Symbol** list.

9. Click **Save Changes** to save all of the message configuration changes you have made.

10. Complete the following tasks to configure different types of message sends:

- *System Message Sends*
- *Carts Message Sends*
- *Wishlist Message Sends*
- *Reviews Message Sends*
- *Reorders Message Sends*
- *Care Tips Message Sends*

Configure Magento Connector System Messages

The Magento Connector can be configured to send messages from Bronto that would normally be sent by Magento. This allows you to leverage the message design capabilities of Bronto to send sophisticated messages that can be triggered by Magento template rules.



Note: Typically system messages are used for transactional emails.

Magento templates are not automatically imported into Bronto; they must be manually imported in order to be used. After you have configured Magento system messages in Bronto, you can import the template HTML messages from Magento. These templates include dynamic tags for standard Magento variables that can be used to build messages in Bronto. If you plan on doing this, go to the [Advanced tab](#) and run **Add or Update All Mapped System Messages** in the **Schedule Task** area.



Important: You must configure your system messages before you can run **Add or Update All Mapped System Messages**.

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Messages**.
4. If you haven't already, configure your default sender options.
See [Configure Magento Connector Messaging](#) on page 9 for step-by-step instructions.
5. Click on the **System** tab to configure system message sending.
6. Set **Enabled** to **Yes**.
7. If you have Magento configured to send a copy of messages to an internal address, select which platform you want to use to send these messages from the **Sales Email Copy Send Type** list.

If you do not have email copies configured in Magento then this setting will not be used.

8. Optional: Click **Advanced options** and configure sending options if you do want to use sending options that are different from the default.
9. Click **Create New Message** to create a new sending rule.
10. Enter a name for the rule in the **Name** box.
11. Select the Magento template you want to use to trigger this rule from the **Message Type** list.

If you select **Magento** for **Send Type**, then Magento will send the message associated with this template. Otherwise, the Bronto **Message** selected is sent using the information from the selected **Message Type** template. You can add a new template, view the rules for a template, or edit any of these templates from your Magento account. However, once you associate a Magento template with a Magento Connector send you cannot edit the template in Magento anymore. This is to prevent undesired changes to messages that are in use. For more information about how to do this, please refer to Magento documentation.

12. Select how you want the message to be sent from the **Send Type** list:
 - **Magento:** Will use Magento to send the message. You will select the message to be sent in Magento by associating it with the Magento template you selected for **Message Type**.
 - **Do Not Send:** Will not send a message. For example, you might want to use this to disable the Newsletter Subscription Success template that is normally sent from Magento so that you can use a Bronto welcome message workflow instead.
 - **Transactional:** Will send a transactional email from Bronto. You will need to select the message from the **Message** list or if you want to use a Magento template to build a new message select it from the **Template** list.
 - **Marketing:** Will send a marketing email from Bronto. You will need to select the message from the **Message** list or if you want to use a Magento template to build a new message select it from the **Template** list.
13. If you selected **Transactional** or **Marketing** from the **Send Type** list:
 - *Optional:* If you want to apply a Magento message template to a message, select it from the **Template** list.
 - Select a message to send from the **Message** list.

This is a list of Bronto messages. Remember, the message content should match the selected **Send Type**. For example, do not select a marketing message for a transactional send.

14. To set sender options specific to this rule:

- a) Click **Advanced options**.
- b) Configure any of the listed sending options if you do not want to use the default sending options you configured above.

15. Optional: To use a recommendation with your message:

Recommendations supply product data for the message based on the results of the recommendation selected. You will need to add the appropriate API tags to the message in order to pull the recommendations in. The recommendations available in this list are configured on the **Recommendations** tab in the Magento Connector. These are not Recommendations recommendations. For more information see [Configure Magento Connector Recommendations](#) on page 23.

- a) Click **Advanced options**.
- b) Select a recommendation from the **Recommendation** list.

If you do not see a recommendation you need to configure one using the **Recommendation** tab.

16. Optional: To use a coupon with your message:

Before you use coupons within your messages you need to use the **Coupons** tab to enable Magento Connector to manage/generate coupons. For more information see [Configure Magento Connector Coupons](#) on page 25.

- a) Click **Advanced options**.
- b) To use an already generated coupon:
 1. Select **Specific Coupon** from the **Coupon Type** list.
 2. Click **Select**.
 3. Click on the coupon you want to use.

If you do not see a coupon, you need to use the **Coupons** tab to configure Magento Connector coupons.

4. Click **Confirm**.
- c) To generate a coupon:

This will generate the coupon when the email is sent and send the coupon details to Magento.

1. Select **Generator** from the **Coupon Type** list.
2. Select the generator you want to use from the **Coupon Generator** list.

If you do not see a generator, you need to use the **Coupons** tab to configure Magento Connector coupons. Coupons generated from Magento can be added to your message using the API tag `%%#couponCode%%`. For more information about API tags see [API Message Tags](#).

17. When you have finished configuring all of the **Create New Message** options click **Save**.

18. Click **Save Changes** to save all of the message configuration changes you have made.

If you move to a different message type without clicking **Save Changes** your changes will not be lost. However, it is a best practice to click **Save Changes** after you complete a large chunk of work so it isn't lost if the system logs you out due to inactivity.

Configure Magento Connector Cart Messages

Magento Connector can be configured to use information about cart activity from your store to send shopping cart reminder messages.

Cart message sending can send up to three different messages. You can configure different abandonment settings for each message and can use the following in API tags in your cart messages:

API Value	Description
<i>subtotal</i>	Subtotal for the cart.

API Value	Description
<i>subtotalExclTax</i>	Subtotal for the cart without tax.
<i>subtotalInclTax</i>	Subtotal for the cart with tax.
<i>grandTotal</i>	The combined total prices for all items in an order, minus discounts, plus tax and shipping costs.
<i>quoteURL</i>	Cart redirect link.
<i>productId_#</i>	Unique identifier for the product.
<i>productName_#</i>	Name of the product.
<i>productSku_#</i>	SKU number for the product.
<i>productImgUrl_#</i>	URL for the main image for the product.
<i>productUrl_#</i>	URL representing the product page on the storefront.
<i>productQty_#</i>	Number ordered.
<i>productDescription_#</i>	Description of the product.
<i>productPrice_#</i>	Line item price.
<i>productPriceExclTax_#</i>	Line item price excluding tax.
<i>productPriceInclTax_#</i>	Line item price including tax.
<i>productTotal_#</i>	Line item row total.
<i>productTotalExclTax_#</i>	Line item row total excluding tax.
<i>productTotalInclTax_#</i>	Line item row total including tax.

For more information about API tags see [API Message Tags](#).

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Messages**.
4. If you haven't already, configure your default sender options.
See [Configure Magento Connector Messaging](#) on page 9 for step-by-step instructions.
5. Click on the **Carts** tab to configure cart message sending.
6. Set **Enabled** to **Yes**.
7. If you want to specify a specific Magento email sender select the sender from the **Email Sender** list.
If you do not see the sender you want to use, configure a new sender in Magento.
8. Select the Magento customer group you want to target from the **Customer Group** list.
You can select multiple customer groups. Only members of these groups will be considered for the send.
9. Select any Bronto lists of contacts you want to be excluded from this send from **Exclusion Lists**.
You can select multiple Bronto lists. Any contacts that are on an exclusion list will not be considered for the send.
10. Click **Advanced options** and configure sending options if you do want to use sending options that are different from the default.
11. Under **Message 1**, set **Enabled** to **Yes**.
12. Select the Bronto message you want to send from the **Message** list.
13. Use **Abandon Units** and **Abandon Period** to configure your cart abandonment settings.

The combination of these two settings determine the amount of inactive time that has to pass before a cart is considered to be abandoned. For example, if you set **Abandon Period** to **3** and **Abandon Units** to **Hours**, then any cart on your site that has had more than 3 hours of inactivity is considered for a send. However, the contact who abandoned the cart must still meet the **Cart** message rules you configured in order to be sent the message.

14. Select whether the message is a **Marketing** or **Transactional** message from the **Send Type** list.

Remember, the message content should match the selected **Send Type**. For example, do not select a marketing message for a transactional send.

15. Click **Advanced options** and configure sending options if you do want to use sending options that are different from the default.

16. Optional: To use a recommendation with your message:

Recommendations supply product data for the message based on the results of the recommendation selected. You will need to add the appropriate API tags to the message in order to pull the recommendations in. The recommendations available in this list are configured on the **Recommendations** tab in the Magento Connector. These are not Recommendations recommendations. For more information see [Configure Magento Connector Recommendations](#) on page 23.

- a) Click **Advanced options**.
- b) Select a recommendation from the **Recommendation** list.

If you do not see a recommendation you need to configure one using the **Recommendation** tab.

17. Optional: To use a coupon with your message:

Before you use coupons within your messages you need to use the **Coupons** tab to enable Magento Connector to manage/generate coupons. For more information see [Configure Magento Connector Coupons](#) on page 25.

- a) Click **Advanced options**.
- b) To use an already generated coupon:
 1. Select **Specific Coupon** from the **Coupon Type** list.
 2. Click **Select**.
 3. Click on the coupon you want to use.

If you do not see a coupon, you need to use the **Coupons** tab to configure Magento Connector coupons.

4. Click **Confirm**.
- c) To generate a coupon:

This will generate the coupon when the email is sent and send the coupon details to Magento.

1. Select **Generator** from the **Coupon Type** list.
2. Select the generator you want to use from the **Coupon Generator** list.

If you do not see a generator, you need to use the **Coupons** tab to configure Magento Connector coupons. Coupons generated from Magento can be added to your message using the API tag `%%#couponCode%%`. For more information about API tags see [API Message Tags](#).

18. To set a different **Customer Group**, set of **Exclusion Lists**, or **Email Sender** for this message only, configure these using the lists located under **Advanced Options** for **Message 1**.

19. Optional: To configure additional cart abandonment rules, follow the previous steps (start at 11) to configure **Message 2** and **Message 3**.

Only Message 1 can be configured to send transactional messages. Message 2 and 3 must be marketing messages.

20. Click **Save Changes** to save all of the message configuration changes you have made.

If you move to a different message type without clicking **Save Changes** your changes will not be lost. However, it is a best practice to click **Save Changes** after you complete a large chunk of work so it isn't lost if the system logs you out due to inactivity.

Configure Magento Connector Wishlist Messages

Magento Connector can be configured to use information about wishlist activity from your store to send wishlist reminder messages.

Wishlist message sending can be configured to send up to three different messages. You can configure different abandonment settings for each message and can use the following in API tags in your wishlist messages:

API Value	Description
<i>quoteURL</i>	Cart redirect link.
<i>productId_#</i>	Unique identifier for the product.
<i>productName_#</i>	Name of the product.
<i>productSku_#</i>	SKU number for the product.
<i>productImgUrl_#</i>	URL for the main image for the product.
<i>productUrl_#</i>	URL representing the product page on the storefront.
<i>productQty_#</i>	Number ordered.
<i>productDescription_#</i>	Description of the product.
<i>productPrice_#</i>	Line item price.
<i>productTotal_#</i>	Line item row total.

For more information about API tags see [API Message Tags](#).

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Messages**.
4. If you haven't already, configure your default sender options.
See [Configure Magento Connector Messaging](#) on page 9 for step-by-step instructions.
5. Click on the **Wishlists** tab to configure wishlist message sending.
6. Set **Enabled** to **Yes**.
7. If you want to specify a specific Magento email sender select the sender from the **Email Sender** list.
If you do not see the sender you want to use, configure a new sender in Magento.
8. Select any Bronto lists of contacts you want to be excluded from this send from **Exclusion Lists**.
You can select multiple Bronto lists. Any contacts that are on an exclusion list will not be considered for the send.
9. Click **Advanced options** and configure sending options if you do want to use sending options that are different from the default.
10. Under **Message 1**, set **Enabled** to **Yes**.
11. Select the Bronto message you want to send from the **Message** list.
12. Use **Abandon Units** and **Abandon Period** to configure your wishlist abandonment settings.
The combination of these two settings determine the amount of inactive time that an item has to sit on a wishlist before a wishlist reminder message is sent. For example, if you set **Abandon Period** to **7** and **Abandon Units** to **Days**, then any wishlist that has had an item on it for 7 days without activity is considered for a send. However, the contact must still meet the **Wishlist** message rules you configured in order to be sent the message.
13. Select whether the message is a **Marketing** or **Transactional** message from the **Send Type** list.
Remember, the message content should match the selected **Send Type**. For example, do not select a marketing message for a transactional send.
14. Click **Advanced options** and configure sending options if you do want to use sending options that are different from the default.

15. Optional: To use a recommendation with your message:

Recommendations supply product data for the message based on the results of the recommendation selected. You will need to add the appropriate API tags to the message in order to pull the recommendations in. The recommendations available in this list are configured on the **Recommendations** tab in the Magento Connector. These are not Recommendations recommendations. For more information see [Configure Magento Connector Recommendations](#) on page 23.

- a) Click **Advanced options**.
- b) Select a recommendation from the **Recommendation** list.

If you do not see a recommendation you need to configure one using the **Recommendation** tab.

16. Optional: To use a coupon with your message:

Before you use coupons within your messages you need to use the **Coupons** tab to enable Magento Connector to manage/generate coupons. For more information see [Configure Magento Connector Coupons](#) on page 25.

- a) Click **Advanced options**.
- b) To use an already generated coupon:
 1. Select **Specific Coupon** from the **Coupon Type** list.
 2. Click **Select**.
 3. Click on the coupon you want to use.

If you do not see a coupon, you need to use the **Coupons** tab to configure Magento Connector coupons.

4. Click **Confirm**.
- c) To generate a coupon:

This will generate the coupon when the email is sent and send the coupon details to Magento.

1. Select **Generator** from the **Coupon Type** list.
2. Select the generator you want to use from the **Coupon Generator** list.

If you do not see a generator, you need to use the **Coupons** tab to configure Magento Connector coupons. Coupons generated from Magento can be added to your message using the API tag `%%#couponCode%%`. For more information about API tags see [API Message Tags](#).

17. To use a different **Email Sender** or set of **Exclusion Lists** for this message only, configure these using the lists located under **Advanced Options for Message 1**.

18. Optional: To configure additional wishlist sending rules, follow the previous steps (start at 10) to configure **Message 2** and **Message 3**.

19. Click **Save Changes** to save all of the message configuration changes you have made.

If you move to a different message type without clicking **Save Changes** your changes will not be lost. However, it is a best practice to click **Save Changes** after you complete a large chunk of work so it isn't lost if the system logs you out due to inactivity.

Configure Magento Connector Review Messages

Magento Connector can be configured to use information about order activity to send messages that request reviews of recently purchased items.

Review message sending can send a single message that requests the contact review a recently purchased item. You can configure the message to send a set number of days after an order has reached a particular status. The following variables can be used in API tags in your review messages:

API Value	Description
<i>subtotal</i>	Subtotal for the cart.
<i>subtotalExclTax</i>	Subtotal for the cart without tax.
<i>subtotalInclTax</i>	Subtotal for the cart with tax.

API Value	Description
<i>grandTotal</i>	The combined total prices for all items in an order, minus discounts, plus tax and shipping costs.
<i>quoteURL</i>	Cart redirect link.
<i>productId_#</i>	Unique identifier for the product.
<i>productName_#</i>	Name of the product.
<i>productSku_#</i>	SKU number for the product.
<i>productImgUrl_#</i>	URL for the main image for the product.
<i>productUrl_#</i>	URL representing the product page on the storefront.
<i>productQty_#</i>	Number ordered.
<i>productDescription_#</i>	Description of the product.
<i>productPrice_#</i>	Line item price.
<i>productPriceExclTax_#</i>	Line item price excluding tax.
<i>productPriceInclTax_#</i>	Line item price including tax.
<i>productTotal_#</i>	Line item row total.
<i>productTotalExclTax_#</i>	Line item row total excluding tax.
<i>productTotalInclTax_#</i>	Line item row total including tax.

For more information about API tags see [API Message Tags](#).

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Messages**.
4. If you haven't already, configure your default sender options.
See [Configure Magento Connector Messaging](#) on page 9 for step-by-step instructions.
5. Click on the **Reviews** tab to configure review message sending.
6. Set **Enabled** to **Yes**.
7. Select the Magento order status that will trigger this message from the **Order Status** list.
8. Select any Magento order statuses that you want excluded from consideration for this send from the **Order Cancel Status** list.
9. Select the Bronto message you want to send from the **Messages** list.
10. Select the number of days you want to pass after the selected **Order Status** is reached before the send is triggered from the **Send Period** list.

For example, if this is set to 8, then the message will be sent 8 days after the **Order Status** is reached. However, if the order's status has been updated to the **Order Cancel Status** during this time then the send will not be triggered.
11. Optional: If you do not want to use the default **Product URL Suffix**, enter a new one in the box.

This is appended to the product URL and provides a link to a review form in the message. If you leave this blank, then just the product URL is provided.
12. Optional: If you want to limit review requests to specific Magento categories, select them from the **Include Categories** list.
13. If you want to specify a specific Magento email sender select the sender from the **Email Sender** list.

If you do not see the sender you want to use, configure a new sender in Magento.

14. Select the Magento customer group you want to target from the **Customer Group** list.

You can select multiple customer groups. Only members of these groups will be considered for the send.

15. Select any Bronto lists of contacts you want to be excluded from this send from **Exclusion Lists**.

You can select multiple Bronto lists. Any contacts that are on an exclusion list will not be considered for the send.

16. Optional: If you want to exclude Magento categories from this send select them from the **Exclusion Categories** list.

17. Click **Advanced options** and configure sending options if you do want to use sending options that are different from the default.

18. Optional: To use a recommendation with your message:

Recommendations supply product data for the message based on the results of the recommendation selected. You will need to add the appropriate API tags to the message in order to pull the recommendations in. The recommendations available in this list are configured on the **Recommendations** tab in the Magento Connector. These are not Recommendations recommendations. For more information see [Configure Magento Connector Recommendations](#) on page 23.

- a) Click **Advanced options**.
- b) Select a recommendation from the **Recommendation** list.

If you do not see a recommendation you need to configure one using the **Recommendation** tab.

19. Optional: To use a coupon with your message:

Before you use coupons within your messages you need to use the **Coupons** tab to enable Magento Connector to manage/generate coupons. For more information see [Configure Magento Connector Coupons](#) on page 25.

- a) Click **Advanced options**.
- b) To use an already generated coupon:
 1. Select **Specific Coupon** from the **Coupon Type** list.
 2. Click **Select**.
 3. Click on the coupon you want to use.

If you do not see a coupon, you need to use the **Coupons** tab to configure Magento Connector coupons.

4. Click **Confirm**.
- c) To generate a coupon:

This will generate the coupon when the email is sent and send the coupon details to Magento.

1. Select **Generator** from the **Coupon Type** list.
2. Select the generator you want to use from the **Coupon Generator** list.

If you do not see a generator, you need to use the **Coupons** tab to configure Magento Connector coupons. Coupons generated from Magento can be added to your message using the API tag %>#couponCode%. For more information about API tags see [API Message Tags](#).

20. Click **Save Changes** to save all of the message configuration changes you have made.

If you move to a different message type without clicking **Save Changes** your changes will not be lost. However, it is a best practice to click **Save Changes** after you complete a large chunk of work so it isn't lost if the system logs you out due to inactivity.

Configure Magento Connector Reorder Messages

Magento Connector can be configured to use information about order activity to send messages that remind a contact to reorder previously purchased products.

Reorder message sending can send a message reminding the contact to reorder a previously purchased item. You can configure the message to send a set number of days after an order has reached a particular status. You also have the

option of including a **Send Period Per Unit** multiplier. This will extend the amount of time before a reorder reminder is sent based on the quantity purchased.

The following variables can be used in API tags in your reorder messages:

API Value	Description
<i>subtotal</i>	Subtotal for the cart.
<i>subtotalExclTax</i>	Subtotal for the cart without tax.
<i>subtotalInclTax</i>	Subtotal for the cart with tax.
<i>grandTotal</i>	The combined total prices for all items in an order, minus discounts, plus tax and shipping costs.
<i>quoteURL</i>	Cart redirect link.
<i>productId</i>	Unique identifier for the product.
<i>productName</i>	Name of the product.
<i>productSku</i>	SKU number for the product.
<i>productImgUrl</i>	URL for the main image for the product.
<i>productUrl</i>	URL representing the product page on the storefront.
<i>productQty</i>	Number ordered.
<i>productDescription</i>	Description of the product.
<i>productPrice</i>	Line item price.
<i>productPriceExclTax</i>	Line item price excluding tax.
<i>productPriceInclTax</i>	Line item price including tax.
<i>productTotal</i>	Line item row total.
<i>productTotalExclTax</i>	Line item row total excluding tax.
<i>productTotalInclTax</i>	Line item row total including tax.

For more information about API tags see [API Message Tags](#).

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Messages**.
4. If you haven't already, configure your default sender options.
See [Configure Magento Connector Messaging](#) on page 9 for step-by-step instructions.
5. Click on the **Reorders** tab to configure reorder message sending.
6. Set **Enabled** to **Yes**.
7. Select the Magento order status that will trigger this message from the **Order Status** list.
8. Select any Magento order statuses that you want excluded from consideration for this send from the **Order Cancel Status** list.
9. Select the number of days you want to pass after the selected **Order Status** is reached before the send is triggered from the **Send Period** list.

For example, if this is set to 8, then the message will be sent 8 days after the **Order Status** is reached. However, if the order's status has been updated to the **Order Cancel Status** during this time then the send will not be triggered.

10. If you want to take the quantity of a product ordered into account when triggering a send set **Send Period Per Unit** to **Yes**.

This will multiply the set send period by the quantity of a product that was ordered. For example, if you set **Send Period** to **3** and enable **Send Period Per Unit** when a contact orders 3 units of an item the reorder rules will be triggered after 9 days. (3 multiplied by 3)

11. If you want to specify a specific Magento email sender select the sender from the **Email Sender** list.

If you do not see the sender you want to use, configure a new sender in Magento.

12. Select the Magento customer group you want to target from the **Customer Group** list.

You can select multiple customer groups. Only members of these groups will be considered for the send.

13. Select any Bronto lists of contacts you want to be excluded from this send from **Exclusion Lists**.

You can select multiple Bronto lists. Any contacts that are on an exclusion list will not be considered for the send.

14. Optional: If you want to exclude Magento categories from this send select them from the **Exclusion Categories** list.

15. Click **Advanced options** and configure sending options if you do want to use sending options that are different from the default.

16. Optional: To use a recommendation with your message:

Recommendations supply product data for the message based on the results of the recommendation selected. You will need to add the appropriate API tags to the message in order to pull the recommendations in. The recommendations available in this list are configured on the **Recommendations** tab in the Magento Connector. These are not Recommendations recommendations. For more information see [Configure Magento Connector Recommendations](#) on page 23.

- a) Click **Advanced options**.
- b) Select a recommendation from the **Recommendation** list.

If you do not see a recommendation you need to configure one using the **Recommendation** tab.

17. Optional: To use a coupon with your message:

Before you use coupons within your messages you need to use the **Coupons** tab to enable Magento Connector to manage/generate coupons. For more information see [Configure Magento Connector Coupons](#) on page 25.

- a) Click **Advanced options**.
- b) To use an already generated coupon:
 1. Select **Specific Coupon** from the **Coupon Type** list.
 2. Click **Select**.
 3. Click on the coupon you want to use.

If you do not see a coupon, you need to use the **Coupons** tab to configure Magento Connector coupons.

4. Click **Confirm**.
- c) To generate a coupon:

This will generate the coupon when the email is sent and send the coupon details to Magento.

1. Select **Generator** from the **Coupon Type** list.
2. Select the generator you want to use from the **Coupon Generator** list.

If you do not see a generator, you need to use the **Coupons** tab to configure Magento Connector coupons. Coupons generated from Magento can be added to your message using the API tag `%%#couponCode%%`. For more information about API tags see [API Message Tags](#).

18. Click **Create New Message** to configure a message to use for reorders.

19. Enter a name for this sending rule in the **Name** box.

20. Select the Bronto message you want to send from the **Messages** list.

21. Select the Magento categories to associate with this message from **Include Categories**.

Associating specific messages with defined categories helps to better target the content and design of your messages.

22. Click **Advanced options** and configure sending options if you do want to use sending options that are different from the default.

23. Optional: To use a recommendation with your message:

Recommendations supply product data for the message based on the results of the recommendation selected. You will need to add the appropriate API tags to the message in order to pull the recommendations in. The recommendations available in this list are configured on the **Recommendations** tab in the Magento Connector. These are not Recommendations recommendations. For more information see [Configure Magento Connector Recommendations](#) on page 23.

- a) Click **Advanced options**.
- b) Select a recommendation from the **Recommendation** list.

If you do not see a recommendation you need to configure one using the **Recommendation** tab.

24. Optional: To use a coupon with your message:

Before you use coupons within your messages you need to use the **Coupons** tab to enable Magento Connector to manage/generate coupons. For more information see [Configure Magento Connector Coupons](#) on page 25.

- a) Click **Advanced options**.
- b) To use an already generated coupon:
 1. Select **Specific Coupon** from the **Coupon Type** list.
 2. Click **Select**.
 3. Click on the coupon you want to use.

If you do not see a coupon, you need to use the **Coupons** tab to configure Magento Connector coupons.

4. Click **Confirm**.
- c) To generate a coupon:

This will generate the coupon when the email is sent and send the coupon details to Magento.

1. Select **Generator** from the **Coupon Type** list.
2. Select the generator you want to use from the **Coupon Generator** list.

If you do not see a generator, you need to use the **Coupons** tab to configure Magento Connector coupons. Coupons generated from Magento can be added to your message using the API tag %%#couponCode%%. For more information about API tags see [API Message Tags](#).

25. Optional: Click **Advanced options** and configure sending rules specific to this message if you do not want to use the general reorder sending rules configured above.

This includes all of the order status, send period, exclusion, etc. options configured above. You only need to adjust each of these options if you do not want to use the default. If you want to use the default for any option, ignore the advanced options setting for it.

26. When you finish configuring the message-specific settings, click **Save**.

27. Optional: To configure additional messages, click **Create New Message** and follow all of the steps for configuring a message-level send.

28. Click **Save Changes** to save all of the message configuration changes you have made.

If you move to a different message type without clicking **Save Changes** your changes will not be lost. However, it is a best practice to click **Save Changes** after you complete a large chunk of work so it isn't lost if the system logs you out due to inactivity.

Configure Magento Connector Care Tip Messaging

Magento Connector can be configured to use information about order activity to send messages that provide additional care tips for purchased items.

Care tip message sending can send a message that provides additional information about a recently purchased item. You can configure the message to send a set number of days after an order has reached a particular status. When you configure a care tip message you must provide a content block that will replace the `%%#content%%` API tag when the message is sent. This content block should contain the relevant care tips.

In addition to this API tag, the following variables can be used in API tags in your care tip messages:

API Value	Description
<i>subtotal</i>	Subtotal for the cart.
<i>subtotalExclTax</i>	Subtotal for the cart without tax.
<i>subtotalInclTax</i>	Subtotal for the cart with tax.
<i>grandTotal</i>	The combined total prices for all items in an order, minus discounts, plus tax and shipping costs.
<i>quoteURL</i>	Cart redirect link.
<i>productId</i>	Unique identifier for the product.
<i>productName</i>	Name of the product.
<i>productSku</i>	SKU number for the product.
<i>productImgUrl</i>	URL for the main image for the product.
<i>productUrl</i>	URL representing the product page on the storefront.
<i>productQty</i>	Number ordered.
<i>productDescription</i>	Description of the product.
<i>productPrice</i>	Line item price.
<i>productPriceExclTax</i>	Line item price excluding tax.
<i>productPriceInclTax</i>	Line item price including tax.
<i>productTotal</i>	Line item row total.
<i>productTotalExclTax</i>	Line item row total excluding tax.
<i>productTotalInclTax</i>	Line item row total including tax.

For more information about API tags see [API Message Tags](#).

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Messages**.
4. If you haven't already, configure your default sender options.
See [Configure Magento Connector Messaging](#) on page 9 for step-by-step instructions.
5. Click on the **Care Tips** tab to configure care tip message sending.
6. Set **Enabled** to **Yes**.
7. Select the Magento order status that will trigger this message from the **Order Status** list.
8. Select any Magento order statuses that you want excluded from consideration for this send from the **Order Cancel Status** list.
9. Select the number of days you want to pass after the selected **Order Status** is reached before the send is triggered from the **Send Period** list.

For example, if this is set to 8, then the message will be sent 8 days after the **Order Status** is reached. However, if the order's status has been updated to the **Order Cancel Status** during this time then the send will not be triggered.

10. If you want to specify a specific Magento email sender select the sender from the **Email Sender** list.

If you do not see the sender you want to use, configure a new sender in Magento.

11. Select the Magento customer group you want to target from the **Customer Group** list.

You can select multiple customer groups. Only members of these groups will be considered for the send.

12. Select any Bronto lists of contacts you want to be excluded from this send from **Exclusion Lists**.

You can select multiple Bronto lists. Any contacts that are on an exclusion list will not be considered for the send.

13. Optional: If you want to exclude Magento categories from this send select them from the **Exclusion Categories** list.

14. Click **Advanced options** and configure sending options if you do want to use sending options that are different from the default.

15. Optional: To use a recommendation with your message:

Recommendations supply product data for the message based on the results of the recommendation selected. You will need to add the appropriate API tags to the message in order to pull the recommendations in. The recommendations available in this list are configured on the **Recommendations** tab in the Magento Connector. These are not Recommendations recommendations. For more information see [Configure Magento Connector Recommendations](#) on page 23.

- a) Click **Advanced options**.
- b) Select a recommendation from the **Recommendation** list.

If you do not see a recommendation you need to configure one using the **Recommendation** tab.

16. Optional: To use a coupon with your message:

Before you use coupons within your messages you need to use the **Coupons** tab to enable Magento Connector to manage/generate coupons. For more information see [Configure Magento Connector Coupons](#) on page 25.

- a) Click **Advanced options**.
- b) To use an already generated coupon:
 1. Select **Specific Coupon** from the **Coupon Type** list.
 2. Click **Select**.
 3. Click on the coupon you want to use.

If you do not see a coupon, you need to use the **Coupons** tab to configure Magento Connector coupons.

4. Click **Confirm**.
- c) To generate a coupon:

This will generate the coupon when the email is sent and send the coupon details to Magento.

1. Select **Generator** from the **Coupon Type** list.
2. Select the generator you want to use from the **Coupon Generator** list.

If you do not see a generator, you need to use the **Coupons** tab to configure Magento Connector coupons. Coupons generated from Magento can be added to your message using the API tag `%%#couponCode%%`. For more information about API tags see [API Message Tags](#).

17. Click **Create New Message** to configure a message to use for care tips.

18. Enter a name for this sending rule in the **Name** box.

19. Select the Bronto message you want to send from the **Messages** list.

20. Enter the care tip content you want included in the message in the **Content** box.

This replaces the `%%#extraContent%%` API tag when the message is sent.

21. Select the Magento categories to associate with this message from **Include Categories**.

Associating specific messages with defined categories helps to better target the content and design of your messages.

22. Click **Advanced options** and configure sending options if you do want to use sending options that are different from the default.

23. Optional: To use a recommendation with your message:

Recommendations supply product data for the message based on the results of the recommendation selected. You will need to add the appropriate API tags to the message in order to pull the recommendations in. The recommendations available in this list are configured on the **Recommendations** tab in the Magento Connector. These are not Recommendations recommendations. For more information see [Configure Magento Connector Recommendations](#) on page 23.

- a) Click **Advanced options**.
- b) Select a recommendation from the **Recommendation** list.

If you do not see a recommendation you need to configure one using the **Recommendation** tab.

24. Optional: To use a coupon with your message:

Before you use coupons within your messages you need to use the **Coupons** tab to enable Magento Connector to manage/generate coupons. For more information see [Configure Magento Connector Coupons](#) on page 25.

- a) Click **Advanced options**.
- b) To use an already generated coupon:
 1. Select **Specific Coupon** from the **Coupon Type** list.
 2. Click **Select**.
 3. Click on the coupon you want to use.

If you do not see a coupon, you need to use the **Coupons** tab to configure Magento Connector coupons.

4. Click **Confirm**.
- c) To generate a coupon:

This will generate the coupon when the email is sent and send the coupon details to Magento.

1. Select **Generator** from the **Coupon Type** list.
2. Select the generator you want to use from the **Coupon Generator** list.

If you do not see a generator, you need to use the **Coupons** tab to configure Magento Connector coupons. Coupons generated from Magento can be added to your message using the API tag %`##couponCode##`. For more information about API tags see [API Message Tags](#).

25. Optional: Click **Advanced options** and configure sending rules specific to this message if you do not want to use the general care tip sending rules configured above.

This includes all of the order status, send period, exclusion, etc. options. You only need to adjust each of these options if you do not want to use the default. If you want to use the default for any option, ignore the advanced options setting for it.

26. When you finish configuring the message-specific settings, click **Save**.

27. Optional: To configure additional messages, click **Create New Message** and follow all of the steps for configuring a message-level send.

28. Click **Save Changes** to save all of the message configuration changes you have made.

If you move to a different message type without clicking **Save Changes** your changes will not be lost. However, it is a best practice to click **Save Changes** after you complete a large chunk of work so it isn't lost if the system logs you out due to inactivity.

Configure Magento Connector Recommendations

You can use the Magento Connector to use Magento recommendations in messages sent by Bronto.

Magento recommendations supply product data for messages based on the results of the recommendation selected. All of the settings used to manage these recommendations are in Magento. You will need to add the appropriate API tags to the message being sent in order to pull the recommendations in.

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Recommendations**.
4. Set **Enabled** to **Yes**.
5. Optional: To use Magento's best selling and most viewed recommendations in Bronto:
 - a) Set **Refresh Report Indexes** to **Yes**.
 - b) Set how often you want to pull in updated results from the **Refresh Index Every X Days** list.
6. Select whether you want to import the Magento **Description** or the **Short Description** from the **Product Description** list.

Bronto only stores one description field so you must select which one you want to use in Bronto.

7. Select which Magento image type you want to import as your image from the **Image View Type** list.

Base Image is the default and recommended setting because this can be resized in the Bronto Message editing tools.
8. Select whether you want to display a symbol when currency is used in your messages from the **Display Currency Symbol** list.
9. Optional: To set a default description length:

When you set this the rest of the description is replaced by an ellipses.

- a) Set **Truncated Description** to **Yes**.
- b) Set the number of characters to display in the **Description Length** box.
10. Click **Save Changes** to save the global recommendation rules.
11. Click **Create New Recommendation** to create a recommendation.
12. Enter a name for the recommendation in the **Name** box.
13. Enter the maximum number of products to pass in for the recommendation in the **Product Limit** box.
14. Select the Magento-built recommendation that you want to use to supply recommended products from the **Primary Source** list.

Products will be pulled from the results of this recommendation first. If this does not provide the required number of products then the **Secondary Source** or **Fallback Source** is used to provide additional products.

15. Select the Magento-built recommendation that you want to use to supply recommended products from the **Secondary Source** list.

If the **Primary Source** does not provide the number of product results needed then the **Secondary Source** is used to provide additional products.

16. Select the Magento-built recommendation that you want to use to supply recommended products from the **Fallback Source** list.

If the **Primary Source** and **Secondary Source** do not provide the number of product results needed then the **Fallback Source** is used to provide additional products.

17. Set how frequently you want products to be reused in this recommendation by selecting a time periods from **In the Last X Days**.

For example, if you set this to 10, then a product will be ineligible to be sent in a message for 10 days after the last time it was sent.

18. Optional: To exclude specific products from this recommendation rule:
 - a) Click the **Select** button for **Excluded Products**.
 - b) Select the products you want to exclude.
 - c) Click **Confirm**.

19. Optional: To exclude products in Magento categories from this recommendation rule:

- a) Click the **Select** button for **Excluded Categories**.
- b) Select the categories you want to exclude.
- c) Click **Confirm**.

20. Click **Save** to save the recommendation.

21. Repeat the **Create New Recommendation** steps, as necessary, to create more recommendations.

Configure Magento Connector Coupons

You can use the Magento Connector to manage coupon code assignment and the display of coupon codes used with your Magento site.

General **Settings** on the **Coupon** tab will configure a coupon redirect link that can be used in messages. This redirect link can be used with Coupon Manager coupon codes or coupon codes generated using Magento. It will not generate coupon codes. While these codes can be used with Coupon Manager, this app is not required if you want to use the codes directly with Magento.

The redirect URL will vary slightly depending on which Magento Connector version you're using:

- M1: `http://example.com/brontosoftware/redirect/index?service=coupon`

The redirect URL for M2 is `http://example.com/bronto/redirect/index?service=coupon&coupon=%#couponCode%`. In your redirect URL, replace `example.com` with the domain used for your Magento site. **Settings** can be used to configure the messages that will be displayed to contacts for each status of a coupon.

Additionally, you can use **Create New Coupon Generator** to configure a coupon generator that you can point to when you want Bronto to generate coupons in messages when they are sent.

Coupons generated from Magento can be added to your message using the API tag `##couponCode##`. For more information about API tags see [API Message Tags](#).

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Coupons**.
4. Set **Enabled** to **Yes**.
5. Optional: If you want to use a different query parameter than **coupon** in the URL for valid coupons, enter it in the **Coupon Code Query Parameter** box.

If you change the query parameter, make sure the change is reflected in the redirect URL outlined above.

6. Optional: If you want to use a different query parameter than **invalid_coupon** in the URL for invalid coupons, enter it in the **Invalid Coupon Query Parameter**.
7. If you want to provide a notification for contacts when they try to use a coupon in your store set **Display Message** to **Yes** and configure the message for each type of message:
 - **Success Message** is used when the coupon was successfully added to the shopping session.
 - **Invalid Message** is used when the coupon could not be added because it is invalid.
 - **Depleted Message** is used when the coupon pool has been used to completion.
 - **Expired Message** is used when the coupon has expired.
 - **Conflict Message** is used when the shopping session or cart already has a coupon applied.
8. Click **Save Changes**.
9. Click **Create New Coupon Generator** to configure a coupon generator you can point to when you want Bronto to generate coupons in messages when they are sent.

This can populate an existing Shopping Cart Price Rule in Magento, and be dynamically included in messages that are triggered by the integration sent through Bronto.

10. Enter a name for the generator in the **Name** box.
11. Set **Enabled** to **Yes**.

12. Connect the generator to a Magento shopping cart price rule:
 - a) Click the **Shopping Cart Price Rule Select** button.
 - b) Select from the **Coupon** list.
 - c) Enter in the **Coupon Code** box.
 - d) Select whether you want to **Use Auto Generation**.
 - e) Click **Confirm**.
13. Select the format to use for coupon codes from the **Code Format** list.
14. Set the number of characters to use for the coupon code in **Code Length**.
15. Optional: Enter a prefix to add to generated coupon codes in the **Code Prefix** box.

This can be used to help identify groups of coupon codes and to group redemption metrics.
16. Optional: Enter a suffix to add to generated coupon codes in the **Code Suffix** box.

This can be used to help identify groups of coupon codes and to group redemption metrics.
17. To add dashes to coupon codes after so many characters set the desired interval in the **Dash Every X Characters**.

Dashes can make long coupon codes easier to read.
18. Optional: If you use Coupon Manager and want to allow Magento Connector to replenish coupon codes to a campaign:
 - a) Set **Coupon Campaign Sync** to **Yes**.
 - b) Select the Coupon Manger campaign from the **Coupon Campaign** list.
 - c) Set the **Replenish Threshold**.

When the unused coupon amount dips below the **Replenish Threshold**, the Magento Connector uploads coupons codes equal to the **Replenish Amount** to the Coupon Manager campaign specified.
 - d) Set the number of coupon codes you want to generate in the **Replenish Amount** box.
 - e) Optional: Use **Replenish Until** to enter a date you want to stop replenishing coupons.
19. Click **Save** to save the generator.
20. Repeat the **Create New Coupon Generator** steps, as necessary, to create more coupon generators.

Configure Magento App Integrations

The Magento Connector can be used to supply data to several Bronto apps.

Using the Magento Connector to configure a connection between a Bronto app and Magento can supply some of the data set up required for various applications. Apps that you can integrate with Magento include:

- Browse Recovery. This connection will send browse related events from your Magento domain to Browse Recovery app.
- Cart Recovery. This connection will use the cart and order data from your Magento domain for the Cart Recovery data. If you enable this, you should remove the embedded tag manager from your site if it is already configured.
- Pop-Up Manager. This connection will deploy your pop-ups to your Magento domain. If you enable this, you should remove the embedded code snippet from your site if it is already configured.
- Coupon Manager. This connection sends coupon redemption stats for your Magento domain to Bronto.

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Integrations**.
4. Find the app you want to use Magento with and set **Enabled** to **Yes**.
5. If you enabled Browse Recovery, you must *configure your Browse Recovery selectors to use Magento*.
6. If you enabled Cart Recovery, enter the CSS selector used to capture emails on your site in the **Email Capture CSS** box.

If you have previously set up Cart Recovery by *adding the Tag Manager custom embed code to your site*, you should remove it.

7. If you enabled Pop-Up Manager
 - a) Enter the domain for your site in the **Domain** box.
 - b) Select whether you want to automatically subscribe contacts who submit the pop-up to your Magento newsletter.
8. If you enabled Coupon Manager select whether you use an **API** or storefront **JavaScript** integration. If you are unsure, select **API**.
9. When you have finished configuring all of your app integration settings, click **Save Changes**.

Magento Connector Advanced Options

The Magento Connector Advanced page provides several options you can use to tweak and/or test your connector settings.

Each option on this page is explained in the table below.

Statistic	Description
Test Mode	<p>Enabling this turns off the exchange of data. You might want to use test mode if you are concerned there is a problem with the connector. It is enabled by default for Sandbox accounts. Magento Connector has two test modes:</p> <ul style="list-style-type: none"> • Pause Event Queuing turns off the collection of data all together. Any events that occur when this is enabled will not be imported when this is set back to disabled. • Pause Event Processing turns off the import of data but stores data so that it can be imported when this is set back to disabled. <p> Note: Both pause event settings must be set to No to fully test connector modules. With events running, Connector will start collecting data from this point forward.</p>
Settings	<p>Send Table Cleanup is the number of days scheduled messages can sit in the send queue before being deleted.</p>
Schedule Task	<p>You can manually run the following processes:</p> <ul style="list-style-type: none"> • Process Import Queue to immediately start an import of everything that is in the import queue. • Add or Update All Mapped System Messages to immediately start an import of all mapped system messages. <p> Important: You must configure your system messages before you can run Add or Update All Mapped System Messages.</p> <p>Running Add or Update All Mapped System Messages will overwrite all mapped message rules in Bronto with the content from the templates in Magento. Therefore, if you have already imported and updated Magento message templates in Bronto, it's best to use Test Import on the Advanced page to import additional Magento templates.</p>

Statistic	Description
	<ul style="list-style-type: none"> • Search Queued Message to search for a queued cart, wishlist, reorder, review, or care tip message using a customer email address. • Replenish Coupon Pool to replenish a selected coupon generator by the specified Replenish Amount. • Sync Product Catalog Fields to builds the Bronto Product Catalog fields and mappings from the selected product mappings. • Preview Recommendation to generate example related product API tags for a simulated recommendation. • Index Recommendation Reports to run a recommendation index report. • Preview Configured Settings to display the current configuration across all modules as recognized by the Magento platform. <p>After you run a process you can view the results in the Execution Results area. Click View Results for a detailed report.</p>
Add to Import Queue	Manually adds data to the import queue so that it is run as part of the next scheduled import process. After you run a process you can view the results in the Execution Results area. Click View Results for a detailed report.
Test Import	Manually runs an import so you can view if your import configuration settings will import data as expected. After you run a process you can view the results in the Execution Results area. Click the Advanced tab to refresh the page and then click View Results for a detailed report.
Execution Results	Here you can see the results of your test imports. Click View Results for a detailed report.

Uninstall An M2 Magento Connection

You can stop the exchange of data and de-register the Magento Connector using Bronto and Magento, but you must also update the Magento file system and database to completely uninstall the connector.

Therefore, the person who uninstalls the M2 Magento Connector must be able to access the Magento database and file system in order to remove code related to the connector. You can stop the exchange of data and de-register the connector without this access, but Magento will attempt to continue to load the connector until the file and database changes are made.

To uninstall for M2:

1. Go to **Apps > Connector**.
2. Locate the connector you want to work with and click its **Edit** link.
3. Click **Advanced** and
 - a) Set **Pause Event Queuing** to **Yes**.
 - b) Set **Pause Event Processing** to **Yes**.

This turns off the exchange of data between Bronto and the connector.

4. In Magento go to **System > Bronto Connector** and click the **Delete** button.

This will de-register the connector from Magento.

5. Open the base Magento `composer.json` file in a code editor.
6. Run `./bin/magento module:disable Bronto_Browse Bronto_Cart Bronto_Connector Bronto_Contact Bronto_Coupon Bronto_Email Bronto_Integration Bronto_Inventory Bronto_Magento Bronto_Optin Bronto_Order Bronto_Product Bronto_Rating Bronto_Recommendation Bronto_Redemption`
7. Run `./bin/magento setup:upgrade`
8. Run `composer remove bronto/magento-module-all`
9. Remove the following from the base Magento `composer.json` file:

```
"repositories": [  
  {  
    "type": "composer",  
    "url": "https://cdn.bronto.com/magento"  
  }  
]
```

10. Run `composer update --lock`
11. Open the `core_resource` table in the Magento database and delete all entries that are prefixed with `bronto`.