

User Guide for

Commerce Direct Extension

Magento 2.x

Guide for Google Ads ROI Optimizer for Magento 2

Display all Google Ads ROI Optimizer steps to let visitors instantly modify necessary information.

Before configuration

Having trouble?

Try disabling the extension and check if you're getting the same result with Magento default discount code, checkout etc. Commerce Direct Extension is designed to be as transparent for other extensions as possible, it will display the data “as-is”. So if you're getting suspicious results please compare them to what you get with extension disabled.

Some custom themes may have a custom design for blocks displayed on shopping cart, discount addon,checkout. If it helps, that will mean that the theme should be adjusted to disable custom design for the Commerce Direct Extension.

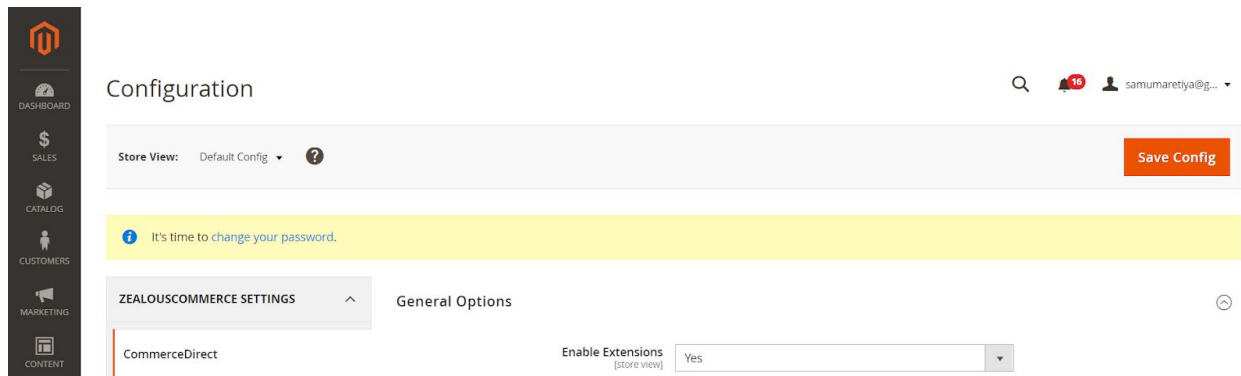
General settings

To configure the extension settings, please go to Stores → Configuration

ZealousCommerce Settings → CommerceDirect.

Expand the General tab.

Enable - set to Yes to activate the extension.



The screenshot shows the Magento Configuration interface. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, and Content. The main header area includes the title 'Configuration', a search icon, a notification bell with a red '10' badge, and a user profile 'samumaretiya@g...'. Below the header is a 'Store View' dropdown set to 'Default Config' and a 'Save Config' button. A yellow notification banner states 'It's time to change your password.' The main content area is titled 'ZEALOUSCOMMERCE SETTINGS' and 'General Options'. Under the 'CommerceDirect' section, the 'Enable Extensions [store view]' dropdown is set to 'Yes'.

Here's how it works:

Once the plugin is installed and our SAAS platform has captured the necessary data, the plugin will automatically identify, analyze, and generate a portion of the predicted ad cost as a discount for eligible customers using AI/machine-learning. (Those that frequently arrive via search ads to shop on the site.) Below we illustrate the sequence and UI of the plugin the visitor will see when eligible and qualified, and they subsequently land on the cart page to make a purchase. Once all discounts are exhausted, the visitor will be asked to continue shopping directly with you for future discounts that may be available.

ELIGIBLE AND QUALIFIED CUSTOMER



**DIRECT
TRAFFIC**



**LAND ON
SITE**



**OFFER
APPLIED**

	Product	Price	Quantity	Subtotal
x	 CD Logo Shirt 2	\$9.99	1	\$9.99

Coupon code

 **You Qualify for the Direct Price!**
Shop Direct. We save you more. Bookmark or type our site in the browser directly to unlock your savings.





\$9.14 **Direct Price** **\$9.99** **Standard Price**


Cart totals

Subtotal	\$9.99
Direct Savings	-\$0.85
Total	\$9.14


If the visitor is qualified but ineligible, (in other words, our system identifies the visitor as a frequent shopper entering through search ads) the plugin will expose the standard price and direct price, which cannot be redeemed on that visit, so that visitor can remember for the next time.


QUALIFIED BUT INELIGIBLE CUSTOMER

 AD CLICK  LAND ON SITE   OFFER SHOWN BUT NOT APPLIED

Product	Price	Quantity	Subtotal
 CD Logo Shirt 2	\$9.99	1	\$9.99

Coupon code

 Come back and Shop Direct to unlock your Savings!
Shop Direct. We save you save. Bookmark or type our site in the browser directly to unlock your savings.






\$9.99 Standard Price \$7.99 Direct Price 

Cart totals

Subtotal	\$9.99
Total	\$9.99

If the visitor is not qualified and ineligible (in other words, our system cannot identify the visitor as eligible for a discount because they already shop direct or via other channels, or cannot be accurately predicted), then the visitor will not see the plugin at all and the standard cart/checkout pricing and process will present itself.

NOT QUALIFIED AND INELIGIBLE CUSTOMER

  **ALL TRAFFIC**  **LAND ON SITE**   **OFFER NOT SHOWN NOT APPLIED**

Login

Username or email address *

Password *

Remember me

LOG IN

[Lost your password?](#)


Register

Email address *

A password will be sent to your email address.

Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our [privacy policy](#).

REGISTER

Product	Price	Quantity	Subtotal
 CD Logo Shirt 2	\$9.99	<input type="text" value="1"/>	\$9.99

Coupon code **APPLY COUPON** **UPDATE CART**

Cart totals

Subtotal	\$9.99
Total	\$9.99

ELIGIBLE AND QUALIFIED CUSTOMER

 You Qualify for the Direct Price!
Shop Direct. We save you save. Bookmark or type our site in the browser directly to unlock your savings.

\$0.14

Direct Price

\$0.99

Standard Price

[Bookmark and Shop Direct](#)

QUALIFIED BUT INELIGIBLE CUSTOMER

 Come back and Shop Direct to unlock your Savings!
Shop Direct. We save you save. Bookmark or type our site in the browser directly to unlock your savings.

\$0.99

Standard Price

\$7.88

Direct Price

[Bookmark and Shop Direct](#)

