

Iterable Magento Connector - Installation Guide

There are two ways to install the module:

1. Manually via **FTP**
2. Using the **Composer** package manager

Installing via FTP

Note: This installation option requires you to have a compressed (for example, zip or tar) version of the module..

- First, create following directories in your Magento2 web-root:

app/code/Iterable/Connector/

- Using an FTP client, copy the contents of your zip/tar file into the above directory.
- Run following commands to install the module:

```
php bin/magento setup:upgrade
```

```
php bin/magento cache:clean
```

In Magento, navigate to **Stores > Configurations**. You should see a new **Iterable** tab.

Installing via Composer

Note: To be able to install module using **Composer**, you must have it installed on your server, and module must have been purchased via Magento Marketplace.

- Navigate to the web-root of your website and run following command.

```
composer require iterable/connector
```

- If you have not done that before, it will require you to plug in your Magento Marketplace public and private keys. These can be obtained from the Magento account that you created when purchasing the module. Once

Composer brings all necessary files into Magento, run following commands to trigger installation:

```
php bin/magento setup:upgrade  
php bin/magento cache:clean
```

Setting up your integration

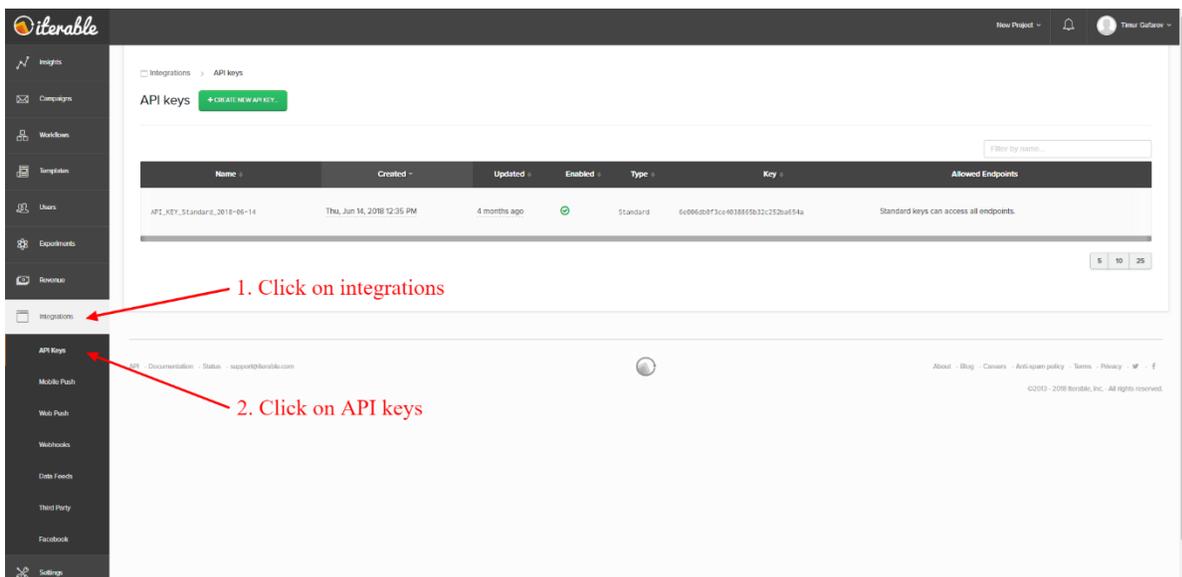
The following sections describe how to:

1. Generate your Iterable API key
2. Paste it into your Magento Iterable integration
3. Test your connection

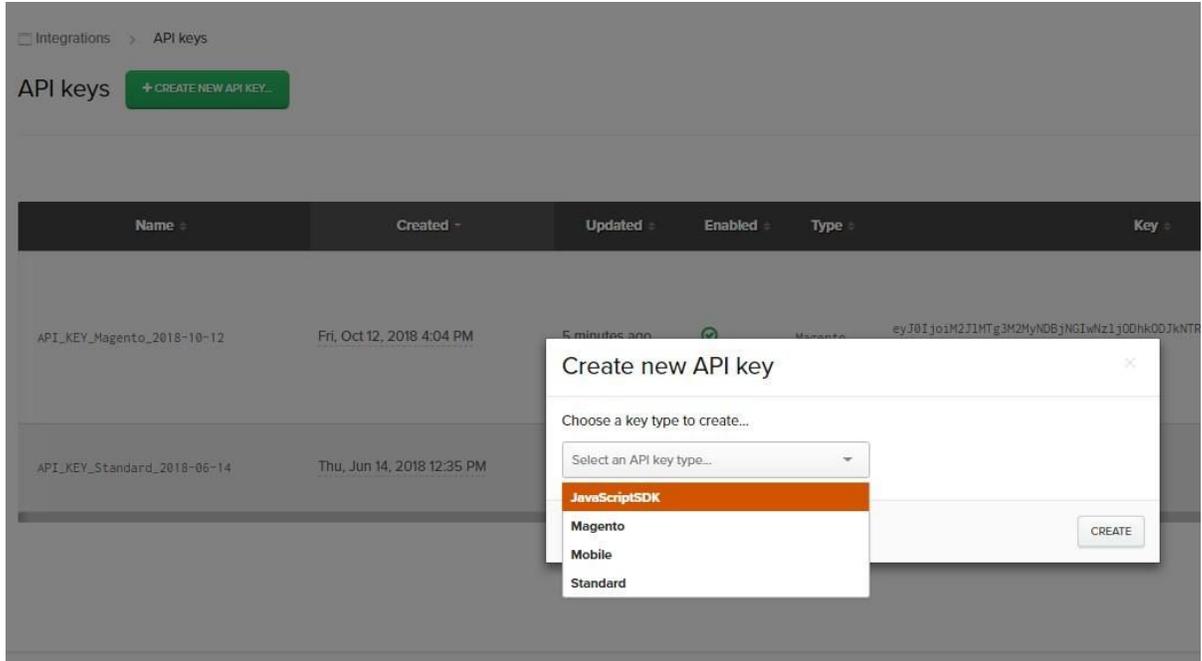
Generate your Iterable API key

Note: This step assumes that you already have an account with Iterable.

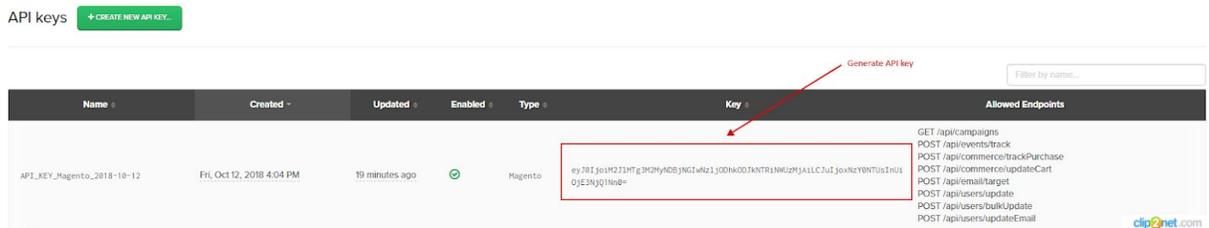
To generate an Iterable API key:



- Navigate to your **Integrations > API Keys**
- Click **CREATE NEW API KEY...**

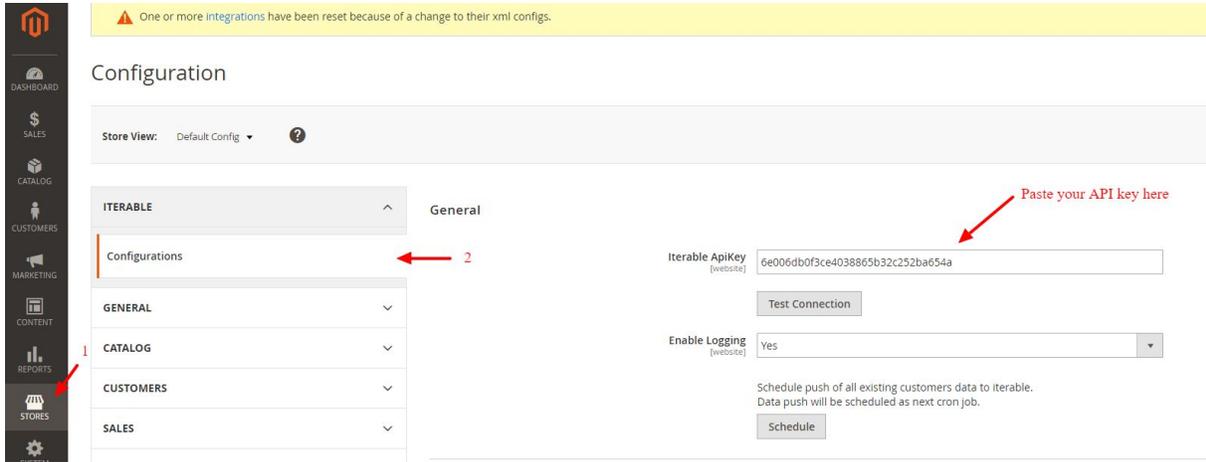


- In the drop-down menu, choose Magento. This will generate a new API key, which will be visible on the list:



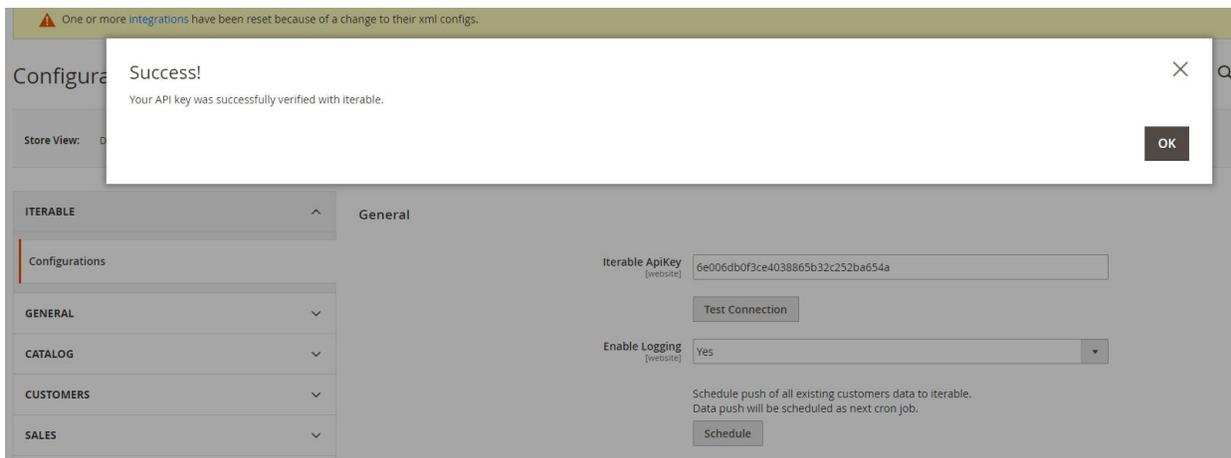
Paste the API key into your Magento Iterable integration

As shown on the below screenshot, paste your API key into the Iterable configuration area in Magento and save your settings.



Test your connection

Once API key is saved, click **Test Connection** to verify that the connection is valid. If it is, then you should see a popup screen as shown below. If not, then double-check your API key against your Iterable account.



Module features

Next, select the functionality you would like to enable. The following sections describe the available options:

1. Logging for debugging purposes
2. Pushing all existing customers to Iterable
3. Customers cart updates
4. Customers order information
5. Customers registrations
6. Customers page view tracker

7. Customers login tracker
8. Transactional emails
9. Sending coupon codes
10. Webhooks

Logging for debugging purposes

Having this feature on allows you to see requests and responses going to and from Iterable and Magento. If for some reason you don't see data coming through, this is a good place to check. You can look at the logs by opening this file in your webroot of your website:

`/var/log/iterable.log`

Pushing all existing customers to Iterable

Since the extension may have been installed at a point when the store has already generated a good number of customers, this feature allows pushing all existing customers into Iterable in a click of a button. For this to work, you need to have your crons running and configured from the server side. This, in most cases, should already be working as Magento2 requires it by default. Click on the

schedule button and confirm action. With the next cron run, all existing customers will be pushed to your Iterable account.

Customers cart updates

Having this enabled will push all data related to a customer's cart. Please note that this will apply only to registered and logged-in users, as Iterable requires users to have associated email addresses as their primary identifiers. This event is triggered every time a user updates his cart by adding or updating products in it.

Customers order information

This event pushes all order related data to Iterable after the order has been placed. In the event history, it gets associated with the user who placed the order.

Customers registrations

This event is triggered when a user registers on the website. User data is being sent to Iterable where a new record is created.

Customers page view tracker

This feature allows Iterable to track page views of all logged-in users. This event will be reflected in the user's event history.

Customers login tracker

Every time a users logs in, this event will notify Iterable and will be available in the event history.

Transactional emails

Transactional emails have their own section. It lists all available transactional emails in Magento to be intercepted by the module. Every type of transactional

email can be turned on and off. In disabled mode, core Magento functionality will work as normal. Configured in Magento email templates will be used. In enabled mode, the module will intercept data that was intended for this specific email template and push it to Iterable. In this case, email will not be sent by Magento and Magento templates will not be used. Raw data can be used to configure new templates in Iterable.

Sending coupon codes

Coupon code functionality allows you to attach coupon codes to certain email templates and send them to Iterable. Discount or other types of coupon codes can be generated in Magento or elsewhere and be pasted as shown on the screenshot below:

Transactional Emails

New Order <small>[website]</small>	Yes
Iterable Campaign for "New Order" <small>[website]</small>	Test Campaign 2
Coupon code for "New Order" <small>[website]</small>	
New Order for Guest <small>[website]</small>	Yes
Iterable Campaign for "New Order for Guest" <small>[website]</small>	Test Campaign 2
Coupon code for "New Order for Guest" <small>[website]</small>	

Essentially this field accepts text, which is then added to the email data and becomes available in the Iterable template with the key `coupon`. This can be output anywhere in the email, just like any other piece of data.

Webhooks

This feature of the module brings in an API endpoint that returns the status of the product. It allows you to utilize advanced feature webhooks in your Iterable

account. For detailed instructions on how to use webhooks, read [Using Webhooks](#).

This API endpoint makes this URL available:

<http://yourwebsite.com/rest/all/V1/api/iterable/stockStatus?productSku=24-MB01>

It works with GET requests and returns status code 200 if the product is available or 400 if it is not.