



# Magento 2.0 Integration Guide

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## Getting Started

Integrating your Magento store with Listrak is an easy way to increase the overall effectiveness of your email marketing strategy. Once you install Listrak's extension within your Magento store, all the power of Listrak will be available to you. The integration enables you to launch a shopping cart abandonment campaign, structure post-purchase message threads, and target specific customers through purchase history profile attributes.

### Please Read Prior to Installing

We strongly suggest that you first install this extension on a **development environment** to ensure proper functionality of the code prior to deploying to your production environment. Open source software can create scenarios of near infinite configuration options that may negatively impact the Listrak extension. It is also recommended that you confirm that your store meets the [minimum requirements](#) for a Magento 2.0 store.

## Installing Your Magento Extension

### INSTALL THE EXTENSION

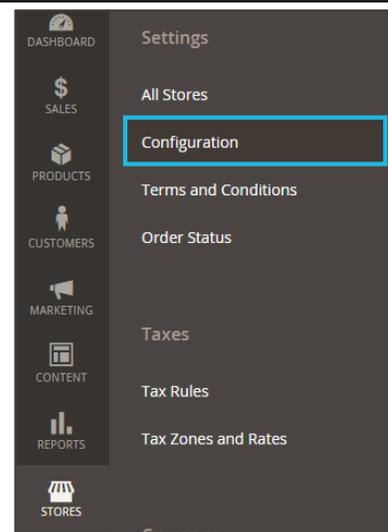
The Listrak Extension is installed using **Composer** from a repository on the Listrak Servers. To install the extension, simply add the following lines of code into your store's command line.

1. Open the Magento command line.
2. Type the following commands into the command line at the root of your website:

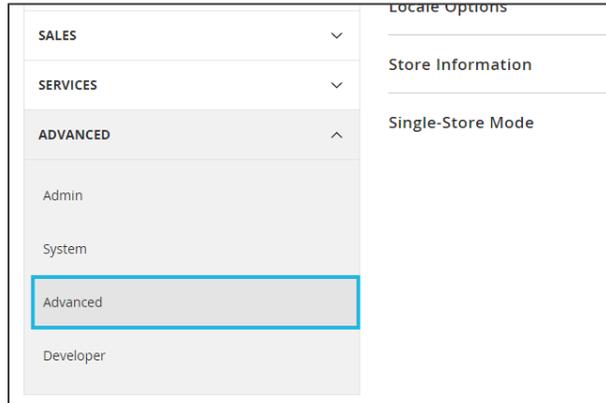
```
composer config repositories.listrak composer https://s1.listrakbi.com/Magento2/Composer
composer require listrak/listrak-remarketing
bin/magento setup:upgrade
bin/magento cache:clean
```

### CONFIRM INSTALLATION

1. Log into your Magento 2.0 storefront with your unique username and password.
2. Click **Stores** on the left-hand navigation panel.
3. Then click **Configuration**.
4. Click Advanced.

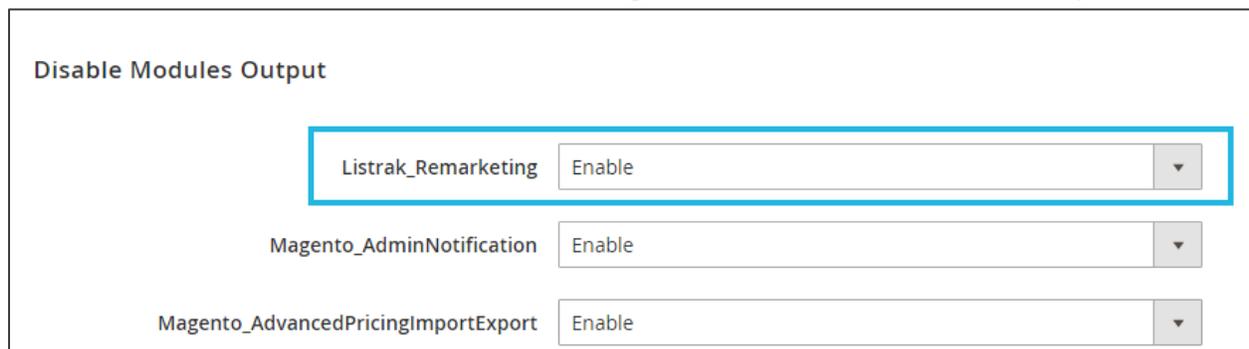


- Click **Advanced** again from the drop-down menu.



**NOTE:** The **Disable Modules Output** list is displayed and you should see **Listrak\_Remarketing** listed.

- Locate the line item for **Listrak\_Remarketing** and set it to **Enable** if it is not already.

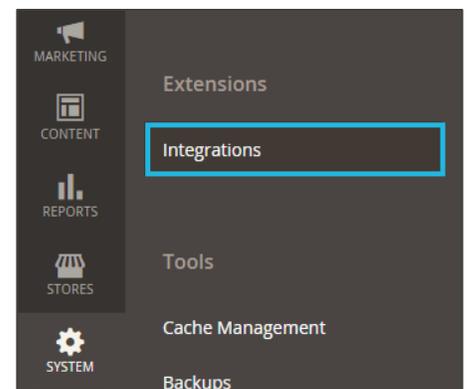


## Activate Your Extension

After you've confirmed that your extension is installed, we need to activate it to enable your storefront to communicate directly with the Listrak platform.

### ACTIVATION

- Click **System** on the left-hand navigation panel.
- Then click **Integrations**.
- Locate the **Listrak Integration** in the list of your current integrations.



4. Click **Activate**.

Search		Reset Filter	1 records found	20	per page	<	1	of 1	>
Name	Status								
Listrak Integration	Inactive	Activate							

A pop-up dialog box appears that asks you to enable the integration.

**IMPORTANT NOTE:** Enable pop ups on your browser before continuing. To learn about how to do so, click [here](#).

5. Click **Allow**.

### WHY DOES LISTRAK NEED ACCESS TO MY API?

Allowing Listrak access to your API enables Listrak to retrieve order, customer, and product information from your storefront so you can send more targeted sends based on customer activity.

Additionally, the API access is required to run programs like Advanced Retail Segmentation, Shopping Cart Abandonment, Post Purchase, and many more automated solutions. Listrak can access the following API Methods:

```

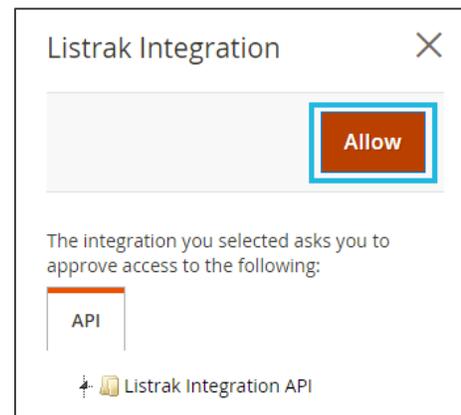
/rest/V1/listrakRemarketing/products
/rest/V1/listrakRemarketing/orders
/rest/V1/listrakRemarketing/merchantid
/rest/V1/listrakRemarketing/settings

```

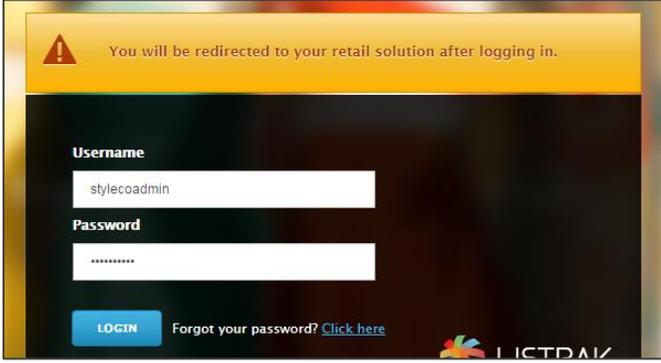
6. After clicking **Allow** you will be prompted to enter your Listrak credentials in the pop up.

**NOTE:** Check for pop-up enabling if you do not see the prompt to enter your credentials.

7. Enter your **username** and **password**, then click **Login**.



**NOTE:** You may be asked to authenticate your browser. If so, simply send the authentication code to your email, then enter it and click Submit Authorization Code.



- After you log in, select the one merchant you would like to integrate with. Use the drop-down menu next to the desired merchant to select **Main Website > Main Website Store > Default Store View**.

**NOTE:** If you have multiple merchants, ensure you are selecting the appropriate merchant to integrate your store with. If you are unsure which one to use, please reach out to your project or account manager.

### Magento 2 Integration Activation

To activate your Magento 2 integration please select a new store for each merchant you want to integrate with <http://styleco.com/magento2/index.php/>.

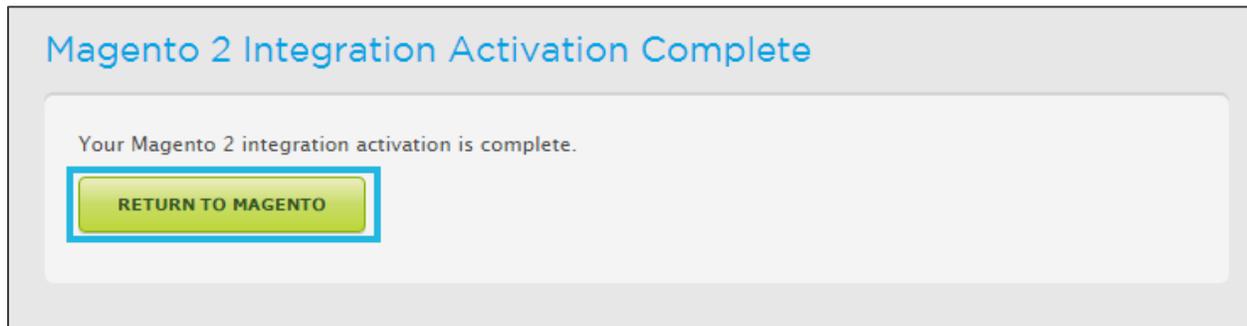
MERCHANT	CURRENT STORE	NEW STORE
StyleCo Store – styleco.com	No store	Main Website > Main Website Store > Defa... ▼ Do not integrate <b>Main Website &gt; Main Website Store &gt; Default Store View</b>
StyleCo Europe Store – styleco.eu	No store	Do not integrate <b>Main Website &gt; Main Website Store &gt; Default Store View</b>

**SAVE CHANGES**

- Click Save Changes.

A confirmation appears notifying you that the integration activation has been successfully completed.

10. Click Return to Magento.



A pop-up warning regarding cache management will appear. The next section addresses this.

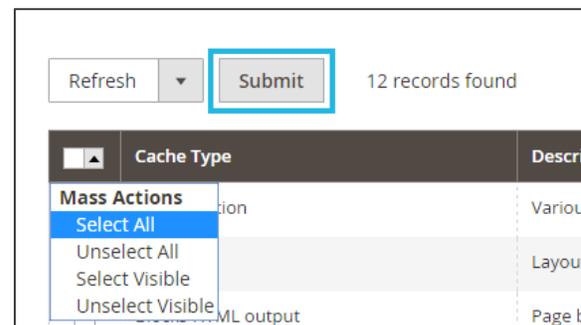
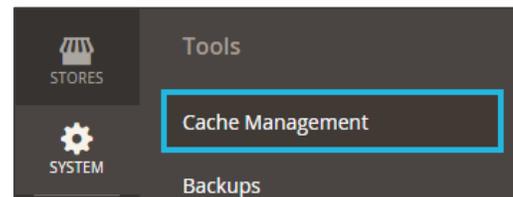
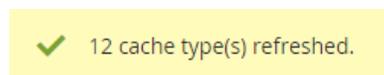
11. Click X to close the dialog box.



## CLEAR CACHE

To complete your activation, simply clear your Magento cache.

12. Click **System** on the left-hand navigation panel.
13. Then click Cache Management.
14. Using the drop-down menu, click **Select All**.
15. Then click **Submit**.
16. A confirmation will appear notifying you that the cache has been refreshed. You are now ready to configure your extension.

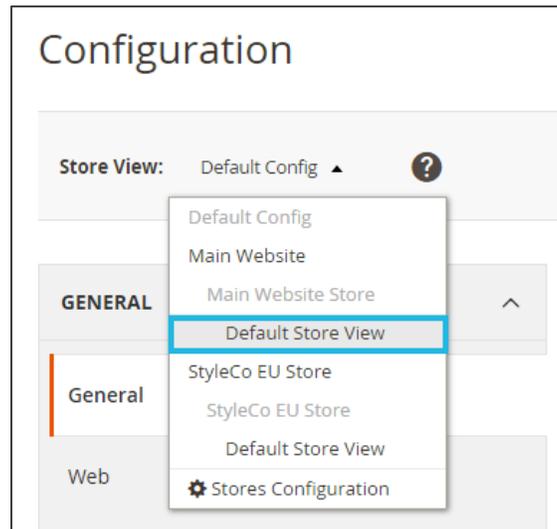


## Configure Your Extension

### STOREFRONT SETTINGS

1. Click **Stores** on the left-hand navigation panel.
2. Then click Configuration.
3. Ensure that you are in the correct store. In this example, we synced our integration with **Main Website > Main Website Store > Default Store View**. Click on your **Store View**.

- A pop-up appears asking if you are sure that you'd like to switch stores; Click **OK**.



- Click to expand the **Sales** section.
- Then click **Listrak Integration**. You will see a screen that looks similar to the below image.

<b>Track with Listrak</b>	Yes	<input checked="" type="checkbox"/> Use Website [STORE VIEW]								
<b>Merchant ID</b>	gwN3LRaDRyuU <small>An alphanumeric identifier linking your store to the Listrak account.</small>	<input type="checkbox"/> Use Website [STORE VIEW]								
<b>Email Capture Fields</b>	<table border="1"> <tr> <td>newsletter</td> <td>X</td> </tr> <tr> <td>email</td> <td>X</td> </tr> <tr> <td>customer-email</td> <td>X</td> </tr> <tr> <td colspan="2"><input type="button" value="Add Field"/></td> </tr> </table> <small>Fields matched by id, then by name.</small>	newsletter	X	email	X	customer-email	X	<input type="button" value="Add Field"/>		<input checked="" type="checkbox"/> Use Website [STORE VIEW]
newsletter	X									
email	X									
customer-email	X									
<input type="button" value="Add Field"/>										

## TRACK WITH LISTRAK

- Set Track with Listrak to Yes.

**NOTE:** This will enable or disable the JavaScript tracking on your website. If you disable this, you will no longer track conversion information in Listrak. If you have questions regarding this, please contact your project or account manager.

## MERCHANT ID

- Your unique **Merchant ID** will auto-populate.

**NOTE:** The merchant ID is unique to you and your store. If you have multiple stores, each of them will correspond to a different merchant ID so there is no cross contamination of data.

## EMAIL CAPTURE FIELDS

Email capture fields are used to capture email addresses of customers as they are entered into various capture points on your website. For example, if you have an email text box on your checkout page, adding an email capture point for your checkout page will allow us to capture the email address and re-target them through Listrak.

By default, Listrak Adds:

- **Newsletter**
- **Email**
- **Customer-email**

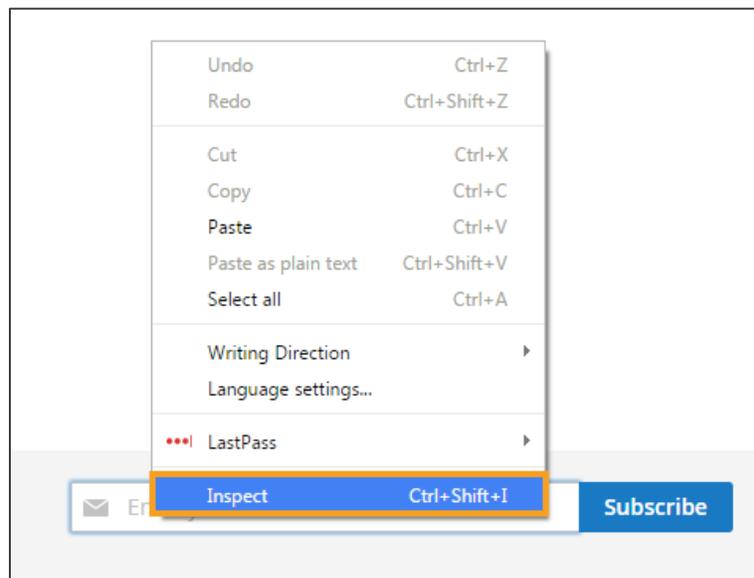
Follow the below instructions for adding additional capture fields and ensuring that each capture point is accounted for.

1. Uncheck Use Website next to the Email Capture Fields.



For each email capture point on your website:

2. Navigate to a page on your website where the email address field exists.
3. **Right click** on the text field itself.



4. Click Inspect Element.
5. If the input tag has an ID, copy the value.
6. If the input tag does not have an ID, copy the value of the name.

7. In this example, we will copy newsletter.

```

<div class="control">
  ::before
  <input name="email" type="email" id="newsletter" placeholder="Enter your email address" data-validate="{required:true, 'validate-email':true}">
</div>
</div>
  
```

8. In your configuration, ensure your capture point ID is already there. If it is not, click **Add Field**.
9. Add the value that you copied from the input into the new field.

Email Capture Fields	
email	X
customer-email	X
	X

**Add Field**

Fields matched by id, then by name.

10. Repeat Steps 2 through 9 for each capture point on your website.
11. Click Save Config.

## Changing the Session Timeout

We recommend you change your session time to **seven** days. Magento allows you to define how long cookies will exist on a customer's computer before expiring. The default setting is 3600 seconds, or one day.

To update this to the recommended settings for your Automated Marketing Campaigns, such as Shopping Cart Abandonment, complete the following steps to increase the timeout from one day to seven days.

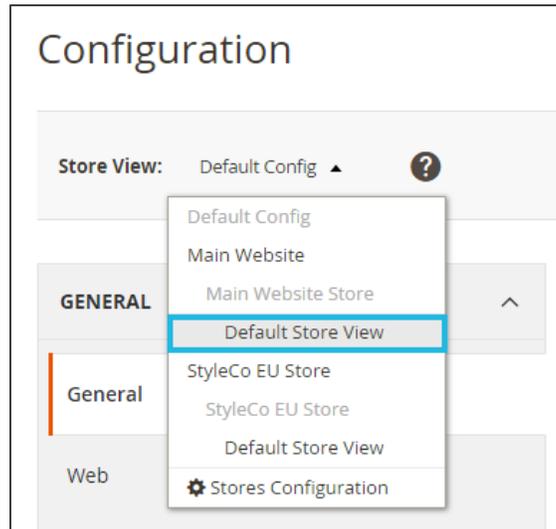
Email Capture Fields	
email	X
customer-email	X
newsletter	X

**Add Field**

Fields matched by id, then by name.

1. Click **Stores** on the left-hand navigation panel.
2. Then click Configuration.

**NOTE:** Check the drop-down menu to ensure you are still on the store configuration as you were when setting up the initial configurations.



3. Ensure you are on the **General** tab.
4. Click on **Web**.
5. Click on **Default Cookie Settings**.
6. Next to **Cookie Lifetime** uncheck **Use Website**.
7. Change 3600 to **604800**.
8. Click **Save Config**.

**Search Engine Optimization**

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**Base URLs**

---

**Base URLs (Secure)**

---

**Default Pages**

---

**Default Cookie Settings**

Cookie Lifetime	<input type="text" value="604800"/>	<input type="checkbox"/> Use Website
Cookie Path	<input type="text"/>	<input checked="" type="checkbox"/> Use Website
Cookie Domain	<input type="text"/>	<input checked="" type="checkbox"/> Use Website
Use HTTP Only	<input type="text" value="Yes"/> ▼	<input checked="" type="checkbox"/> Use Website

**Warning:** Do not set to "No". User security could be compromised.

Congratulations! Your Magento Storefront has been configured with the Listrak Magento Module. Please indicate this has been completed based on the above instructions to your project manager so they can re-confirm for you.

## Upgrading Your Magento Extension

### CHECKING FOR UPGRADES

To check whether an upgrade has been pushed out for the extension, simply add the following lines of code into your store's command line.

1. Open the Magento command line.
2. Type the following commands into the command line at the root of your website:

```
composer update listrak/listrak-remarketing --dry-run
```

If an update is available, you will see the following as a result:

```
- Updating listrak/listrak-remarketing (2.0.3) to listrak/listrak-remarketing (2.1.0)
```

### UPGRADE THE EXTENSION

To upgrade the extension, simply add the following lines of code into your store's command line.

1. Open the Magento command line.
2. Type the following commands into the command line at the root of your website:

```
composer update listrak/listrak-remarketing
bin/magento setup:upgrade
bin/magento cache:clean
```

After you have completed your upgrade, you will see the following results:

```
Loading composer repositories with package information
Updating dependencies (including require-dev)
- Removing listrak/listrak-remarketing (2.0.3)
- Installing listrak/listrak-remarketing (2.1.0)
  Downloading: 100%

Writing lock file
Generating autoload files
```

## Uninstalling Your Magento Extension

### UNINSTALLING THE EXTENSION

To uninstall the extension, simply add the following lines of code into your store's command line, and follow the prompts.

1. Open the Magento command line.



2. Type the following commands into the command line at the root of your website:

```
bin/magento module:uninstall Listrak_Remarketing
```

In some versions of the software, the uninstall process halts on removing the extension's code:

```
You are about to remove code and/or database tables. Are you sure?[y/N]y
Enabling maintenance mode
You are about to remove a module(s) that might have database data. Remove the database data manually after uninstalling, if desired.
Removing Listrak_Remarketing from module registry in database
Removing Listrak_Remarketing from module list in deployment configuration
Removing code from Magento codebase:
```

If the process is not working for more than a minute, hit Ctrl+C then run the following commands to complete the process.

3. Open the Magento command line.
4. Type the following commands into the command line at the root of your website:

```
composer remove listrak/listrak-remarketing
bin/magento cache:clean
bin/magento maintenance:disable
```