

## Extension Name: Netcore Smartech Extension

### Overview:

Smartech, Netcore's flagship product is an AI powered growth marketing platform. Smartech helps you **Listen** to your customers (multi-channel multi-device listening tool), **Analyse** their behaviour (advanced, single-click actionable analytics), and **Converse** (map & execute hyper-personalised customer journeys powered by AI) with them. Smartech is trusted by marketers and product managers across the globe to reach out to their consumers.

Smartech empowers modern marketers to map their customer journey to deliver exceptional 1:1 Customer Experience.

Our Cloud-based omni-channel, marketing automation solution offers Marketers an engagement platform on email/sms/voice/social/web/app channels.

Netcore serves as a strategic partner to enterprise & mid-size companies across many industries in the US, India, SEA, ME & Africa.

### Account and Pricing:

You will need a Smartech account to get started. Our plugin will be available on the marketplace for absolutely no cost.

For more information on our product's pricing please contact smartech sales.

### Features:

When you connect your smartech account to your magento website via our plugin you will be able to:

- Track events that are happening on your website.
- Engage users via browser push notifications, web messages and e-mails to drive conversions.
- Construct comprehensive segments on the smartech platform using the events being passed and their underlying parameters.
- Run campaigns and automation using the generated segments to maximize your reach.
- Access our analytics suite which will provide you insights on your campaigns and how to optimize them.
- Set automations to send out campaigns using the website event data as triggers.

## Setup steps and requirements:

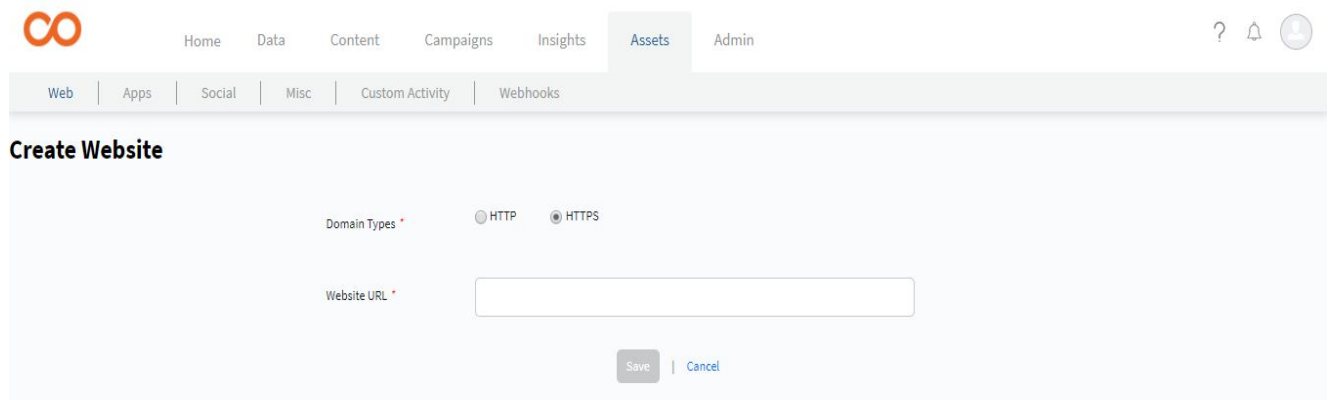
### Requirements:

- You will be **required** to have a registered Smartech Account.
- To get a guest login please register on this [link](#).
- After you have signed up, log into your smartech account [here](#).
- After logging into the smartech account you will need to create a web asset by navigating to assets, as given in the setup steps below.

### Setup:

#### Step 1: Setting up a website as an asset in Smartech

- Login into your smartech account
- Then in the top menu, you will see an assets tab, click on it
- This will redirect you to the assets page, where you can create a website.
- Hover over the website option, where it will show you an option to create a website, click on that.
- There you will be given an option to add website, where we have two options, click on the standard website option.
- This will redirect you to the website creation page, here choose the type of your domain ,enter your website URL and click save.

The screenshot shows the 'Create Website' form in the Smartech interface. At the top, there is a navigation bar with the Smartech logo and tabs for Home, Data, Content, Campaigns, Insights, Assets (which is highlighted), and Admin. Below this is a sub-navigation bar with tabs for Web, Apps, Social, Misc, Custom Activity, and Webhooks. The main form area is titled 'Create Website'. It contains a 'Domain Types' section with two radio buttons: 'HTTP' and 'HTTPS', where 'HTTPS' is selected. Below this is a 'Website URL' field with a text input box. At the bottom right of the form are two buttons: 'Save' and 'Cancel'.

- Congratulations, you have successfully set up your webpage on the Smartech panel.

#### Step 2: Finding the Track ID and the Site ID

- Navigate back to the assets page.
- Here again hover over the website option, this time click on the view option.

- This will redirect you to the website listing page, locate your website and click on the “Get Javascript SDK” option, this will open a pop-up with the javascript SDK script as shown below.



- The string highlighted in green is the Web Tracking ID and the one highlighted in red is the Site ID, make sure to save these values .

### Step 3: Magento Configuration

#### General Configuration

- Once the Smartech Plugin is successfully installed in your website, navigate to Stores->Netcore->Smartech.
- Here you will find fields which correspond to the plugin configuration.
- Set the Module Enable field to yes.
- Next , as mentioned in the previous step, you will need the web Tracking ID and the Site ID to be filled in the provided fields.
- The Registration Primary Key will be the primary key you have set for your smartech panel.

#### BPN Configuration:

- Once you are done with the general configuration, you can configure the settings for browser push notifications(BPN).
- For this set the field “Enable Push Notifications” to yes.

- The other two fields are the Sender ID and API Key, these are the same as your FCM credentials and can be found on the FCM dashboard.
- Then click on the “Save Config” button on the top right to complete your integration process

Configuration

Store View: Default Config

Save Config

**GENERAL**

**CATALOG**

**CUSTOMERS**

**SALES**

**NETCORE**

Smartech

**DOTMAILER**

**SERVICES**

**ADVANCED**

**General Configuration**

Module Enable [global] Yes

Enter Web Tracking Id [global] ADGMOT35CHFLVDHBJNIG50K96BNJGTEH1NMEQ5E  
Considered as unique tracking id for the web.

Enter Site Id [global] 21e3e156c604c965ebe9666c873f57fc  
Registered as unique website id.

Registration Primary Field [global] email  
Can be either email or mobile\_no or id

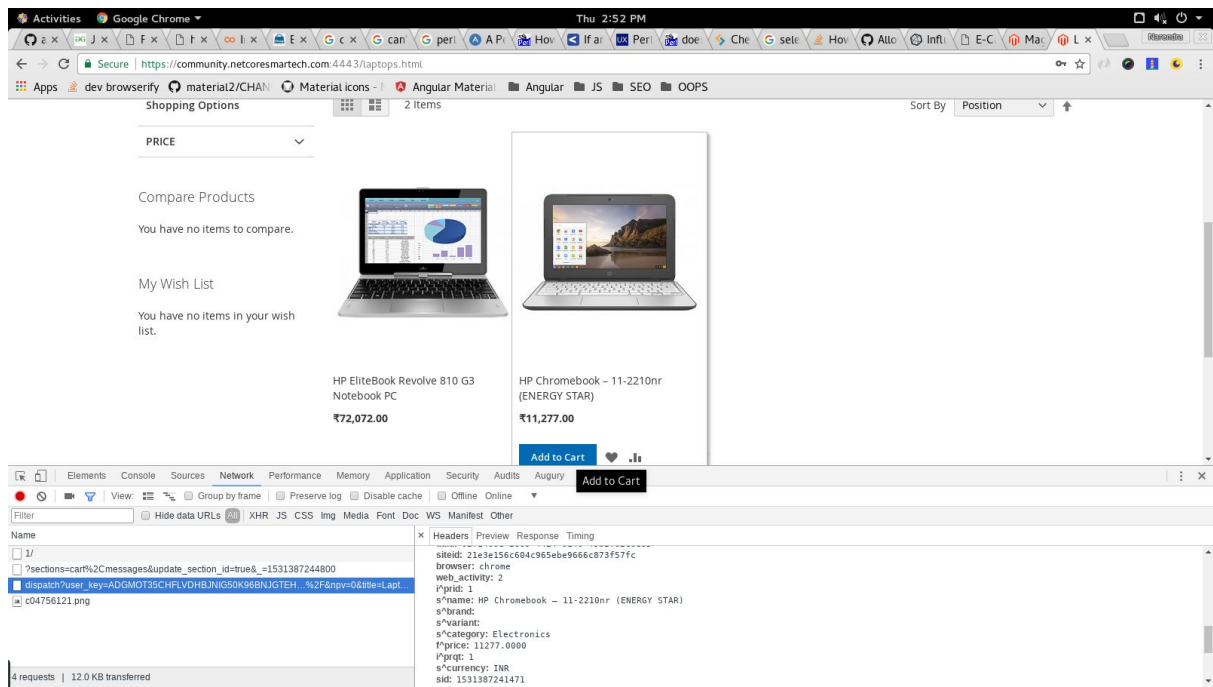
**BPN Configuration**

Enable Push Notification [global] Yes

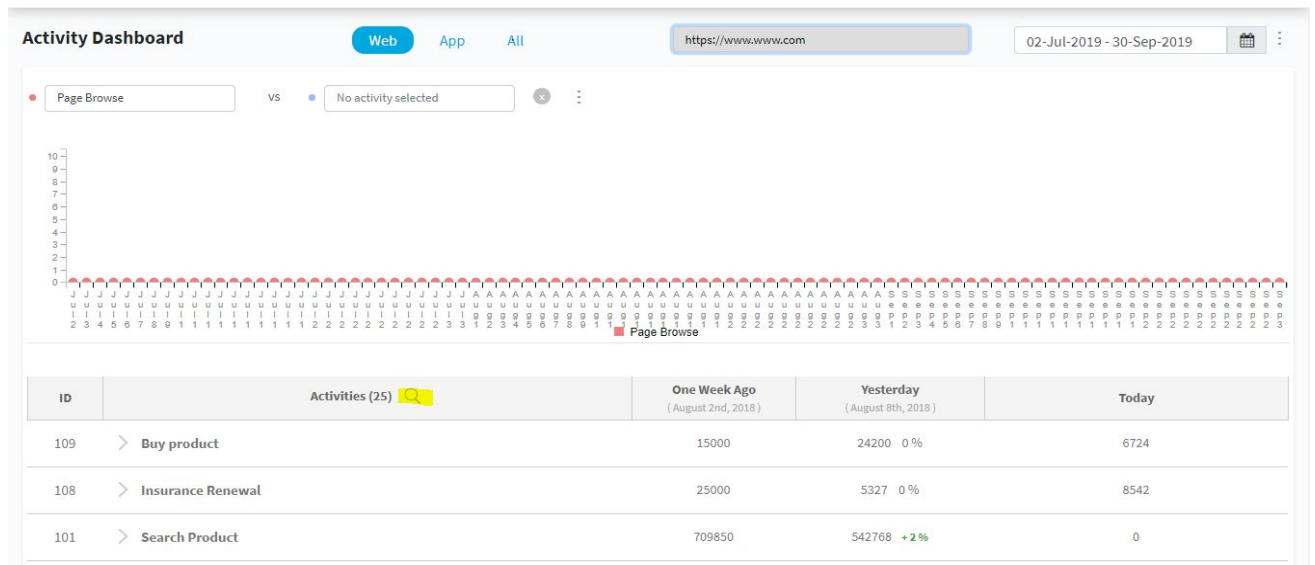
Enter Sender Id [global] 1232312312321

#### Step 4: Validating whether the Plugin is operational

- Once done you can validate the integration via the developer console on your website.
- By navigating to the network tab in your website console and searching for a dispatch event as shown below.



- The events can also be validated by checking them out on Smartech Panel, by navigating to Insights -> Dashboards and Reports(Hover) -> Activity
- This will redirect to the Activity Dashboard page where the events passed from the website will be listed.



- The activity dashboard of the smartech panel can be seen in the image above, if you need to search for a particular event you can click on the search option which has been highlighted in the image in yellow.

## Events passed by the Magento Plugin:

Below table shows the events that the magento website will pass to the smartech dashboard via the Smartech Plugin. Also included in this are the descriptions of the events, their Event IDs and the parameters that will be passed along with these events.

Event Name	Event ID	Description	Parameters
Page Browse	1	Every time a user is browsing a page, this event is fired.	None
Add To cart	2	Whenever the user adds a product to the cart.	1. Product Name 2. Category 3. Price 4. Prld 5. Currency
Checkout	3	Whenever the user does a checkout.	None
Remove from cart	5	Whenever the user removes a product from the cart.	1. Product Name 2. Category 3. Price 4. Currency 5. Prld
Product Purchase	30	Whenever the user successfully completes a purchase.	1. Cart value 2. Currency 3. Transaction Id 4. Item count 5. Shipping Country 6. Shipping Region 7. Shipping City
Add to wishlist	35	Whenever the user adds a product to the wishlist.	1. Product Name 2. Category 3. Price 4. Prld 5. Currency
Remove from wishlist	36	Whenever the user removes a product from the wishlist.	1. Product Name 2. Category 3. Price 4. Prld 5. Currency
Product Search	27	Whenever the user searched for a product.	Search Term

