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**euro.message**

Magento Extension

User Guide

# euro.message Magento Extension User Guide

The euro.message Magento extension written for Magento Community Edition allows you to seamlessly integrate the full euro.message platform experience within your online store, including sending transactional emails and SMS messages, integrating your customer and product data. This document outlines the installation, configuration, testing and interaction of the extension between euro.message platform and your Magento store.

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# Introduction

*This document outlines the installation, configuration, testing and interaction of the extension between euro.message platform and your Magento store.*

## Features

The euro.message Magento Extension supports following features:

- Forwarding all the email traffic to euro.message web service
- Creating SMS templates and sending SMS messages on order related events
- Tracking delivery status of sent emails and SMS messages
- Processing unsubscribe reports of euro.message campaigns
- Integrating customer data with euro.message Data Warehouse
- Creating euro.message Data Warehouse tables using Magento customer management grid
- Customizing euro.message Data Warehouse tables using attribute mapping table
- Using special customer attributes comes with the extension like customer lifetime value, last login date etc.
- Integrating product data with euro.message Data Warehouse

## Requirements

You will need to consider the following steps before synchronizing your Magento store with euro.message platform using our Magento extension.

### **Magento Installation and PHP Configuration**

You will need to have a web server running a Magento store installation, in order to use this extension. The extension has been designed and tested for use with **Magento 1.8.x and 1.9.x Community Edition**. Please note that your Magento store must be configured to run **cron jobs** in order to use extension functionality.

This version of the extension supports **PHP 5.4.x - PHP 5.6.x**. Your PHP ini settings should include **sys\_temp\_dir** directive that points to a writable directory. Also, the extension needs **Multibyte String** (mbstring) functions and **SimpleXML** (libxml) functions enabled in your PHP configuration. These configurations are common for most web servers.

Please be sure that none of the following functions are disabled in your PHP configuration:

fopen, fputs, fgets, fgetcsv, fclose, file\_exists, file\_get\_contents, file\_put\_contents, unlink, scandir, pathinfo, mb\_decode\_mimeheader, simplexml\_load\_string, ini\_get, memory\_get\_usage, sys\_get\_temp\_dir, tempnam, set\_time\_limit

If you are experiencing difficulties because of these PHP configuration requirements due to some VirtualHost specific modifications or another hosting provider related reason, please contact with Numerno Support to find a solution (see **Further Information and Support** section).

### **euro.message Account**

In order to send transactional emails and transform your store data through euro.message servers, you will need to have a euro.message account that has access to euro.message web services and an FTP account of euro.message Data Warehouse.

Please note that to send SMS messages, you must request that PostSMS web service is enabled on your account reference by contacting euro.message Support.

For more information on becoming a euro.message merchant please contact euro.message Sales. If you believe you already have an account with euro.message, but do not know your access information, please contact euro.message Support (see **Further Information and Support** section).

## About Magento Extensions

A Magento extension is a collection of files that are packaged together in order to alter or extend the behaviour of Magento. Extensions do not affect core Magento code and instead interact with Magento in several non-disruptive ways:

1. Additional files included in the extension folder will be executed within the Magento workflow.
2. Magento event observers will listen for certain conditions and execute additional pre-defined operations

Please note that following model classes will be overloaded:

- Mage\_Core\_Model\_Email
- Mage\_Core\_Model\_Email\_Template
- Mage\_Core\_Model\_Email\_Queue
- Mage\_Newsletter\_Model\_Resource\_Subscriber\_Collection
- Mage\_Adminhtml\_Block\_Customer\_Grid
- Mage\_Adminhtml\_Block\_Newsletter\_Subscriber\_Grid
- Mage\_Adminhtml\_Block\_Sales\_Order\_View\_History
- Mage\_Adminhtml\_Block\_Sales\_Order\_Comments\_View

If there are any module or code block that is not using Magento core/email class to send emails will not be forwarded through euro.message web services.

Also, the extension will rewrite these Adminhtml template files:

- sales/order/view/history.phtml
- sales/order/comments/view.phtml

# Process Overview

Process of data synchronization between euro.message and Magento.

## Data Synchronization from Magento to euro.message

The extension synchronizes customer or visitor data followed by these actions:

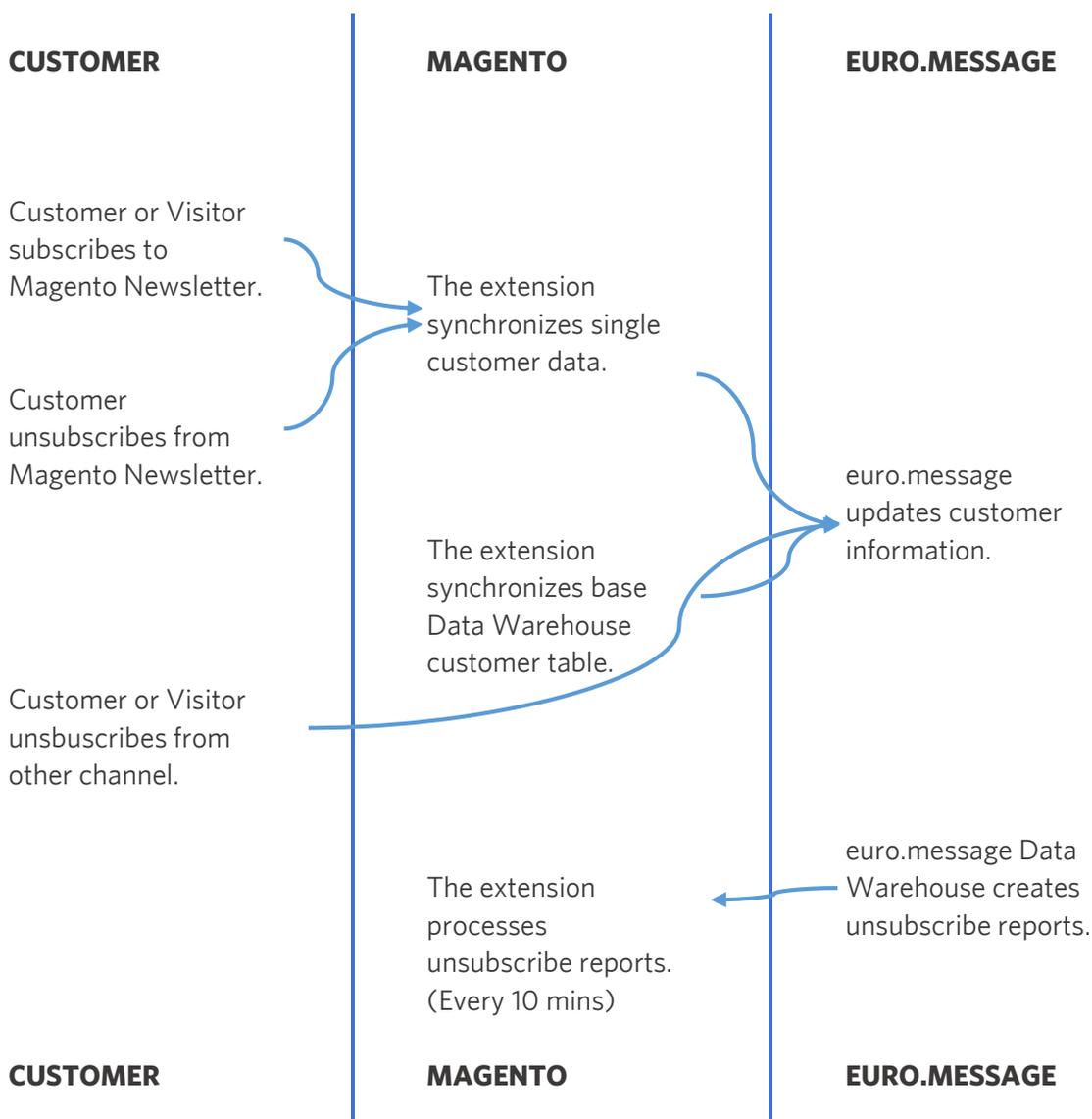
1. Customer or visitor performs subscribe or unsubscribe actions using Magento interface
2. Magento synchronizes base Data Warehouse customer table.

The base Data Warehouse customer table synchronization can be made by Merchant's action or a cron job if configured in the extension configuration.

## Data Synchronization from euro.message to Magento

The extension processes unsubscribe reports created by euro.message Data Warehouse.

## Overview of Communication with euro.message Platform



# Installation and First Time Configuration

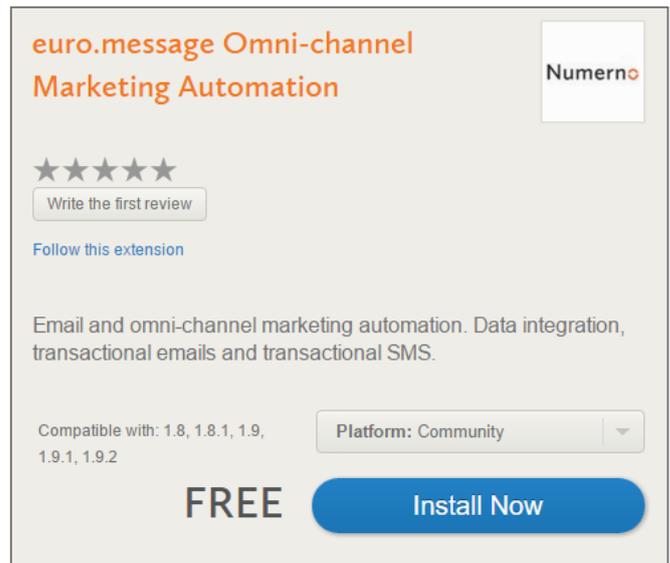
Follow these easy steps to install and configure the extension.

## Install the Extension

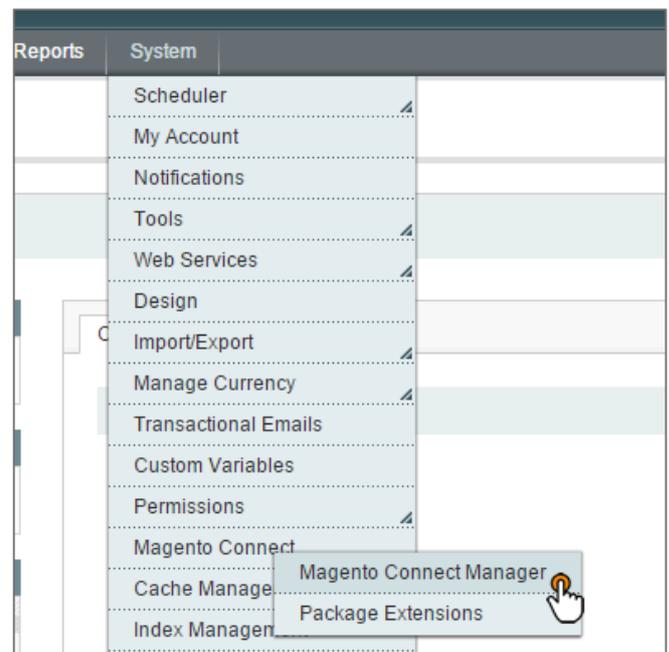
1. Access Magento Connect to retrieve the euro.message extension from the following URL :

<https://www.magentocommerce.com/magento-connect/catalog/product/view/id/30320/s/euro-message-omni-channel-marketing-automation/>

2. Sign in and click the "Install Now" button.



3. Tick the "I agree to the extension license agreement" note and click the "Get Extension Key" button.
4. Click the "Select Key" button and copy the contents.
5. Sign into your Magento admin panel and go to **"System" > "Magento Connect" > "Magento Connect Manager"** using the menus at the top of the page. When prompted, enter your admin credentials to proceed to the Magento Connect Manager.



- Once signed in to the Magento Connect Manager, you will need to locate the section titled "Install new Extensions" and paste the copied extension key into the text box (as seen below).

**Install New Extensions**

- 1** Search for modules via [Magento Connect](#).
- 2** Paste extension key to install:  **Install**

- Click **"Install"**. The installation of the extension will begin.
- You will be shown a list of current extensions (under **"Manage Existing Extensions"**). From here, you can **"Cancel Installation"** or **"Proceed"**. Click **"Proceed"** to install the extension.

Extension dependencies

Channel	Package Name	Version	Status
community	Numerno_Euormsg	1.0.0 (stable)	Ready to install

Cancel installation
Proceed

- Once the installation has been completed, click **"Refresh"** under the console.

Auto-scroll console contents

```

Checking dependencies of packages
Starting to download Numerno_Euormsg-1.0.0.tgz ...
...done: 53,248 bytes
Installing package community/Numerno_Euormsg 1.0.0
Package community/Numerno_Euormsg 1.0.0 installed successfully
Package installed:
  community Numerno_Euormsg 1.0.0

Cleaning cache
*****
Cache cleaned successfully
    
```

Procedure completed. Please check the output frame for useful information and refresh the page to see changes.

Refresh

- Please ensure the section titled **"Manage Existing Extensions"** has the extension listed with **"Package name"** of **"Numerno\_Euormsg"**.

Lib_ZF_Locale	1.12.10.0 (stable)	▼	Zend Framework Locale
Numerno_Euormsg	1.0.0 (stable)	▼	Email and omni-channel marketing automation.

Commit Changes

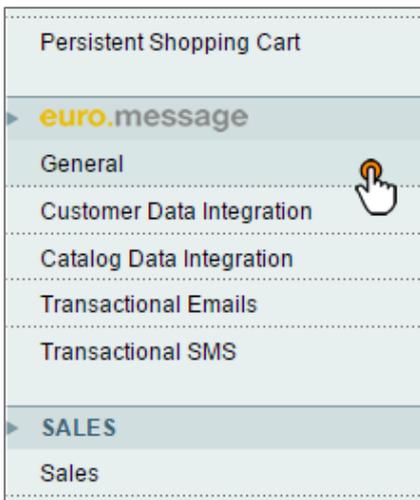
The extension is now installed and ready to configure.

## Configure the Extension

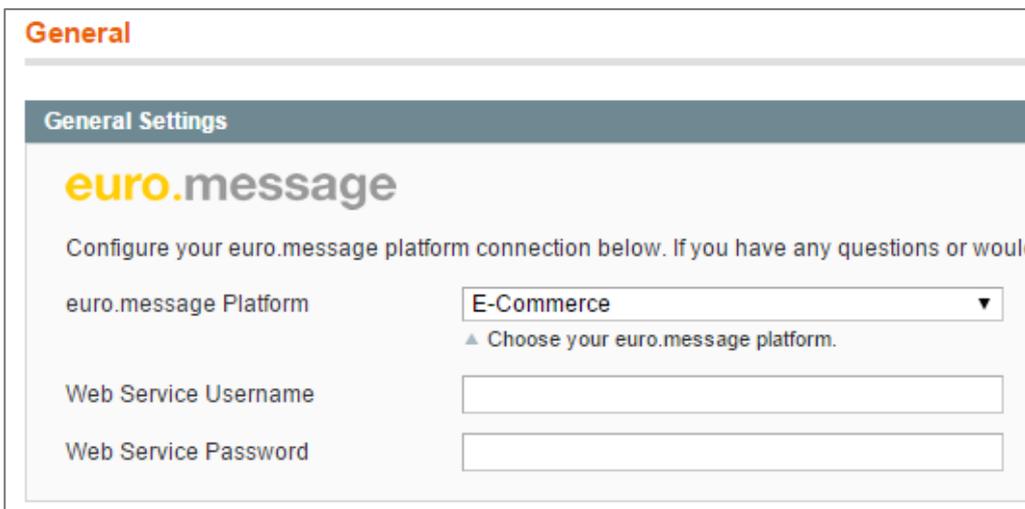
It is important to understand the sequence of data synchronization when configuring the extension first time. You must configure customer data synchronization carefully to prevent overriding existing data with an outdated version.

### Connecting to euro.message platform

1. Sign in to the Magento administration area.
2. Hover over **"System"** from the options at the top of the page, and then click **"Configuration"** from the drop-down menu.
3. On the page that loads, select **"General"** under the **"euro.message"** section on the left side menu.



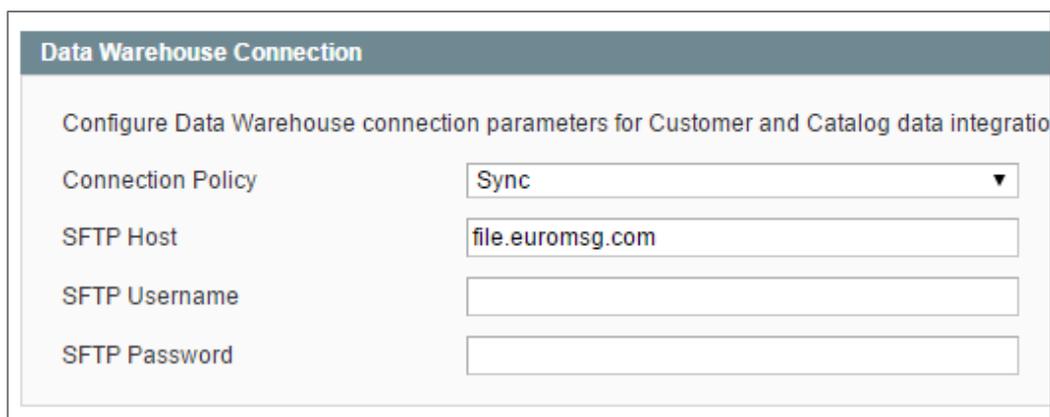
In the **"General Settings"** box, choose your platform and enter your web service credentials.

A screenshot of the 'General Settings' configuration page for the euro.message extension. The page has a header 'General' in orange. Below it is a dark blue bar with 'General Settings' in white. The main content area has the 'euro.message' logo and a heading 'euro.message Platform' with a dropdown menu set to 'E-Commerce'. Below the dropdown is a note: 'Choose your euro.message platform.'. There are two text input fields: 'Web Service Username' and 'Web Service Password'.

**euro.message Platform:** Please choose your platform. If you don't know which euro.message platform that you are using, please consult euro.message IT support (see **Further Information and Support** section).

**Web Service Username and Password:** Your Web Service credentials are necessary to send transactional emails, to send transactional SMS messages and to update customer information. You will need to enter these details into the "General Settings".

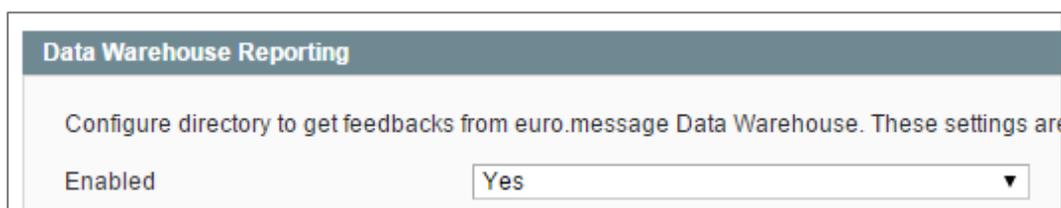
In **Data Warehouse Connection** box, choose your connection policy and enter your Data Warehouse SFTP credentials.



**Connection Policy:** Connection policy changes the way of synchronizing customer and catalog data. If it set to **“Sync”**, the extension will create and upload Data Warehouse CSV data files following the action made from either base Data Warehouse table synchronization or custom table synchronization. If it set to **“Async”**, the extension will queue synchronization requests and process them via Magento cron job system in every five minutes.

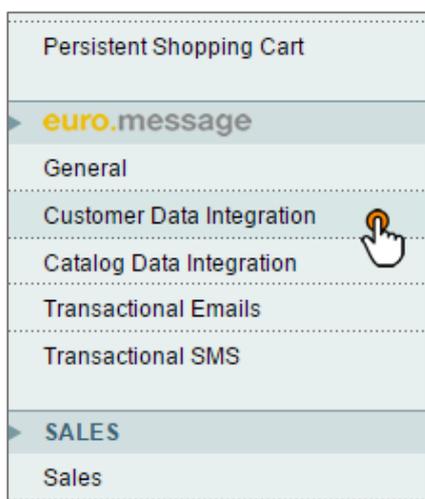
**Data Warehouse SFTP Host, Username and Password:** Your sFTP credentials are necessary to synchronize customer and catalog data. You will need to enter these details into the “Data Warehouse Settings”. If you don’t have your sFTP credentials, please consult euro.message IT support (see **Further Information and Support** section).

In **Data Warehouse Reporting** box, enable reporting to check unsubscribers from euro.message platform every 10 minutes.



Please ensure the **“Enabled”** field set to Yes.

### Configuring Customer Data Integration



1. Sign in to the Magento administration area.
2. Hover over **“System”** from the options at the top of the page, and then click **“Configuration”** from the drop-down menu.
3. On the page that loads, select **“Customer Data Integration”** under the **“euro.message”** section on the left side menu.

In **General Settings** box, choose your customer data synchronization settings explained in the next page.

**General Settings**

Configure your customer data synchronization preferences below. If you have any questions or would like any help please visit [numerno.com](http://numerno.com).

Use Data From	Newsletter Subscribers - Customers Only ▼	[GLOBAL]
Use Unsubscribed Data	No ▼	[GLOBAL]
Send Notification Emails to	email@yourwebsite.com	[GLOBAL]
Data Warehouse Table Name	ALL_DATA	[GLOBAL]
	▲ Default euro.message Data Warehouse Table Name for synchronization.	
Synchronize Now	<span style="background-color: #e67e22; color: white; padding: 2px 10px; border-radius: 3px;">Synchronize Now</span>	[GLOBAL]
	▲ Form will be saved after synchronization.	
Synchronization Enabled	Yes ▼	[GLOBAL]
Synchronization Frequency	Daily ▼	[GLOBAL]
Synchronization Start Time	07 ▼ : 00 ▼ : 00 ▼	[GLOBAL]
Attributes		[GLOBAL]

Attribute	Column Name		
Subscriber Email ▼	EMAIL	<span style="background-color: #e67e22; color: white; padding: 2px 5px; border-radius: 3px;">+ Add after</span>	<span style="background-color: #e67e22; color: white; padding: 2px 5px; border-radius: 3px;">✕ Delete</span>
Customer First Name (firstname) ▼	NAME	<span style="background-color: #e67e22; color: white; padding: 2px 5px; border-radius: 3px;">+ Add after</span>	<span style="background-color: #e67e22; color: white; padding: 2px 5px; border-radius: 3px;">✕ Delete</span>

**Use Data From:** If you choose “Newsletter Subscribers” all subscribers including visitors data will be sent to euro.message. If a subscriber doesn’t have a customer account, mapped customer attributes will be sent with null values. If you choose “Newsletter Subscribers – Customers Only”, only subscribers with a customer account will be sent to euro.message platform.

**Send Notification Emails to:** After a synchronization process, whether the process has been successful or not, euro.message Data Warehouse send an email as a notification. Please enter an email address here in order to check synchronization process.

**Data Warehouse Table Name:** Enter your base table name in your euro.message Data Warehouse.

**Synchronize Now:** Click to synchronize instantly.

**Synchronization Enabled:** If yes, customer data will be sent to euro.message platform at chosen time.

**Synchronization Frequency:** Select your synchronization frequency.

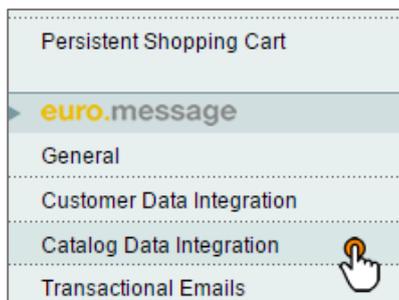
**Synchronization Start Time:** Please set your customer data synchronization start time.

**Attributes:** You can set your base table columns here. Please note that after first synchronization of your base table, you can not add or remove columns. You can change your base table name and create another Data Warehouse table or request your base table to be removed from euro.message IT support.

There are two mandatory column names. You need to choose one of them as a unique column and use them in euro.message Data Warehouse as a discriminator value.

- **EMAIL:** Select “Subscriber Email” for EMAIL column.
- **KEY\_ID:** Select “Subscriber ID” for KEY\_ID column.

## Configuring Catalog Data Integration



1. Sign in to the Magento administration area.
2. Hover over **"System"** from the options at the top of the page, and then click **"Configuration"** from the drop-down menu.
3. On the page that loads, select **"Catalog Data Integration"** under the **"euro.message"** section on the left side menu.

In **General Settings** box, choose your catalog data synchronization settings explained below.

General Settings

## euro.message

Configure your catalog data synchronization preferences below. If you have any questions or would like any help please visit [numerno.com](http://numerno.com).

Export Only Visible Products	Yes <input type="text"/>	[STORE VIEW]																								
Send Notification Emails to	<input type="text"/>	[STORE VIEW]																								
Data Warehouse Table Name	PRODUCTS <small>▲ euro.message default is PRODUCTS. Change only if requested by euro.message</small>	[STORE VIEW]																								
Synchronize Now	<span style="background-color: #f90; padding: 2px 10px;">Synchronize Now</span> <small>▲ Form will be saved after synchronization.</small>	[STORE VIEW]																								
Synchronization Enabled	Yes <input type="text"/>	[GLOBAL]																								
Synchronization Frequency	Daily <input type="text"/>	[GLOBAL]																								
Synchronization Start Time	02 <input type="text"/> : 00 <input type="text"/> : 00 <input type="text"/>	[GLOBAL]																								
Attributes	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Attribute</th> <th style="width: 30%;">Column Name</th> <th style="width: 30%;"></th> </tr> </thead> <tbody> <tr> <td>Product ID (entity_id)</td> <td>PRODUCT_ID</td> <td style="text-align: center;"><span style="background-color: #f90; padding: 2px 5px;">Delete</span></td> </tr> <tr> <td>Name (name)</td> <td>PRODUCT_NAME</td> <td style="text-align: center;"><span style="background-color: #f90; padding: 2px 5px;">Delete</span></td> </tr> <tr> <td>Color (color)</td> <td>COLOR</td> <td style="text-align: center;"><span style="background-color: #f90; padding: 2px 5px;">Delete</span></td> </tr> <tr> <td>Price (price)</td> <td>PRODUCT_PRICE</td> <td style="text-align: center;"><span style="background-color: #f90; padding: 2px 5px;">Delete</span></td> </tr> <tr> <td>Thumbnail (thumbnail)</td> <td>IMG_URL</td> <td style="text-align: center;"><span style="background-color: #f90; padding: 2px 5px;">Delete</span></td> </tr> <tr> <td>Product URL</td> <td>TARGET_URL</td> <td style="text-align: center;"><span style="background-color: #f90; padding: 2px 5px;">Delete</span></td> </tr> <tr> <td colspan="2"></td> <td style="text-align: center;"><span style="background-color: #f90; padding: 2px 10px;">Add Attribute</span></td> </tr> </tbody> </table>	Attribute	Column Name		Product ID (entity_id)	PRODUCT_ID	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>	Name (name)	PRODUCT_NAME	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>	Color (color)	COLOR	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>	Price (price)	PRODUCT_PRICE	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>	Thumbnail (thumbnail)	IMG_URL	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>	Product URL	TARGET_URL	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>			<span style="background-color: #f90; padding: 2px 10px;">Add Attribute</span>	[STORE VIEW]
Attribute	Column Name																									
Product ID (entity_id)	PRODUCT_ID	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>																								
Name (name)	PRODUCT_NAME	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>																								
Color (color)	COLOR	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>																								
Price (price)	PRODUCT_PRICE	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>																								
Thumbnail (thumbnail)	IMG_URL	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>																								
Product URL	TARGET_URL	<span style="background-color: #f90; padding: 2px 5px;">Delete</span>																								
		<span style="background-color: #f90; padding: 2px 10px;">Add Attribute</span>																								

- Export Only Visible Products:** If set "Yes", product collection will be filtered with the products seen on frontend.
- Send Notification Emails to:** After a synchronization process, whether the process has been successful or not, euro.message Data Warehouse send an email as a notification. Please enter an email address here in order to check synchronization process.
- Data Warehouse Table Name:** Please enter "PRODUCTS" until euro.message IT support requests another base table name for catalog data.
- Synchronize Now:** Click to synchronize instantly.
- Synchronization Enabled:** If yes, catalog data will be sent to euro.message platform at chosen time.
- Synchronization Frequency:** Select your synchronization frequency.
- Synchronization Start Time:** Select your synchronization time.
- Attributes:** You can set your base table columns here. Please note that after first synchronization of your base table, you can not add or remove columns. You can change your base table name and create another Data Warehouse table or request your base table to be removed from euro.message IT support.

In **Advanced Settings** box, you can configure your memory usage per iteration for catalog data synchronization. You may need to change these values if you have 10k products or more.

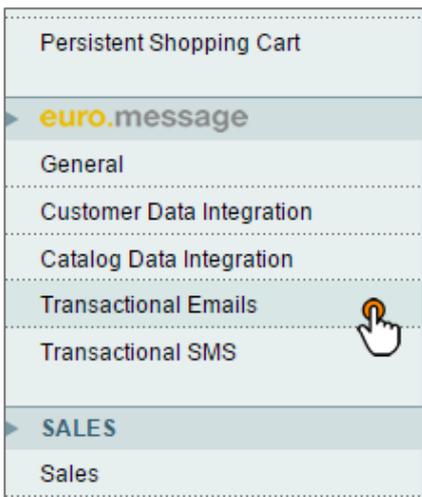
Advanced Settings		
These values will be used to calculate how many products to load per export iteration.		
Default Memory Limit	<input type="text" value="250000000"/>	[GLOBAL]
	▲ If <code>ini_get('memory_limit')</code> doesn't retrieve memory limit, this will be used as default	
Memory Per Product	<input type="text" value="100000"/>	[GLOBAL]
	▲ One product to have up to such size of memory	
Memory Usage Percent (%)	<input type="text" value="80"/>	[GLOBAL]
	▲ Calculated memory usage percent to be used per export iteration. Any value higher than 80 will be ignored to have supply	
Minimum Products Limit	<input type="text" value="500"/>	[GLOBAL]
	▲ Minimum product count limit will be overridden with this value if a lower value calculated	

The extension uses these values to calculate a value as product count to load into catalog collection per iteration. The formula to calculate the limit is explained below:

$$Products\ Limit = \frac{[Memory\ Limit] \times [Memory\ Usage\ Percent] - [Current\ Memory\ Usage]}{[Memory\ Per\ Product]}$$

The calculated limit value will be overridden if it is lower than "Minimum Products Limit".

### Forwarding Email Traffic to euro.message



1. Sign in to the Magento administration area.
2. Hover over **"System"** from the options at the top of the page, and then click **"Configuration"** from the drop-down menu.
3. On the page that loads, select **"Transactional Emails"** under the **"euro.message"** section on the left side menu.

In **General Settings** box, you can configure your sender values given by euro.message IT support.

**General Settings**

**euro.message**

Configure your euro.message platform connection below. If you have any questions or would like help, please contact us.

Enable euro.message transactional emails	Yes ▼ <small>▲ If yes, transactional emails will be pushed through euro.message platform.</small>
From Name	magento
From Address	mailer@euromessage-demo.com
Reply Address	magento_test@euromsg.com

Please ensure the “Enabled” field set to Yes.

**From Name:** Your sender name set by euro.message.

**From Address:** Your sender email address set by euro.message.

**Reply Address:** Your reply-to email address set by euro.message.

In **Email Logs** box, you can configure your log preferences.

**Email Logs**

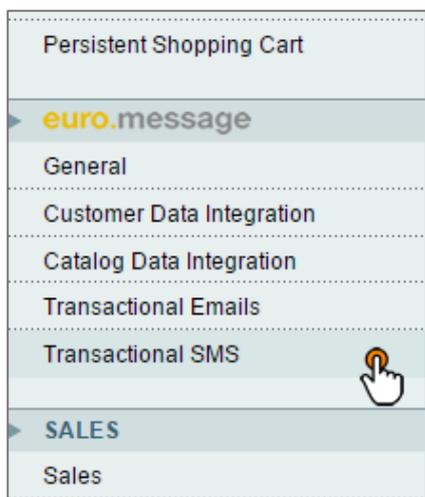
Enable Logging	Yes ▼
Clean Logs	Yes ▼
Keep Logs For, Days	180
Log Cleaning Frequency	Monthly ▼
Log Cleaning Start Time	00 ▼ : 00 ▼ : 00 ▼
Track Delivery Reports	Yes ▼

If logging is enabled, email content will be saved and you can list sent emails in “euro.message” menu at the top of the admin page. Hover over “euro.message” from the options at the top of the page, and then click “Email Logs” under the “Transactional Emails” from the drop-down menu.

**Track Delivery Reports:** If set “Yes”, delivery reports will be fetched from euro.message for sent emails.

## Configuring Transactional SMSs

1. Sign in to the Magento administration area.
2. Hover over **"System"** from the options at the top of the page, and then click **"Configuration"** from the drop-down menu.
3. On the page that loads, select **"Transactional Emails"** under the **"euro.message"** section on the left side menu.



In **General Settings** box, you can configure your sender values given by euro.message IT support.

General Settings	
Enabled	Yes ▼
Sender Name (Originator)	MAGENTO
Method	Standard ▼ <small>▲ WARNING: Consult with euro.message staff before changing sending method.</small>
Customer Attribute	SMS Permit ▼ <small>▲ Customer attribute that includes gsm number.</small>

**Sender Name (Originator):** Please enter your SMS Sender Name given by euro.message.

**Method:** Select your sending method. Please consult with euro.message IT support to learn your sending method.

**Customer Attribute:** Select your customer attribute that includes GSM Number. The values will be filtered with a function that removes all characters except numbers and validates GSM number whether it starts with country code or not.

In **Logging and Reports** box, you can configure your log preferences.

Logging and Reports	
Enable SMS Log	Yes ▼
Save Log, Days	180
Track Delivery Reports	Yes ▼

**Track Delivery Reports:** If set "Yes", delivery reports will be fetched from euro.message for sent SMS messages.

In **SMS Templates** box, you can configure your SMS templates for different events.

### SMS Templates

You can edit SMS templates using variables commented for each template.

SMS Suffix	<input type="text" value="Madison Island Inc."/>
Notify on New Order	<input type="text" value="No"/> ▼
Notify on Order Update	<input type="text" value="No"/> ▼
Notify on New Invoice	<input type="text" value="No"/> ▼
Notify on New Shipment	<input type="text" value="No"/> ▼
Notify on New Shipment Tracking Number	<input type="text" value="No"/> ▼
Notify on New Credit Memo	<input type="text" value="No"/> ▼

**SMS Suffix:** SMS suffix can be used in templates as a variable.

There are different variables for every template. You can build your template using these variables.

# Testing and Maintenance

*All production system changes should adhere to a strict change-control process to reduce the likelihood of release issues.*

## Testing Environment

Magento is written in PHP and runs on an HTTP webserver. Numerno's typical testing environment is a LAMP stack. Due to the enormous variety of possible environments that may run this module, (each webserver has its own peculiarities and has its own set of PHP version distributions) we recommend that each installation or upgrade is thoroughly tested on a staging system before being deployed to production.

Once the module is deployed to the stage system, we recommend running test cases with a similar workload as is expected on the production system. As with all test systems, we recommend that you replicate the production system in terms of hardware and software setups to eliminate any possible anomalies. After the module is deployed to a production system, we recommend that all available log files are monitored and if any unexpected behaviour is detected, appropriate personnel should be alerted immediately.

## Compatibility

This extension has been tested with a default installation of Magento. We cannot guarantee the behaviour if any core code has been modified or if any additional modules have been enabled. Any functionality not described within this document is not guaranteed to exhibit the expected behaviour.

## Updating the Extension

As part of maintaining and improving the Magento extension, Numerno will release updates, periodically. As such, we recommend regularly checking the Magento Connect Manager for new versions of the extension.

# Further Information and Support

*This section provides useful information with regards to documentation and support for your euro.message solution.*

## **euro.message IT Support**

If you require any assistance, please contact euro.message IT support team: [itsupport@euormsg.com](mailto:itsupport@euormsg.com)

## **Numerno Support**

If you require any assistance with Module Installation, please contact Numerno: [info@numerno.com](mailto:info@numerno.com)

## **Useful Documents**

Additional information regarding euro.message's system can be found on: <http://www.euormsg.com>