



# Extension for Magento<sup>®</sup> User Guide

# Visilabs extension for Magento®

Visilabs extension for Magento® allows you to seamlessly integrate your online store with Visilabs platform. With one-click configuration, you can easily start tagging your catalog and sending visitor activities to Visilabs platform.

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# Introduction

*This document outlines the installation, configuration, testing and interaction of the extension between Visilabs platform and your online store built with Magento®.*

## Features

The Visilabs extension for Magento® supports following features:

- Tagging customer sign-up, login, product, category, on-site search, cart and order success pages
- Configuring custom event parameters in customer, product, cart and order tags
- Using channel tag for multiple store views
- Configuring action suggestion function for pop-up scenarios

## Requirements

You will need to consider the following steps before tagging your online store built with Magento®.

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

The extension has been designed and tested for use with **Magento® 1.8.x and 1.9.x Community Edition**. This version of the extension supports **PHP 5.4.x - PHP 5.6.x**.

### **Visilabs Account**

In order to start tagging your online store, you will need to have a Visilabs account with your Site ID and Organization ID information.

For more information on becoming a Visilabs merchant please contact Visilabs Sales. If you believe you already have an account with Visilabs, but do not know your Site ID and/or Organization ID, please contact Visilabs 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

# Process Overview

Process of data synchronization between Visilabs and your store built with Magento®.

## Tagging your store

The extension adds an inline javascript in head tag of every page to call *Visilabs.js* as can be seen in the example code below.

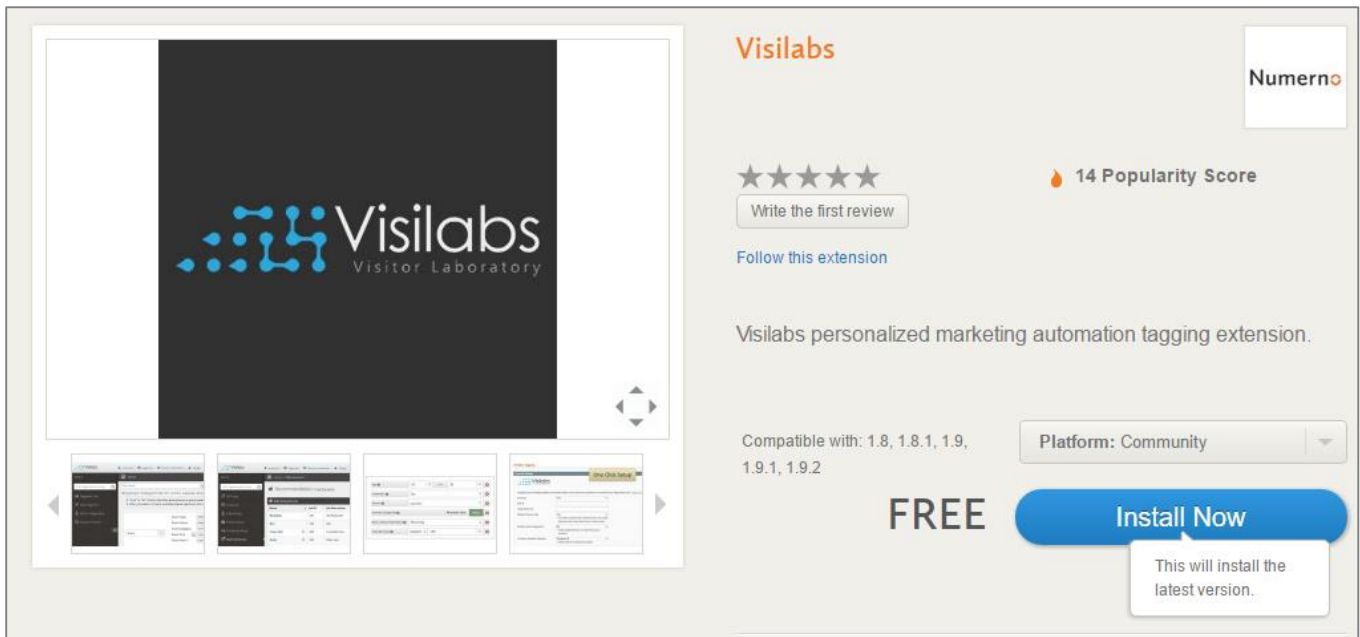
```
<!-- Visilabs Global Script -->
<script type="text/javascript">
//
    var d = new Date();
    var l = (location.protocol.indexOf("https")==0?"https":"http") +
    "://vsh.visilabs.net/Visilabs.js?sid=&amp;oid=&amp;d=" + d;
    var s = document.createElement("script");
    if(location.href.toString().indexOf("vldebug=true") &gt; 0){l =
(location.protocol.indexOf("https")==0?"https":"http") +
    "://vsh.visilabs.net/Visilabs_Debug.js?sid=&lt;?php echo $this-&gt;getSiteId()
?&gt;&amp;oid=&lt;?php echo $this-&gt;getOrganizationId() ?&gt;&amp;d=" + d;}
    s.onload = function(){try{OnVisilabsLoaded();}catch(Ex){}};
    s.type = "text/javascript";
    s.src = l;
    document.getElementsByTagName("head")[0].appendChild(s);
//]]&gt;
&lt;/script&gt;
&lt;!-- Visilabs Global Script --&gt;
(...)
&lt;/head&gt;</pre></div><div data-bbox="57 524 951 576" data-label="Text"><p>Javascript tags are added after body tag by using default Magento® frontend theme block named <i>after_body_start</i>. Please note that some customized themes can misplace default <i>after_body_start</i> block, causing you to have difficulty using the extension. An example code for tagging customer login activity can be seen below.</p></div><div data-bbox="115 587 720 910" data-label="Text"><pre>&lt;body...&gt;
(...)
&lt;script type="text/javascript"&gt;
//<![CDATA[
    function OnVisilabsLoaded(){
        var VL=new Visilabs();
        VL.AddParameter('OM.vchannel','bookstore');
        VL.AddParameter('OM.exVisitorID','12345');
        VL.AddParameter('OM.vn','John');
        VL.AddParameter('OM.sn','Doe');
        VL.AddParameter('OM.em','john.doe@example.com');
        VL.AddParameter('Login','12345');
        VL.AddParameter('EventType','Login');
        VL.AddParameter('OM.loc','Istanbul');
        VL.AddParameter('OM.bd','1970-01-01');
        VL.AddParameter('OM.gn','Male');
        VL.AddParameter('OM.cepl','Group 5');
        VL.Collect();
    }
//]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="59 951 158 970" data-label="Page-Footer"><p>Numerno</p></div><div data-bbox="507 954 936 970" data-label="Page-Footer"><p>VISILABS EXTENSION FOR MAGENTO® USER GUIDE | PAGE 3</p></div>
```

# Installation and First Time Configuration

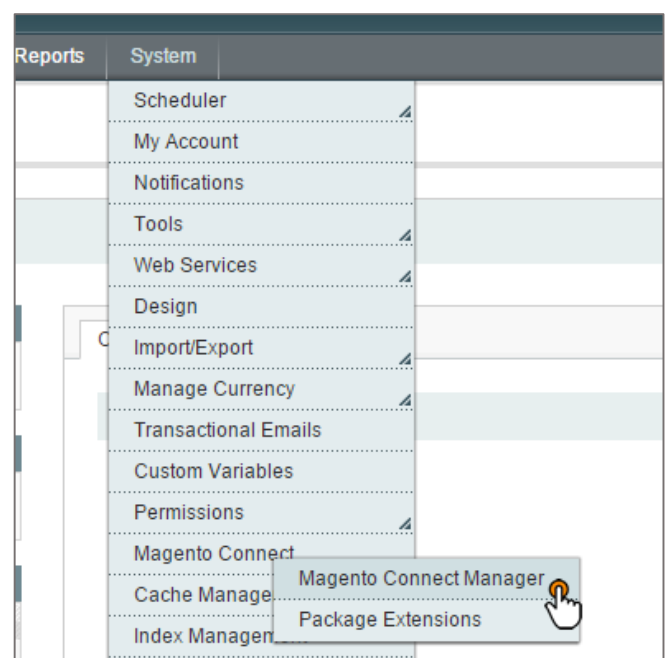
Follow these easy steps to install and configure the extension.

## Install the Extension

1. Access Magento® Connect to retrieve the Visilabs extension from the following URL : <https://www.magentocommerce.com/magento-connect/visilabs.html>
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**

- Search for modules via [Magento Connect](#).
- 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_Visilabs	1.0.2 (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_Visilabs-1.0.2.tgz ...
...done: 16,836 bytes
Installing package community/Numerno_Visilabs 1.0.2
Package community/Numerno_Visilabs 1.0.2 installed successfully
Package installed:
community Numerno_Visilabs 1.0.2

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\_Visilabs”**.

Numerno_Visilabs	1.0.2 (stable)	▼	Tagging Module for Visilabs omni-channel automation platform.
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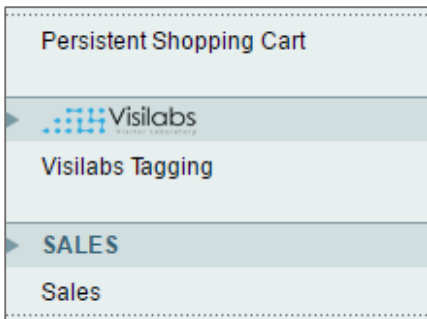
**Commit Changes**

The extension is now installed and ready to configure.

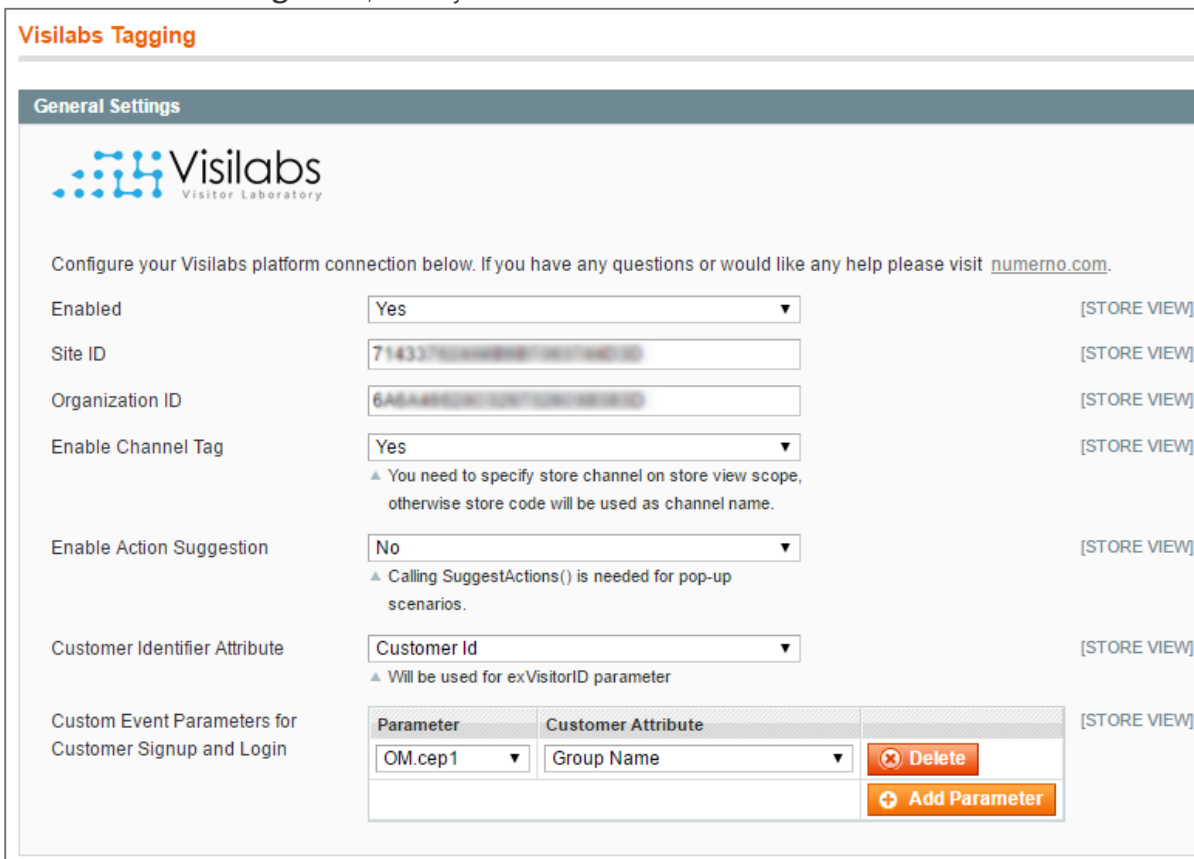
## Configure the Extension

### Enabling Visilabs Tagging

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"**.
3. On the page that loads, select **"Visilabs Tagging"** under the **"Visilabs"** section on the left side menu.



In the **"General Settings"** box, enter your Visilabs credentials.



**Visilabs Tagging**

**General Settings**

Configure your Visilabs platform connection below. If you have any questions or would like any help please visit [numerno.com](http://numerno.com).

Enabled	Yes	[STORE VIEW]
Site ID	71433	[STORE VIEW]
Organization ID	6A5A...	[STORE VIEW]
Enable Channel Tag	Yes	[STORE VIEW]
▲ You need to specify store channel on store view scope, otherwise store code will be used as channel name.		
Enable Action Suggestion	No	[STORE VIEW]
▲ Calling SuggestActions() is needed for pop-up scenarios.		
Customer Identifier Attribute	Customer Id	[STORE VIEW]
▲ Will be used for exVisitorID parameter		
Custom Event Parameters for Customer Signup and Login		[STORE VIEW]

Parameter	Customer Attribute	
OM.cep1	Group Name	Delete
		Add Parameter

**Site ID:** Your Visilabs Site ID (24 char. long).

**Organization ID:** Your Visilabs Organization ID (24 char. long).

**Enable Channel Tag:** Enable if you have multiple store views and separate sent data using Visilabs channel tag.

**Enable Action Suggestion:** If enabled, a function named SuggestActions() will be called after Visilabs tags to trigger pop-up scenarios.

**Customer Identifier Attribute:** Choose either customer Id or email to use as exVisitorID parameter.

**Custom Event Parameters:** You can add customer attributes as event parameters to be used on signup and login event tags.

In **Catalog Tagging Settings** box, choose your product attribute used for brand/manufacturer.

### Catalog Tagging Settings

Enable Catalog Tagging  [STORE VIEW]

Brand Attribute  [STORE VIEW]

Custom Product Parameters [STORE VIEW]

Parameter	Product Attribute	
<input type="text" value="OM.cep1"/>	<input type="text" value="Color (color)"/>	<input type="button" value="Delete"/>
<input type="text" value="OM.cep2"/>	<input type="text" value="Gender (gender)"/>	<input type="button" value="Delete"/>
		<input type="button" value="Add Parameter"/>

**Brand Attribute:** Choose a product attribute that you use to define product brand/manufacturer.

**Custom Product Parameters:** You can add product attributes as custom event parameters.

In **On Site Search Tagging Settings, Shopping Cart Tagging Settings and Purchase Tagging Settings** boxes, you can enable tagging and add shopping cart data or order data as custom event parameters.

### On Site Search Tagging Settings

Enable On Site Search Tagging  [STORE VIEW]

### Shopping Cart Tagging Settings

Enable Shopping Cart Tagging  [STORE VIEW]

Custom Cart Parameters [STORE VIEW]

Parameter	Cart Attribute	
<input type="text" value="OM.cep1"/>	<input type="text" value="Checkout Method (checkout_me)"/>	<input type="button" value="Delete"/>
<input type="text" value="OM.cep2"/>	<input type="text" value="Coupon Code (coupon_code)"/>	<input type="button" value="Delete"/>
		<input type="button" value="Add Parameter"/>

### Purchase Tagging Settings

Enable Purchase Tagging  [STORE VIEW]

Custom Order Parameters [STORE VIEW]

Parameter	Order Attribute	
<input type="text" value="OM.cep2"/>	<input type="text" value="Coupon Code (coupon_code)"/>	<input type="button" value="Delete"/>
<input type="text" value="OM.cep3"/>	<input type="text" value="Cod Fee (cod_fee)"/>	<input type="button" value="Delete"/>
		<input type="button" value="Add Parameter"/>



# 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 to check if Visilabs javascripts tags exists on the source code. 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® Community Edition 1.x. 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 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 Visilabs solution.*

## **Visilabs IT Support**

If you require any assistance, please contact Visilabs IT support team: [contact@visilabs.com](mailto:contact@visilabs.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 Visilab's system can be found on: <http://www.visilabs.com/>