



Okiano marketing automation for Magento

Increase sales using AI for better Google Ads campaigns

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Version 1.0.0

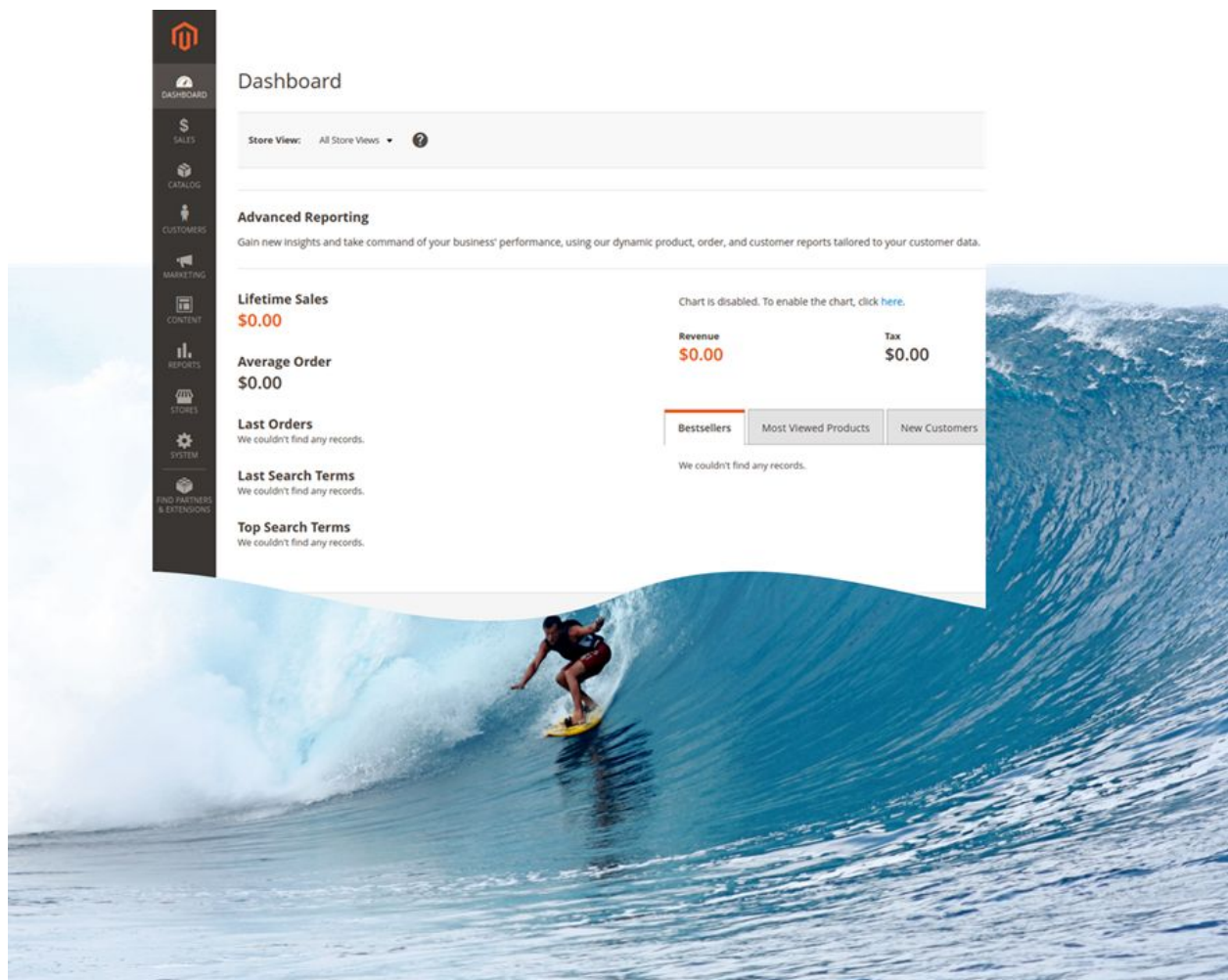


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Introduction

Knowing the intent of users searching the Internet provides the opportunity to serve the exact information they need and influence their decision. For example, if someone types the search phrase “price of black dress shoes”, we have a good sense of what their content expectations are as well as their intention. Okiano uses Machine and Deep learning to figure intent of users and create keywords and Ads creative to meet this users intent. This is how we automate the entire search advertisement task for eCommerce Digital Marketing, and drive positive results to our retail customers.

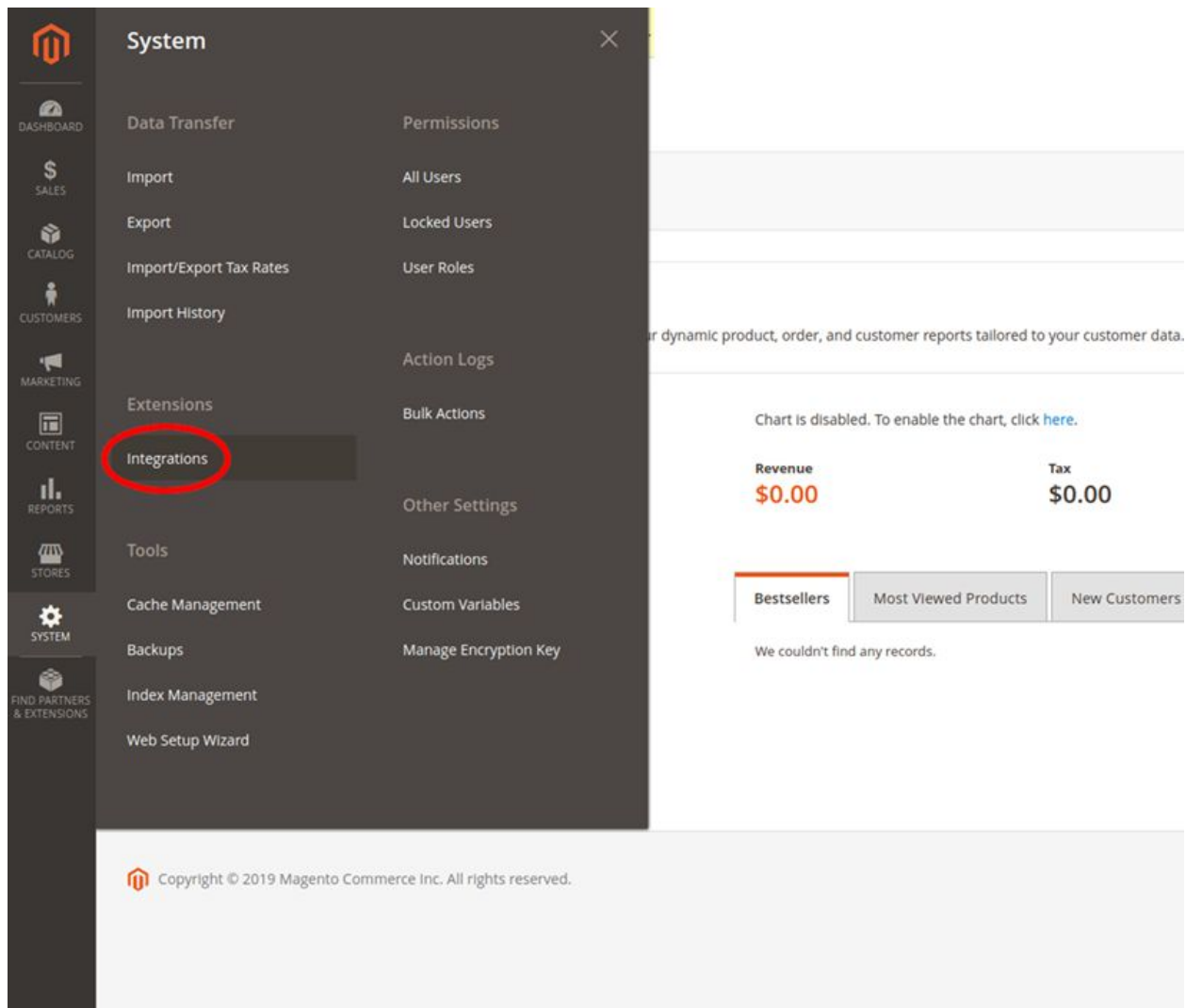
Installing Okiano Marketing Automation extension

Login to your Magento admin dashboard to install the Okiano Marketing extension from Magento marketplace.

The screenshot displays the Magento Admin Dashboard. On the left is a vertical sidebar with navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main content area is titled "Dashboard" and includes a "Store View" dropdown set to "All Store Views". Below this is the "Advanced Reporting" section with a sub-header "Lifetime Sales" showing a value of "\$0.00". To the right of this, a message states "Chart is disabled. To enable the chart, click [here](#)." Below the lifetime sales, there are two columns: "Revenue" and "Tax", both showing "\$0.00". Further down, there are three tabs: "Bestsellers" (which is active), "Most Viewed Products", and "New Customers". Below the tabs, a message says "We couldn't find any records." Other sections include "Average Order" (\$0.00), "Last Orders" (no records), "Last Search Terms" (no records), and "Top Search Terms" (no records). The footer contains the copyright notice: "Copyright © 2019 Magento Commerce Inc. All rights reserved."

Detailed instructions

Follow the example on the image below and from the side menu, choose and click:
System -> Extensions -> Integrations.



You should now be able to see your table of listing your installed integrations. Find the integration named Okiano Marketing and click the [Activate](#) link.

Integrations

Search [Reset Filter](#) 2 records found

Name	Status	
Magento Analytics user	Active	Reauthorize
OkianoMarketing	Inactive	Activate

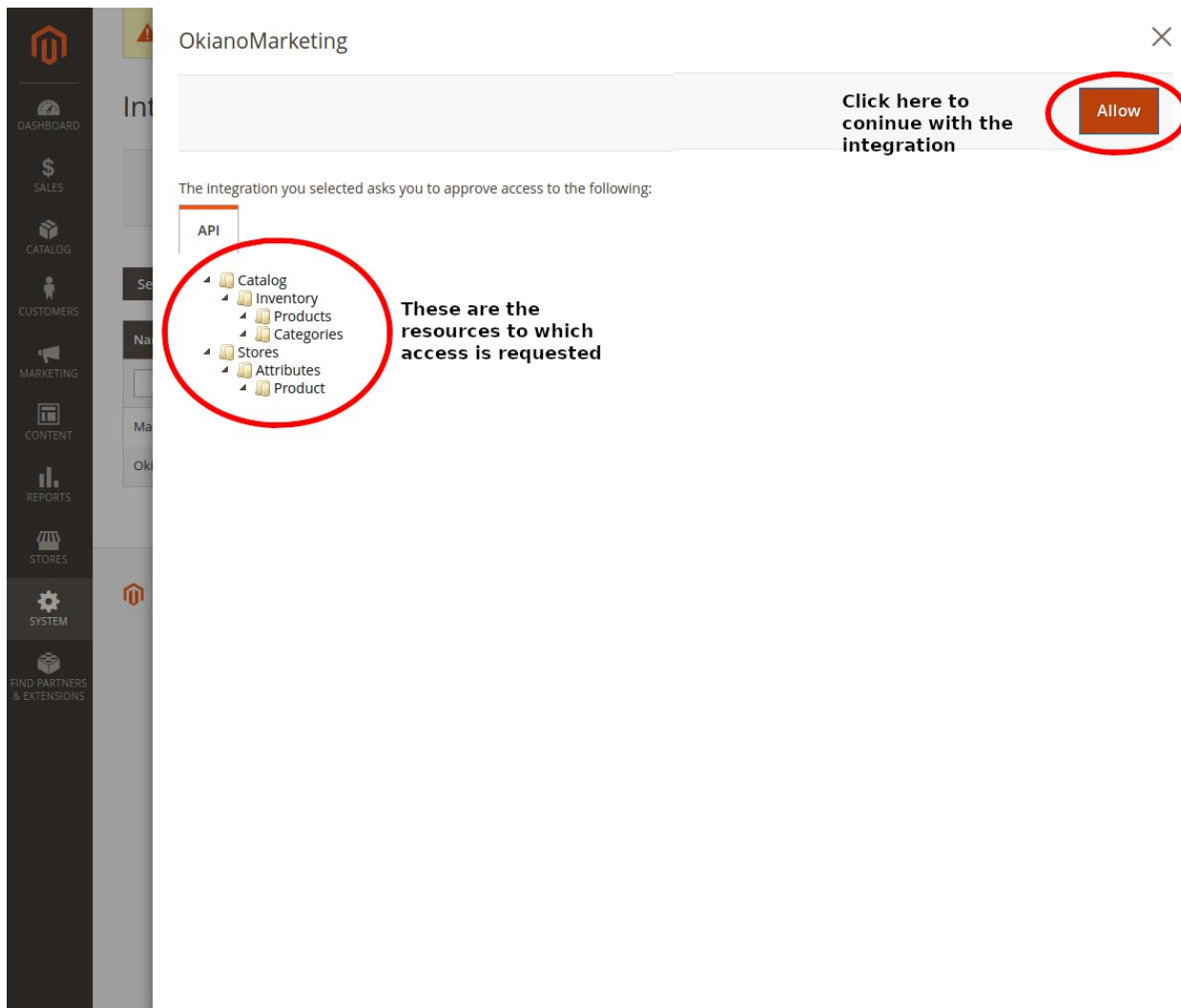
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javascript:void(0);

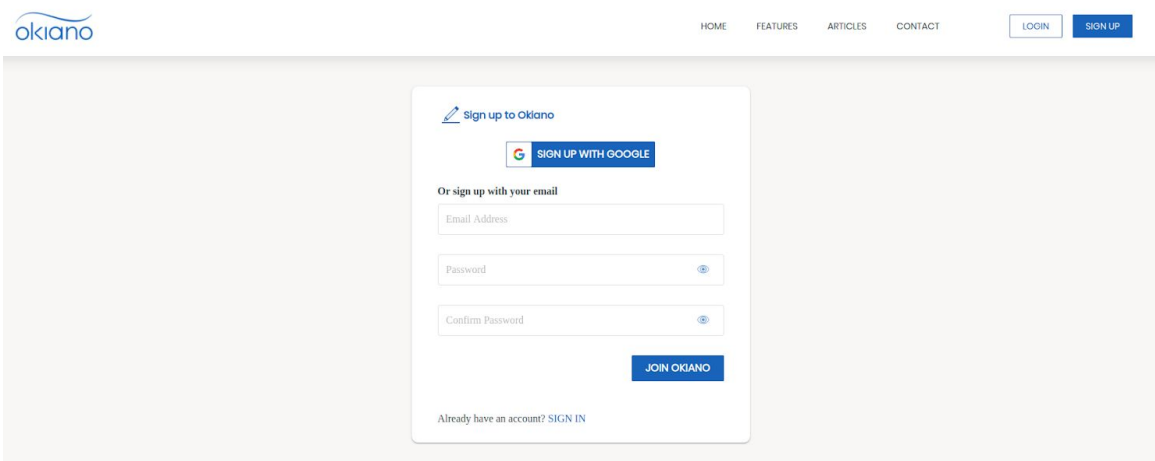
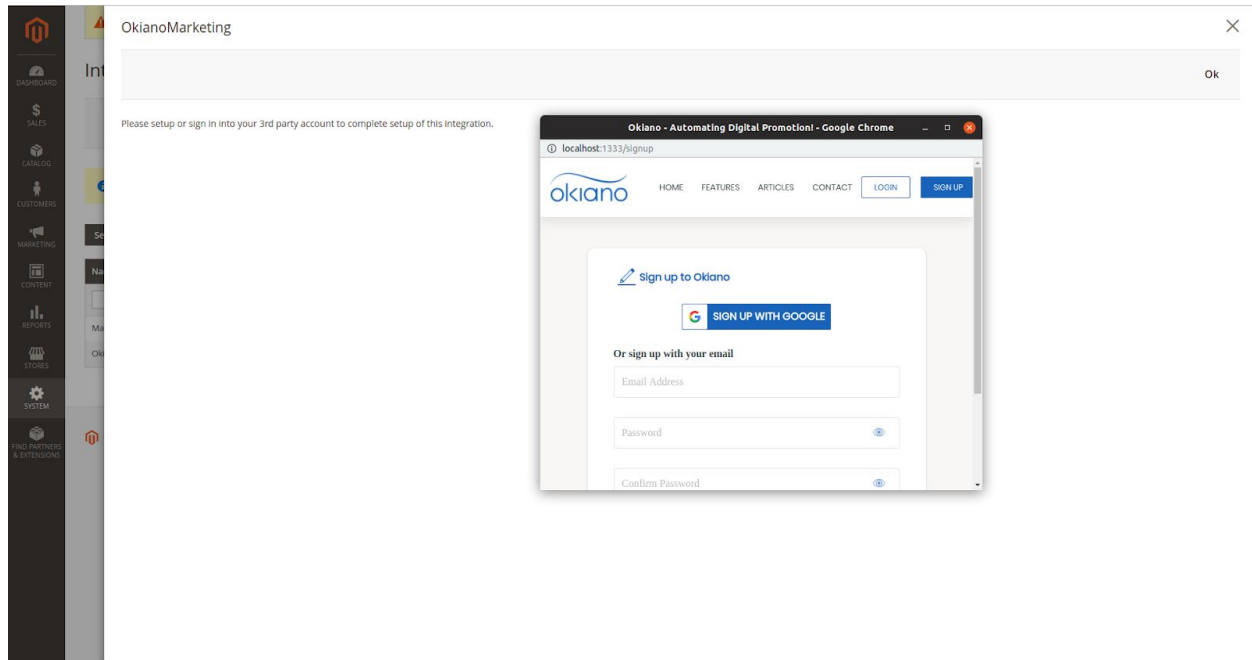
Allowing read access

An Overlay Should popup from the side of the Screen. On it are listed the resources from your website for which Okiano is requesting access. Click the **Allow** button to provide Okiano with read access.

NOTE - Read access permission is mandatory for Okiano marketing automation operation.

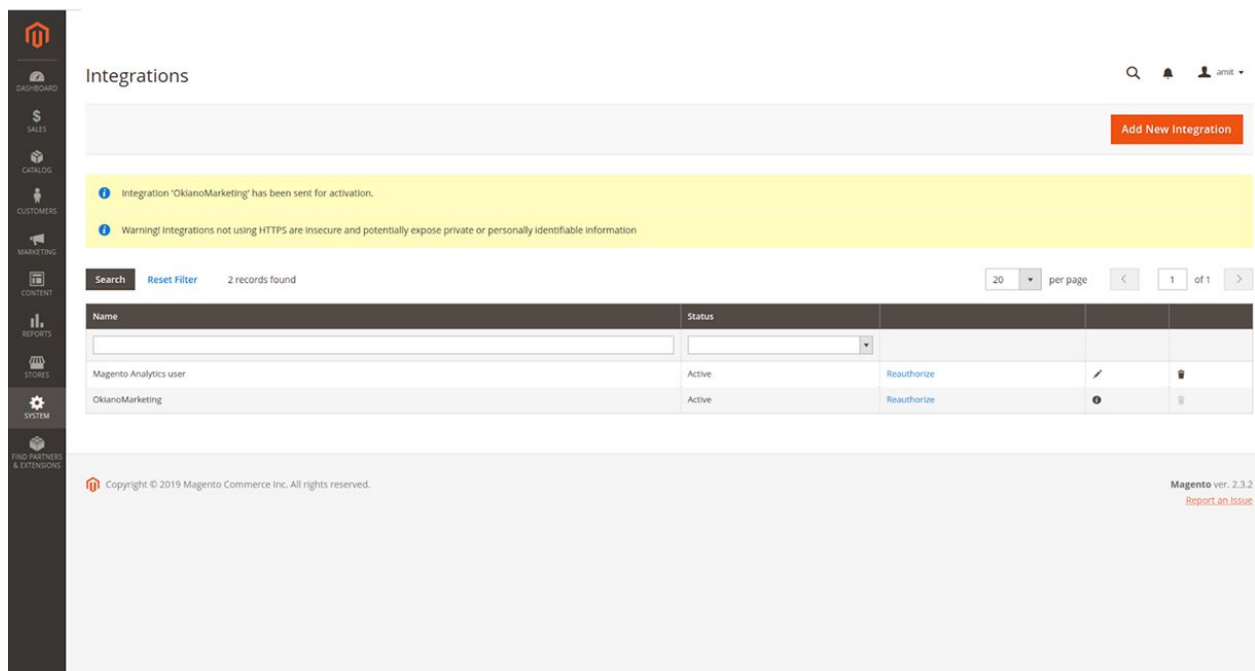


Once you Allow, a popup will present you with Okiano signup window. Complete the signup process and then close the window.



Viewing the Integration

Upon successful completion of the integration, you should be able to see “Okiano Marketing” row added with an “Active” indication in the Status column to your site integrations table. Your account details will now be reviewed by an Okiano admin and your store's catalog will automatically be read by the secured Okiano servers. You can track progress by going to <https://www.okianomarketing.com> and signing in with the login credentials you created earlier.



Using Okiano

Once Okiano system completes reading your website, it will create effective, great-looking Search Ads (Google AdWords). These Ads can be used for your search campaigns and A/B testing to yield the best possible results for your search campaigns.

Should you choose “Okiano Advanced Sales” or “Okiano Premium Campaigns”, Okiano will populate these Ads into Google AdWords, creating the Ads, Ad Groups and Campaigns and will include proper targeting information as adjusted in by our proprietary AI algorithms that are used to monitor your campaign performance. With Okiano, your advertisement will be cost effective reaching precisely these audience most likely to purchase at your store. Kindly note that the AI needs time and budget to learn what works and what not for your store in order to obtain the best results.

Use Okiano dashboard at <https://www.okianomarketing.com> to see your store performance to the level of a single category and Ad.

