

---

# INSTALLATION & SETUP

---

## WHAT DOES THE EXTENSION DO?

The PureClarity Magento 2 extension does the following:

- Allows you to sign up for a 14 day free trial.
- Gives you guidance on the initial setup of PureClarity in your store.
- Sets up the **Zones** for the Home Page, Product Page, Basket Page and Order Confirmation Page.
- Ensures data integrity between your store and PureClarity through cron jobs and indexing.
- Tracks events on your stores frontend to ensure up to date information is used in recommendations.

To get started you'll need to install the extension.

# HOW TO INSTALL THE EXTENSION

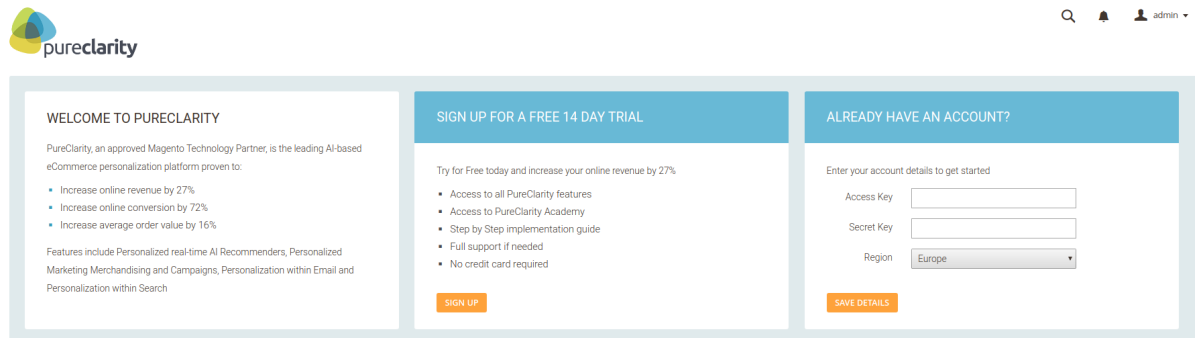
You can install the extension by visiting the [Magento Marketplace](#) and downloading the [PureClarity Magento 2 Extension](#).

Alternatively you can install PureClarity via Composer:

```
$ composer require pureclarity/pureclarity-magento-2
$ php bin/magento module:enable Pureclarity_Core
$ php bin/magento setup:upgrade
$ php bin/magento setup:static-content:deploy
```

# SETTING UP AN ACCOUNT

With the extension now installed, go to the Magento admin panel. You should see a notification at the top of any page and a new menu item under the content menu. Click the link in the notification or the menu item to go to the PureClarity Dashboard page.



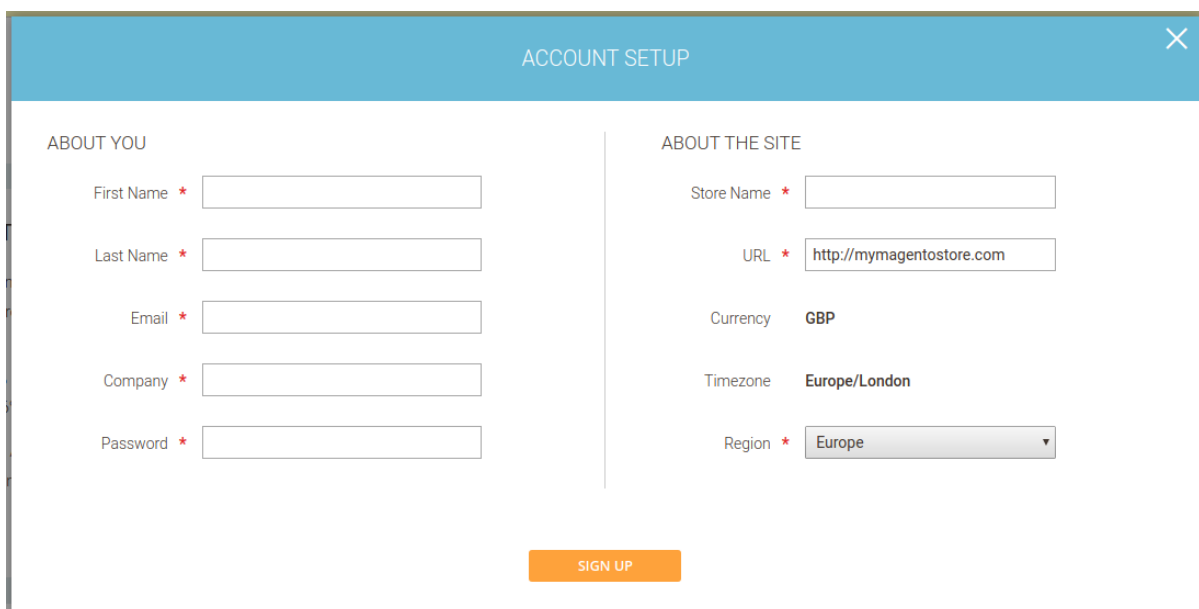
The screenshot shows the PureClarity dashboard interface. At the top left is the PureClarity logo. At the top right are search, notification, and user profile icons (admin). The main content area is divided into three columns:

- WELCOME TO PURECLARITY:** A welcome message stating PureClarity is an approved Magento Technology Partner and the leading AI-based eCommerce personalization platform. It lists three key benefits: increasing online revenue by 27%, increasing online conversion by 72%, and increasing average order value by 16%. It also lists features like Personalized real-time AI Recommenders, Personalized Marketing Merchandising and Campaigns, and Personalization within Email and Search.
- SIGN UP FOR A FREE 14 DAY TRIAL:** A section encouraging users to try for free to increase online revenue by 27%. It lists benefits: access to all PureClarity features, access to PureClarity Academy, a step-by-step implementation guide, full support if needed, and no credit card required. A "SIGN UP" button is at the bottom.
- ALREADY HAVE AN ACCOUNT?:** A section for existing users to enter account details. It includes input fields for Access Key and Secret Key, a dropdown menu for Region (set to Europe), and a "SAVE DETAILS" button.

 pureclarity  
Version: 2.1.0  
(up to date)

## SIGNUP FROM WITHIN MAGENTO

If you do not yet have an account with us you can sign up, by clicking the sign up button. When you click the signup button on the PureClarity Dashboard, the sign up form appears.



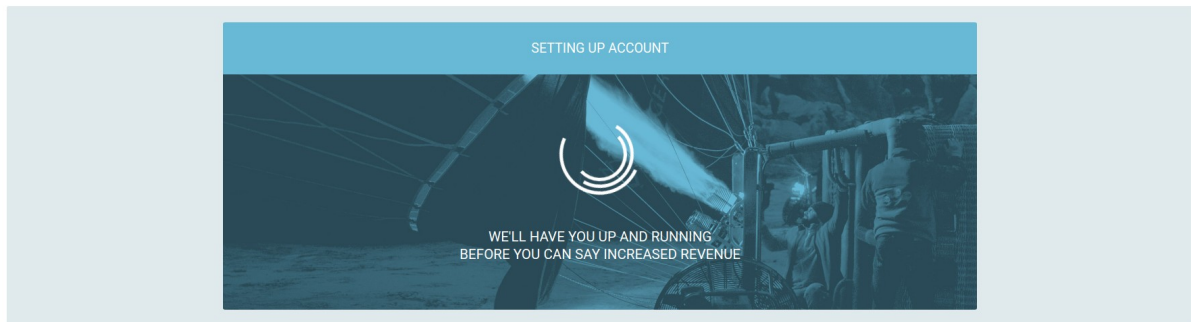
The screenshot shows the "ACCOUNT SETUP" form, which is a modal window with a close button (X) in the top right corner. The form is divided into two columns:

- ABOUT YOU:** Contains five input fields, each with a red asterisk indicating it is required: First Name, Last Name, Email, Company, and Password.
- ABOUT THE SITE:** Contains five fields: Store Name (required), URL (pre-filled with "http://mymagento.com"), Currency (set to "GBP"), Timezone (set to "Europe/London"), and Region (dropdown menu set to "Europe").

A "SIGN UP" button is located at the bottom center of the form.

It requires you to fill in some basic details that we need in order to set up your account within PureClarity.

When you submit the form, the request will be submitted to PureClarity and processed as soon as possible, usually within a couple of minutes.



If you stay on the waiting page your Magento site will be configured as soon as it is processed, but you can also navigate away and come back later as a background process will check the progress of your application and configure your Magento site once it's complete.

## ALREADY HAVE AN ACCOUNT

If you already have an account with us, you can fill in the details on the dashboard page after install:

### ALREADY HAVE AN ACCOUNT?

Enter your account details to get started

Access Key

Secret Key

Region

[SAVE DETAILS](#)

You'll need the following details from your account:

1. AccessKey
2. SecretKey

You can find these under the My Account > Integration menu within the PureClarity admin site.

**NOTE:** For security reasons it's important to not share the SecretKey with anyone.

You'll also need to choose the region (USA / Europe) that your application is on.

If you have multiple language stores you will need an application per store, and thus multiple Application Access Keys. Please contact our Support Team to create additional PureClarity accounts for you at [support@pureclarity.com](mailto:support@pureclarity.com).

# AUTOMATIC CONFIGURATION

Once PureClarity has set up your account, or you provided your account details, then your Magento store will have the following automatically happen:

- PureClarity plugin configured:
  - Module Enabled.
  - Access Key.
  - Secret Key.
  - Daily Feeds Enabled.
  - Data Indexing Enabled.
- Data Feeds requested:
  - Product.
  - Category.
  - User.
  - Historic order information.

# COMPLETED SETUP DISPLAY

Once the PureClarity signup has completed and your store is configured, the dashboard page will change to show the next steps to take, information about data feeds and links to help & documentation



🔍 🔔 👤 admin ▾

Thank you for installing the PureClarity plugin for Magento 2.  
Please follow the 3 steps below to get up and running with PureClarity

## STEP 1

Configure your Zones and style your templates using the Recommender Designer within the PureClarity Admin area

[GO TO PURECLARITY ADMIN](#)

## STEP 2

Set up the Zones within your Magento 2 site. A number of default Zones will be installed.

[SET UP ZONES](#)

## STEP 3

Customize your Campaigns and Segments within the PureClarity Admin Area to optimize the performance of your Zones

[GO TO PURECLARITY ADMIN](#)

## DATA FEEDS

Full data feeds are sent nightly to PureClarity to ensure data is up to date in our system, below is the status of each of the data feed types:

- Products:** 🔄 Waiting for feed run to start
- Categories:** 🔄 Waiting for feed run to start
- Users:** 🔄 Waiting for feed run to start
- Order History:** 🔄 Waiting for feed run to start
- Brands:** ⚪ Not Enabled

[FEEDS IN PROGRESS](#)

## ADVANCED CONFIGURATION

You can enable brand feeds, configure placeholder images and more in the PureClarity plugin configuration

[CONFIGURE](#)

## HELP

We have comprehensive documentation available which will help with any questions you may have

[ACCESS DOCUMENTATION](#)

If you have any issues please contact our Support Team at [support@pureclarity.com](mailto:support@pureclarity.com)

[CONTACT SUPPORT](#)

---

# GETTING STARTED

---

## STEP 1 – CONFIGURE ZONES & TEMPLATES

### STEP 1

Configure your Zones and style your templates using the Recommender Designer within the PureClarity Admin area

[GO TO PURECLARITY ADMIN](#)

Step 1 - Configure your Zones and style your templates using the Recommender Designer within the PureClarity Admin area

[Click here to find out about Zones](#)

[Click here to find out about the Recommender designer](#)



## STEP 2 – SETTING UP ZONES WITHIN MAGENTO



STEP 2

Set up the Zones within your Magento 2 site. A number of default Zones will be installed.

SET UP ZONES

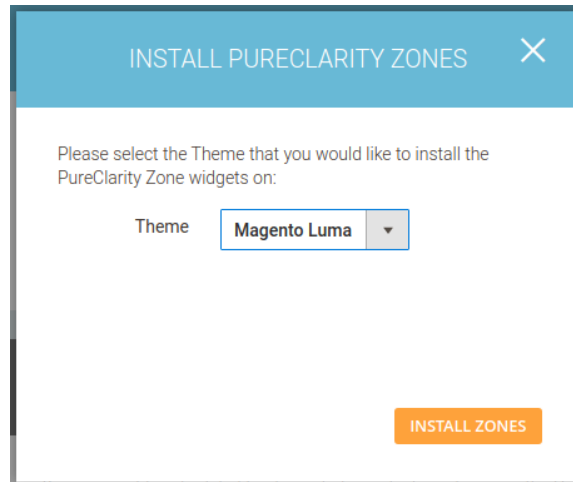
Step 2 – Set up the Zones within your Magento 2 site. A number of default Zones will be installed.

Before PureClarity can show content on your site you need to install Zones in the relevant areas on your site. This can be done either automatically using the [Set up Zones] button or installed manually using Magento Widgets.

We recommend that you initially install your Zones automatically and then add additional Zones as Widgets as you grow your PureClarity implementation.

## SET UP DEFAULT ZONES

Click the [Set up Zones] button from the “Step 2” section to display the Install Zones popup:



INSTALL PURECLARITY ZONES

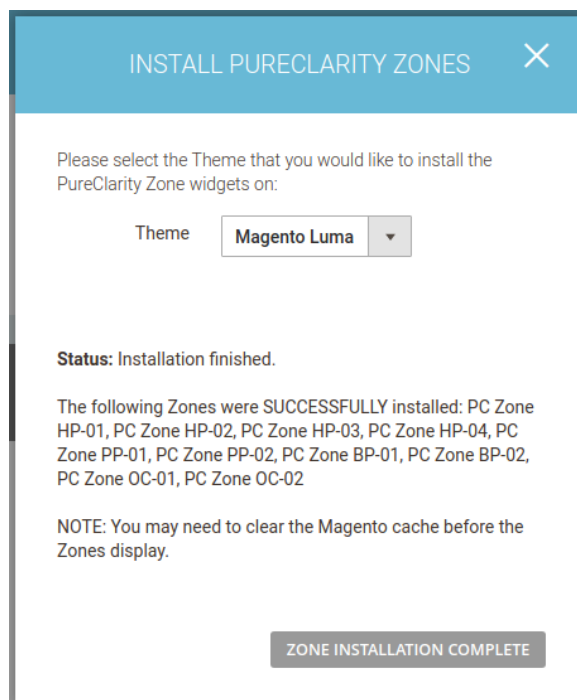
Please select the Theme that you would like to install the PureClarity Zone widgets on:

Theme

INSTALL ZONES

Be sure to select the current theme of the site that you wish to install Zones on and click the [Install Zones] button.

Once widgets have been created you will be shown a status of the installation, and a list of the unique Zone Ids that have been created.



INSTALL PURECLARITY ZONES

Please select the Theme that you would like to install the PureClarity Zone widgets on:

Theme

**Status:** Installation finished.

The following Zones were SUCCESSFULLY installed: PC Zone HP-01, PC Zone HP-02, PC Zone HP-03, PC Zone HP-04, PC Zone PP-01, PC Zone PP-02, PC Zone BP-01, PC Zone BP-02, PC Zone OC-01, PC Zone OC-02

NOTE: You may need to clear the Magento cache before the Zones display.

ZONE INSTALLATION COMPLETE

**NOTE:** Each Zone Id references the corresponding Zone Id within the PureClarity Admin console, and allows you to configure what is displayed in that area.

The list of Zones installed through the automatic installation process are as follows:

### **HomePage**

- HP-01 (content.top)
- HP-02 (content.bottom)
- HP-03 (content.bottom)
- HP-04 (content.bottom)

### **Product Page**

- PP-01 (content.bottom)
- PP-02 (content.bottom)

### **Basket Page**

- BP-01 (content.bottom)
- BP-02 (content.bottom)

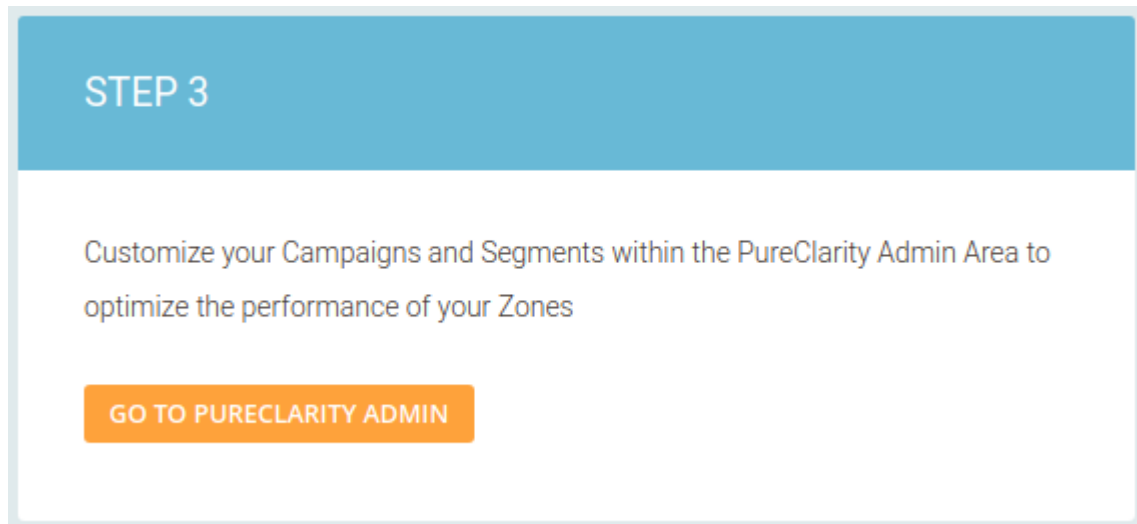
### **Order Confirmation Page**

- OC-01 (content.bottom)
- OC-02 (content.bottom)

## **INSTALL CUSTOM ZONES**

You may want to add additional Zones on other areas of your site. This can easily be done by adding Magento Content Widgets. See the Zones section of this documentation for more information.

# STEP 3 – CUSTOMIZE YOUR CAMPAIGNS



**STEP 3**

Customize your Campaigns and Segments within the PureClarity Admin Area to optimize the performance of your Zones

[GO TO PURECLARITY ADMIN](#)

Step 3 – Customize your Campaigns and Segments within the PureClarity Admin Area to optimize the performance of your Zones

The PureClarity [Academy](#) has documentation on how to manage [Zones](#), [Campaigns](#), [Segments](#) and the [strategies](#) you can use to improve the performance of your personalization.

---

# DATA FEEDS

---

## TYPES OF DATA FEED

“Data Feeds” are the mechanism by which Data is sent data from your store to PureClarity. The data feed cron processes within the plugin generate the data for each type of feed.

Once the feeds have been generated, they will be submitted to PureClarity. To see when the data has been processed you can log into the PureClarity admin console, select Settings > Data Feeds to see a list of the feeds along with their import statuses. If there are any issues with the feeds, see the F.A.Q section.

There are 5 types of feeds that the Magento plugin can send:

### PRODUCTS

This feed will contain data for all visible & enabled products in your store. It will send data for all product attributes and will send default pricing.

### CATEGORIES

This feed will contain data for all visible & enabled categories in your store. It will send data for all category attributes.

## USERS

This feed contains data for all Magento Customers within your store. It will send basic information about each customer that can then be used to Segment them within PureClarity.

## BRANDS

When enabled, this feed will send “Brand” information. This could also be a Vendor or Manufacturer. A brand under most circumstances requires a name and an image in order to activate the brand recommender and search functionality in PureClarity. See the “Enabling Brand feed” section for more information.

## ORDER HISTORY

A set of data regarding the last 12 months of orders, including which customers ordered what products. This helps to activate and kick start the data that PureClarity collects by allowing the system to begin mining common purchase patterns and associating buying activities to users.

Orders should only be imported only once. If orders are imported a second time they are dropped by the system so as to not duplicate data.

# WHEN ARE FEEDS RUN?

## DAILY FEED

By default, Product, Category and User feeds are run nightly at 3am. This is done via a cron process and full feeds of each type are sent.

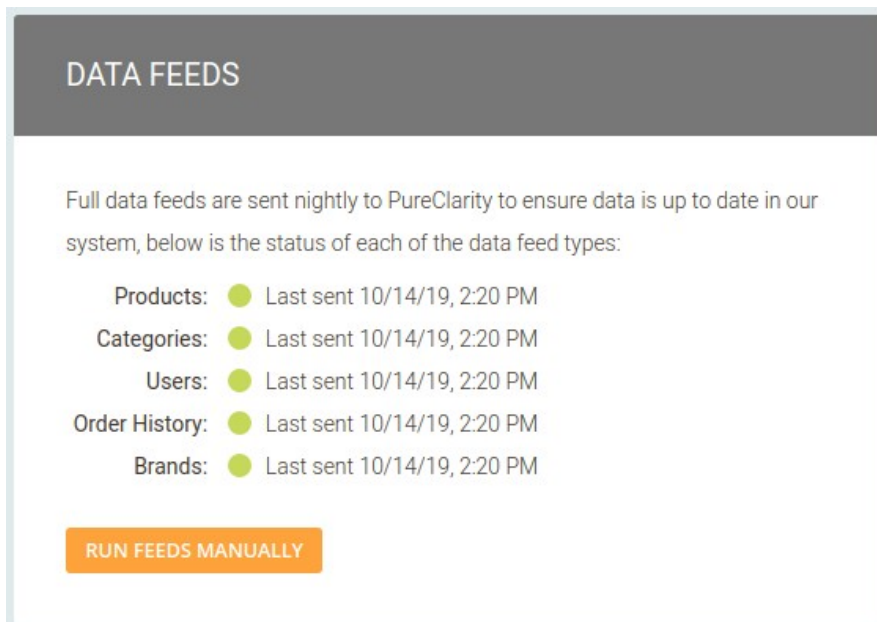
## INDEXING

The PureClarity plugin has an indexer for Product & Category data changes. When a Product or Category is changed within Magento, a record of the ID that has changed is made and a cron process runs every minute to collate and send the updated data to PureClarity. This means that changes within Magento should be reflected in PureClarity within minutes. This is enabled by default.

## MANUALLY

As outlined above changes to data are updated automatically by the PureClarity extension. However, should you wish to manually submit a full feed to PureClarity you can follow this process at anytime.

1) On the PureClarity Dashboard page within Magento, click the “Run Feeds Manually” button within the “Data Feeds” panel.



**DATA FEEDS**

Full data feeds are sent nightly to PureClarity to ensure data is up to date in our system, below is the status of each of the data feed types:

- Products:** ● Last sent 10/14/19, 2:20 PM
- Categories:** ● Last sent 10/14/19, 2:20 PM
- Users:** ● Last sent 10/14/19, 2:20 PM
- Order History:** ● Last sent 10/14/19, 2:20 PM
- Brands:** ● Last sent 10/14/19, 2:20 PM

[RUN FEEDS MANUALLY](#)

This will bring up the feed selection popup:

PURECLARITY DATA FEED

Full data feeds will be sent nightly. If you need to send a full feed sooner, please use the form below.

Please select the data you would like to send to PureClarity:

Products

Categories

Users

Order History

Note: Order history should only need to be sent on setup as real-time orders are sent to PureClarity

The chosen feeds will sent to PureClarity when the scheduled task runs, it can take up to one minute to start.

RUN FEEDS NOW

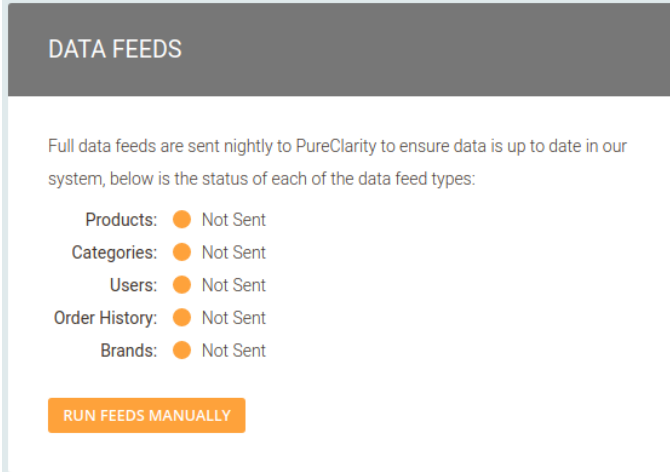
Choose types of feeds you want to send, then click the “Run feeds now” button. This will request that the selected feeds are run asap. A cron process runs every minute to check for these requests and then generates and sends the feeds to PureClarity.



# FEED STATUS ON DASHBOARD

A panel on the dashboard page gives you an overview of the status of each of the types of feed.

## NOT SENT



**DATA FEEDS**

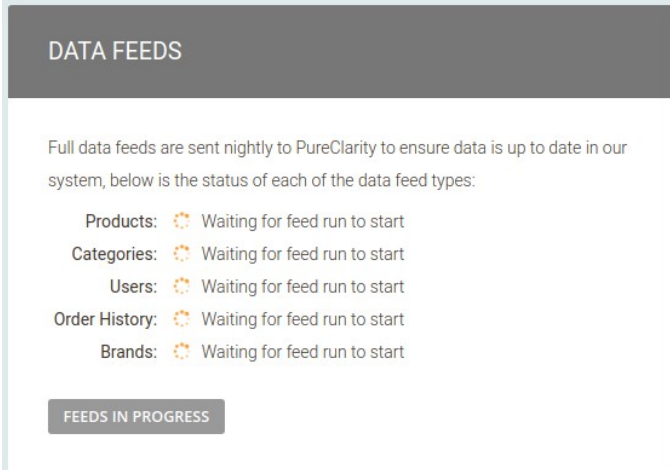
Full data feeds are sent nightly to PureClarity to ensure data is up to date in our system, below is the status of each of the data feed types:

- Products: ● Not Sent
- Categories: ● Not Sent
- Users: ● Not Sent
- Order History: ● Not Sent
- Brands: ● Not Sent

[RUN FEEDS MANUALLY](#)

If no feeds have yet been sent from your store, then this status will show.

## WAITING FOR FEED RUN TO START



**DATA FEEDS**

Full data feeds are sent nightly to PureClarity to ensure data is up to date in our system, below is the status of each of the data feed types:

- Products: ⚙️ Waiting for feed run to start
- Categories: ⚙️ Waiting for feed run to start
- Users: ⚙️ Waiting for feed run to start
- Order History: ⚙️ Waiting for feed run to start
- Brands: ⚙️ Waiting for feed run to start

[FEEDS IN PROGRESS](#)

If feeds have been requested, but the cron job that runs them has not started yet, then this status will show.

## IN PROGRESS: X% / WAITING FOR OTHER FEEDS TO FINISH

### DATA FEEDS

Full data feeds are sent nightly to PureClarity to ensure data is up to date in our system, below is the status of each of the data feed types:

- Products:** 🟡 In progress: 50%
- Categories:** 🟡 Waiting for other feeds to finish
- Users:** 🟡 Waiting for other feeds to finish
- Order History:** 🟡 Waiting for other feeds to finish
- Brands:** 🟡 Waiting for other feeds to finish

**FEEDS IN PROGRESS**

If the feed runner cron job has started, and is processing a feed, then this status will show.

## LAST COMPLETE RUN – DD/MM/YY

### DATA FEEDS

Full data feeds are sent nightly to PureClarity to ensure data is up to date in our system, below is the status of each of the data feed types:

- Products:** 🟢 Last sent 10/14/19, 2:20 PM
- Categories:** 🟢 Last sent 10/14/19, 2:20 PM
- Users:** 🟢 Last sent 10/14/19, 2:20 PM
- Order History:** 🟢 Last sent 10/14/19, 2:20 PM
- Brands:** 🟢 Last sent 10/14/19, 2:20 PM

**RUN FEEDS MANUALLY**

Once feeds have run successfully, this status will show.

## ERROR, PLEASE SEE LOGS FOR MORE INFORMATION

### DATA FEEDS

Full data feeds are sent nightly to PureClarity to ensure data is up to date in our system, below is the status of each of the data feed types:

- Products:** ● Error, please see logs for more information
- Categories:** ● Error, please see logs for more information
- Users:** ● Error, please see logs for more information
- Order History:** ● Error, please see logs for more information
- Brands:** ● Error, please see logs for more information

[RUN FEEDS MANUALLY](#)

If an error occurs when transmitting the feed to PureClarity, then this status will show. See troubleshooting section for more info.

## NOT ENABLED

### DATA FEEDS

Full data feeds are sent nightly to PureClarity to ensure data is up to date in our system, below is the status of each of the data feed types:

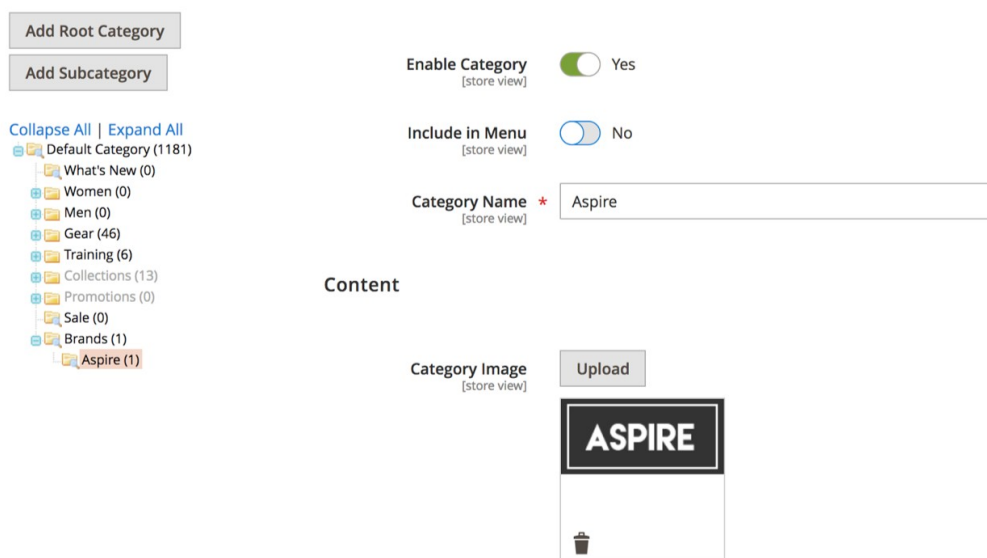
- Products:** ● Not Enabled
- Categories:** ● Not Enabled
- Users:** ● Not Enabled
- Order History:** ● Not Enabled
- Brands:** ● Not Enabled

[FEEDS NOT ENABLED](#)

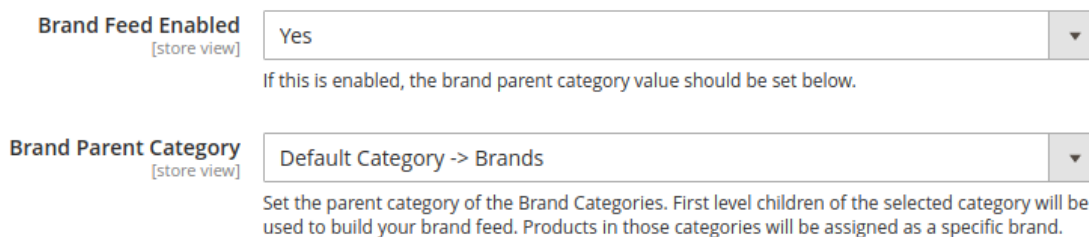
If PureClarity is disabled on your store, or the Brand feed is not set up, then “Not Enabled” will show.

# HOW TO ENABLE THE BRAND FEED

The PureClarity Magento extension handles brand feeds through the use of Magento categories. This is done by creating a parent category, for example with the name “Brands”, that will have a list of subcategories for each of your brands. This will allow you to give each brand a name, an image and add the products that belong to that brand. The parent category and subcategories can be set to hidden from menus, but they must be enabled



Once your brand categories are configured and you’ve added your products to them, you can set the parent category, such as Brands, under the “Brand Parent Category” drop down box under the Data/Feed Indexing section on the PureClarity configurations page. This tells PureClarity to treat all the first level children of this category as brands.



---

# ZONES

---

## HOW TO INSTALL CUSTOM ZONES

You may want to add additional Zones on other areas of your site. This can easily be done by adding Magento Content Widgets.

As an example of how to add your own Zone widgets to your site, let's add a Zone to the Search Results Page.

1. Navigate to Content > Widgets. Click [Add Widget].
2. Choose "PureClarity Zone" from the Type drop down.
3. Choose your current theme from the Design Theme drop down.

### Settings

---

Type \*

Design Theme \*

4. Click [Continue].
5. Input a Widget Title such as "PC Zone SR-01" to represent a Search Results Zone.
6. Set where your Zone will be placed:
  - Add "Layout Update" button
  - Select "Specified Page" from the "Display on" dropdown menu

## Storefront Properties

Type

Design Package/Theme

Widget Title \*

Assign to Store Views \* 

All Store Views ?

**Main Website**

**Main Website Store**

Default Store View

Sort Order

Sort Order of widget instances in the same container

## Layout Updates

Display on

Page

Container

Template

- Choose the page where you'd like your Zone to be displayed. In this example choose "Quick Search Form" and "Before Main Columns" from the Container drop down.

Now we we need to configure the Zone specific values:

7. Select "Widget Options" from the left menu.
8. Enter SR-01 into the Zone Id box.

**NOTE:** It's important that this Id matches a corresponding Zone Id configured in the PureClarity admin console. You can see the configured Zones by going to the PureClarity admin console and navigating to Configuration > Zones. For this example select "Search Results" from the drop down to view a list of Zones that are available. You can Zones by clicking the [Add New Zone] button and setting a Name and an Id. Add SR-01 if it's not listed.

9. Leave the Fallback Block Id text box blank. You may want to set this to a custom static block in future should you wish. This also applies to any of the widgets that were installed automatically too, just find the widget and edit it. Type in the Id of

another static block, and if a Zone isn't populated by PureClarity when the page is rendered, your custom static block will be insert instead. Note, you can't fallback to another Zone.

10.Zone Display Mode: If you want to show a Zone on a specific device type, this setting tells the Zone when to render using CSS Media queries. Default will show on all devices.

11.Applying a margin will set a 10px margin above and below the Zone content area.

12.CSS Custom Class: You can add your own CSS classes that will be added to the Zone html element for greater control of how it's displayed.

#### Widget Options

---

Zone ID *	<input type="text" value="SR-01"/>
	<small>Set the Zone ID that references the ID in the PureClarity Admin.</small>
Fallback Block Id	<input type="text"/>
	<small>You can set an alternative Block to be displayed should a PureClarity BMZ not have any content to display.</small>
Zone Display Mode	<input type="text" value="Default"/> ▼
	<small>Select the display mode for the BMZ. Display mode settings are controlled using responsive style classes to decide when to show based on the page width.</small>
Apply margin	<input type="text" value="No"/> ▼
	<small>Apply a margin to the top and bottom of the Zone.</small>
CSS Custom Classes	<input type="text"/>
	<small>Type in a comma-separated list of additional CSS classes to add to the PureClarity Zone.</small>

13.Click [Save].

Your Custom Zone Widget is now configured, and can be seen on the search results page!

**NOTE:** When adding new Zone widgets you may need to clear the Magento cache to see it appear.

# HOW TO DEBUG ZONES

If you want to see the location of your Zones when they're not being populated, navigate to the PureClarity configuration page and set the "Debug Mode" under the Advanced section to "Yes". Zones will then be rendered with their name and id.

**Zone Debug Mode**  
[store view]

In Zone Debug Mode the Zone Id is shown on Zones that have no content. Leave this disabled in production use.



---

# ADVANCED CONFIGURATION

---

## ENVIRONMENT & CREDENTIALS

### Environment ⌵

**Enabled**  
(store view)  ▾

---

### Credentials ⌵

The Access Key is website and store specific. If you have a different access key for each store view, for example to integrate to PureClarity in different languages, you must set a separate key for each store.

**Access Key**  
(store view)

**Secret Key**  
(store view)

**Region**  
(store view)  ▾

By default, when you sign up or configure from the dashboard page, your account details will be populated here already.

If you need to turn PureClarity off for any reason, you can do so by changing “Enabled” to “No” and clicking [Save Config]. This will stop the PureClarity extension from displaying Zones on the frontend, stop sending daily feeds and stop indexing from sending Product & Category updates.

**NOTE:** If you have multiple stores (e.g. with differing languages) and we have provided you with multiple Access Keys, you can configure each store individually by selecting the Store from the “Store View” drop down at the top of the configurations page, and configuring each store separately.

# DATA FEEDS & INDEXING

<b>Product Indexing Enabled</b> <small>[store view]</small>	<input type="text" value="Yes"/>
Choose if the PureClarity Product Reindexing should be enabled.	
<b>Product Feed - Send Customer Group Pricing</b> <small>[store view]</small>	<input type="text" value="No"/>
If enabled, prices will be sent for all Customer Groups. Will increase time taken for product feed	
<b>Daily Feed Enabled</b> <small>[store view]</small>	<input type="text" value="Yes"/>
Choose if a full data set of Products, Categories and Users should be pushed to PureClarity in the early hours each day.	

You can disable daily feeds or product and category indexing within the “Data Feeds & Indexing” section of the PureClarity Magento configuration.

There is also an option to enable “Send Customer Group Pricing” within the Product feed. When this is enabled, the feed generation process will go through each customer group and send the prices for each one along with the default pricing it normally sends. This allows Customer Group pricing to be shown in recommenders rather than default pricing.

# PLACEHOLDER IMAGES

<b>Product image placeholder</b> <small>[store view]</small>	<input type="text"/>
Leave this blank to use the Magento default placeholder.	
<b>Category image placeholder</b> <small>[store view]</small>	<input type="text"/>
Leave this blank to use the Magento default placeholder.	
<b>Secondary category image placeholder</b> <small>[store view]</small>	<input type="text"/>
Leave this blank to use the Magento default placeholder.	

You can set fallback image URLs to be used where a product, category or brand doesn't have any images set. To do this navigate to the PureClarity Configuration Page from the left hand menu, and set each URL using the text boxes under the “Placeholder images” section.

---

# PRODUCT ATTRIBUTES

---

## ADDITIONAL PRODUCT INFORMATION

You can augment each product with additional information, sent in the data feed, to control how PureClarity displays products.

Go to Catalog > Products and select a Product to edit. Scroll down towards the bottom of the page and expand the PureClarity section and you'll see the PureClarity attributes you can set against the product:

<b>Search tags</b> <small>[store view]</small>	<input type="text"/>
<b>Exclude from recommenders</b> <small>[store view]</small>	<input type="checkbox"/> No
<b>New arrival</b> <small>[store view]</small>	<input type="checkbox"/> No
<b>On offer</b> <small>[store view]</small>	<input type="checkbox"/> No

## SEARCH TAGS

Search Tags are used in recommenders based on Search. You can add search tags to products, e.g. 'Summer', to boost the relevance of products based on visitors' search terms. Enter a comma separated list of words or phrases that you'd like to be sent to PureClarity as Search Tags.

## EXCLUDE FROM RECOMMENDERS

Set this to yes to stop a product from being included in PureClarity recommenders. You may want to do this for small priced items.

## NEW ARRIVAL

Set if a product should be treated as a new arrival by PureClarity. This enhances recommenders and helps to target customers by showing hot new arrival products that may interest them.

## ON OFFER

Set if a product should be treated as an on-offer product. This enhances recommenders and helps to target customers by showing them products that are on promotion. PureClarity will do this automatically if products are on sale, however, you may want to override this if a product doesn't currently have a special price, but you'd like it to be treated as a promoted product.

---

# CATEGORY ATTRIBUTES

---

## ADDITIONAL CATEGORY INFORMATION

You can set an additional option for PureClarity against each category. To do this go to the PureClarity section on a categories properties page. The options available are:

Override Image

Upload

Exclude from Recommenders



### OVERRIDE IMAGE

This allows you to set an additional category image should you wish to set one specifically for PureClarity category recommenders. To use this, you will need to alter the PureClarity template under the PureClarity admin console. In the most common cases PureClarity will work and use the categories' standard image.

### EXCLUDE FROM RECOMMENDERS

Set this to yes to stop a category from being included in PureClarity recommenders.

---

# TROUBLESHOOTING

---

## FAQS

Here are some Troubleshooting tips for our Magento 2.x FAQs.

### WHY ARE MY FEEDS FAILING?

- Ensure your server can talk to the PureClarity servers and your AccessKey, SecretKey and Region is correct.
- You can activate Debugging under System > Configuration > Developer > Debug and enable “Log Settings”. See the var/debug.log for additional information as to why the feed may not be working.

### WHY ARE THE ZONES NOT SHOWING?

- Check that everything is enabled, and they are being rendered to the screen. Enable Debugging by switching Debug Mode from the Advanced section on the PureClarity Configuration page, to see if the Zones show the Zone Ids on the front end.
- If Zones are being rendered, but are still not being populated by PureClarity, ensure that the Zones are configured in the PureClarity admin console, under settings. Check that you have active merchandising campaigns set up.
- If the Zones are not being rendered at all, check that other types of Widget can be displayed on the site (e.g. a CMS Static Block). If not, there is likely to be an issue with the theme. Try removing any content from the Layout and Default fields at System > Configuration > General > Design, and re-testing a basic Widget against different themes you have listed. If the Widget now displays, it indicates an issue with the theme you were using. An alternative approach to displaying Zones would be to embed them directly within the theme.

## MY PRODUCTS/CATEGORIES AREN'T UPDATING.

- Ensure that Daily and Index feeds are enabled on the PureClarity Configuration page.
- Ensure that your Index Management contains the PureClarity Indexes, and that your indexing Cron jobs are running.

## HOW DO I SHOW CUSTOMER SPECIFIC PRICES?

At present PureClarity does not support customer specific pricing out of the box, but you can intercept the HTML from the PureClarity using the callback feature. See the “Callback events” section in our [bespoke integration documentation](#)

We also support customer group pricing in Product feeds, see the “Data Feeds & Indexing” section for more information.