



1. Module Name

Reflektion_Extension_2.0

2. Module Version

1.0.1

3. Description

Community and Enterprise Support

Reflektion's Magento 2.0 Extension allows customers to easily launch Reflektion's powerful site search features on their Magento Community or Enterprise 2.0 website with little to no developer resources. With this extension you can easily activate Reflektion "Preview Search" and "Full Site Search", allowing for a seamless personalized search experience throughout your search bar and search pages. Furthermore, this extension provides support for generating and transferring your magento product catalog, category catalog, sales and promotion feeds to Reflektion SFTP, setting up scheduled Cron Job's, enabling/disabling features, accommodating new product attributes, analytics tagging and more. This module is also setup to handle Website Level configurations for customers wanting to launch Reflektion features on multiple websites using different product catalogues.

Once installed, all features are customizable through the Admin Panel within Magento. The following User Guide will walk you through feature setup and configurations.

Reminder: A Reflektion account is required to use this extension. Please contact your Reflektion representative if an account has not been created yet.

Supported Feeds

Default Attributes - **Product**

Id - SKU of products
Name
Description
Product Url
Image Url
Thumbnail



Small Image
Additional Images
Breadcrumbs - Category Ids
Price
Special Price
Status(is_active)
Inventory Quantity
Inventory Status
Product Type
Visibility
Parent Id
Prod Id

Attributes - **Category**

Id
Name
Breadcrumb Name
Breadcrumb Ids
Url
Url Key
Image

Default Attributes - **Sales(Transaction)**

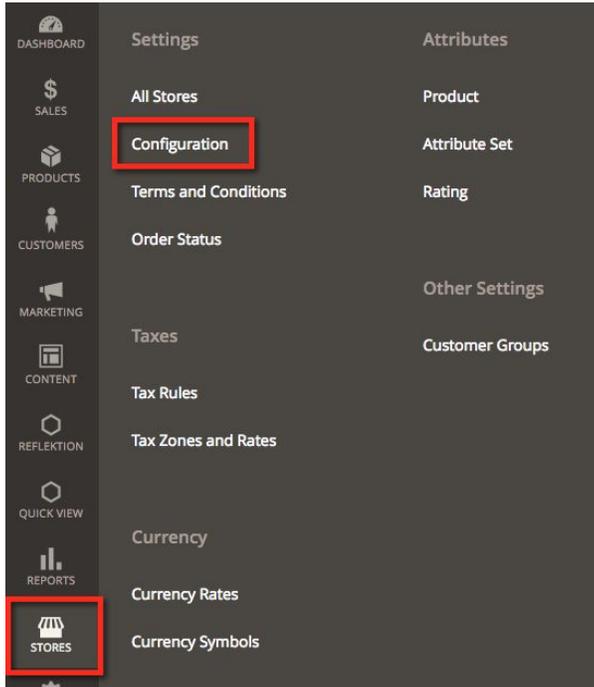
Email Address
Transaction Date
Transaction Id
Transaction Subtotal
Transaction Total
Item Id
Sku
Item Type
Item Name



Parent Item Id
Item Quantity
Item Price
Item Subtotal
Order Id
SHIPPING ADDRESS (If Enabled)
Shipping_Firstname
Shipping_Middlename
Shipping_Lastname
Shipping_Company
Shipping_Street
Shipping_City
Shipping_Region
Shipping_Postcode
Shipping_Country_Id
Shipping_Telephone
BILLING ADDRESS (If Enabled)
Billing_Firstname
Billing_Middlename
Billing_Lastname
Billing_Company
Billing_Street
Billing_City
Billing_Region
Billing_Postcode
Billing_Country_Id
Billing_Telephone

I. Admin Panel Configurations

- Select **Stores** Module, and pick **Configuration** under Settings.



- **Data Feeds/Features - Setting Global Configuration Scope**

- A. Set Emails (comma separated) to send feed failure Notices
STORES -> Configuration -> REFLEKTION -> Data Feeds/Features -> General -> Email Addresses

General

Email Addresses

Email Addresses [global]
On a job failure send a mail to these emails

Job Failure Email Template [global]
Email template chosen based on theme fallback when "Default" option is selected.

Note : Email template is already selected(default).

- **Data Feeds/Features - Website Configuration Scope**

[STORES](#) -> [Configuration](#) -> [REFLEKTION](#) -> [Data Feeds/Features](#) -> [Data Feeds](#)

> Initially you will get this message - 'To configure **Data Feeds**, please select a **website** scope from the Current Configuration Scope dropdown'. This is because you can configure Data Feeds settings for a website level only.

General ⌵

Email Addresses ⌵

Email Addresses
[global]

On a job failure send a mail to these emails

Job Failure Email Template
[global]

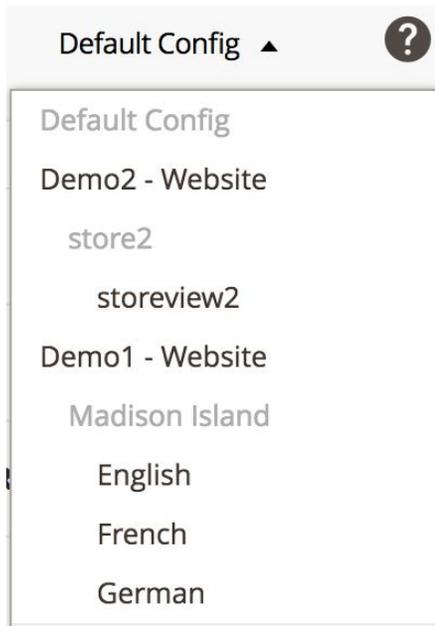
⌵

Email template chosen based on theme fallback when "Default" option is selected.

Data Feeds ⌵

To configure **Data Feeds**, please select a **website** scope from the *Current Configuration Scope* dropdown

Select a Website instead of "Default Config".



A. Can Enable/Disable Feed to export

[STORES -> Configuration -> REFLEKTION -> Data Feeds/Features -> General -> Data Feeds Enabled](#)

Data Feeds Enabled [store view]

Enable default data feeds to turn on export for all websites

B. Can add reflektion init.js automatically to your website (Enable/Disable)

[STORES -> Configuration -> REFLEKTION -> Data Feeds/Features -> General -> Add Beacon\(init.js\) Automatically](#)

Add Beacon(init.js) Automatically [website]

If Disabled, make sure you add RFK beacon(init.js) manually

C. Customer Key is a **mandatory** configuration to get reflektion experience. To get 'Customer Key' - Sign Up to [Reflektion Dashboard](#)

[STORES -> Configuration -> REFLEKTION -> Data Feeds/Features -> General -> Customer Key](#)

Customer Key [website]

B. Environment configuration to set reflektion experience for Live/Staging/Test website. [STORES STORES -> Configuration -> REFLEKTION -> Data Feeds/Features -> General -> Environment](#)

Environment [website]

- C. API Key is also a **mandatory** configuration to get reflektion experience. To get API Key' - Sign Up to [Reflektion Dashboard](#)
[STORES -> Configuration -> REFLEKTION -> Data Feeds/Features -> General -> API Key](#)

API Key(Test) [website]

- D. Enable/Disable Reflektion search experience in your website through this option
[STORES -> Configuration -> REFLEKTION -> Data Feeds/Features -> Search Setting -> Reflektion Search](#)

Reflektion Search [website]

- E. You can select reflektion Full Page Search experience.
[STORES -> Configuration -> REFLEKTION -> Data Feeds/Features -> Search Setting -> Full Page Search Integration](#)

- a. Frontend JavaScript Integration
This option will load whole FPS content from Reflektion.

Full Page Search Integration [website]

- F. To serve category pages from reflektion you need to enable and configure this option apart from redirection(not a part of extension) configuration
[STORES -> Configuration -> REFLEKTION -> Data Feeds/Features -> Category Pages](#)

1. Enable/Disable Category Pages

Category Pages [website]

2. Category URL redirect - here you have three options

Category URL redirect [website]

> Add query parameter rfk=1

This option will add rfk=1 at the end of the category URL

> Add KEYWORD to path

This option will add a keyword you defined after Domain name of category URL

Text for path
[website]

Only keyword (example - rfkpage)

> Add Sub-Domain before path

This option will redirect category request to the URL you defined in the configuration

Sub-Domain
[website]

Full URL (http://subdomain.reflektion.com/)

G. Set cron job frequency at website level to execute your jobs automatically

[STORES](#) -> [Configuration](#) -> [REFLEKTION](#) -> [Data Feeds/Features](#) -> [Cron Schedule](#) -> [Frequency\(Server Time\)](#)

Cron Schedule

Frequency(Server Time)
[website]

Save below cron options to see cron expression here

Cron - Minute
[website]

Set cron job for all websites

Cron - Hour
[website]

Set cron job for all websites

Cron - Day
[website]

Set cron job for all websites

Cron - Month
[website]

Set cron job for all websites

Cron - Weekday
[website]

Set cron job for all websites

Data Feeds

Product Feed [website] Enabled

Category Feed [website] Enabled

Product Custom Attributes [website]

- Cost
- Manufacturer
- Color**
- Occasion
- Type
- Style
- Sleeve Length
- Fit
- Size**
- Length

Transactions Feed [website] Disabled

Transaction Feed select export range [website] Number of days (Default is 30)

Add Shipping address to transaction feed [website] Disabled

Add Billing address to transaction feed [website] Disabled

J. Inside Data Feeds option - select multiple 'user defined attributes' which you want to export

Product Custom Attributes [website]

Cost
Manufacturer
Color
Occasion
Type
Style
Sleeve Length
Fit
Size
Length

Note - This field is “Multi-Select”. Use ‘⌘+click’(MAC) or ‘Ctrl+Click’(Windows) to select attributes.

K. Data feeds - Enable/Disable Transaction(sales) feed, Billing & Shipping address, sales feed export range

Transactions Feed [website]

Transaction Feed select export range [website]

Add Shipping address to transaction feed [website]

Add Billing address to transaction feed [website]

Note : Default Range for exporting transaction(sales) feed is 30 days

- Analytics Configuration - Global Configuration Scope**

[STORES -> Configuration -> REFLEKTION -> Analytics Configuration](#)

Here you add the analytics script provided by Reflektion.

REFLEKTION ^

Data Feeds Configuration

Analytics Configuration



A. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Reflektion Analytics](#)

Here you can Enable/Disable Reflektion push data for below five events

- Product Viewed
- Product added to cart
- Cart Status
- Order Placed successfully
- User Login

B. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Product Custom Attributes](#)

Here you can select catalog custom attributes which you want to send with product data to RFK Analytics.

Product Custom Attributes
[global]

Cost
Manufacturer
Color
Occasion
Type
Style
Sleeve Length
Fit
Size
Length

Select product attributes to send for RFK Analytics

C. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Customer Custom Attributes](#)

Here you can select customer custom attributes which you want to send with customer data to RFK Analytics.



Customer Custom Attributes
[global]

- Create In
- Is Confirmed
- Default Billing Address
- Default Shipping Address
- Associate to Website
- Created From
- Group
- Disable Automatic Group Change Based on VAT I
- Prefix
- Failures Number

Select customer attributes to send for RFK Analytics

D. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Add Address Attributes to select](#)

Here you can configure address attributes with JSON format to send with address data to RFK Analytics.

Add Address Attributes to select
[global]

```
{
  "address_line_1": "{street}",
  "city": "{city}",
  "state": "{region}",
  "Zip": "{postcode}",
  "country": "{country_id}"
}
```

Address attributes - send to RFK

E. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Global Product Template](#)

Here you can set global product data JSON format, so if template not defined for any event it will take this JSON.



Global Product Template

[global]

```
{
  "sku": "{sku}",
  "price": "{price}",
  "quantity": "{qty}",
  "attributes": "{{ATTRIBUTES}}"
}
```

Global/Default template used when template not defined for particular event

Note : Here 'ATTRIBUTES' means the attributes selected from above multi select option.

F. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Number attribute should be in double quotes](#)

Here you can mention attributes(comma separated) which should be considered as strings

Number attribute should be in double quotes
[global]

sku,zip,id

Comma separated

G. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Product Viewed](#)

Here you must add a script to send product viewed detail to RFK analytics.

Product Viewed

[global]

```
rfk.push(["trackEvent", {
  "type": "view",
  "name": "{NAME}",
  "value":{
    "products":[{{PRODUCT}}]
  }
}]);
```

Global/Default template used when template not defined for particular event

H. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration ->](#)



Add to cart Product Template
[global]

```
{
  "sku": "{sku}",
  "price": "{price}",
  "quantity": "{qty}",
  "is_in_stock": "{is_in_stock}",
  "special_price": "{special_price}",
  "attributes": "{ATTRIBUTES}"
}
```

L. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Status of cart](#)

Here you must add a script to send Status of cart detail to RFK analytics.

Status of cart
[global]

```
rfk.push(["trackEvent", {
  "type": "status",
  "name": "cart",
  "value": {
    "products": {PRODUCTS}
  }
}]);
```

M. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Status of Cart Template](#)

Here you can add products data to be send when you visit cart page. If empty, it will take global product template.

Status of Cart Template
[global]

```
{
  "sku": "{sku}",
  "price": "{price}",
  "quantity": "{qty}",
  "is_in_stock": "{is_in_stock}",
  "type": "{type_id}",
  "status": "{status}",
  "attributes": "{ATTRIBUTES}"
}
```

N. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> User logged in](#)

Here you must add a script to send customer data when login successfully.



User logged in
[global]

```
rfk.push(["trackEvent", {  
  "type": "user",  
  "name": "login",  
  "value": {  
    "user": {  
      "id": "{ID}",  
      "first_name": "{FIRST_NAME}",  
      "last_name": "{LAST_NAME}",  
      "email": "{EMAIL}",  
      "address": {ADDRESS},  
      "attributes": {ATTRIBUTES}  
    }  
  }  
}]);
```

- O. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Order Confirmation](#)

Here you must add a script to send order confirmation detail to RFK analytics.

Order Confirmation
[global]

```
rfk.push(["trackEvent", {  
  "type": "order",  
  "name": "confirm",  
  "value": {  
    "products": {PRODUCTS},  
    "checkout": {  
      "order_id": "{ORDER_ID}",  
      "shipping_cost": {SHIPPING_COST},  
      "subtotal": {SUBTOTAL},  
      "total": {TOTAL},  
      "shipping_address":  
{SHIPPING_ADDRESS}  
    },  
    "user": {  
      "id": "{ID}",  
      "first_name": "{FIRST_NAME}",  
      "last_name": "{LAST_NAME}",  
      "email": "{EMAIL}",  
      "address": {ADDRESS}  
    }  
  }  
}]);
```

- P. [STORES -> Configuration -> REFLEKTION -> Analytics Configuration -> Order Confirmation Product Data](#)

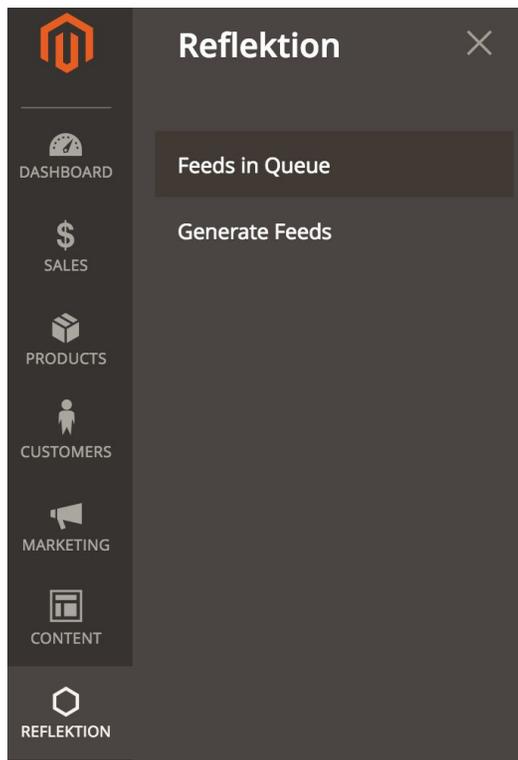
Here you can add products data to be send when you confirm an order. If empty, it will take global product template.

Order Confirmation Product Data [global]

```
{
  "sku": "{sku}",
  "price": "{price}",
  "quantity": "{qty_ordered}",
  "subtotal": "{row_total}",
  "price_original": "{original_price}",
  "attributes": "{{ATTRIBUTES}}"
}
```

II. Admin Panel Menu

A. *Reflektion -> Feeds in Queue*



> Here you can check the feeds in queue or feeds executed status either from cron job or manually.

Feeds in Queue

🔍 99+ 👤 admin ▾

Download logs

Search [Reset Filter](#)

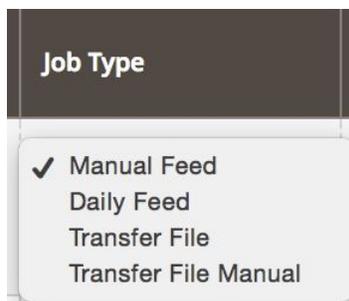
Actions ▾ 9 records found (3 selected)

20 ▾ per page < 1 of 1 >

<input type="checkbox"/>	Job ID	Website Name	Website ID	Job Type	Feed Type	Scheduled	Completed	Latest Feed	Status
<input type="checkbox"/>	<input type="text"/>	From <input type="text"/> To <input type="text"/>	From <input type="text"/> To <input type="text"/>		<input type="text"/>				
<input checked="" type="checkbox"/>	24	Demo2 - Website	4	Transfer File		Feb 13, 2018, 3:27:34 PM			Scheduled
<input checked="" type="checkbox"/>	23	Demo2 - Website	4	Daily Feed	category	Feb 13, 2018, 3:27:34 PM			Scheduled
<input checked="" type="checkbox"/>	22	Demo2 - Website	4	Daily Feed	product	Feb 13, 2018, 3:27:34 PM			Running
<input type="checkbox"/>	21	Demo2 - Website	4	Transfer File		Feb 7, 2018, 12:27:02 PM	Feb 7, 2018, 2:05:05 PM		Completed
<input type="checkbox"/>	20	Demo2 - Website	4	Daily Feed	category	Feb 7, 2018, 12:27:01 PM	Feb 7, 2018, 1:47:25 PM	download	Completed
<input type="checkbox"/>	19	Demo2 - Website	4	Daily Feed	product	Feb 7, 2018, 12:27:01 PM	Feb 7, 2018, 1:46:35 PM	download	Completed

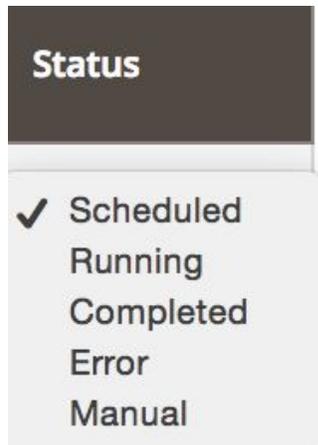
> Description about grid columns

- **Job ID** - Unique Job ID assigned to every job.
- **Website Name** - Name of website
- **Website ID** - ID of website for which queue has been generated
- **Job Type** - Job type divided into four types
 - a. **Manual Feed** - Feed generated manually from Admin Panel.
 - b. **Daily Feed** - Feed generated from cron job.
 - c. **Transfer File Manual** - To transfer files to SFTP manually
 - d. **Transfer File** - Transfer files to SFTP through cron job



- **Feed Type** - Types of feed(product, category and sales)
- **Scheduled** - Job scheduled time
- **Completed** - Job completed time
- **Download** - You can download latest feed generated (status should be completed)
- **Status** -
 - a. **Scheduled** - Job is scheduled but not executed yet
 - b. **Running** - Job in running but not completed

- c. **Completed** - Job executed successfully
- d. **Error** - Some error occurred while executing the job(check logs)
- e. **Manual** - Job Queue generated manually from Admin Panel



> Click **Download Logs**

Here you can download logs(reflektion.log, system.log and exception.log) files with date range

Download Log File

Select Log File *

Choose From Date *

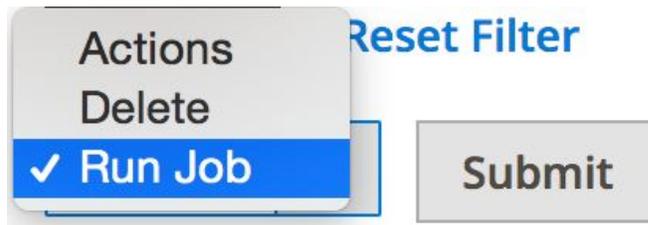
Choose To Date *

> To execute jobs from Admin Panel follow the below steps

- Check the jobs you want execute

	Job ID	Website Name	Website ID	Job Type	Feed Type	Scheduled	Completed	Latest Feed	Status
Any						From To	From To		
<input checked="" type="checkbox"/>	27	Demo2 - Website	4	Transfer File Manual		Mar 5, 2018, 6:18:27 AM			Manual
<input checked="" type="checkbox"/>	26	Demo2 - Website	4	Manual Feed	category	Mar 5, 2018, 6:18:27 AM			Manual
<input checked="" type="checkbox"/>	25	Demo2 - Website	4	Manual Feed	product	Mar 5, 2018, 6:18:26 AM			Manual

- Select Action “Run Job” and click “Submit” to execute.



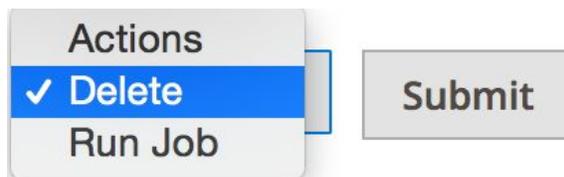
- You will get a success message once selected jobs executed successfully

> To delete jobs from Admin Panel follow the below steps

- Check the jobs you want to delete

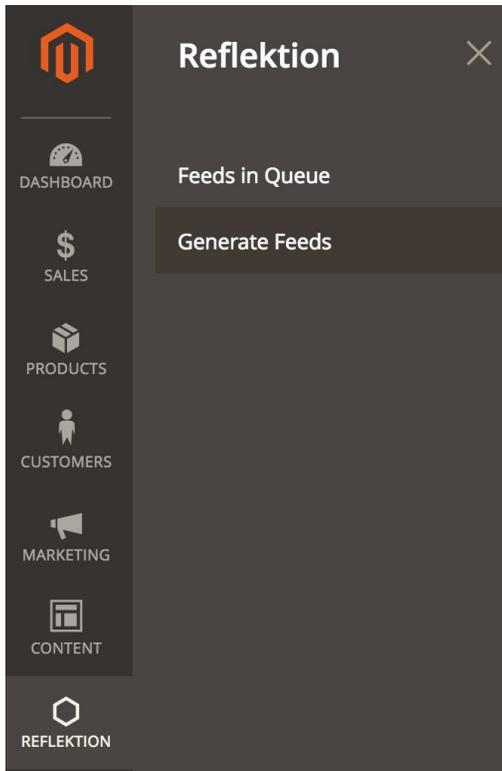
	Job ID	Website Name	Website ID	Job Type	Feed Type	Scheduled	Completed	Latest Feed	Status
Any						From To	From To		
<input checked="" type="checkbox"/>	27	Demo2 - Website	4	Transfer File Manual		Mar 5, 2018, 6:18:27 AM			Manual
<input checked="" type="checkbox"/>	26	Demo2 - Website	4	Manual Feed	category	Mar 5, 2018, 6:18:27 AM			Manual
<input checked="" type="checkbox"/>	25	Demo2 - Website	4	Manual Feed	product	Mar 5, 2018, 6:18:26 AM			Manual

- Select Action “Delete” and click “Submit”



- You will get a success message once selected jobs deleted successfully

B. *Reflektion -> Generate Feeds*



> Here you can schedule jobs to execute manually - only after website configuration completed.

Generate Feeds 🔍 99+ 👤 admin ▾

[Export Feeds For All Sites](#) [Cleanup RFK data](#)

Search [Reset Filter](#) 1 records found 20 per page < 1 of 1 >

Website ID	Website Name	Website Code	Feeds to Send	SFTP Destination	SFTP User	Action
4	Demo2 - Website	website2	product, category	125757321-sftp.rfksrv.com	riggsandporter	Export Feed For Demo2 - Website

> To execute jobs only for a website

- Click to the Action(link) mentioned for that website row in grid

4	Demo2 - Website	website2	product, category	125757321-sftp.rfksrv.com	riggsandporter	Export Feed For Demo2 - Website
---	-----------------	----------	-------------------	---------------------------	----------------	---

- It will create manual status type jobs in queue

> To execute jobs for all websites

- Click to the button “Export Feeds for All Sites”

Export Feeds For All Sites

- It will create manual status type jobs for all the websites in queue.

> All manual jobs need to execute manually from Admin Panel.

> Cleanup RFK Data

Cleanup RFK data

This option will clean the reflektion.log file and all jobs(Option - Feeds in Queue) detail from the database

III. Logs and Feed detail

- A. For tracking purpose saving every step message(errors too) in a log file - ‘reflektion.log’
Path - ROOT/var/log/reflektion.log
- B. Saving CSV file to path - ROOT/var/reflektion/feeds/FILE.CSV
- C. CSV file name convention used

WEBSITENAME_WEBSITEID_product_feed.csv

Example - reflektion_2_product_feed.csv

WEBSITENAME_WEBSITEID_category_feed.csv

Example - reflektion_1_category_feed.csv

WEBSITENAME_WEBSITEID_transaction_feed.csv

Example - localhost_1_transaction_feed.csv

IV. Pre conditions

- A. **Must** have write permission for Directory “var”.



- B. Magento default library “phpseclib” should be present
- C. Cron.php must be configured to run every minute i.e.
***** **PATH/cron.php** or cron.sh
- D. mcrypt extension must be present

V. Notes

- A. Recommended to not select attributes more than 30 to export otherwise you may face issue.
- B. Do not run product feed job manually if products are more than 10k.
- C. Increase maximum execution time of your server if products are huge.