

Swym in-stock alert installation guide

This guide describes how to set up the in-stock alert widget on your Magento Store.

Disabling Compilation

- Log in to your Magento account
- Click System
- Click Tools
- Click Compilation
- Click Disable

Install the Swym in-stock alert Extension

- Click System
- Click Magento Connect
- Click Magento Connect Manager
- Click Choose File under Direct package file upload
- Upload the package file
- Click Upload
- The Success message should appear:

Install the Swym in-stock alert Widget

Note:Make sure compilation is disabled in your Magento admin before you install the Swym in-stock alert Widget. You can re-enable compilation after you install the Swym in-stock alert Widget.

Installing the Widget

- Click Return to Admin
- Click System
- Click integrations

⚠ One or more indexers are invalid. Make sure your Magento cron job is running. System Messages: 1

Integrations

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

Name	Status			
Swym Relay	Inactive	Activate	ⓘ	🗑

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- Find 'Swym Relay' in the list & click 'Activate' in the next row
- Click Allow in the pop-up
- Copy the Access token & save it for later use.

Swym Relay

Integration Tokens for Extensions

Consumer Key	btm4mub5mgzbg167dt2ljuzof76yjf1
Consumer Secret	avuh8kkgue3oof3lnhhcluvmebv90brr
Access Token	1plnidg44yomcxwldlrncqay3i7aivh6
Access Token Secret	e62lkr5g162kka7zzfuq9u6180v8oc9l

Done

- Click Done
- Select your store view name from the Configuration Scope drop-down menu

- Click Swym on the left sidebar
- Click the Wishlist configuration tab on the left sidebar
- Paste the access token in the textbox labelled access token
- Click save config
- Click on Swym dashboard to start the installation process

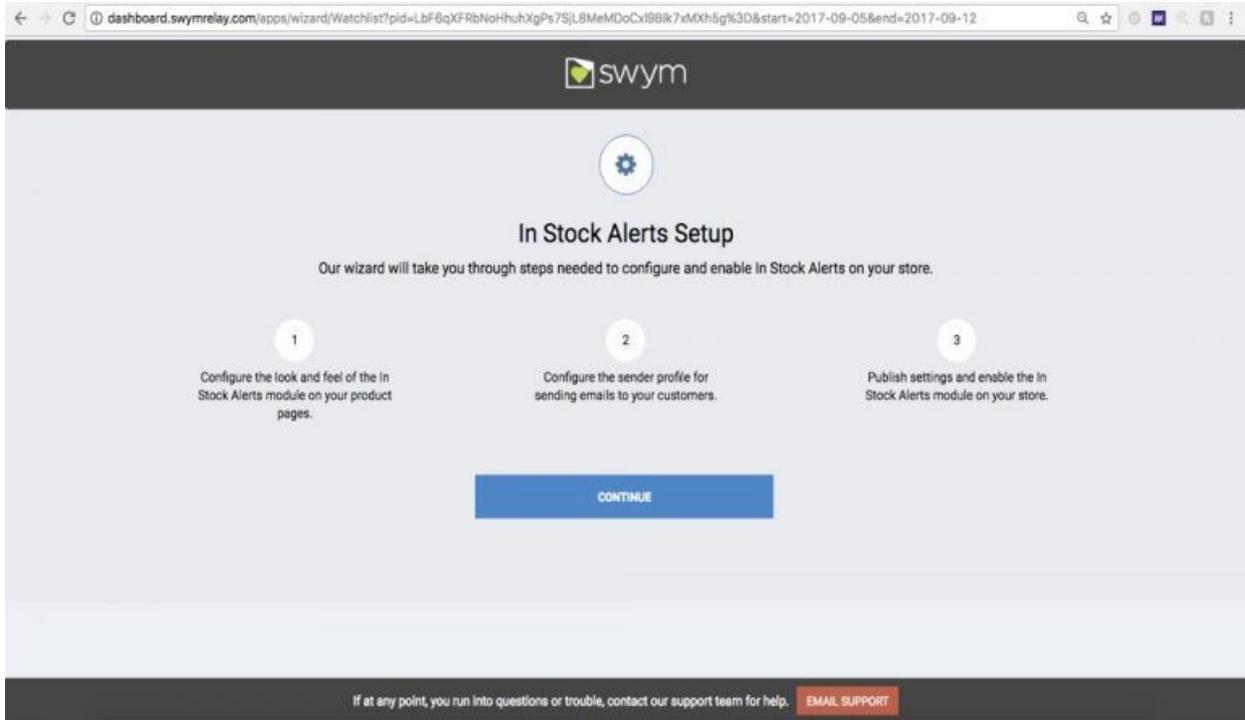
Note: If you encounter a "404 page not found" error, log off Magento and log back in.

Configuring the app

Thank you for installing the In Stock Alerts app on your e-commerce store. We've made it simple to set up the app via a wizard, here is some supporting documentation on how that works:

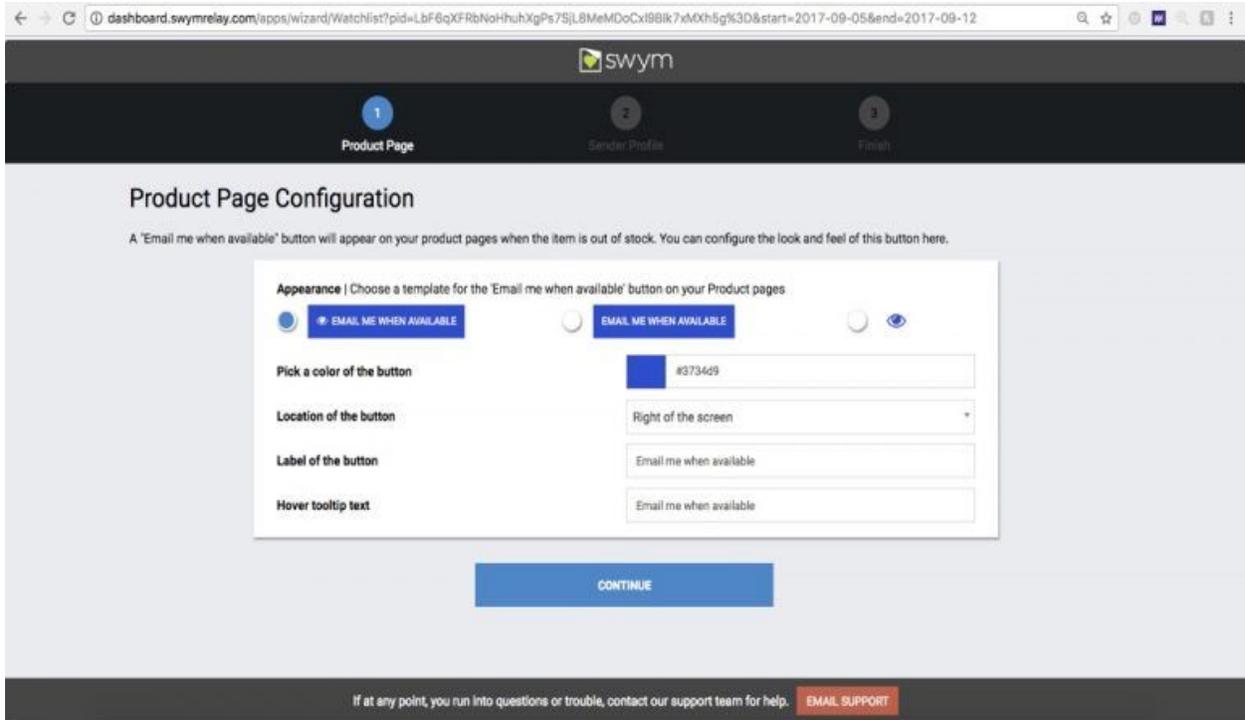
As soon as you install the app, you will be asked to choose a plan for your store. Feel free to pick the plan that works for you, but since we have a 14-day free trial, feel free to take advantage of that and check out the Premium plan that includes all the powerful features the app has to offer. You won't be charged until after the 14 days of your free trial period have elapsed.

Once you've chosen and activated your plan, the app will guide you through the setting up of the app. There are 3 steps in the setup – Product Page Configuration, Email Service Provider Configuration and a final Confirmation step to publish the app live on your store.



On the first screen, click **CONTINUE** to get started with the setup.

STEP 1 : IN STOCK ALERTS – PRODUCT PAGE CONFIGURATION



This step in the wizard is how the “**Email me when available**” button should look in the Product pages. By default, this “Email me when available” button will appear next to the Sold out button on the product page.

- **APPEARANCE:** We give you the options to choose from different button styles of how the “Email me when available” button should appear in the product pages. The color of the button/icon is determined by the color that you picked in step 1 of the Wizard. Here are the options
 - Icon + label as a button (default option)
 - Label as a button
 - Icon only
- **COLOR:** This is the default color that will be used for the button and icon. Clicking on the color block will open up the color picker. You can either pick a color via the picker, or enter a hex code that matches the color scheme that you use in your store
- **LABEL:** This will show up only if there is a label chosen in the APPEARANCE step. This is the text that will show on the button.

- **TOOLTIP:** This is the text that will show when a shopper hovers over the button.

Click CONTINUE to move to the next step

STEP 2 : IN STOCK ALERTS – EMAIL SERVICE PROVIDER CONFIGURATION (*available only for paid plans*)

The screenshot shows a web interface for configuring email settings. At the top, there is a dark header with the Swym logo and a progress indicator with three steps: 1. Product Page (green), 2. Sender Profile (blue, active), and 3. Finish (grey). Below the header, the main content area is titled 'Configure the sender profile' and includes a sub-header: 'The In Stock Alerts app sends automatic email alerts when a product that was out of stock gets restocked. Please specify the FROM name and address you'd like to use to send those emails.' The configuration form contains three fields: 'From name' with the value 'Aki's Boutique' and a 'Preview Email' button; 'Email address to send emails from' with the value 'admin@swymcorp.com' and a 'Send Test Email' button; and 'Choose email sender option' with a dropdown menu set to 'Let Swym send emails on your behalf (Default)'. A large blue 'CONFIRM SETTINGS' button is centered below the form. At the bottom of the page, there is a dark footer with two lines of text: 'If at any point, you run into questions or trouble, contact our support team for help.' followed by an 'EMAIL SUPPORT' button.

Once a product comes back in stock, we will send automatic emails to all the shoppers who have subscribed an alert for that product. This step in the wizard is for configuring who that email will be sent on behalf on.

- **FROM NAME** – This will be the FROM name of the sender
- **FROM EMAIL** – This will be the email address that we will be set as the “Reply to” in all emails.
 - You will need to validate your email. This is to ensure that someone else is not using your email ID by mistake.

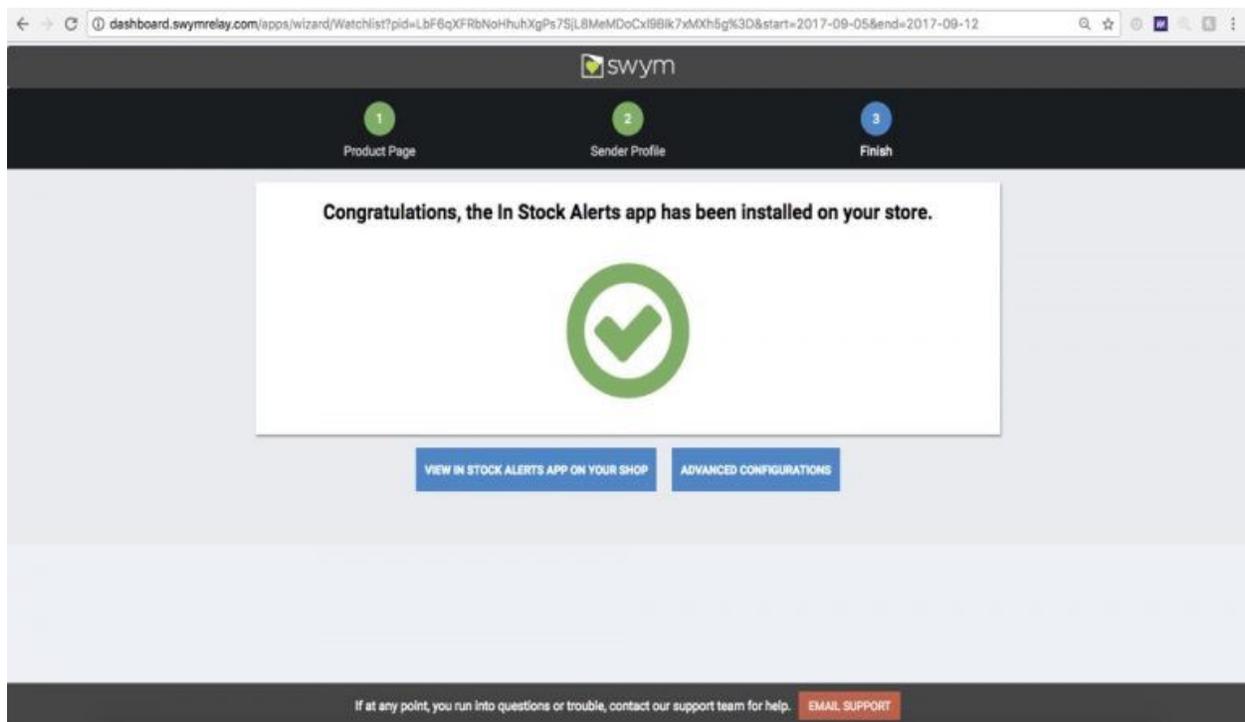
- You will receive a confirmation email on the login that you have logged into the store with
 - Just click on the confirmation link and you are all set.
- If you have chosen an Email Service Provider, this address will be set as the FROM email address
- If you have chosen Swym to send the email then it will be sent from “YourStoreName@swymrelay.com”
- **CHOOSE EMAIL SENDER OPTIONS** – On our Premium plan and higher, you can configure the app to use your own Email Service provider to send the email. If that’s not needed, you can also configure Swym to send the emails on behalf of your store. We currently integrate with the following ESP:
 - Mailchimp/Mandrill
 - Klaviyo
 - Bronto
 - Retention Science
 - Zaius
 - Sailthru
 - DotMailer
 - SendGrid
 - Amazon SES

Note: Please ping us if you are using some other ESP and would like us to integrate with that.

- **PREVIEW EMAIL** – View a sample email template and see how it renders. This email is from our test site and hence it will show the product from our test site.

- **SEND TEST EMAIL** – Optional, send a test email and check how the email renders. The test email would be sent to your store’s admin email address. With the Pro and Premium plans, you can customize your email templates based on your preferences

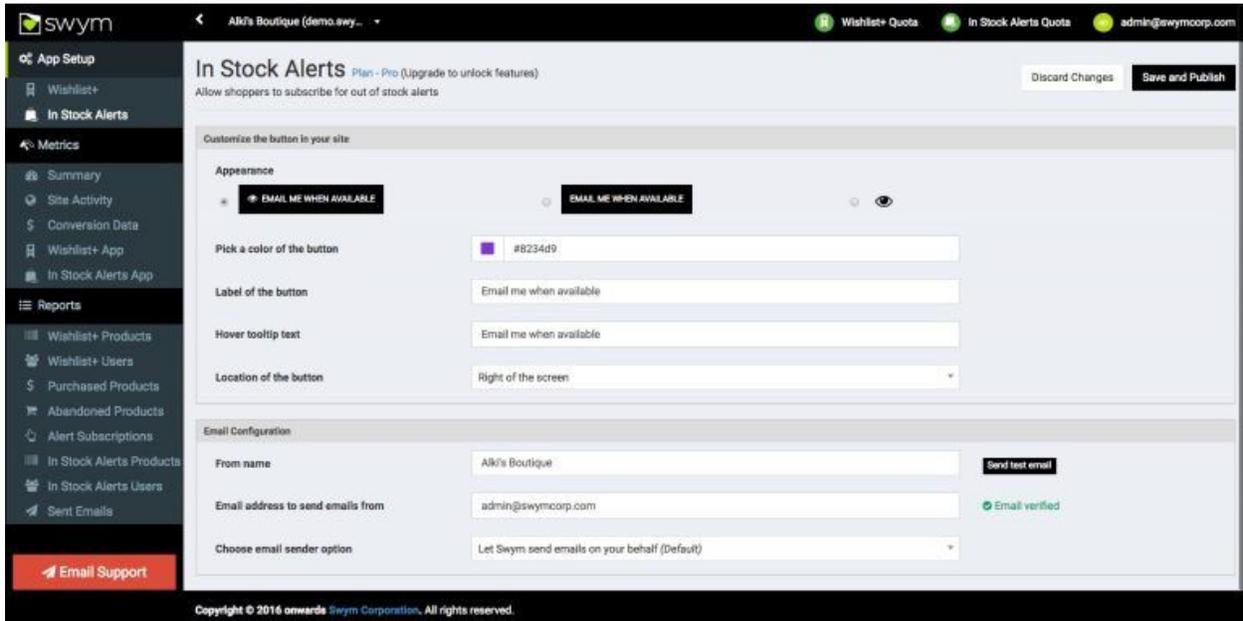
Click on **‘CONFIRM SETTINGS’** to save settings and your store is now ready to allow shoppers to subscribe to alerts. On all our paid plans, Swym will automatically send the restock alert emails when an out of stock product comes back in stock.



You are all done!!! This is the last step of the setup process:

- **Click on VIEW IN STOCK ALERTS ON YOUR SHOP:** This will launch a browser session to your store so you can check the In Stock Alerts settings and make sure its configured just the way you wanted it. The app will attempt to automatically navigate to an out-of-stock product page so you can verify it, but if that doesn’t happen, please browse to an out-of-stock product page to verify.

- Click on **ADVANCED CONFIGURATIONS**: This is the Settings page which has a few more advanced settings. This is also the page you will land on when you come back to the Swym Dashboard ->Settings page in the future if you'd like to make any changes.



Testing your In Stock Alert emails(PAID PLANS)

To test the In Stock Alerts app on your e-Commerce store, you will need to find an out-of-stock product to test out the entire flow on. Visit this product page and sign up for an alert using the “Email me when available” button. Next, you will have to replenish stock for that product to trigger an alert. We suggest using a test product so as to not disturb the current inventory or pricing setup.

- Ensure that the product has the ‘Quantity’ set to ‘0’ in the ‘Inventory’ section
- From the product details page, click on the “Email me when available” button and provide the email address to receive the back in stock alert
- Now from the store’s admin console, increase the ‘Quantity’ for that Product and ‘Save’ settings
- You should receive a back in stock alert at the email address you provided

Don't forget to check the 'Metrics' from the Dashboard. The dashboard pulls together some smart insights about your website's overall engagement as well as specific metrics for your In Stock Alerts app, and you can use this data to further hone your online marketing strategies.

The cool thing about 'In Stock Alerts' app is that not only does the app help send relevant emails to your shoppers, but you can also get visibility into which of your products are the most popular (based on the number of users that are subscribing to alerts for them), what kind of alerts are generating the highest engagement, and who your most active users are. Sending price drop, back in stock and other product alerts can be an effective tool in your marketing armory, especially when you are looking to engage your customers in a cost-effective fashion.