

**Manual**

**Magento 2.X Plugin**

**v1.8.9**

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Documentation for the XQueue system

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<b>Inhalt und Ziel</b>	This document describes the installation and configuration of the Magento 2.X plugin for Maileon
<b>Typ</b>	Manual
<b>Version</b>	1.8.9
<b>Autor</b>	Marcus Beckerle
<b>Erstellt</b>	30.01.2018
<b>Letzte Änderung</b>	30.08.2022

# Introduction

The module synchronizes customer data, order data and shopping cart information between Magento and Maileon. Magento is the primary system, which means that the customer information in Magento is considered the main information and changes to that data are synchronized with Magento. Conversely, only certain information is synchronized: the DOI confirmation and unsubscription. For order details and cart abandonments, this information is sent to Maileon as transactions (events) and can be used either to analyze data using contact filters or to activate a trigger mailing. All functions can be set via a configuration panel in Magento.

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# Using the Plugin

## Installation

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The first step is to copy the Maileon directory into the `/app/code` directory of the Magento installation. If the app directory doesn't already contain a `code` subdirectory please create it. After this the module must be enabled using the following steps:

- Using the command line check if the module is recognized by Magento. Type the following command:

```
php bin/magento module:status
```

This should result in the following response:

```
List of disabled modules:  
Xqueue_Maileon
```

This means that the system has recognized the synchronization module but it isn't enabled yet.

- Issue the following command to enable the module:

```
php bin/magento module:enable Xqueue_Maileon
```

If the above succeeded the following message is displayed:

```
The following modules has been enabled:  
- Xqueue_Maileon
```

- After this Magento must check and update its database. Issue the following command:

```
php bin/magento setup:upgrade
```

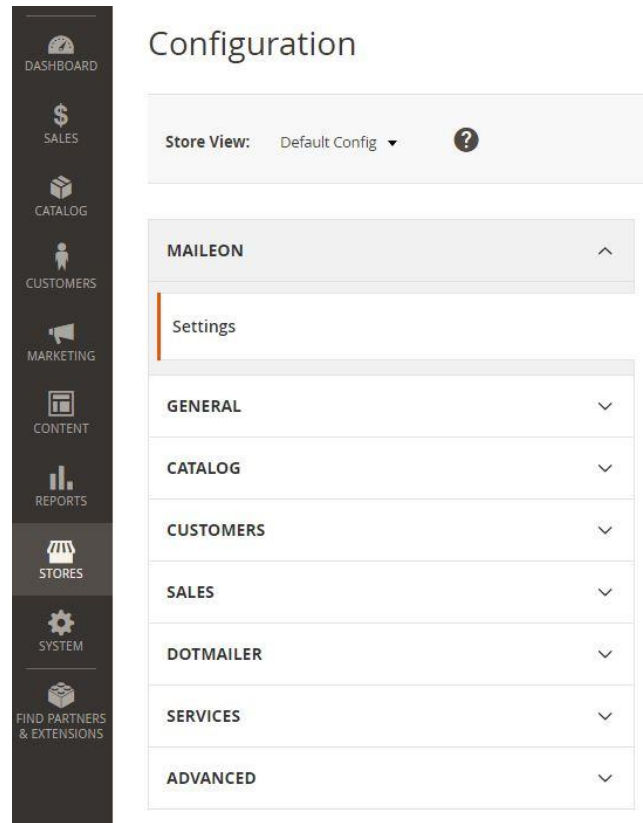
If everything went well you can switch to Magento's admin interface. The plugin settings are available in the following menu:

```
Stores -> Configuration -> Maileon
```

- Add a custom field to contact: magento\_storeview\_id
  - Add a custom field to contact: magento\_source  
Can be newsletter, order\_confirmation and abandoned\_cart
-

## Configuration in Magento

The configuration can be found under “Stores” → “Configuration” and, since version 1.8, can be set on Storeview level. This means, that for each Storeview, you can select an own API key, to use different Maileon accounts or you can select different DOI mail keys to send out DOIs in e.g. different languages.



**Figure 1: Plugin Settings**

### General Settings

Maileon Api Key [store view]

API Key from Maileon system.

Print CURL Debug Data [store view]  ▼

This mode is for additional output when debugging Cron-jobs.

**Figure 2: General settings**

- **Maileon Api Key:** The API key associated with the Maileon account you wish to use.
- **Print CURL Debug Data:** Enabling this will log Maileon API responses. Useful for debugging.

## Subscriber Settings

<b>Active</b> <small>[store view]</small>	<input type="text" value="Yes"/>
	Enable this module?
<b>Permission</b> <small>[store view]</small>	<input type="text" value="Double Opt-in Plus"/>
<b>DOI process</b> <small>[store view]</small>	<input type="text" value="Yes"/>
	Enable the DOI process?
<b>DOI+ process</b> <small>[store view]</small>	<input type="text" value="No"/>
	Enable the DOI+ process?
<b>Doi Mailing ID</b> <small>[store view]</small>	<input type="text"/>
	If DOI process enabled, this ID of the DOI mailing that should be used. If left blank, the default DOI mailing will be sent. Default [blank].
<b>Unsubscribe Hook Token</b> <small>[store view]</small>	<input type="text" value="test123"/>
	This is the token that has to be passed as a parameter with the call of the Unsubscribe hook from Maileon. Use parameter token=
<b>Doi Hook Token</b> <small>[store view]</small>	<input type="text" value="test123"/>
	This is the token that has to be passed as a parameter with the call of the DOI confirmation hook from Maileon. Use parameter token=
<b>At Store view all emails should be unsubscribe</b> <small>[store view]</small>	<input type="text" value="No"/>
	If use more Store view and there is a subscriber with the same email in several Store views, all email addresses will be unsubscribed from every Store view, if the magento_storeview_id is missing.
<b>Disable confirmation request email</b> <small>[store view]</small>	<input type="text" value="Yes"/>
	Disable Magento confirmation request email?
<b>Disable success email</b> <small>[store view]</small>	<input type="text" value="Yes"/>
	Disable Magento subscription success email?
<b>Disable unsubscription email</b> <small>[store view]</small>	<input type="text" value="Yes"/>
	Disable Magento unsubscription email?

**Figure 3: Subscriber settings**

- **Active:** This enables the newsletter subscriber module. This module synchronizes new subscriptions to Maileon.
- **Permission:** The permission level to set for new Maileon subscribers.
  - None: No permission. This is most likely what is required, e.g. in Germany.
  - Single Opt-in: Consent only given once, e.g. by entering the email address on the registration form. This does not guarantee that the subscriber is indeed identical with the email account owner.
  - Confirmed Opt-in: A confirmation mail about the registration is sent to the provided email address, but it does not contain a confirmation link. This method

is frequently abused by spammers. The recipient will have to actively revoke consent in order not to receive any advertising emails. This method is not really legal in Germany and should not be used.

- **Double Opt-in:** Set double-opt-in in Maileon, e.g. if such a permission has already been gathered externally.
- **Double Opt-in Plus:** Double-opt-in including consent to single user tracking.
- **DOI Process:** A confirmation email including a “confirmation link” is sent to the provided email address. The subscription will not be valid until the recipient clicks this link. Thus it is ensured that the recipient is identical to the mailbox owner and really wishes to receive your emailings (the recipient cannot click the confirmation link without having signed in to her or his mailbox). Double Opt-in is the only subscription method we can recommend. Please note that XQ can only provide general information but no official legal counselling. Please contact your lawyer in the case of legal questions on this topic.
- **DOI+ Process:** Requires option “DOI Process”. A DOI+ permission will be registered after the user clicks the DOI confirmation link in the DOI mail.  
Please note: You can only obtain significant response analyses and react appropriately when your contacts have given consent to single user tracking. Taking into account that only the double-opt-in procedure is legally safe (for German-based providers), the only permission method we can recommend is “Double Opt-in including consent to single user tracking”.
- **Doi Mailing ID:** If the permission above is set to DOI or DOI-Plus the newsletter subscriber will be sent a confirmation mailing using Maileon. This field can be used to customize which DOI mailing will be sent from Maileon. Leaving it empty means that the default DOI confirmation will be sent. (A default DOI confirmation mailing must be set in Maileon in order for this to work.)
- **Unsubscribe Hook Token:** This token is used to synchronize Maileon unsubscribers back to Magento. This field must be a unique string. (Think of it as a password.) The hook setup will be detailed later.
- **Doi Hook Token:** This token is used to synchronize Maileon DOI confirmations back to Magento. If set the Magento subscriber state will match the Maileon subscription state of each customer. This field must be a unique string. (Think of it as a password.) The hook setup will be detailed later.
- **At storeview all emails should be unsubscribed:** Since Magento 2.4, an email can be registered multiple times with Magento (one time for each storeview). When Maileon reports back unsubscribers to Magento it passes along the storeview ID but if that data gets deleted or is not added in the webhook configuration, Magento does not know from which storeview to unsubscribe the contact of. This option allows to unsubscribe all contacts with a given email address (from all storeviews) if ambiguous or if required (e.g. by law).
- **Disable confirmation request email:** Used to disable the built-in Magento DOI confirmation email.
- **Disable success email:** Used to disable the built-in Magento DOI success email.
- **Disable unsubscription email:** Used to disable the built-in Magento unsubsubscriber email.



## Order Settings

Active <small>[store view]</small>	Yes	▼
	Enable this module?	
Fallback permission <small>[store view]</small>	None	▼
	If the customer is not a NL subscriber, that will be the permission	

**Figure 4: Order Confirmation Mail Settings**

- **Active:** This enables the order confirmation module. This module synchronizes order events to Maileon. Each order creates two types of transactions: magento\_orders and magento\_orders\_extended. The transaction magento\_orders contains one event for each order. The transaction magento\_orders\_extended contains one event per line item in the order. The properties of these events are the following:

**CONTACT EVENT CREATE**  
Create a new contact event using this form.

contactevent 294 magento\_orders

[Export contact event specification](#)

---

Creation: 19/12/2017 14:01

---

Retention period: *not specified*

---

**Properties**  
*Following the available properties of the contact event are defined.*

Description	Description	Mandatory	Format
order_id			Text
date			Timestamp
order_status			Text
total_price			Floating point numb...
currency			Text
shipping_method			Text
line_items			JSON
shipping.firstname			Text
shipping.lastname			Text
shipping.phone			Text
shipping.region			Text
shipping.city			Text
shipping.zip			Text
shipping.address			Text
billing.firstname			Text
billing.lastname			Text
billing.phone			Text
billing.region			Text
billing.city			Text
billing.zip			Text
billing.address			Text

Figure 5: Maileon Order-Confirmation-Transactiontype

**CONTACT EVENT CREATE**  
Create a new contact event using this form.

contactevent      255   magento\_orders\_extended  
[Export contact event specification](#)

---

Creation:      19/12/2017 14:01

---

Retention period:      not specified

---

**Properties**  
Following the available properties of the contact event are defined.

Description	Description	Mandatory	Format
order_id			Text
date			Timestamp
order_status			Text
total_price			Floating point numb...
currency			Text
shipping_method			Text
product.title			Text
product.price			Text
product.sku			Text
product.quantity			Text
product.image			Text
product.url			Text
product.categories			Text
shipping.firstname			Text
shipping.lastname			Text
shipping.phone			Text
shipping.region			Text
shipping.city			Text
shipping.zip			Text
shipping.address			Text
billing.firstname			Text
billing.lastname			Text
billing.phone			Text
billing.region			Text
billing.city			Text
billing.zip			Text
billing.address			Text

Figure 6: Extended Maileon Order-Confirmation-Transactiontype

- **Fallback permission:** Maileon will create a contact for each transaction to be able to provide access to e.g. online versions of the newsletter, later on. Often there is a possibility to subscribe to the newsletter during an order process. In this case, if DOI or DOI+ is selected as newsletter permission, the customer will also get a DOI mail. If the user did not choose to retrieve a mail, there is also the possibility to give a certain permission, e.g. SOI, to those contacts so they will get mails with contents of special interest, as they are real customers with a business interest.

## Abandoned Cart Settings

**Active**  
[store view] Yes

Enable this module?

**Fallback permission**  
[store view] None

If the customer is not a NL subscriber, that will be the permission

**# Of Hours Before Sending Reminder**  
[store view] 1

After this many hours, send the order followup email.

**Shadow Email**  
[store view]

If this field is set, a copy of the shopping cart followup email will be sent to this address . Default [blank].

**Email Override**  
[store view]

If this is populated, customers will not recieve shopping cart folowup emails. Instead mails will be routed to this address. Default [blank].

**Figure 7: Shopping Cart Abandonment Mail Settings**

- **Active:** This enables the cart abandonment module. This module synchronizes abandoned cart events to Maileon.
- **Fallback permission:** the permission a contact will get when added to Maileon. This should be set to none in most cases.
- **# Of Hours Before Sending Reminder:** This is the number of hours after an open cart is considered abandoned.
- **Shadow Email:** This email address also receives a copy of the cart abandonment email.
- **Email Override:** If this field is set customers won't receive cart abandonment emails. This address will receive them instead.

**CONTACT EVENT CREATE**  
Create a new contact event using this form.

contactevent 299 magento\_abandoned\_carts  
[Export contact event specification](#)

---

Creation: 05/01/2018 11:46

---

Retention period: *not specified*

---

**Properties**  
*Following the available properties of the contact event are defined.*

Description	Description	Mandatory	Format
order.date			Timestamp
order.total			Floating point numb...
order.currency			Text
generic_fields.string1			Text
generic_fields.string2			Text
customer.salutation			Text
customer.full_name			Text
customer.id			Text
order.items			JSON

**Figure 8: Transactiontype for Cart Abandonnments**

## Configuring Custom Forms

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In order to submit other standard or custom data to Maileon, the following scheme must be used:

- **Standard fields:** The standard fields must use the prefix **standard\_**, followed by the exact name and providing the correct format, documented on <http://dev.maileon.com/api/rest-api-1-0/contacts/standard-contact-fields/>  
Example: standard\_FIRSTNAME
- **Custom fields:** Custom fields should be submitted, they need to have the prefix **custom\_**. Capitalization needs to be respected exactly as specified in Maileon.  
Example: custom\_MySpecialField

## Enhancing Transactional Data

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In some cases, it is required to add custom data transactions. E.g. if you use a plugin, which allows customizing products with names, custom images, etc., and the image shall be displayed in the order confirmation mail, you need to pass this URL to Maileon. Or this case, the plugin provides a simple way to add data to the transactions by overriding class “Maileon\SyncPlugin\Helper\External\Data” from an external plugin.

To ease development, we provide a test plugin that shows a minimalistic setup. In di.xml, the class is overwritten with an own implementation:

```
<config xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:noNamespaceSchemaLocation="urn:magento:framework:ObjectManager/etc/config
.xsd">
    <preference for="Maileon\SyncPlugin\Helper\External\Data"
type="Maileon\TestPlugin\Helper\External\Data" />
</config>
```

Investigating class “Maileon\TestPlugin\Helper\External\Data”, which is provided by the test package and can be also named freely, there are different methods that can be used.

1. This method adds attributes to a single product within an order. Based on the product, e.g. a URL of a custom image could be retrieved and returned in the array:  
`getCustomProductAttributes($product)`
2. This method adds attributes to an order, directly. As we are working with a transaction directly, make sure to use as a key one of the valid keys provided in the transaction type definition<sup>1</sup>:  
`getCustomOrderTransactionAttributes($transaction_content)`
3. This method adds attributes to single item transactions, directly. As we are working with a transaction directly, make sure to use as a key one of the valid keys provided in the transaction type definition<sup>2</sup>:  
`getCustomOrderExtendedTransactionAttributes($transaction_ext_content)`
4. This method adds attributes to a single product within an card abandonment transaction. Based on the product, e.g. a URL of a custom image could be retrieved and returned in the array:  
`getCustomAbandonedCartProductAttributes($product)`

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<sup>1</sup> <https://dev.maileon.com/api/implementation-guideline/implementation-guidelines-transactions/implementation-guidelines-order-confirmation/>

<sup>2</sup> [https://dev.maileon.com/api/implementation-guideline/implementation-guidelines-transactions/implementation-guidelines-order-confirmation/#Attributes\\_orderitems](https://dev.maileon.com/api/implementation-guideline/implementation-guidelines-transactions/implementation-guidelines-order-confirmation/#Attributes_orderitems)



5. This method adds attributes to a cart abandonment transaction, directly. As we are working with a transaction directly, make sure to use as a key one of the valid keys provided in the transaction type definition<sup>3</sup>:

```
getCustomAbandonedCartTransactionAttributes($transaction_content)
```

The data can be added e.g. by writing it to one of the free generic string fields:  
`$result['generic.string_1'] = "this is an additional information";`

This value can then be used in a mailing to print it, use it as a link or an image URL.

The installation of the plugin is as expected done by using Composer. The first step is to copy the 'Maileon' directory of the test plugin into the `/app/code` directory of the Magento installation. If the app directory doesn't already contain a `code` subdirectory please create it. After this the module must be enabled using the following steps:

- Using the command line check if the module is recognized by Magento.  
Type the following command:

```
php bin/magento module:status
```

This should result in the following response:

```
List of disabled modules:  
Maileon_TestPlugin
```

This means that the system has recognized the synchronization module but it isn't enabled yet.

- Issue the following command to enable the module:

```
php bin/magento module:enable Maileon_TestPlugin
```

If the above succeeded the following message is displayed:

```
The following modules has been enabled:  
- Malieon_TestPlugin
```

After this Magento must check and update its database. Issue the following command:

```
php bin/magento setup:upgrade
```

---

<sup>3</sup> <https://dev.maileon.com/api/implementation-guideline/implementation-guidelines-transactions/implementation-guidelines-shopping-cart-abandonment/>

If everything was installed as expected, the next time e.g. an order is triggered, some additional data should be attached to it.

**Kontakt ereignis-Historie von Kontakt ereignis "magento\_orders\_v2"**  
Die folgende Auflistung beinhaltet die bisherigen Ereignisdaten des selektierten Kontakt ereignisses.

1 Kontakt ereignis verfügbar

Datum	Kontakt	Details
24.11.2020 11:41:58	ohne Permission	order.id: 47 order.date: 2020-11-24 10:41:52 order.status: pending order.total: 39.64 order.currency: EUR shipping.address.firstname shipping.address.lastname shipping.address.phone shipping.address.region shipping.address.city shipping.address.zip shipping.address.street billing.address.firstname billing.address.lastname billing.address.phone billing.address.region billing.address.city billing.address.zip billing.address.street shipping.service.name generic_string_1: this is some additional information generic_string_2: this is another additional information

Fenster schließen

**Figure 9: Additional information attached to a transaction**

## Webhook Settings in Maileon

### Changed parameters in version 1.8:

Since Magento 2.4, an email can be added as newsletter subscriber for each storeview, thus, the email can exist multiple times in the Magento newsletter module. As of version 1.8 of the plugin, configuration is based on storeview level, thus, an email can be added to different Maileon newsletter accounts based on its origin. Thus, when Maileon reports back a DOI confirmation or unsubscription, it needs to identify the correct storeview for a given contact. This is done by adding a new parameter “storeview\_id”.

### Unsubscription Webhook Setup

The unsubscription webhook is used to synchronize Maileon unsubscribers back to Magento. To set this up in Maileon you must navigate to `Settings/Webhooks`. In this panel click `Create new webhook`. Select `Unsubscription` from the event dropdown. Enter the following for HTTP post URL (substituting your own domain):

`http://<my domain>/rest/V1/maileon/webhook-unsubscribe`

e.g.: <http://maileonmagento.com/rest/V1/maileon/webhook-unsubscribe>

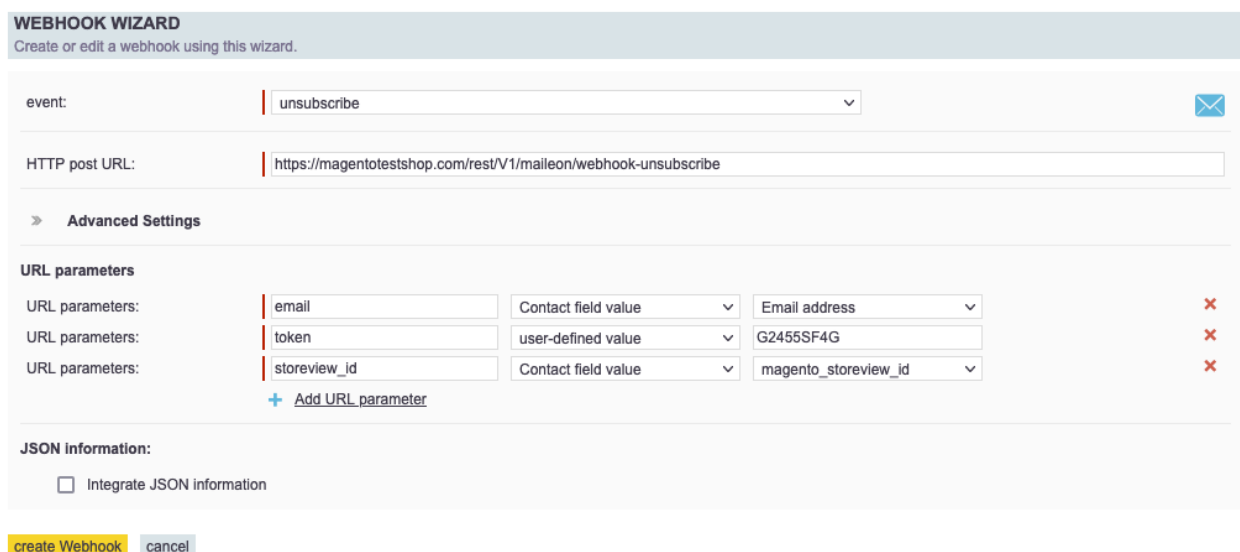
Add the following URL parameters:

email -> contact field value -> E-mail address


token -> user-defined value -> <token>

storeview\_id -> contact field value -> magento\_storeview\_id

The token must match the value given for the **Unsubscribe Hook Token** given in Magento settings.



**WEBHOOK WIZARD**  
Create or edit a webhook using this wizard.

event:  

HTTP post URL:

> **Advanced Settings**

**URL parameters**

URL parameters:	<input type="text" value="email"/>	Contact field value	▼	Email address	▼	✘
URL parameters:	<input type="text" value="token"/>	user-defined value	▼	G2455SF4G		✘
URL parameters:	<input type="text" value="storeview_id"/>	Contact field value	▼	magento_storeview_id	▼	✘

+ Add URL parameter

**JSON information:**

Integrate JSON information

Figure 10: Webhook Settings for Unsubscriptions

**Please note:** To now anonymize the contact field “magento\_storeview\_id” in case of an unsubscription, it is required to configure Maileon accordingly.

## DOI Confirmation Webhook Setup

The DOI confirmation webhook is used to synchronize Maileon DOI confirmations back to Magento. To set this up in Maileon you must navigate to Settings/Webhooks. In this panel click Create new webhook. Select DOI Confirmation from the event dropdown. Enter the following for HTTP post URL (substituting your own domain):

`http://<my domain>/rest/V1/maileon/webhook-doi_confirm`

eg.: [http://maileonmagento.com/rest/V1/maileon/webhook-doi\\_confirm](http://maileonmagento.com/rest/V1/maileon/webhook-doi_confirm)

Add the following URL parameters:

email -> contact field value -> E-mail address

token -> user-defined value -> <token>

storeview\_id -> contact field value -> magento\_storeview\_id

The token must match the value given for the **DOI Hook Token** given in Magento settings.

**WEBHOOK WIZARD**  
Create or edit a webhook using this wizard.

event:

HTTP post URL:

> **Advanced Settings**

**URL parameters**

URL parameters:	<input type="text" value="email"/>	Contact field value	Email address	✗
URL parameters:	<input type="text" value="token"/>	user-defined value	G2455SF4G	✗
URL parameters:	<input type="text" value="storeview_id"/>	Contact field value	magento_storeview_id	✗

+ Add URL parameter

**JSON information:**

Integrate JSON information

**Figure 11: Webhook Settings for DOI-Confirmations**

## Changelog

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### 30.08.2022 – v 1.8.9

- Added payment method ID and name to order transactions

### 13.05.2022 – v 1.8.8

- Enhancing of loading images in abandoned carts when model is not initialized in cron job, yet

### 11.05.2022 – v 1.8.7

- Change in URLs for images inside abandoned cart transactions
- Compatibility fix for 2.4.4

### 25.01.2022 – v 1.8.6

- Changing DB table creation to declarative model

### 18.01.2022 – v 1.8.5

- Added thumbnail to abandoned carts transaction

### 19.11.2021 – v 1.8.4.1

- Added description about how to enable Maileon to send contactfield storeview\_id to the Magento webhook when unsubscribing

### 17.11.2021 – v 1.8.4

- Fixed users getting redirected to blank page after subscribing in some Magento versions
- Fixed error message when specifying wrong storeview ID in webhooks
- Added configuration for testing abandoned carts

### 13.09.2021 – v 1.8.3

- Add functionality to add separate Maileon permission for buyers

### 10.09.2021 – v 1.8.2

- Resubscribe with same email address fix

### 13.07.2021 – v 1.8.1

- Recreate the package to work with composer

### 07.07.2021 – v 1.8

- Plugin configuration extended to storeview level
- Add extra parameter to DOI confirmation and unsubscribe webhook to identify the correct storeview
- Add a custom field to contact: magento\_storeview\_id
- Add a custom field to contact: magento\_source
- Renamed plugin from Maileon\_SyncPlugin to Xqueue\_Maileon in order to match marketplace requirements. **Manual deinstallation and reinstallation needed for updating. Configuration will be kept.**

**04.02.2021 – v 1.7**

- Updated subscriber logic to support “initial” and “target” permission separately

**27.01.2021 – v 1.6**

- Added new settings for fallback permissions for orders and cart abandonments

**15.01.2021 – v 1.5**

- Added new Maileon webhooks API URLs, to process DOI confirm and unsubscribe webhooks
- Bugfix at abandoned carts methods in case of exceptions
- Add new fields to order transactions and round the float values to two digits

**24.11.2020 – v 1.4**

- Added overwritable class for enriching transactions with custom data
- Switching to default transaction type definitions defined at <https://dev.maileon.com/api/implementation-guideline/implementation-guidelines-transactions/>
- Fixing warning about deprecated syntax in Maileon API client