

# prudsys IREUS OXID 4 Connector – Installation Guide

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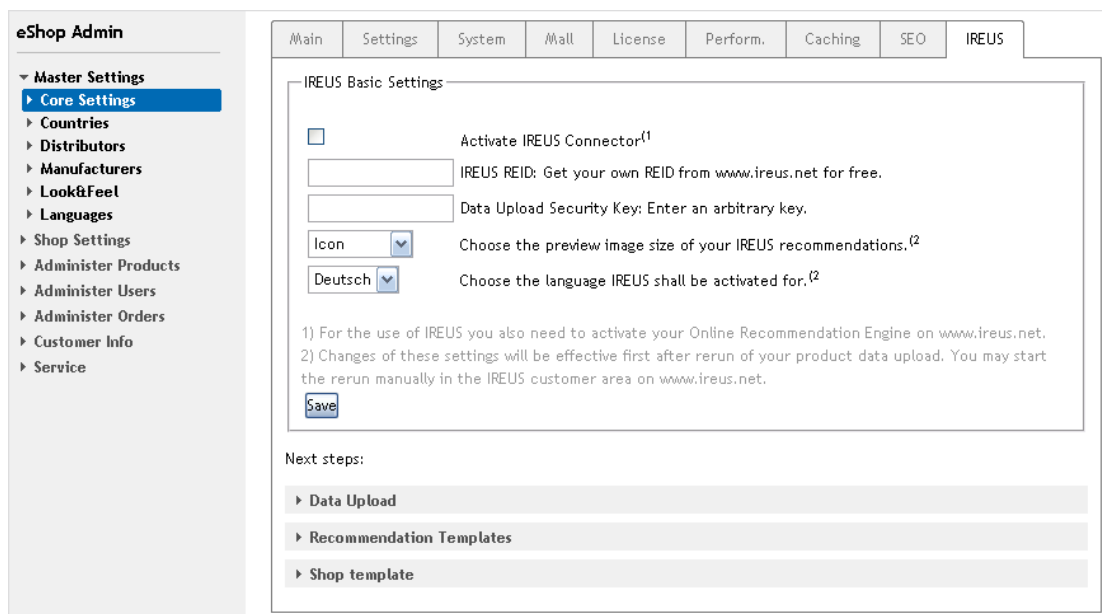
## 1 System Requirements

- OXID 4 EE, PE or CE online store with administration access
- PHP Version 5.2 or higher

## 2 Installation

Here is how the installation of the prudsys IREUS OXID 4 connector works:

1. Download the ZIP package for the connector from: <http://www.ireus.net/de/shop-connectors/oxid>
2. Unpack the ZIP package and copy its contents to the ROOT folder of your OXID online store.  
  
**MAC Users – Attention:** Don't use the Finder to copy the connector files to the shop folder because it will replace the existing shop folders with those from the connector. Copy it with the terminal or FTP software to merge the files of the connector with those of your online store.
3. Log off your OXID administration area if you were logged in.
4. Delete the cache of your OXID shop completely which means: Delete the content of the folder "/tmp/". Don't delete the "/tmp/"-folder itself.
5. Log on your OXID administration area. In the Menu "Master Settings -> Core Settings" you'll find a new tab "IREUS".



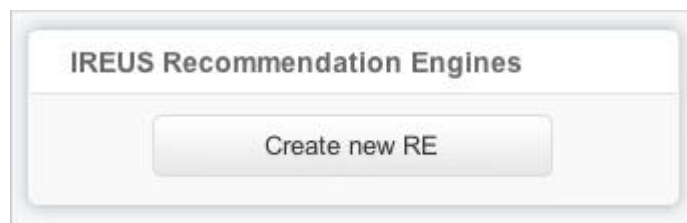
### 3 Configurations in your OXID 4 Store

#### 3.1 Registration with prudsys IREUS

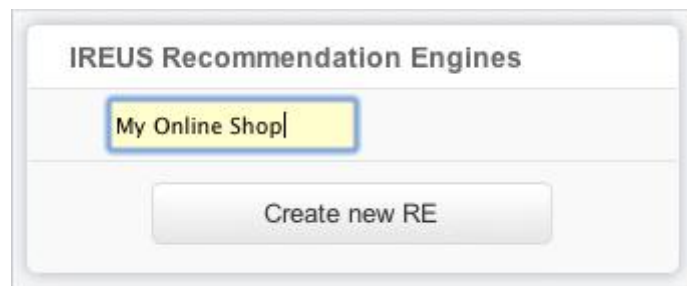
One of the first things you need for configuration is a Recommendation Engine ID (REID). You'll get it from within your prudsys IREUS account. Therefore go to: <http://www.ireus.net/registration> and register a new account with prudsys IREUS if not done yet.. Registration is free.

#### 3.2 Creating a Recommendation Engine

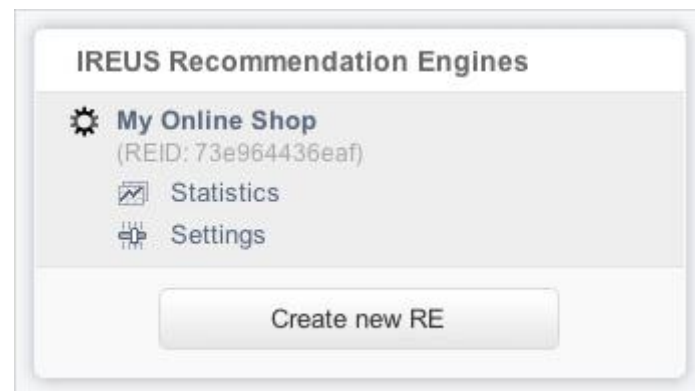
After registration log on to your prudsys IREUS account on [www.ireus.net](http://www.ireus.net) and create a new online recommendation engine (RE) by clicking the button "Create new RE".



Press the new RE button...



...and enter the name of your online shop. Press the button again and your RE will be created.



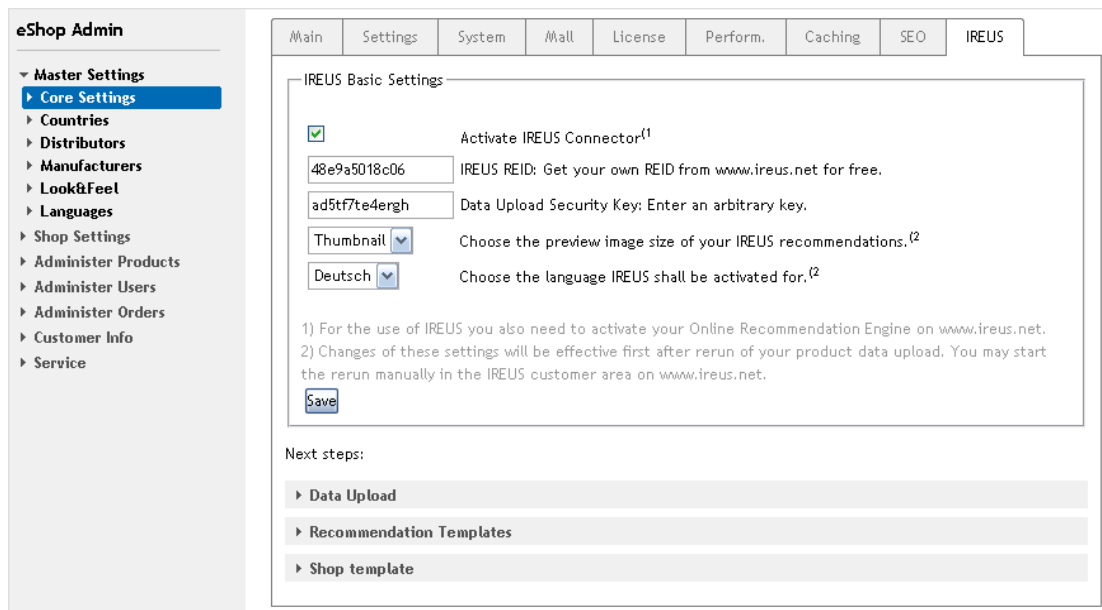
The REID is a unique code for identification of your RE.

Copy your unique REID to the clipboard of your computer.

### 3.3 Setting up the prudsys IREUS Connector

In the administration area of your OXID 4 Store go to "Master Settings -> Corer Settings -> IREUS". Then:

- Change „Activate IREUS connector“ to „YES“.
- Paste the REID from the clipboard in the text field "Recommendation Engine ID".
- Enter an arbitrary security code in the field "Security code". This code will secure the export of item data to prudsys IREUS that no one else can download it.
- Change the other fields to your needs.
- Save your settings.




















REMARK: Despite the activation of the prudsys IREUS connector in your online store, it will not show any recommendations till you activated it on [www.ireus.net](http://www.ireus.net) too. How you do this is explained next.

#### 4 Configurations in your MyIREUS account ([www.ireus.net](http://www.ireus.net))

When you created your Recommendation Engine in step 3.2 a status portlet showed off. This portlet shows you the further steps that have to be taken to use prudsys IREUS.

### Status

	<b>My Online Shop</b>	 <b>Configurations are needed!</b>
	Product data not found.	 Product data request settings
	Category data not found.	 Category data request settings
	Automatic data fetching is not active.	 Automatic data fetching settings
	Template "Product Page View" has not been configured.	 Template settings "Product Page View"
	Template "Category Page View" has not been configured.	 Template settings "Category Page View"
	Template "Home Page View" has not been configured.	 Template settings "Home Page View"
	This RE is not active.	 Activate this RE.
	No recommendations have been requested recently.	Check the integration of IREUS in your online store.

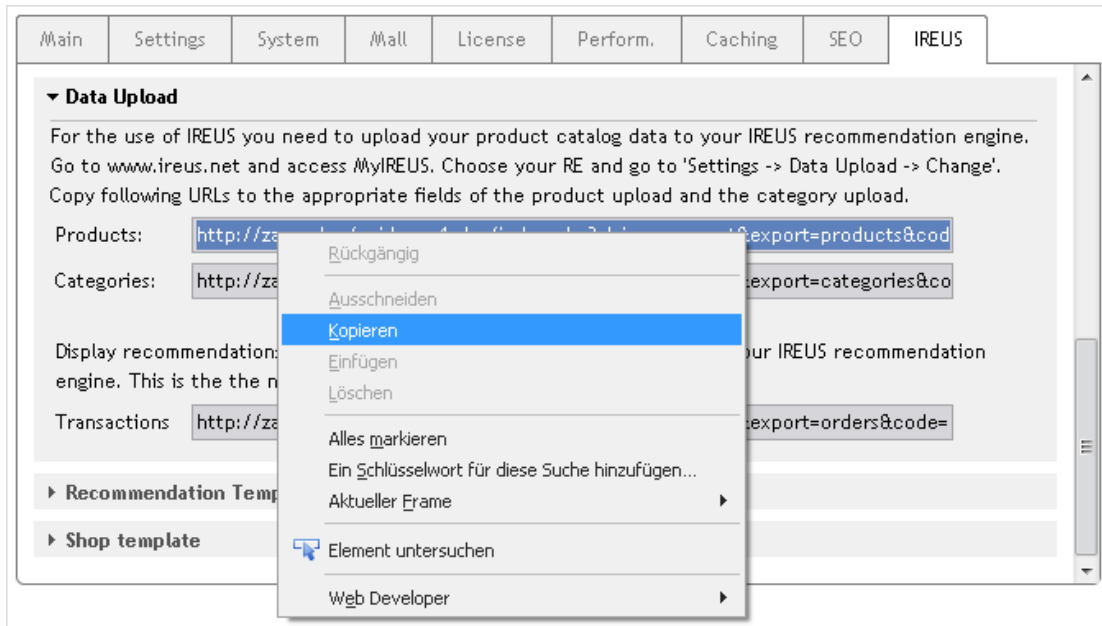
**Legend:** ● OK! No configuration needed. ● Optional: This configuration is recommended. ● Important! This configuration is needed.

Configurations marked with a red dot are required to start operation. Configurations marked with a yellow dot are optional but recommended to use all prudsys IREUS functions. Configurations that are OK will be marked with a green dot.

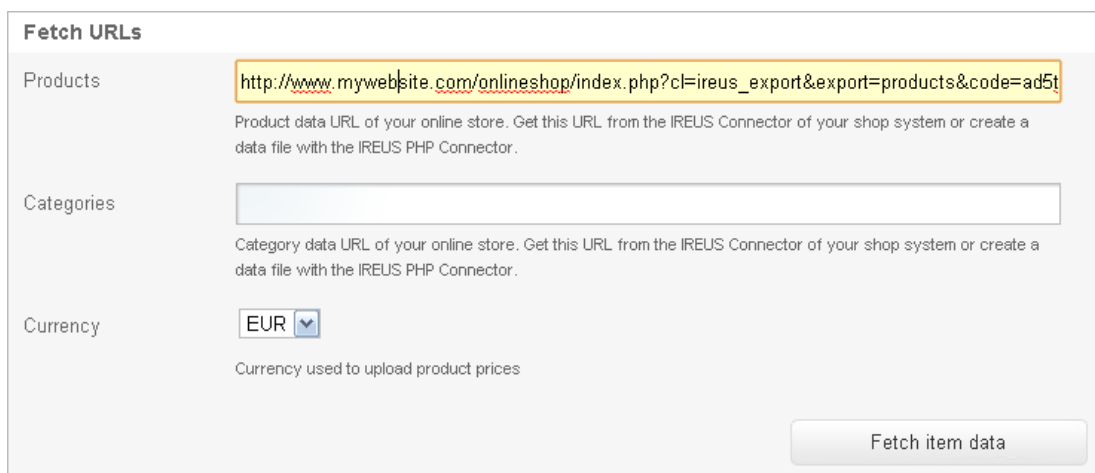
### 4.1 Fetching product and category data

For calculating and displaying personalised product recommendations prudsys IREUS needs actual information about the products available in your online store and about the categories they are organized. These data will be supplied by your prudsys IREUS connector of your online store.

In your OXID 4 Store administration area go to the section "Data upload" of your prudsys IREUS connector and copy the "Products URL" to the clipboard.



In your prudsys IREUS account on [www.ireus.net](http://www.ireus.net) go to "[YOUR RE] ->Settings -> Data fetching". Paste the products URL in the field "Products".



Repeat the same procedure with the category data.

**Fetch URLs**

Products   
Product data URL of your online store. Get this URL from the IREUS Connector of your shop system or create a data file with the IREUS PHP Connector.

Categories   
Category data URL of your online store. Get this URL from the IREUS Connector of your shop system or create a data file with the IREUS PHP Connector.

Currency  Currency used to upload product prices

Change the currency field to your needs and press the button "fetch item data". Then the required item data will be loaded into your recommendation engine.



## 4.2 Automated data fetching

Once you uploaded your shop data you may set up the regular automated data fetching. It fetches your shop data automatically one time a day and keeps the information on prudsys IREUS up-to-date. You'll find it under: [YOUR RE] -> Settings -> Data fetching

**Scheduled data fetching**

Run scheduled data fetching

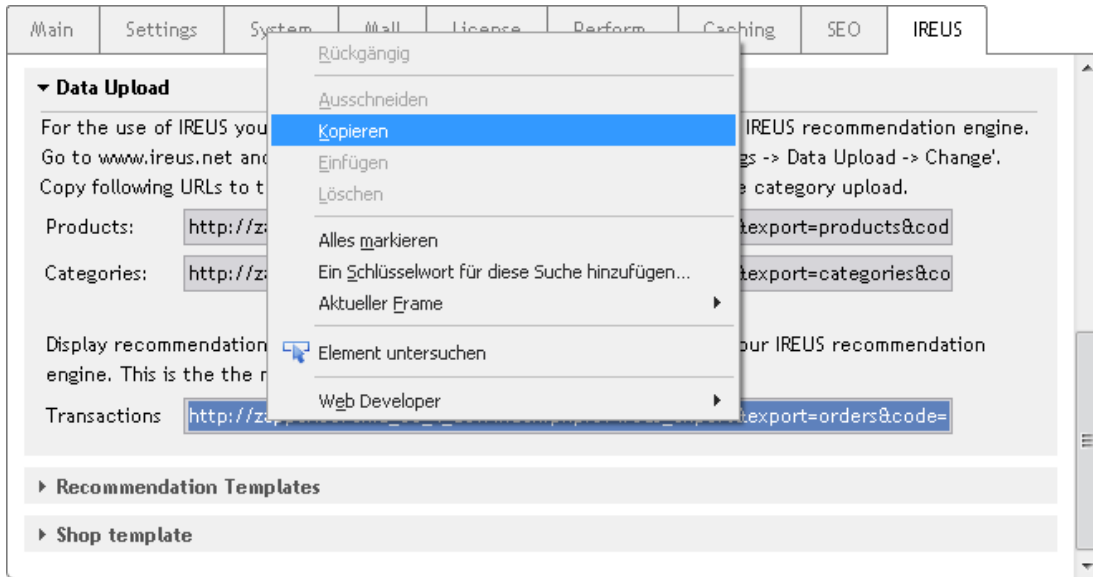
Time  :  o'clock

Run scheduled data fetching to automatically update product and category data once a day.

For using it activate "Run scheduled data fetching" and choose a time. Then press "Save".

## 4.3 Fetching transaction data (optional)

You may speed up the initial display of recommendations by uploading historic transaction data. You could do this the same way like fetching the product and category data.



URL for fetching transaction data in your prudsys IREUS OXID 4 Connector

**Historical transaction data URL**

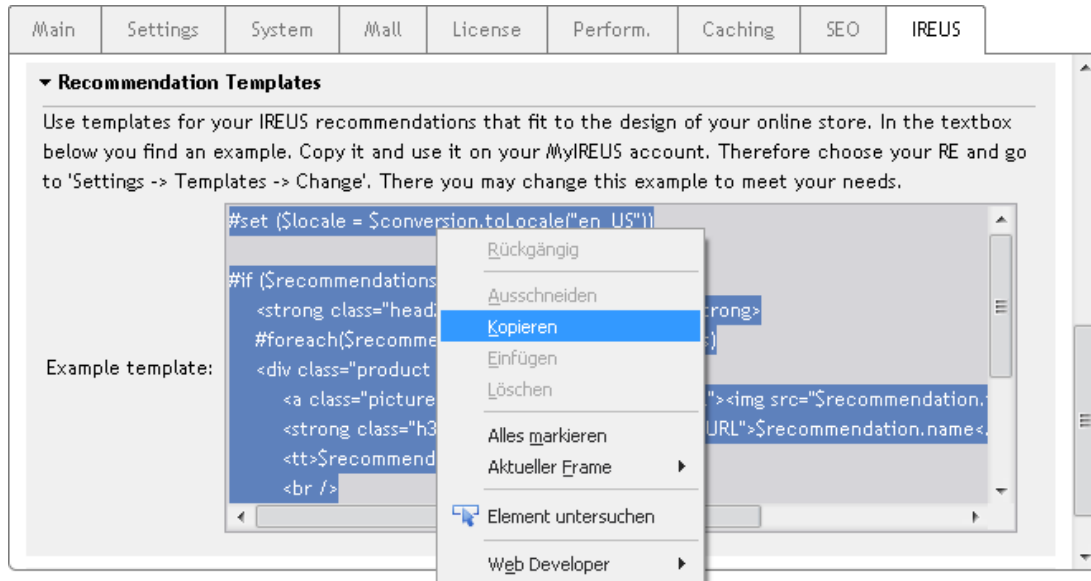
Shopping baskets

Historical transaction Data URL of your online store. Get this URL from the IREUS Connector of your shop system or create a data file with the IREUS PHP Connector.

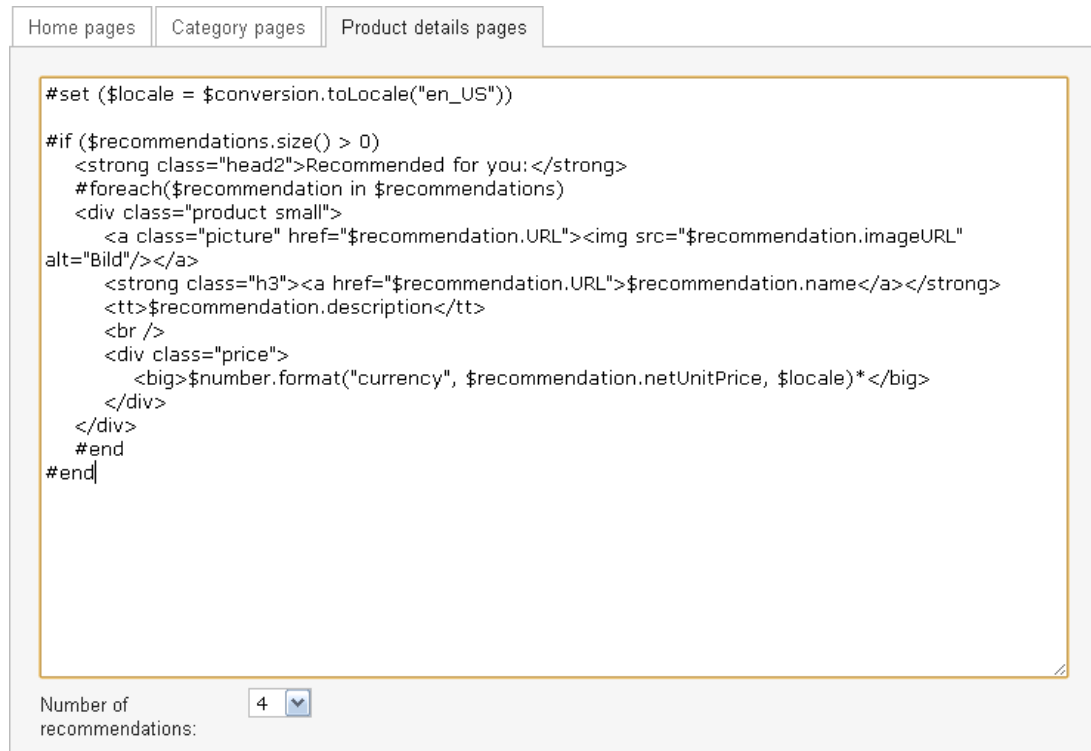
#### 4.4 Designing your product recommendations

For the optimal performance of your online store prudsys IREUS will send the personalized product recommendations directly to each visitor's browser via JavaScript. Therefore it needs to know how the recommendations shall look like. For this matter you may define html templates for your personalized recommendations within prudsys IREUS. These templates will use the CSS definitions of your online store.

To start you may use the templates that come with your prudsys IREUS connector. In your OXID 4 Store administration area go to the section "Recommendation Templates" of your prudsys IREUS connector and copy the example template "product detail page" to the clipboard.



In your prudsys IREUS account on [www.ireus.net](http://www.ireus.net) go to "[YOUR RE NAME] ->Settings -> Templates". Replace the products template in the tab "product details pages" with this one you copied from your prudsys IREUS connector and choose a suitable number of recommendations to display within a recommendation block.



Repeat the same procedure with start- and category recommendation templates. You may change the HTML layout of your recommendation templates at any time to fit your design needs.

## 5 Include prudsys IREUS recommendations in your shop theme

For the inclusion of prudsys IREUS recommendations in your shop template paste the appropriate prudsys IREUS calls to the respective template files.

### 5.1 Product detail page (obligatory)

The design of product detail pages usually is defined in the file details.tpl of your template (i.e. [SHOPROOT]/out/basic/tpl/details.tpl). To include prudsys IREUS recommendations paste the code from the connector to the place where they shall appear.

Copy the code for product detail pages...

```

        </tr>
        [/{foreach}]
    </table>
</div>
[/{if}]

[{{include file="inc/facebook/fb_comments.tpl"}}]

[{{include file="inc/facebook/fb_invite.tpl"}}]

[{{include file="inc/facebook/fb_live_stream.tpl"}}]

[{{oxid_include_dynamic file="dyn/cmp_ireus_product.tpl"}}]

[{{include file="inc/media.tpl"}}]

[{{include file="inc/tags.tpl"}}]

[{{if $oView->isPriceAlarm() && !$product->isParentNotBuyable()}}
<strong id="preisalarm_link" class="boxhead">[{{ oxmultilang ident="DETAILS_PRICEALARM3
<div class="box">
    <p>[{{ oxmultilang ident="DETAILS_PRICEALARMMESSAGE" }}</p>
    <form name="pricealarm" action="[{{ $oViewConf->getSelfActionLink() }}" method="post
    <div>

```

... and paste it into the details.tpl where the recommendations shall appear.

## 5.2 Category pages (optional)

To include prudsys IREUS recommendations on category pages, paste the respective code from the connector to the template file "list.tpl" on the place where they shall appear.

The screenshot shows a configuration window with tabs for Main, Settings, System, Mail, License, Perform., Caching, SEO, and IREUS. The IREUS tab is active, showing a 'Shop template' section. It contains instructions to copy code to various templates and four numbered steps with corresponding code snippets:

1. Recommendations on product detail pages (details.tpl):  
`[[oxid_include_dynamic file="dyn/cmp_ireus_product.tpl"]]`
2. Recommendations on category pages (list.tpl):  
`[[oxid_include_dynamic file="dyn/cmp_ireus_user.tpl"]]`
3. Recommendations on start pages (start.tpl):  
`[[oxid_include_dynamic file="dyn/cmp_ireus_home.tpl"]]`
4. Call of your IREUS Recommendation Engine: Paste this code to the end of your footer templates (footer.tpl bzw. footer\_plain.tpl) directly in front of the closing BODY-Tag.  
`[[oxid_include_dynamic file="dyn/cmp_ireus_call.tpl"]]`

Copy the code for category pages...

```

</div>

[{if $pageNavigation->iArtCnt }]
  [{include file="inc/list_locator.tpl" PageLoc="Top"}]
[{/if}]

[{foreach from=$oView->getArticleList() item=actionproduct name=test_]
  [{include file="inc/product.tpl" product=$actionproduct testid="a]
[{/foreach}]

[{if $pageNavigation->iArtCnt }]
  [{include file="inc/list_locator.tpl" PageLoc="Bottom"}]
[{/if}]

[{insert name="oxid_tracker" title="LIST_CATEGORY"|oxmultilangassign prod]
[{oxid include dynamic file="dyn/cmp_ireus_user.tpl"}]

[{include file="_footer.tpl" }]

```

... and paste it into the list.tpl where the recommendations shall appear.

## 5.3 Start pages (optional)

To include prudsys IREUS recommendations on the start page, paste the code from the connector to the template file "start.tpl" on the place where they shall appear.

Main	Settings	System	Mail	License	Perform.	Caching	SEO	IREUS
------	----------	--------	------	---------	----------	---------	-----	-------

**▼ Shop template**

Copy the following codes to the template of your shop. Paste it on this position where IREUS recommendations shall appear.

1. Recommendations on product detail pages (details.tpl):  

```
[[oxid_include_dynamic file="dyn/cmp_ireus_product.tpl"]]
```
2. Recommendations on category pages (list.tpl):  

```
[[oxid_include_dynamic file="dyn/cmp_ireus_user.tpl"]]
```
3. Recommendations on start pages (start.tpl):  

```
[[oxid_include_dynamic file="dyn/cmp_ireus_home.tpl"]]
```
4. Call of your IREUS Recommendation Engine: Paste this code to the end of your footer templates (footer.tpl bzw. footer\_plain.tpl) directly in front of the closing BODY-Tag.  

```
[[oxid_include_dynamic file="dyn/cmp_ireus_call.tpl"]]
```

Copy the code for start, myshop or basket view pages...

```

[if $oView->getFirstArticle() ]
  [oxifcontent id="oxfirststart" object="oCont"]
    [assign var="oxfirststart_title" value=$oCont->oxcontents__oxtitle->]
    [assign var="oxfirststart_text" value=$oCont->oxcontents__oxcontent->]
  [/oxifcontent]
  [assign var="firstarticle" value=$oView->getFirstArticle()]
  [include file="inc/product.tpl" size='big' showMainLink=true class='to]
[/if]

[oxid_include_dynamic file="dyn/promotions.tpl"]

[[oxid include dynamic file="dyn/cmp_ireus_home.tpl"]]

[if ($oView->getArticleList()|@count)>0 ]
  <strong id="test_LongRunHeader" class="head2">[ oxmultilang id="STA]
  [if ($oView->getArticleList()|@count) is not even ][assign var="act]
  [foreach from=$oView->getArticleList() item=actionproduct]
    [include file="inc/product.tpl" showMainLink=true product=$actionp]
    [assign var="actionproduct_size" value=""]
  [/foreach]

```

... and paste it into the respective template file where the recommendations shall appear.

## 5.4 Recommendation Call (obligatory)

Recommendations are requested and tracking information is sent via JavaScript from your online shop to prudsys IREUS. The recommendation call executes all events on a web page. Therefore it is needed to place it on every shopping page that sends or requests information to prudsys IREUS.

To include the prudsys IREUS recommendation call paste the code from the connector to the footer templates "\_footer.tpl" and "\_footer\_plain.tpl".

Main	Settings	System	Mail	License	Perform.	Caching	SEO	IREUS
------	----------	--------	------	---------	----------	---------	-----	-------

**▼ Shop template**

Copy the following codes to the template of your shop. Paste it on this position where IREUS recommendations shall appear.

1. Recommendations on product detail pages (details.tpl):  

```
[[oxid_include_dynamic file="dyn/cmp_ireus_product.tpl"]]
```
2. Recommendations on category pages (list.tpl):  

```
[[oxid_include_dynamic file="dyn/cmp_ireus_user.tpl"]]
```
3. Recommendations on start pages (start.tpl):  

```
[[oxid_include_dynamic file="dyn/cmp_ireus_home.tpl"]]
```
4. Call of your IREUS Recommendation Engine: Paste this code to the end of your footer templates (footer.tpl bzw. footer\_plain.tpl) directly in front of the closing BODY-Tag.  

```
[[oxid_include_dynamic file="dyn/cmp_ireus_call.tpl"]]
```

Copy the code for calling prudsys IREUS...

```

{{if $popup}} {{include file=$popup}} {{/if}}
[[oxid_include_dynamic file="dyn/newbasketitem_popup.tpl"]]

{{if $oView->showFbConnectToAccountMsg() }}
{{ insert name="oxid_fblogin"}}
{{/if}}

[[oxid_include_dynamic file="dyn/popup_scbasketexcl.tpl"]]
{{oxscript include="oxid.js"}}

{{ include file="inc/facebook/fb_init.tpl" }}

{{oxscript}} [[oxid_include_dynamic file="dyn/oxscript.tpl" ]]
<!--[if lt IE 7]><script type="text/javascript">oxid.popup.addShim();</sc

[[oxid include dynamic file="dyn/cmp_ireus_call.tpl"]]

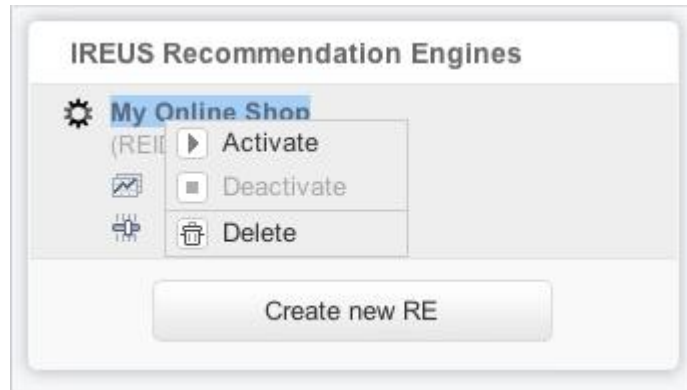
</body>
</html>

```

... and paste it into the "\_footer.tpl" and "\_footer\_plain.tpl" before the closing body-tag.

## 6 Activation

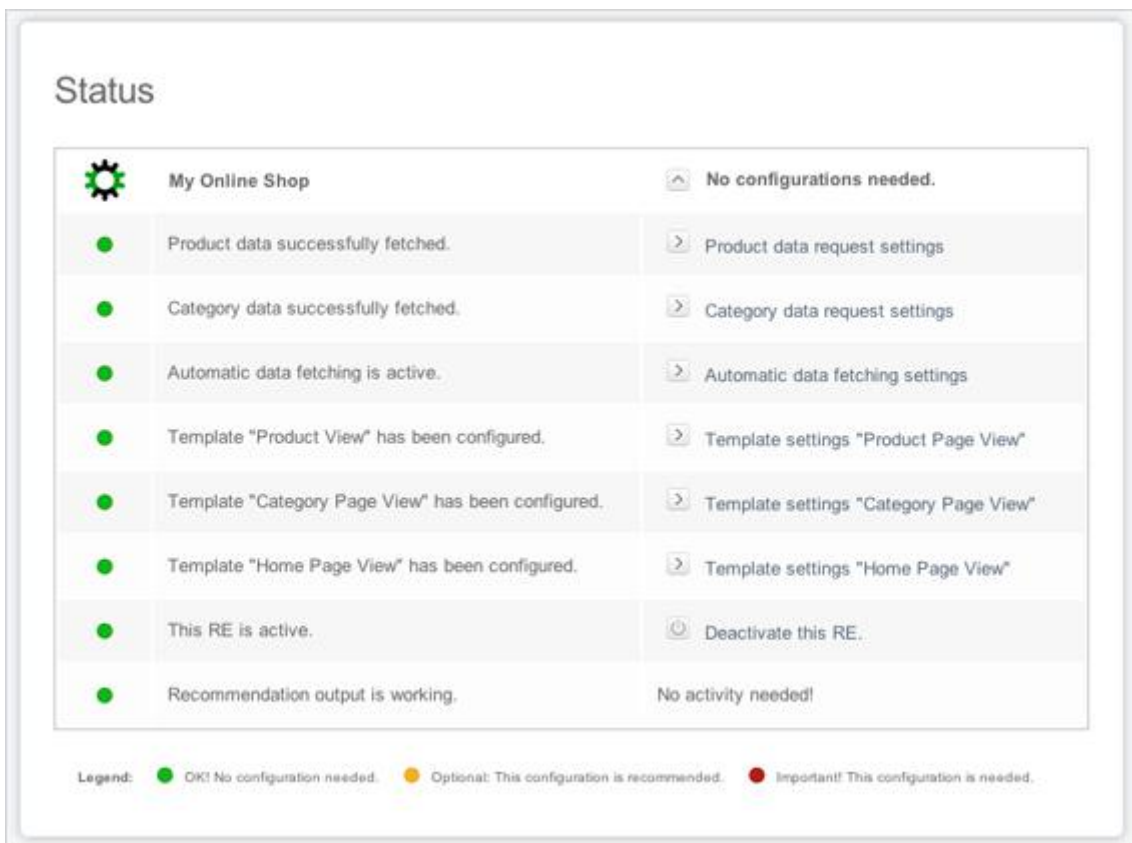
Finally you may activate your recommendation engine on [www.ireus.net](http://www.ireus.net). To do so, log in to your MyIREUS account and right-click on your RE. In modern browsers you'll get a context menu for activating and deactivating your RE.



Right-click on the name of your RE within the RE portlet to get this context menu.

Alternatively you may activate your RE under [YOUR RE NAME] -> Settings -> Basic settings or within the status portlet.

If your RE is active the status portlet will show a green dot on the second last entry.



Status of a full configured RE in normal operation state.

After activation prudsys IREUS will learn the optimal product recommendations with the clicks and purchases of your customers. Product recommendations will appear very soon depending on how often a product is viewed or purchased.

## About this document

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