

# prudsys IREUS WEBSALE Connector – Installation Guide

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## 1 System Requirements

- WEBSALE online store with administration access,
- Possibility to export CSV-files with product and category data from your WEBSALE online store and to save them on a public web server for making them downloadable via the Internet.

## 2 Installation

Even though an adaption of your WEBSALE shop template is necessary, you don't need to install any software on your WEBSALE online store for using prudsys IREUS.

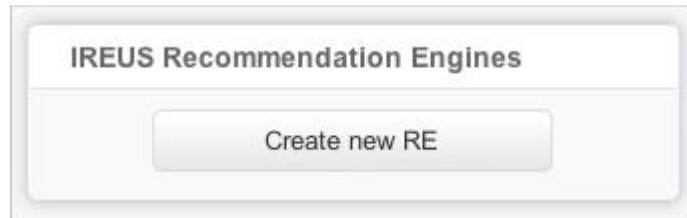
## 3 Configurations in your MyIREUS account ([www.ireus.net](http://www.ireus.net))

### 3.1 Registration

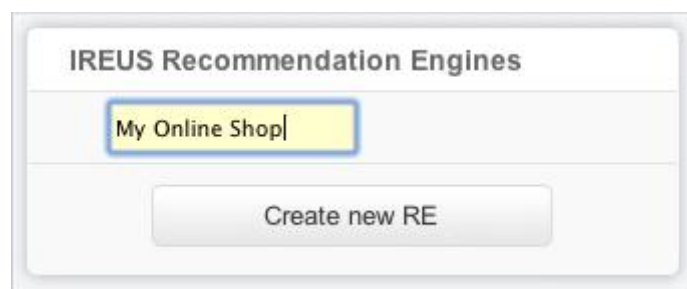
For the use of prudsys IREUS online service you need to register with prudsys IREUS. Registration is free. Link to the registration form: <http://www.ireus.net/registration>

### 3.2 Creating a Recommendation Engine

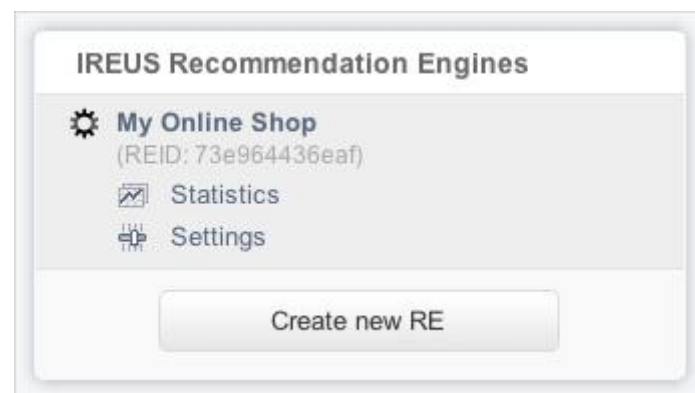
After registration log in to your prudsys IREUS account and create a new online recommendation engine (RE) by clicking the button "Create new RE".



Press the new RE button...

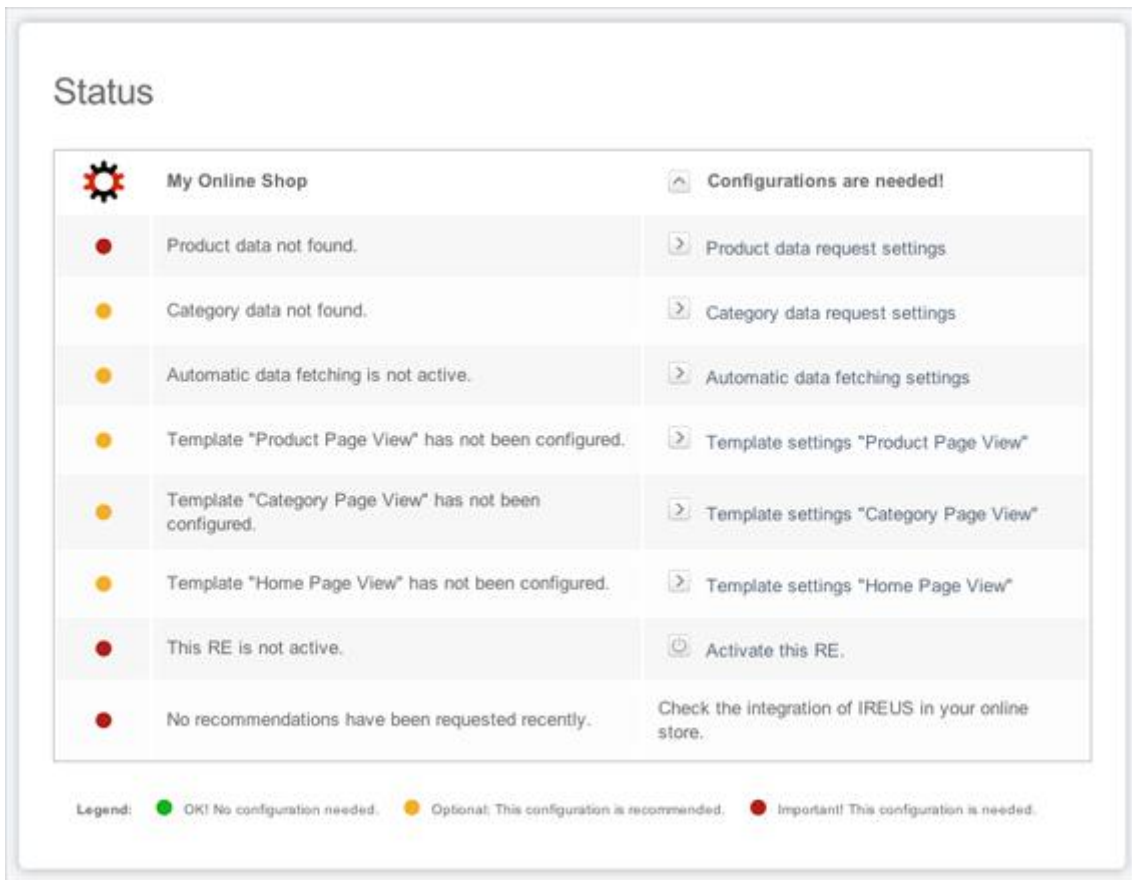


...and enter the name of your online shop. Press the button again and your RE will be created.



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

When your RE was created successfully the status portlet shows you which further configurations are 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.

### 3.3 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 in which they are organized. Standard format for fetching this information is a CSV-file.

Even if your WEBSALE shop system offers you to export product and category data from your online store in a CSV-file prudsys IREUS actually can not read it directly. It is necessary to transform your exported CSV-file into a special format so that prudsys IREUS can read it. There is an easy way for doing this:

Just put your exported CSV-file on a public web server where it could be accessed via the Internet (you may protect your file by a link parameter or by basic http authentication). Contact our Support Team on [support@ireus.net](mailto:support@ireus.net) and provide us with the link to this file. Then we'll setup a script based on our PHP Connector to transform it into the prudsys IREUS format.

**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** EUR   
 Currency used to upload product prices

These settings you'll find under: [YOUR RE] -> Settings -> Data fetching.

### 3.4 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

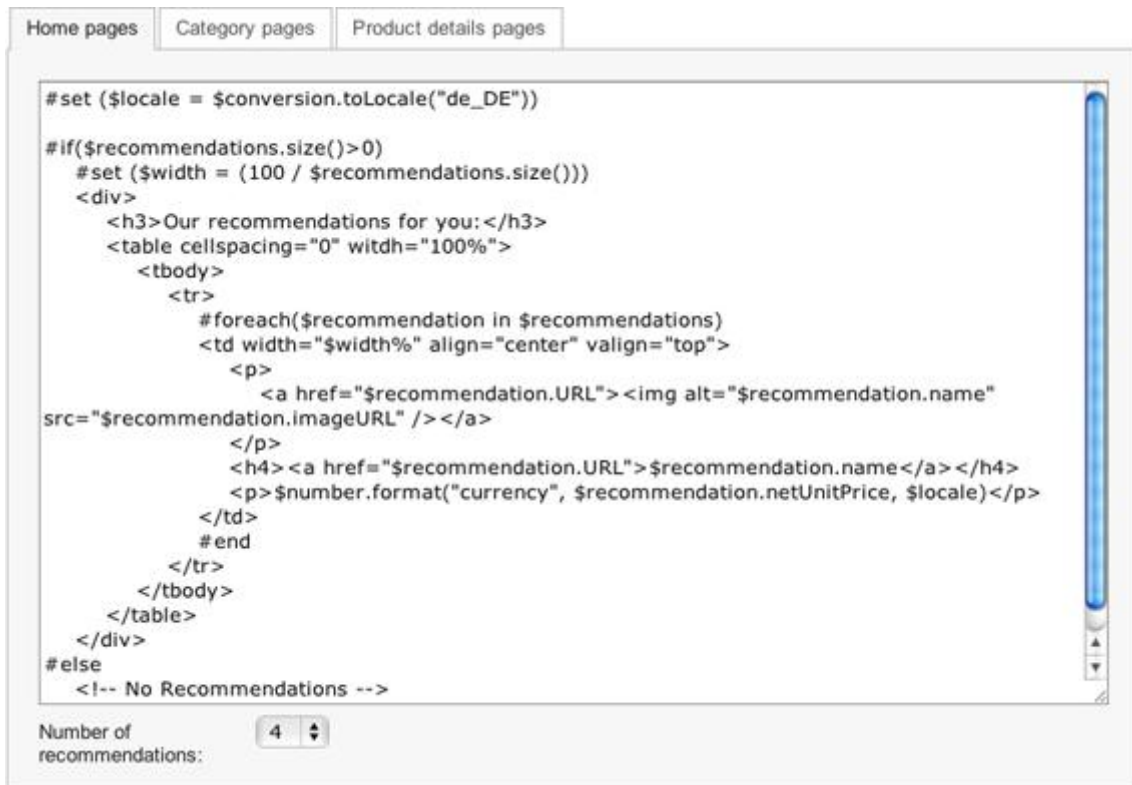
**Time** 03  : 00  o'clock

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".

### 3.5 Designing your product recommendations

Because prudsys IREUS will send the personalized product recommendations directly to each visitor's browser it needs to know about the html-layout of your recommendations. Therefore you may define html templates. Examples you'll find under: YOUR RE] -> Settings -> Templates.



```
#set ($locale = $conversion.toLocale("de_DE"))

#if($recommendations.size()>0)
  #set ($width = (100 / $recommendations.size()))
  <div>
    <h3>Our recommendations for you:</h3>
    <table cellspacing="0" width="100%">
      <tbody>
        <tr>
          #foreach($recommendation in $recommendations)
            <td width="$width%" align="center" valign="top">
              <p>
                <a href="$recommendation.URL"></a>
              </p>
              <h4><a href="$recommendation.URL">$recommendation.name</a></h4>
              <p>$number.format("currency", $recommendation.netUnitPrice, $locale)</p>
            </td>
          #end
        </tr>
      </tbody>
    </table>
  </div>
#else
  <!-- No Recommendations -->

```

Number of recommendations:

The design definitions (CSS) will be used from your online shop directly, therefore you don't need to care for that. For your first tests with prudsys IREUS on a staging system the standard templates that come with each RE will be fine. You may change its layout any time later.

That's it! The configurations on [www.ireus.net](http://www.ireus.net) are nearly finished. In a last step you only need to activate your RE. This you'll do at the end of this guide.

## 4 Configurations in your WEBSALE shop

### 4.1 Recommendation Call (obligatory)

Recommendations are requested and tracking information is sent via JavaScript from your online shop to prudsys IREUS. Therefore it is needed to define "Events" that tell prudsys IREUS which recommendations it shall display or which tracking information shall be measured (defining Events we'll do next). 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.

For calling prudsys IREUS paste the following code directly behind the closing body-tag of your shop template:

```
<!-- prudsys IREUS call -->
<script type="text/javascript">
  //
    if ((typeof ireus_events) == 'object') {
      document.write('&lt;' + 'script type="text/javascript" src
= "' + window.location.protocol +
'//www.ireus.net/rp/js/ireus_v1-2.js"' + '&gt;&lt;' + '/script' +
'&gt;');
    }
  //]]&gt;
&lt;/script&gt;</pre>
</div>
<div data-bbox="113 501 186 517" data-label="Text">
<p>Example:</p>
</div>
<div data-bbox="242 539 812 757" data-label="Text">
<pre>&lt;html&gt;
&lt;body&gt;

  &lt;!-- Your html code goes here --&gt;

&lt;/body&gt;
&lt;!-- prudsys IREUS call --&gt;
&lt;script type="text/javascript"&gt;
  //<![CDATA[
    if ((typeof ireus_events) == 'object') {
      document.write('&lt;' + 'script type="text/javascript"
src = "' + window.location.protocol +
'//www.ireus.net/rp/js/ireus_v1-2.js"' + '&gt;&lt;' + '/script' +
'&gt;');
    }
  //]]&gt;
&lt;/script&gt;
&lt;/html&gt;</pre>
</div>
```

## 4.2 Homepage & Shopping cart page (optional)

For displaying personalized recommendations on homepages or shopping cart pages paste the following JavaScript code into your homepage template or shopping cart template respectively. Recommendations will show up on the place where you put the code:

```
<!-- prudsys IREUS event -->
<div id="ireus_userrecomm"></div>
<script type="text/javascript">
  if(typeof(ireus_events) == 'undefined')
    var ireus_events = new Array();
  var ireus = new Object();
  ireus['reid'] = '[[REID]]';
  ireus['sid'] = '~WS-SID~';
  ireus['uid'] = '';
  ireus['cid'] = '';
  ireus['e'] = 'home';
  ireus_events.push(ireus);
</script>
```

Example (Event + Call):

```
<html>
<body>

  <!-- Your html code goes here -->

  <!-- prudsys IREUS event -->
  <div id="ireus_userrecomm"></div>
  <script type="text/javascript">
    if(typeof(ireus_events) == 'undefined')
      var ireus_events = new Array();
    var ireus = new Object();
    ireus['reid'] = 'aeasdfsdf9bceec';
    ireus['sid'] = '~WS-SID~';
    ireus['uid'] = '';
    ireus['cid'] = '';
    ireus['e'] = 'home';
    ireus_events.push(ireus);
  </script>

  <!-- Your html code goes here -->

</body>
  <!-- prudsys IREUS call -->
  <script type="text/javascript">
    //<![CDATA[
      if ((typeof ireus_events) == 'object') {
        document.write('<' + 'script type="text/javascript"
src = "' + window.location.protocol +
'//www.ireus.net/rp/js/ireus_v1-2.js"' + '><' + '/script' +
'>');
      }
    //]]>
  </script>
</html>
```

### 4.3 Category pages (optional)

For displaying personalized recommendations on category pages paste the following JavaScript code into your category pages template. Recommendations will show up on the place where you put the code:

```
<!-- prudsys IREUS event -->
<div id="ireus_userrecomm"></div>
<script type="text/javascript">
  if(typeof(ireus_events) == 'undefined')
    ireus_events = new Array();
  var ireus = new Object();
  ireus['reid'] = '[[REID]]';
  ireus['sid'] = '~WS-SID~';
  ireus['uid'] = '';
  ireus['cid'] = '~Cat-Index~';
  ireus['e'] = 'user';
  ireus_events.push(ireus);
</script>
```

Example (Event + Call):

```
<html>
<body>

  <!-- Your html code goes here -->

  <!-- prudsys IREUS event -->
  <div id="ireus_userrecomm"></div>
  <script type="text/javascript">
    if(typeof(ireus_events) == 'undefined')
      ireus_events = new Array();
    var ireus = new Object();
    ireus['reid'] = 'aeasdfsdf9bceec';
    ireus['sid'] = '~WS-SID~';
    ireus['uid'] = '';
    ireus['cid'] = '~Cat-Index~';
    ireus['e'] = 'user';
    ireus_events.push(ireus);
  </script>

  <!-- Your html code goes here -->

</body>
  <!-- prudsys IREUS call -->
  <script type="text/javascript">
    //
      if ((typeof ireus_events) == 'object') {
        document.write('&lt;' + 'script type="text/javascript"
src = "' + window.location.protocol +
'//www.ireus.net/rp/js/ireus_v1-2.js"' + '&gt;&lt;' + '/script' +
'&gt;');
      }
    //]]&gt;
  &lt;/script&gt;
&lt;/html&gt;</pre>
</div>
```

## 4.4 Product pages (obligatory)

For displaying optimized recommendations on product detail pages paste the following JavaScript code into your product detail pages template. Recommendations will show up on the place where you put the code:

```

<!-- prudsys IREUS event -->
<div id="ireus_recomm"></div>
<script type="text/javascript">
    if(typeof(ireus_events) == 'undefined')
        var ireus_events = new Array();
    var ireus = new Object();
    ireus['reid'] = '[[REID]]';
    ireus['sid'] = '~WS-SID~';
    ireus['uid'] = '';
    ireus['pid'] = '~PR-Number~';
    if(ireus['pid'].indexOf('-') != -1) {
        ireus['pid'] = ireus['pid'].substring(0,
    ireus['pid'].indexOf('-'));
    }
    ireus['e'] = 'product';
    ireus_events.push(ireus);
</script>
    
```

Example (Event + Call):

```

<html>
<body>

    <!-- Your html code goes here -->

    <!-- prudsys IREUS event -->
    <div id="ireus_recomm"></div>
    <script type="text/javascript">
        if(typeof(ireus_events) == 'undefined')
            var ireus_events = new Array();
        var ireus = new Object();
        ireus['reid'] = '[[REID]]';
        ireus['sid'] = '~WS-SID~';
        ireus['uid'] = '';
        ireus['pid'] = '~PR-Number~';
        if(ireus['pid'].indexOf('-') != -1) {
            ireus['pid'] = ireus['pid'].substring(0,
    ireus['pid'].indexOf('-'));
        }
        ireus['e'] = 'product';
        ireus_events.push(ireus);
    </script>

    <!-- Your html code goes here -->

</body>
    <!-- prudsys IREUS call -->
    <script type="text/javascript">
        <![CDATA[
            if ((typeof ireus_events) == 'object') {
                document.write('<' + 'script type="text/javascript"
    src = "' + window.location.protocol +
    '//www.ireus.net/rp/js/ireus_v1-2.js"' + '><' + '/script' +
    '>');
            }
        >>
    </script>
</html>
    
```

## 4.5 Basket event (obligatory)

To track the products a visitor put into basket this event needs to be defined on pages where customers get to after pressing the "add to cart" button. Place this code directly behind the closing body-tag.

```
<!-- prudsys IREUS event -->
<script type="text/javascript">
  if (typeof ws_state != "undefined")
  {
    if (ws_state == 'AddBasket' && typeof ws_add_basket !=
"undefined")
    {
      if (typeof (ireus_events) == 'undefined')
        ireus_events = new Array();
      var ireus = new Object();
      ireus['reid'] = '[[REID]]';
      ireus['sid'] = '~WS-SID~';
      ireus['uid'] = '';
      ireus['e'] = 'basket';
      for (var i = 1; i <= ws_add_basket.length; i++)
      {
        if (typeof ws_add_basket[i] != "undefined")
        {
          ireus['pids'] = ws_add_basket[i][6];
          ireus_events.push(ireus);
        }
      }
    }
  }
</script>
```

Example (Event + Call):

```

<html>
<body>

    <!-- Your html code goes here -->

</body>
    <!-- prudsys IREUS event -->
    <script type="text/javascript">
        if (typeof ws_state != "undefined")
        {
            if (ws_state == 'AddBasket' && typeof ws_add_basket !=
"undefined")
            {
                if (typeof (ireus_events) == 'undefined')
                    ireus_events = new Array();
                var ireus = new Object();
                ireus['reid'] = 'ae19bceec2e2';
                ireus['sid'] = '~WS-SID~';
                ireus['uid'] = '';
                ireus['e'] = 'basket';
                for (var i = 1; i <= ws_add_basket.length; i++)
                {
                    if (typeof ws_add_basket[i] != "undefined") {
                        ireus['pids'] = ws_add_basket[i][6];
                        ireus_events.push(ireus);
                    }
                }
            }
        }
    </script>

    <!-- prudsys IREUS call -->
    <script type="text/javascript">
        //<![CDATA[
            if ((typeof ireus_events) == 'object') {
                document.write('<' + 'script type="text/javascript"
src ='' + window.location.protocol +
'//www.ireus.net/rp/js/ireus_v1-2.js'' + '><' + '/script' +
'>');
            }
        //]]>
    </script>
</html>

```

## 4.6 Order event (obligatory)

To track the products a visitor finally bought the order event is used. Place this event on the order confirmation page for successful orders directly behind the closing body-tag.

```

<!-- prudsys IREUS event -->
<script type="text/javascript">
  if (typeof ws_state != "undefined")
  {
    if (ws_state == 'Confirm' && typeof ws_basket !=
"undefined")
    {
      if(typeof(ireus_events) == 'undefined')
        var ireus_events = new Array();
      var ireus = new Object();
      ireus['reid'] = 'ae19bceec2e2';
      ireus['sid'] = '~WS-SID~';
      ireus['uid'] = '';
      ireus['pids'] = '';
      ireus['qty'] = '';
      ireus['e'] = 'order';
      for (var i = 1; i <= ws_basket.length; i++)
      {
        if (typeof ws_basket[i] != "undefined")
        {
          var productID = ws_basket[i][1];
          if(productID.indexOf('-') != -1) {
            productID = productID.substring(0,
productID.indexOf('-'));
          }
          ireus['pids'] = ireus['pids'] + productID +
',';
          ireus['qty'] = ireus['qty'] +
ws_basket[i][5] + ',';
        }
      }
      ireus['pids'] = ireus['pids'].replace(/,+$ /g, '');
      ireus['qty'] = ireus['qty'].replace(/,+$ /g, '');
      ireus_events.push(ireus);
    }
  }
</script>

```

## Example (Event + Call):

```

<html>
<body>

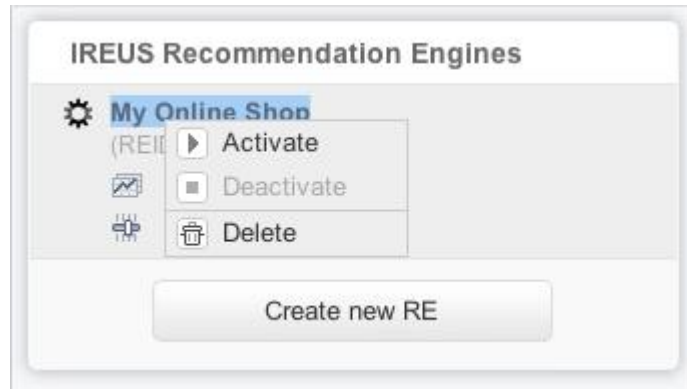
    <!-- Your html code goes here -->

</body>
<!-- prudsys IREUS event -->
<script type="text/javascript">
    if (typeof ws_state != "undefined")
    {
        if (ws_state == 'Confirm' && typeof ws_basket !=
"undefined")
        {
            if(typeof(ireus_events) == 'undefined')
                var ireus_events = new Array();
            var ireus = new Object();
            ireus['reid'] = 'ae19bceec2e2';
            ireus['sid'] = '~WS-SID~';
            ireus['uid'] = '';
            ireus['pids'] = '';
            ireus['qty'] = '';
            ireus['e'] = 'order';
            for (var i = 1; i <= ws_basket.length; i++)
            {
                if (typeof ws_basket[i] != "undefined")
                {
                    var productID = ws_basket[i][1];
                    if(productID.indexOf('-') != -1) {
                        productID = productID.substring(0,
productID.indexOf('-'));
                    }
                    ireus['pids'] = ireus['pids'] + productID
+ ',';
                    ireus['qty'] = ireus['qty'] +
ws_basket[i][5] + ',';
                }
            }
            ireus['pids'] = ireus['pids'].replace(/,+$ /g, '');
            ireus['qty'] = ireus['qty'].replace(/,+$ /g, '');
            ireus_events.push(ireus);
        }
    }
</script>

<!-- prudsys IREUS call -->
<script type="text/javascript">
    //
        if ((typeof ireus_events) == 'object') {
            document.write('&lt;' + 'script type="text/javascript"
src ='' + window.location.protocol +
'//www.ireus.net/rp/js/ireus_v1-2.js' + '&gt;&lt;' + '/script' +
'&gt;');
        }
    //]]&gt;
&lt;/script&gt;
&lt;/html&gt;
</pre>
</div>
```

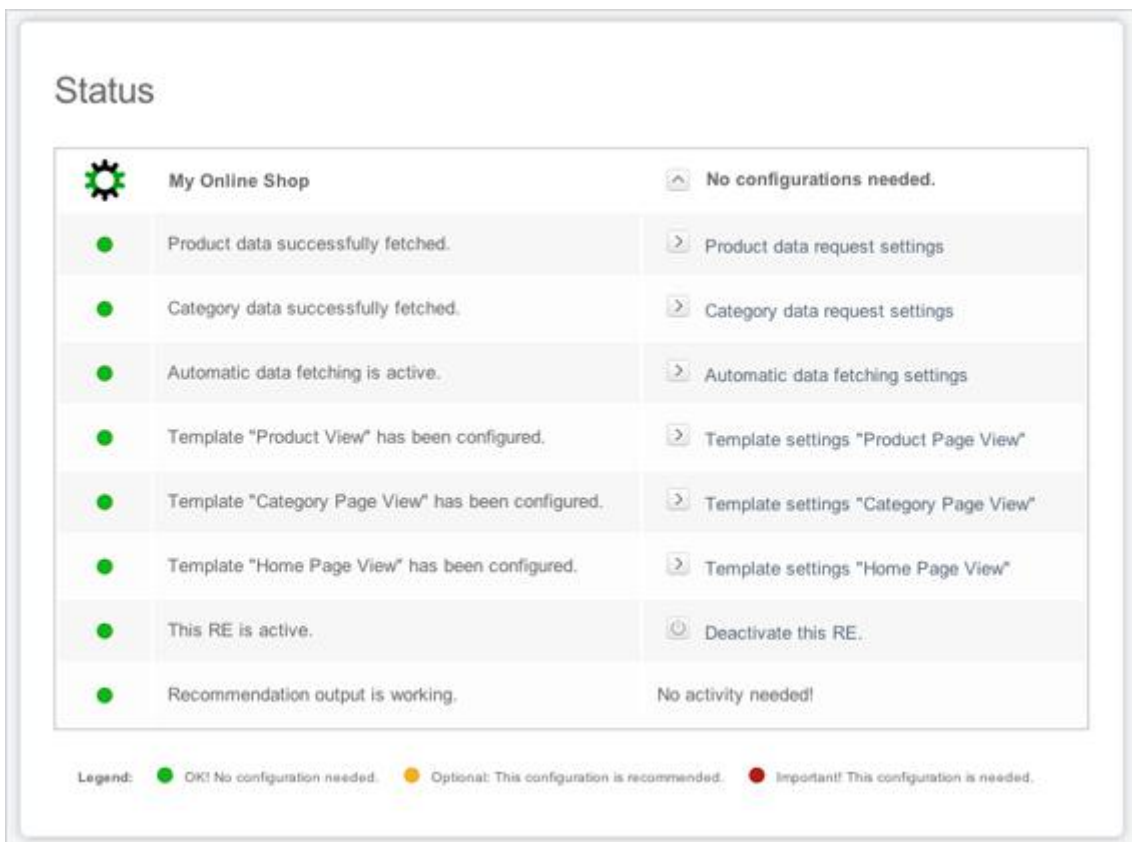
## 5 Activation

Finally you only need to activate your prudsys IREUS personalized recommendations on [www.ireus.net](http://www.ireus.net). Therefore 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.

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.

Now 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.

Tipp: You may speed up the display of recommendations by uploading historic transaction data. Please contact our Support on [support@ireus.net](mailto:support@ireus.net) for more information on this.

## About this document

prudsys AG  
The Realtime Analytics Company  
Zwickauer Straße 16  
09112 Chemnitz  
Germany  
Email: [support@ireus.net](mailto:support@ireus.net)  
Web: [www.ireus.net](http://www.ireus.net)

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