

Bazaarvoice

Bazaarvoice for Magento Extension Implementation Guide v6.3.10

Version 6.3.10

Bazaarvoice Inc.
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Introduction

Bazaarvoice maintains a pre-built integration into the Magento platform. This pre-built integration is delivered in the form of a Magento Extension.

The extension is supplied “as-is” and is intended to function as a starter kit for clients to implement Bazaarvoice. It includes support for commonly required integration points, but does not include pre-built functionality for the exhaustive list of Bazaarvoice features. This extension may need to be customized by the client in order to implement functionality not included in the extension.

System Requirements

The requirements to run the Bazaarvoice Magento Extension are the same requirements established to run Magento Core. See <http://devdocs.magento.com/guides/m1x/system-requirements.html> Please note that the link to Magento System Requirements frequently changes.

Prepare for Installation

In preparation for installation there are several steps that you should take.

1. Ensure you are working on a “Development/Staging” environment. It is not recommended that you install this or any extension directly in your production environment. You will need to take several steps to ensure the functionality contained in this extension has been properly integrated into yourtheme(s).
2. We recommend following standard best practices for development, and the use of source control to track incremental changes.
3. Check to make sure compilation mode is not enabled, and that Magento is not currently compiled. To do this Navigate to System > Tools > Compilation. Confirm that the Compiler Status = Disabled, and Compilation State = Not Compiled. If that is not the case login to the server with SSH, and perform the following commands:

```
$ cd /path/to/magento
$ php shell/compiler.php disable
$ php shell/compiler.php clear
```

Get a Copy of the Extension Package

Contact Bazaarvoice for the latest copy of the Bazaarvoice for Magento extension for your version of the Bazaarvoice platform.

Install the Extension Package

Now that we are properly prepared we can proceed to install the extension.

1. After logging into your Magento Admin panel Navigate to System > Magento Connect > Magento Connect Manager, and login with your Magento Admin credentials
2. Install the package using the Direct package file upload step by choosing your package, and using the upload button. The package should be installed & caches refreshed.

The package should install without issue.

Complete the following steps before proceeding to configuration.

1. Navigate to System > Cache Management and
 - a. Flush Magento Cache

- b. Flush Cache Storage
 - c. Select All Cache Types, and click Submit to Refresh all types
2. Log Out of the Admin panel
3. Log back into the Magento AdminPanel.

If you follow the steps above without error, but the Bazaarvoice configuration cannot be found in System > Configuration > General Section double check that the files have not been installed as directories. We have seen this occur on some servers, and the remedy is to install the package manually. Upload the package to the server, and extract the contents in place.

```
$ cd /path/to/magento
$ tar -xvf /path/to/Bazaarvoice_Connector-x.x.x.tgz
```

Additional Steps When Using a Custom Design:

The extension installs frontend design files into the **enterprise** design package. If you are using a different package or the Community edition of Magento, please make sure to copy the template and layout files to the default theme of the package you are using:

```
$ cd /path/to/magento
$ cp -a app/design/frontend/enterprise/default/layout/bazaarvoice.xml
  app/design/frontend/YOUR_PACKAGE/default/layout/
$ cp -a app/design/frontend/enterprise/default/template/bazaarvoice
  app/design/frontend/YOUR_PACKAGE/default/template/
```

Prepare for Configuration

By this time you have probably already discussed the layout of your Magento install, and how that converts to Bazaarvoice Instances, and locales.

Refer to *Appendix A: Mapping your Magento Environment to your Bazaarvoice Environment* for more details.

General Configuration Setup

With the information you obtained from Bazaarvoice it is time to start configuring the extension.

1. Log in to the Magento Admin
2. Navigate to System > Configuration > General > Bazaarvoice
3. General Configuration:
 - a. Set **Enable Bazaarvoice Extension** to **Yes**
 - b. Select the desired Bazaarvoice **Environment** (Staging or Production)
 - c. Set the **Client Name** (the name defined in the Bazaarvoice platform for the client instance; typically referred to as “client folder name”)
 - d. Set the **SFTP Password**
 - e. Set the **Deployment Zone** (default is “Main Site”)
 - f. Set the **Locale** (e.g en_US, fr_CA, etc.; language-only values are not supported by Bazaarvoice)

See the Appendix: Magento Environment Mapping to understand how to configure these values when multiple Websites, Store (Groups), and/or Store Views are involved.

Ratings and Reviews

Disable Native Magento Ratings & Reviews Display Functionality

If the Magento native reviews module is integrated with your storefront, disable the display before configuring Bazaarvoice Ratings & Reviews.

1. Log in to the Magento **Admin Panel**.
2. From the row of menu tabs, choose **System** → **Configuration**.
The **General** page opens.
3. In the **Advanced** section of the navigation panel, click **Advanced**.
The **Advanced** page opens.
4. Select **Disable** from the **Mage_Rating** list box.
5. Select **Disable** from the **Mage_Review** list box.
6. Click **Save Config**.
7. Clear your cached Magento pages.

Refer to your Magento documentation for more information on clearing your cached pages.

Note: The above steps will only disable the display of native Magento ratings & reviews function-

ality. The native Magento reviews module will continue to be enabled, but will not adversely affect the Bazaarvoice functionality.

Adding Ratings & Reviews to the Product Page

1. Ensure that **Enable Ratings & Reviews** is checked in the Magento control panel.
2. Edit the following file in your Magento installation:

```
app/design/frontend/YOUR_INTERFACE/YOUR_THEME/template/catalog/product/view.phtml
```

3. Insert the following code where you want the Ratings Summary to appear:

```
<?php echo $this->getChildHtml('bv_reviewssummary') ?>
```

Example:

```
<div class="product-main-info">
  <div class="product-name">
    <h1><?php echo $_helper->productAttribute($_product,
$_product->getName(), 'name') ?></h1>
  </div>
  <p class="product-ids"><?php echo $this->__('SKU# %s', $this->escapeHtml($_product->getSku())); ?></p>
  <?php echo $this->getChildHtml('bv_reviewssummary') ?>
  <?php echo $this->getReviewsSummaryHtml($_product, false, true)?>
  <?php echo $this->getChildHtml('alert_urls') ?>
  <?php echo $this->getChildHtml('product_type_data') ?>
</div>
```

4. Insert the following code where you want the Reviews block to appear:

```
<?php echo $this->getChildHtml('bv_reviews') ?>
```

Example:

```
<div class="product-collateral">
  <?php echo $this->getChildHtml('bv_reviews') ?>
  <?php if ($detailedInfoGroup = $this->getChildGroup('detailed_in-
fo', 'getChildHtml')):?>
    <dl id="collateral-tabs" class="collateral-tabs">
      <?php foreach ($detailedInfoGroup as $alias => $html):?>
        <dt class="tab"><span><?php echo $this->escapeHtml($this-
>getChildData($alias, 'title')) ?></span></dt>
        <dd class="tab-container">
          <div class="tab-content"><?php echo $html ?></div>
        </dd>
      <?php endforeach;?>
    </dl>
  </div>
```

If you have put the ratings and reviews content behind a tab, see the Advanced Configuration appendix section *Putting Bazaarvoice Content Behind a Tab* for details on implementing the `doShowContent()` callback function.

Adding Inline Ratings to the Category (and/or Search Results) Pages

Perform the following steps to display an overall star-rating image next to a product, such as a Search page or a Category page that lists your products:

1. Ensure that **Enable Hosted Inline Ratings** is checked in the Magento control panel.
2. Open the following file in your Magento installation:

```
app/design/frontend/enterprise/YOUR_PACKAGE/YOUR_THEME/catalog/
product/list.phtml
```

3. Add the `bvHelper` as shown below:

```
<?php
  $_productCollection=$this->getLoadedProductCollection();
  $_helper = $this->helper('catalog/output');
  $_bvHelper = $this->helper('bazaarvoice');
?>
```

4. In the same file you will need to add the following code to both the Grid, and List View sections immediately below each occurrence of `</h2>`

```
<div id="BVRRIInlineRating-<?php echo $_bvHelper-
>getProductId($_product) ?>"></div>
```

5. Add the following code at approximately line 43 as shown below.

```
<?php else: ?>  
<?php echo $this->getChildHtml('inline_ratings') ?>  
<?php echo $this->getToolbarHtml() ?>  
<?php echo $this->getAdditionalHtml() ?>
```

Once this step has been taken, and your caches are cleared you should see the following in the source of your category page.

In the HEAD ex.

```
<script type="text/javascript" src="http://display.ugc.bazaar-  
voice.com/bvstaging/static/YOUR_CLIENT_NAME/Main+Site/en_US/bva-  
pi.js">
```

In the body toward the top:

```
<script type="text/javascript">  
$BV.ui( 'rr', 'inline_ratings', {  
  productIds : {  
    'your-product-sku' : {  
      url : 'http://yourdomain.com/your-product.html'  
    },  
  },  
  containerPrefix : 'BVRRIInlineRating'  
});  
</script>
```

For each product displayed on the category list or grid view:

```
<div id="BVRRIInlineRating-YOUR_EXTERNAL_ID">
```

If all of the above is displaying except for the first section in the body containing the external ids and product urls then there is something in your theme keeping the Bazaar-voice ratings.phtml template file from loading. Replace the code snippet:

```
<?php echo $this->getChildHtml('inline_ratings') ?>
```

With the following:

```
<!-- Begin BV Inline Ratings -->
<?php if(Mage::getStoreConfig('bazaarvoice/rr/enable_inline_ratings') === '1'
    && Mage::getStoreConfig('bazaarvoice/rr/enable_rr') === '1'
    && Mage::getStoreConfig('bazaarvoice/general/enable_bv') === '1'): ?>
    <script type="text/javascript">
        $BV.ui( 'rr', 'inline_ratings', {
            productIds : {
                <?php foreach($this->getLoadedProductCollection() as
                $_product): ?>
                    <?php $_productId = Mage::helper('bazaarvoice')->getProductId($_product); ?>
                    '<?php echo $_productId ?>' : {
                        url : '<?php echo $_product->getProductUrl() ?>'
                    },
                <?php endforeach; ?>
            },
            containerPrefix : 'BVRRIInlineRating'
        });
    </script>
<?php endif; ?>
<!-- End BV Inine Ratings -->
```

Questions and Answers

1. Ensure that **Enable Questions & Answers** is checked in the Magento control panel.
2. Edit the following file in your Magneto installation:

```
app/design/frontend/YOUR_INTERFACE/YOUR_THEME/template/catalog/product/view.phtml
```

3. Insert the following code where you would like the Questions & Answers content to appear:

```
<?php echo $this->getChildHtml('bv_questions') ?>
```

If you have put the questions and answers content behind a tab, see the Advanced Configuration appendix section *Putting Bazaarvoice Content Behind a Tab* for details on implementing the `doShowContent()` callback function.

Bazaarvoice SEO

The Bazaarvoice Magento Extension currently uses version 3.2.1 of the BV SEO SDK for PHP Found here: https://github.com/bazaarvoice/seo_sdk_php/releases/tag/Release_v3.2.1

The Magneto Extension utilizes the Bazaarvoice Cloud SEO solution. Complete the following steps in the Magento control panel.

1. Set Enable Cloud SEO to Yes.

2. Locate your Cloud SEO Key value in the Bazaarvoice Configuration Hub (<http://login.bazaarvoice.com>).
3. Enter your key value into the Cloud SEO Key control panel setting.

Additionally, the product page templates must be updated to include Bazaarvoice content. See related section of this document.

BV Pixel V2

The Bazaarvoice for Magneto Extension includes support for BV Pixel V2. This feature is an analytics tag on the checkout page. This tag provides a small set of data elements to BV when an online user completes the checkout process.

Note: Around lines 58-61 when viewing source of the Success page you will see the pixel if enabled in the Magento Admin. You need to make sure you are viewing the current source of the success page. By default the view source functionality in many browsers reloads the page in order to view it. In this case the information will not be visible.

1. Ensure that Enable BV Pixel is checked in the Magento control panel.

Product Feed

The Bazaarvoice for Magneto Extension includes support for generating a product catalog feed to Bazaarvoice and upload the feed via SFTP to Bazaarvoice. As of this release the schema version set in the feed is 14.4.

By default, the Bazaarvoice Product Feed is scheduled to run every day at 1 AM (Note: the time zone is set based on the locale set in Magento at the default configuration scope).

Complete the following to enable the Product Feed:

- Ensure that the Magento cron job is enabled
- Ensure that Enable Product Feed is checked in the Magento control panel.

See the Advanced Configuration section for instructions on how to verify that the Magento cron job is running, as well as how to change the default time of day for the cron jobs.

Bazaarvoice Families

The Bazaarvoice for Magento Extension includes support for creating Bazaarvoice Product Families where the Configurable product is the Parent, and Simple product is the Child. The sku or External ID is used as the Family Name. When product family support is enabled both the configurable, and simple associated products will be added to the family, and EXPAND will be set to true on both. We have added the ability for you to set EXPAND on simple products to false by adding a short xml snippet to the app/etc/local.xml file. See Appendix D Advanced Configuration.

With EXPAND set to true both configurable, and simple products will display the totals for the entire family when displayed in the catalog. When EXPAND set to false only the configurable product will display the totals for the family, and the simples will display only their content.

Below is how each piece of Bazaarvoice is affected when Bazaarvoice Product Families are enabled:

Product Feed

- Configurable sku will be family name
- Configurable will be a member of it'sfamily
- All associated simple products will be member offamily
- Simples are included in feed whether they are visible or not.
- When simple is visible
 - o We will send it's category
 - o We will send it's url
 - o We will send it's image
- When simple is Not Visible Individually
 - o We will send parent category
 - o We will send parent url
 - o We will send it's base image if one exists otherwise send parent

Inline Ratings

- No Change here what is displayed depends on the EXPAND setting. When EXPAND true simples will display the totals of all family content. When set to false simples will display only their rating and review numbers.

Product Detail

- Similar to above
- On products with single configurable option the ratings and reviews displayed will reflect the results for the resulting external id as selected. This means that when EXPAND set to false you would be able to see only the Ratings and Reviews for the simple product as selected based on the configurable option. An example of this would be if you have flavors as a configurable option. When the cherry flavor is selected you would see content relating to the cherry flavor.

Cloud SEO

- Functions normally

ROI Beacon

- Simple sku is sent
- Simple name is sent
- Simple image is sent if base image available otherwise config image url is sent.

Purchase Feed

- Same as ROI Beacon

Submission

- All submissions will be attributed to the simple product as selected.

Appendix A: Mapping your Magento Environment to your Bazaarvoice Environment
Magento is a very flexible platform. As such, the following scenarios describe how the Magento extension can handle different ways to map the Magento environment to the Bazaarvoice environment.

Background

Magento provides the following hierarchy of scope:

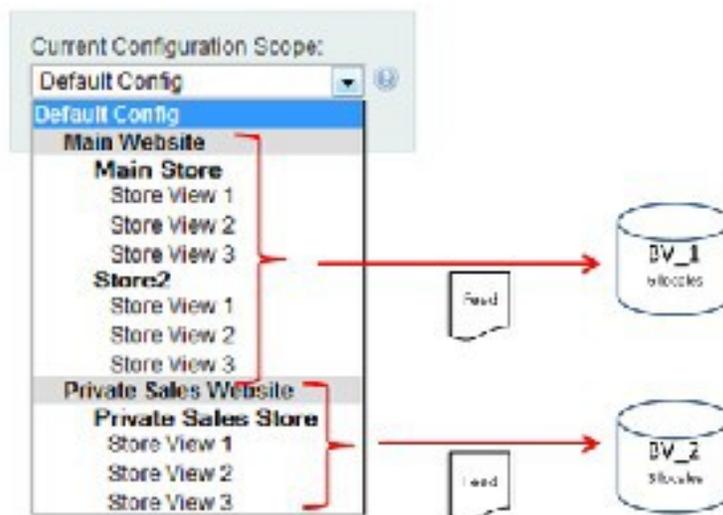
- Magento Instance
 - o Magento Website
 - Magento Store (Group)
 - Magento Store View

A Bazaarvoice client may exist as one or more instances of the Bazaarvoice platform, depending on client needs. Each instance can support multiple locales. Each instance can consume only one product catalog feed (w/ localized product and category attributes for each configured locale).

Scenario 1: Each Magento Website maps to a Separate Bazaarvoice Instance

Description of Scenario

- BV provisions an instance for each MagentoWebsite
- Locales are mapped at the Store Viewlevel
- A single product catalog feed is generated for the entire Magento Website (the feed will contain localized attributes (e.g. Product Page Urls, Product Names, etc.) for each Store View in theWebsite)
- **Limitations:**
 - o Each Store View must map to a unique BV Locale within a given BV instance
 - o All stores within a single website must share the same categorytree

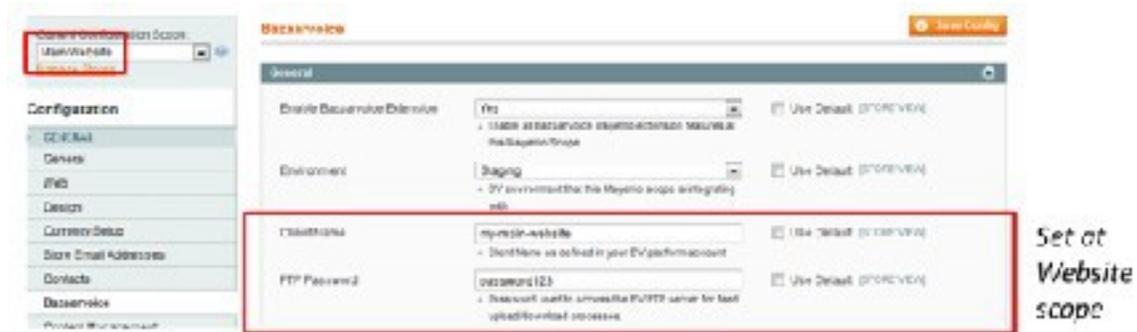


How to Setup the Scenario

- Contact BV to provision a separate BV instance for each desired Magento Website.
- In control panel, set **Feed Generation Scope** to **Magento Website**.



- Set BV client-level settings (Client Name, SFTP Password, Cloud SEO Key) at the Magento Website configuration scope.



- Set Locale at each Store View configuration scope
- Other BV client-level settings (Client Name, SFTP Password, SEO Cloud Key) should inherit from the Website scope.

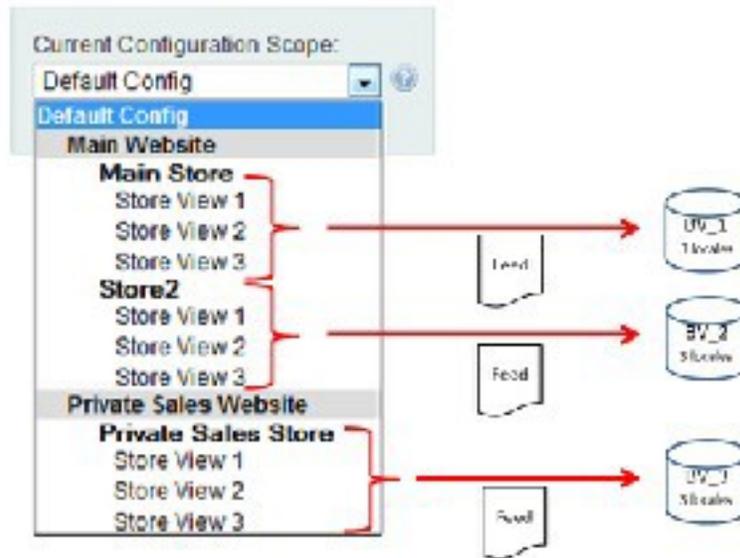


- (optional) Deployment Zone can be configured at the Store View scope as well.

Scenario 2: Each Magento Store (Group) maps to a Separate Bazaarvoice Instance

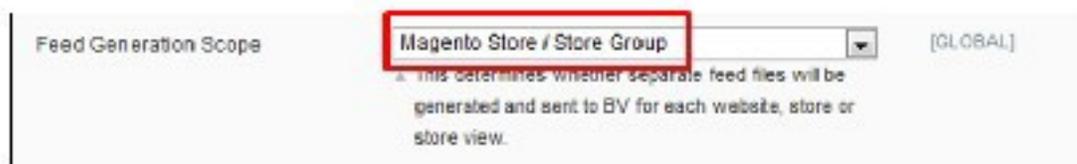
Description of Scenario

- BV provisions an instance for each Magento Store (Group)
- Locales are mapped at the Store View level
- A single product catalog feed is generated for Magento Store (Group) (the feed will contain localized attributes (e.g. Product Page Urls, Product Names, etc.) for each Store View in each Store (Group))
- Limitation: each Store View must map to a unique BV Locale within a given BV instance



How to Setup the Scenario

- Contact BV to provision a separate BV instance for each desired Magento Store (Group).
- In control panel, set **Feed Generation Scope** to **Magento Store / Store Group**.



- Because settings cannot be configured at the Magento Store (Group) level, you must set the BV client-level settings (Client Name, SFTP Password, Cloud SEO Key) at the Magento Store View configuration scope **and ensure that these settings match for all Store Views within the given Store (Group)**.
- Locale should be set at the Store View configuration scope.
- (Optionally) Deployment Zone can be set at the Store View configurationscope.

Current Configuration Base
Store View 1

Configuration

- General
- Web
- Search
- Customer Setup
- Store Email Addresses
- Contact
- Appearance
- Content Management
- CHANNELS
- Catalog
- Website
- Google Settings
- SEO/Basic

DESCRIPTION

Enable Customer Creation: **Yes** (The "Y" icon for the Magento Commerce Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

Environment: **Staging** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

Client Store: **My Magento Group** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

HTTP Proxy: **proxy.example.com** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

Deployment Mode: **Web Site** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

Locale: **en_US** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

Set locale of Store View scope (unique locale to store Group)

Current Configuration Base
Store View 2

Configuration

- General
- Web
- Search
- Customer Setup
- Store Email Addresses
- Contact
- Appearance
- Content Management
- CHANNELS
- Catalog
- Website
- Google Settings
- SEO/Basic

DESCRIPTION

Enable Customer Creation: **Yes** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

Environment: **Staging** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

Client Store: **My Magento Group** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

HTTP Proxy: **proxy.example.com** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

Deployment Mode: **Web Site** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

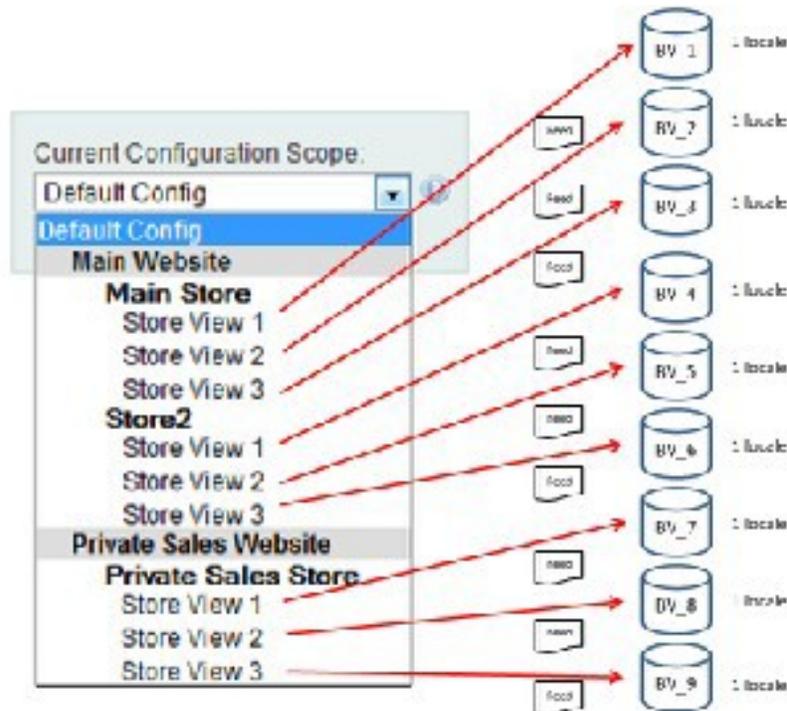
Locale: **en_US** (The "Y" icon for the Magento Admin is the Magento Group) [Yes] [No] [Save] [Cancel]

Set at Store View scope (must match across all Store Views in Group)

Scenario 3: Each Magento Store View maps to a Separate Bazaarvoice Instance

Description of Scenario

- BV provisions an instance for each Magento Store View
- Locales are mapped at the Store View level
- A single product catalog feed is generated for Magento Store View (the feed will contain a single set of localized attributes (e.g. Product Page Urls, Product Names, etc.) for the Store View locale)



How to Setup the Scenario

- Contact BV to provision a separate BV instance for each desired Magento Store View.
- In control panel, set **Feed Generation Scope** to **Magento StoreView**.



- All control panel settings should be configured at the Magento Store View configuration scope.
- Because each Store View will map to a separate BV instance, the same locale can be used across the Store Views.

Current Configuration Scope: **Store View 1**

Configuration

- GENERAL
- General
- Site
- Design
- Customer Setup
- Store Email Addresses
- Default
- Business
- Content Management
- Catalog
- Orders
- Inventory
- Google Analytics
- SEO Tools

Services

Enable Business Edition	Yes	Use Defaults (1/1/16 1/1/16)
Environment	Staging	Use Defaults (1/1/16 1/1/16)
Client ID	myclientid-1	Use Defaults (1/1/16 1/1/16)
API Password	password123	Use Defaults (1/1/16 1/1/16)
Deployment Date	Jan 01	Use Defaults (1/1/16 1/1/16)
Locale	en_US	Use Defaults (1/1/16 1/1/16)

Set at Store View scope
(unique BY client instance values)

Current Configuration Scope: **Store View 2**

Configuration

- GENERAL
- GENERAL
- ENVIRONMENT
- Design
- Customer Setup
- Store Email Addresses
- DEFAULTS
- BUSINESS
- Content Management
- CATALOG
- Inventory
- Google Analytics
- SEO Tools

Services

ENABLE BUSINESS EDITION	Yes	Use Defaults (1/1/16 1/1/16)
Environment	Staging	Use Defaults (1/1/16 1/1/16)
Client ID	myclientid-2	Use Defaults (1/1/16 1/1/16)
API Password	password123	Use Defaults (1/1/16 1/1/16)
Deployment Date	Jan 01	Use Defaults (1/1/16 1/1/16)
Locale	en_US	Use Defaults (1/1/16 1/1/16)

Appendix B: Upgrading from Earlier Version of Magento Extension

The Bazaarvoice for Magento Extension version 6.x represents a significant upgrade to previous versions of the extension. The 6.x version is explicitly built to integrate with the new Bazaarvoice Conversations 2013 platform.

- Hosted Inline Ratings (no longer relies on feeds)
- Cloud-base SEO solution (no longer relies on feeds)

Upgrading to the new Bazaarvoice Conversations 2013 platform requires considerable coordination with Bazaarvoice, and involves additional effort beyond upgrading the Bazaarvoice for Magento extension.

Contact your Bazaarvoice representative if you are looking to upgrade to the new Bazaarvoice platform.

Changes Made to the Magento Environment as part of the Installation Process

New Data Table Fields

During Installation of the extension a field is created on the sales_flat_order table called “sent_in_bv_postpurchase_feed” The value will be NULL by default, and set to 1 as orders are sent to Bazaarvoice in the order feed.

Product Feed Field Mapping

This section details the contents of what is included in the product feed. In general the product feed contains categories, and products.

CATEGORIES		PRODUCTS	
Magento Attribute	Bazaarvoice Attribute	Magento Attribute	Bazaarvoice Attribute
*ID/Url Path of the category	ExternalID	sku	ExternalId
*ID/url path of the Parent Category	ParentExternalId	Name	Name
The category name	Name	Short Description	Description
The category page url	CategoryPageUrl	**NULL	Brand
This section contains a list of the localized category names that are found at the StoreView configuration scope.	Names	***NULL	UPC
This section contains the category url with the Store View parameter added	CategoryPageUrls	*This is the category ID/Url path of the category that the product is in.	CategoryExternalID
		This is the url of the product page.	ProductPageUrl
		This is the url of the product image. This will call the cached version of the file.	ImageUrl

		This is the localized version of the product name as found in the Store View configuration scope	Names
		This is the localized version of the Short Description as found in the Store View configuration scope	Descriptions
		This is the localized version of the product page	ProductPageUrls
		This is the localized version of the product image	ImageUrls

* The value for the ID is dependent on how you have the configuration set. By default it is set to use the category url path. This can be overridden in the app/etc/local.xml file. The details of doing this can be found in the Advanced Configuration section.

** By default there are no Magento attributes mapped to the Bazaarvoice Brand attribute. This is configurable to use the value of a "Select" attribute of your choosing by overriding the value in the app/etc/local.xml. See the Advanced Configuration setting of this document for further details.

*** By default there are no Magento attributes mapped to the Bazaarvoice UPC attribute. This is configurable to use the value of a "Text" attribute of your choosing by overriding the value in app/etc/local.xml. See the Advanced Configuration setting of this document for further details.

Include Categories Algorithm

Root Category Based on the Feed configuration setting

Include categories at level greater than 1

Include only active categories

Find all categories that have the root path included in their path

If the count is greater than 0 write the categories to the file

Include Products Algorithm

Retrieve the products from the website

Only include Enabled products

Only include products that are visible in the catalog aka Visibility does not equal Not Visible Individually

Write to the file if there are more than 0 matching products.

It is ensured that the CategoryExternalId is one that is included in the category section of the feed.

Purchase Feed Algorithm

There are 2 config settings for purchase feed process:

- Enabled / Disabled
- Triggering Event (Can be Shipping or Purchase)

The purchase feed code adds one extra field / attribute to the Magento order record:

- "ALREADY SENT IN FEED" (Field defaults to false when new order created by Magento)

Purchase Feed process follows this algorithm:

```
> Init new local feed file
> Find all store groups in Magento Instance (Also know as stores,
this is the level above store view)
> For each store group
  > Check if purchase feed is enabled in the default store view
within the group
  > If yes,
    > Find all Magento order meeting these criteria:
      (order is in a store within current store group)
      (order status = 'complete' or 'closed')
      (order created_date >= 30 days ago)
      (order "ALREADY SENT IN FEED" field = false)
    > For each order found:
      > Does order meet all these criteria:
        (order "ALREADY SENT IN FEED" field = false)
        (order status is not 'cancelled')
        (order->store field is empty) (really this should never hap-
pen with Magento)
        (order has at least 1 item)
        (order has a customer email address)
      > And, does order meet one or the other of these criteria:
        ("TRIGGERING EVT" = Shipping AND order has completely
shipped AND more than 1 day has passed since the last shipment)
or
        ("TRIGGERING EVT" = Purchase AND more than 1 day has
passed since purchase happened)
      > If yes,
        > Add order to local feed file
        > Set "ALREADY SENT IN FEED" field = true for order
      > If no, do nothing
    > If no, do nothing  > Save local feed, send local feed file to
BV via SFTP
```

ROI Beacon Data Mapping

Below is a data mapping that shows what is being sent to Bazaarvoice via the ROI beacon.

Order Details	
Magento	Bazaarvoice
Order Increment id	orderId
TaxAmount	tax
ShippingAmount	shipping
GrandTotal	total
City	city
RegionId Code	state
CountryId	country
OrderCurrencyCode	currency
*CustomerId	userid
CustomerEmail	email
CustomerFirstName	nickname
StoreLocale	locale
Magento Extension Plugin	partnerSource
Order Items	
SKU	sku
Name	name
Price	price
QtyOrdered	quantity
ImageUrl	imageUrl

* When Guest Checkout is used there is not UserId for the customer. In this case we are sending the MD5 hash of the customer emailaddress.

String Replacement for Ids with Special Characters

Because the Bazaarvoice platform cannot accept product, category, or brand ID values that contain special characters, the Magento extension automatically transforms any offending ID values based on the following table:

Special Character	Replaced With
&	bv38_amp_bv59
%	bv37
(space)	bv32
/	bv47
\$	bv36
@	bv64
#	bv35
]	bv93
[bv91
“	bv125
`	bv96
~	bv126
<	bv38_lt_bv59
>	bv38_gt_bv59
\	bv92
#	bv35
!	bv33
^	bv94
(bv40
>	bv41
	bv124
=	bv61
?	bv63

Appendix D: Advanced Configuration

Putting Bazaarvoice Content Behind a Tab

When Bazaarvoice content is put behind a tab, Bazaarvoice provides the JavaScript callback function `doShowContent()` to allow Bazaarvoice to trigger the tab opening when a “read all reviews” link is clicked on the product page.

See the sections “Questions and Answers integration code” and/or “Ratings and Reviews integration code” sections of the standard Bazaarvoice integration documentation for details on this function: https://config.bazaarvoice.com/resources/v1/definitions/helpDocs/CodeIntegration-Guide_C2013.pdf

The Bazaarvoice for Magento extension provides the following easy-to-use control panel setting to insert the JavaScript required to utilize this callback function:

- For R&R: **JS Callback function to display R&R content(`doShowContent`)**
- For Q&A: **JS Callback function to display Q&A content(`doShowContent`)**

Configuration Settings Outside the Magento Control Panel

There are several configuration parameters that can be hard coded into your site.

The following parameters can be hard coded in your `app/etc/local.xml` file.

Product Feed File Name	<code><product_feed_export_filename></code>	<code>file_name.xml</code>	You can specify the name of your product feed
Product Feed Export Path	<code><product_feed_export_export_path></code>	<code>/import-inbox</code>	This setting allows you to control the path the file will be uploaded to on the BV SFTP server
Product Feed Brand Attribute Code	<code><product_feed_brand_attribute_code></code>	NULL	By default this configuration is set to NULL, and can be set to a field of your choosing. Note: it must be a “Select” Type attribute in Magento.
Product Feed UPC Attribute Code	<code><product_feed_upc_attribute_code></code>	NULL	By default this configuration is set to NULL, and can be set to a field of your choosing. Note: it must be set to a “Text” Type attribute in Magento.
Product Feed EAN Attribute Code	<code><product_feed_ean_attribute_code></code>	NULL	By default this configuration is set to NULL, and can be set to a field of your choosing. Note: it must be set to a “Text” Type attribute in Magento.

Product Feed Manufacturer Part Number Attribute Code	<product_feed_manufacturerpartnumber_attribute_code >	NULL	By default this configuration is set to NULL, and can be set to a field of your choosing. Note: it must be set to a "Text" Type attribute in Magento.
Product Feed ISBN Attribute Code	<product_feed_isbn_attribute_code>	NULL	By default this configuration is set to NULL, and can be set to a field of your choosing. Note: it must be set to a "Text" Type attribute in Magento.
Product Feed Model Number Attribute Code	<product_feed_modelnumber_attribute_code>	NULL	By default this configuration is set to NULL, and can be set to a field of your choosing. Note: it must be set to a "Text" Type attribute in Magento.
Product Feed Set Simple Products to Expand	<product_feed_export_bvfamilies_expand>	true	By default this configuration is set to true. Which means that simple products will display totals based on the families. When set to false only content for the simple product will be displayed.

Category Id Use URL Path	<category_id_use_url_path>	true or false	<p>By default this is set to "true". When set to true the CategoryId used in feeds will be the url path of the category tree separated by hyphens. Ex: apparel-shirts where apparel is the top level category, and shirts is the category.</p> <p>When set to false the actual Category Id will be used. Ex: This is the id that can be found when navigating to Catalog>Manage Categories, and selecting a category. The id will be displayed at the top of the page to the right of the category name.</p>
SFTP Host Name	<sftp_host_name>	hostname	<p>Used to override the default BV SFTP server hostnames.</p> <p>If this is not specified, the standard sftp-stg.bazaarvoice.com and sftp.bazaarvoice.com will be used.</p> <pre><sftp_host_name></sftp_host_name></pre> <p>Example setting: sftp7-stg.bazaarvoice.com</p>

Example code to be placed before closing </config> tag.

```
<default>
  <bazaarvoice>
    <bv_config>
      <!-- Hard code filename in class constants -->
      <product_feed_export_filename>productfeed.xml</product_feed_export_filename>

      <!-- Hard code export path in class constants -->
      <product_feed_export_export_path>/import-inbox</product_feed_export_export_path>
```

```

    <!-- Magento Brand Attribute Code -->
    <product_feed_brand_attribute_code>manufacturer</
product_feed_brand_attribute_code>

    <!-- Magento UPC Attribute Code -->
    <product_feed_upc_attribute_code>upc</product_feed_upc_attribute_code>

    <!-- Magento EAN Attribute Code -->
    <product_feed_ean_attribute_code>ean</product_feed_ean_attribute_code>

    <!-- Magento Manufacturer Part Number Attribute Code -->
    <product_feed_manufacturerpartnumber_attribute_code>manufacturerpartnumber</
product_feed_manufacturerpartnumber_attribute_code>

    <!-- Magento ISBN Attribute Code -->
    <product_feed_isbn_attribute_code>isbn</product_feed_isbn_attribute_code>

    <!-- Magento Model Number Attribute Code -->
    <product_feed_modelnumber_attribute_code>modelnumbder</
product_feed_modelnumber_attribute_code>

    <!-- Disable Expand on Simple products -->
    <product_feed_export_bvfamilies_expand>>false</
product_feed_export_bvfamilies_expand>

    <!-- If true, use Magento category URL path as category id, otherwise use Mage category
entity primary key -->
    <category_id_use_url_path>>true</category_id_use_url_path>

    <!-- SFTP Connection Host Name. If this is not specified, the standard sftp-
stg.bazaarvoice.com and sftp.bazaarvoice.com will be used -->
    <sftp_host_name></sftp_host_name>

    <!-- Display code - We still need this for some clients -->
    <display_code></display_code>
  </bv_config>
</bazaarvoice>
</default>

```

Purchase Feed

Note: for most Bazaarvoice clients, ROI beacon data can be used as a replacement for the purchase feed feature. It is not necessary to enable both the ROI beacon as well as the purchase feed feature simultaneously.

For clients who insist on enabling the purchase feed, the following should be completed:

- Ensure that **Enable Product Feed** is checked in the Magento controlpanel.

By default, the feed is configured to run every day at 1:30 AM (Note: the time zone is set based on the locale set in Magento at the default configuration scope).

Changing Default Time of Day of Cron Schedules for Bazaarvoice Feeds

The section below shows the cron tab configuration section of the config.xml file, which can be edited to the time that you prefer.

The time zone is determined by the locale set in Magento at the default configuration scope.

The format used is a standard cron expression. See this article for details: <http://en.wikipedia.org/wiki/Cron>

```
<crontab>
  <jobs>
    <bazaarvoice_product_feed>
      <schedule>
        <cron_expr>0 1 * * * </cron_expr><!-- Every day at 1:00 AM -->
      </schedule>
      <run>
        <model>bazaarvoice/exportProductFeed::exportDailyProductFeed</model>
      </run>
    </bazaarvoice_product_feed>
    <bazaarvoice_purchase_feed>
      <schedule>
        <cron_expr>30 2 * * 6 </cron_expr><!-- Every Saturday at 2:30 AM -->
      </schedule>
      <run>
        <model>bazaarvoice/exportPurchaseFeed::exportPurchaseFeed</model>
      </run>
    </bazaarvoice_purchase_feed>
  </jobs>
</crontab>
```

Appendix E: Troubleshooting

Contact Bazaarvoice for Support

Contact Bazaarvoice Support (email support@bazaarvoice.com) if you have issues installing or configuring the extension. It is helpful to provide Magento Admin panel credentials and SSH access for Bazaarvoice to efficiently provide support.

Bazaarvoice Logging

As of version 6.1.2 All logging from the Bazaarvoice Connector can be found in the standard Magento log directory as bazaarvoice.log

How to Verify that the Magento Cron Job is Running

To ensure the Magento cron job is running you can run `crontab -l` (the `-l` is to list the cron jobs that are running.) from the command line. Typically the job is scheduled as the root user, but could vary depending on your hosting environment. If you are unsure contact your system administrator or hosting company.

```
crontab -l
*/5 * * * * /bin/bash /path/to/magento/cron.sh
```

How to Manually Run a Bazaarvoice Feed

Run Feeds Using AOE Scheduler Plug-in

You can also run the feeds manually by installing the following extension.

<http://www.magentocommerce.com/magento-connect/aoe-scheduler.html>

This is the extension key that you can use in versions 1.5+ and 1.10+ from Magento Connect http://connect20.magentocommerce.com/community/Aoe_Scheduler

1. Install plug-in
2. Navigate to **System > Scheduler > ScheduleConfiguration**
 1. Select the desired BV feed (code = “bazaarvoice_product_feed” or “bazaarvoice_purchase_feed”)
 2. In the **Actions** pull-down control, select **Runnow**.
 3. Click **Submit**.

Appendix F: Migrating to Production

Steps for Testing Integration in Staging

1. Log in to Magento Admin.
2. Make sure the Bazaarvoice control panel setting Environment is set to the value “Staging”.
3. Follow this Implementation Guide to complete the integration with Bazaarvoice.
4. Confirm with Bazaarvoice team that integration is functioning properly (e.g. product feed is received by BV, product and category page properly displays BV content, etc.)

Before Launch on Production.

1. Staging Magento instance is updated to be a replica of production.
2. Cron jobs are disabled
3. Staging Magento instance is setup to connect to Production BV environment.
4. A product feed is triggered which will deliver the feed to the BV production environment, and processed.
5. Once complete and verified on the staging version of the Magento site connected to the BV production environment
6. Procedure below is carried out.

Steps to Move from Staging to Production

1. Disable and clear caches
2. Release code (ensure any changes in app/etc/local.xml are migrated to prod)
3. Log out of Magento Admin
4. Log into Magento Admin
5. Duplicate configuration in System > Configuration > GENERAL > Bazaarvoice
6. Set Environment to Production

Following the procedure above there is the issue of the urls that will be provided to Bazaarvoice This could be handled by setting the base urls in the Magento staging instance to the production urls, and using local host entries to point at the staging magento instance. This would allow you to view the site, and generate content with the production values.

Version History

Version	Release Date	Changes
6.3.10	September 13, 2017	<ul style="list-style-type: none"> MGP-732 - Correct issue with ImageURL in BV Pixel, and update to BV Pixel V2.
6.3.9	August 16, 2017	<ul style="list-style-type: none"> MGP-714 - Add config setting to check lower config scopes for status when products and categories are disabled by default. MGP-720 - Change handling of case and spaces when generating display call. We were using urlencode causing a "+" to replace ".".
6.3.8	July 21, 2017	<ul style="list-style-type: none"> MGP-711 - Add support for clients using bvstate parameter for SEO pagination.
6.3.7	June 29, 2017	<ul style="list-style-type: none"> MGP-696 - Update SEOSDK to 3.2.1 resolves tick timer being removed from PHP 7 MGP-697 - Send syndication fields in CDATA resolves issue where "&" used in ManufacturerPartNumber
6.3.6	March 13, 2017	<ul style="list-style-type: none"> MGP-666 - Set product feed schema version to 14.4 Allow ISBN, Manufacturer Part Number, Model Number attributes to be set in local.xml like UPC, and EAN. Corrected path in modman file
6.3.5	January 11, 2017	<ul style="list-style-type: none"> MGP-662 Purchase Feed - Adding CDATA to the UserName field of the PIE feed.
6.3.4.3	September 22, 2016	<ul style="list-style-type: none"> MGP-350 Product Feed - Adding clearInstance after each product is written to the feed MGP-625 Display - Updating staging url from http://display-stg.ugc.bazaarvoice.com/static to http://display.ugc.bazaarvoice.com/ bvstaging/static

6.3.4.2	July 12, 2016	<ul style="list-style-type: none"> • MGP-604 Product Feed - Updates to product families support for compatibility with jquery > 1.7
6.3.4.1	July 12, 2016	<ul style="list-style-type: none"> • MGP-610 Purchase Feed - Make sure button template file is included in extension package.
6.3.4	March 25, 2016	<ul style="list-style-type: none"> • MGP-586 Purchase Feed/ROI Beacon - Add CDATA to Product Name in Purchase Feed & UTF8 Characters to ROI Beacon • MGP-585 Purchase Feed - Make sure items are pulled from the current order. Fixes a bug where orders were being sent with the same product for each. • MGP-577 Purchase Feed - Added functionality to Magento admin to set lookback for purchase feed, and button to generate feed. • MGP-581 Feeds - Remove ability to generate feeds by browsing to a frontend url • MGP-576 Purchase Feed - Send First Name only for UserName and remove NickName field from Purchase Feed.
6.3.3	March 8, 2016	<ul style="list-style-type: none"> • MGP-574 SEOSDK - Added exception catching to prevent the page from breaking if BVSEOSDK does not load • MGP-575 SEOSDK - Update to 3.2.0 version of the BV SEOSDK • MGP-576 Purchase Feed/ROI Beacon - Send First Name only for UserName/NickName fields
6.3.2.1	February 4, 2016	<ul style="list-style-type: none"> • MGP-563 Feeds - Feeds - Sort in opposite direction to make sure we are pulling the lowest level.
6.3.2	January 28, 2016	<ul style="list-style-type: none"> • MGP-563 Feeds - Selecting lowest level category available for products in the feed.
6.3.1	January 24, 2016	<ul style="list-style-type: none"> • MGP-557 Including documentation in extension package. • MGP-501 Feeds - Reference SFTP Throughout extension.

6.3.0	January 22, 2016	<ul style="list-style-type: none"> • MGP-482 Feeds - Converting private functions to protected functions. • MGP-470 SEO - Upgrade SEOSDK to latest version 3.1.0 • MGP-377 Documentation - Remove misleading source reference
6.2.0	December 18, 2015	<ul style="list-style-type: none"> • MGP-501 Feeds - Replacing FTP with SFTP for uploading Purchase & Product feeds to Bazaarvoice Servers.
6.1.2.4	December 7, 2015	<ul style="list-style-type: none"> • MGP-536 Feeds - Adding flag for double encoding so encoded characters are properly handled in the feeds. • MGP-515 Purchase Feed - Fix Lookback set back to 30 days. • MGP-491 Product Feed - Fix UPC hard coded attribute setting.
6.1.2.3	August 5, 2015	<ul style="list-style-type: none"> • 100033446 Purchase Feed, ROI Beacon - Sending MD5 of customer email instead of "null" when guest checkout. • 100032890 Purchase Feed - No longer send products which have been disabled.
6.1.2.2	July 15, 2015	<ul style="list-style-type: none"> • 99162626 Product Feed - Making sure Not Visible simple products are not included in the feed when a parent is not assigned to the same website.
6.1.2.1	June 26, 2015	<ul style="list-style-type: none"> • 97907282 Product Feed - Making sure Not Visible simple products are not included in the feed when a parent is not present. • 97907386 Product Feed - Fixing an issue where the placeholder image was not being properly used in the product feed.
6.1.2	June 17, 2015	<ul style="list-style-type: none"> • 97906044 Product Feed - No longer pulling cached images for product image urls in the product feed. This was causing several issues for merchants. • 97906688 Logging - Moving Bazaarvoice Logs outside of Magento system.log • 97907108 Purchase Feed - Incremental improvements to the product feed to add helpful logging, and handle errors.

6.1.1.3	June 5, 2015	<ul style="list-style-type: none"> • 93050018 Corrected logic for interpreting config values in local.xml when false used. • 96295690 We are now building image urls in the product feed without using the cache directory which caused problems when using a CDN.
6.1.1.2	April 14, 2015	<ul style="list-style-type: none"> • 92449664 Updated image logic in product feed so that it would not send placeholder images which have been renamed. • 9244985 Updated Purchase Feed filename format to bv_ppe_tag_feed-magento-X • 92451248 Corrected a couple of typos in the documentation.
6.1.1.1	December 2, 2014	<ul style="list-style-type: none"> • 83772930 Fixed a bug where the ROI beacon broke the success page when families were enabled, and checking out with a simple. • 83773690 Fixed a bug where configurable products were not being properly handled in the ROI Beacon when families were enabled.
6.1.1	October 13, 2014	<ul style="list-style-type: none"> • 80570036 Added configuration to the extension to allow the inclusion of EAN's in the product feed. The configuration override needs to occur in the app/etc/ local.xml much like UPC.
6.1.0.1	September 11, 2014	<ul style="list-style-type: none"> • 78645972 Fixed a bug where the category is not present on some categories when using url for external id on categories.
6.1.0	August 26, 2014	<ul style="list-style-type: none"> • 76155976 Added support for Bazaarvoice Product Families • 76156862 Adding support to send UPC in the Product Feed • 76817436 Added handling for periods in the sku using standard method being used to replace illegal characters. a "." becomes "bv46" • 76156972 Updated bvseosdk.php to https://github.com/bazaarvoice/HostedUIResources/commit/69168eae518238b1b0223d74af900d2fcaac3d78 • 77655348 Sending order increment id instead of

		<p>order item id in the ROI beacon</p> <ul style="list-style-type: none"> • 76817328 Ensured that correct product price is sent in the ROI Beacon and Purchase Feed
6.0.6	July 10, 2014	<ul style="list-style-type: none"> • 74774670 Use <BrandExternalId> element in product feed instead of <Brand><ExternalId>
6.0.5	May 14, 2014	<ul style="list-style-type: none"> • 71339676 Process the Brands first in the product feed so the feed can be successfully imported.
6.0.4	April 16, 2014	<ul style="list-style-type: none"> • 66941740 Implemented Brands section in product feed. Creating an ID for each Brand, and associating Products to Brand ID's. • 69636370 Implemented Cloud SEO for AA (Questions & Answers) • 68121968 Fixed a bug where Cloud SEO was not respecting the Environment Setting, and was always set to Staging. • 69636296 Fixed a bug where the product feed was not properly pulling the local specific data for the product feeds.
6.0.3	March 22, 2014	<ul style="list-style-type: none"> • 66941740 Implemented Brands section in product feed. Creating an ID for each Brand, and associating Products to Brand ID's.
6.0.2	January 31, 2014	<ul style="list-style-type: none"> • 64615820 Fixed a bug where the sku in the ROI Beacon did not match the External ID in the product feed.
6.0.1	January 14, 2014	<ul style="list-style-type: none"> • 61046652 Removing Legacy SEO Display Code from configuration section in Magento Admin. Still allowing it to be set in local.xml • 59053894 MGP-165 Now we are replacing illegal characters from the Brand field in the product feed. A full list of what is being substituted is found in the extension manual. • 61046536 MGP-154 Added a configuration override for the FTP url which can be set in local.xml. This is used for merchants running on c7 instances. • 60409344 MGP-177 Convert client name to all lowercase

		<p>when used for FTP connections.</p> <ul style="list-style-type: none"> • 61034148 MGP-174 Wrap all url fields in CDATA tags in catalog feed to handle special characters. • 63711938 Removed the Inline Ratings feed from the scheduler. This feature is deprecated. • 62717726 Handle missing images in product feed differently so the feed can be successfully imported into Bazaarvoice. • 61035412 MGP-172 Fixed an issue where the SEO url was no being properly formatted. Replaced "/" with "-" between the Deployment Zone, and Locale • 62235084 Fixed a bug that prevented the configuration overrides from working when set in local.xml • 57901476 Fixed a bug where Category and Image urls in the catalog feed were using the default url instead of the website or store url as expected. • 63587200 MGP-196 Implemented fix suggested by customer to solve an error occurring on page load and referencing Bazaarvoice/Connector/Block/Reviews.php
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