

Bazaarvoice for Magento 2 Extension

Integration Guide

Version: 7.2.0



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Table of Contents

[Introduction](#)

[What's Included](#)

[System Requirements](#)

[Before You Get Started](#)

[Setting up your data](#)

[Mapping your Magento Environment to your Bazaarvoice Environment](#)

[Scenario 1: Map Multiple Magento Websites to a Single Bazaarvoice Instance](#)

[Description of Scenario](#)

[How to Setup the Scenario](#)

[Scenario 2: Each Magento Website maps to a separate Bazaarvoice Instance](#)

[Description of Scenario](#)

[How to Setup the Scenario](#)

[Scenario 3: Each Magento Store \(Group\) maps to a separate Bazaarvoice Instance](#)

[Description of Scenario](#)

[How to Setup the Scenario](#)

[Scenario 4: Each Magento Store View maps to a separate Bazaarvoice Instance](#)

[Description of Scenario](#)

[How to Setup the Scenario](#)

[Using Bazaarvoice Families](#)

[Product Catalog Feed](#)

[Inline Ratings](#)

[Product Detail](#)

[Cloud SEO](#)

[BV Pixel](#)

[Purchase Feed](#)

[Submission](#)

[Installation](#)

[Configuration](#)

[Pre-Requisites](#)

[Disable Magento Reviews \(if applicable\)](#)

[Set Media URL](#)

[General Setup](#)

[Ratings and Reviews](#)

[Questions and Answers](#)

[Feeds](#)

[Cloud SEO](#)

[BV Pixel](#)

[Product Catalog Feed](#)

[Appendices](#)

[Appendix A: Code Logic and Data Mapping](#)

[Setup Script Operations](#)

[Product Feed Field Mapping](#)

[Brands](#)

[Categories](#)

[Products](#)

[Include Categories Algorithm](#)

[Include Products Algorithm](#)

[Purchase Feed Algorithm](#)

[BV Pixel Data Mapping](#)

[String Replacement of Special Characters](#)

[Appendix B: Advanced Configuration](#)

[Putting Bazaarvoice Content Behind a Tab](#)

[Purchase Feed \(PIE\)](#)

[Change Delivery Schedule of Bazaarvoice Feeds](#)

[Appendix C: Troubleshooting](#)

[Contact Bazaarvoice for Support](#)

[Bazaarvoice Logging](#)

[Enabling Debug](#)

[Troubleshooting](#)

[Bulk update products](#)

[Verify Magento Cron is Running](#)

[Updating the Magento Extension](#)

[Via command line](#)

[Customizing the Magento Extension](#)

[Manually Running Feeds](#)

[Via Magento Admin](#)

[Via command line](#)

[Appendix D: Migrating to Production](#)

[Steps for Testing Integration in Staging](#)

[Before Launch on Production](#)

[Steps to Move from Staging to Production](#)

[Appendix F: Supported Magento Versions](#)

[Appendix G: Product Family Syndication](#)

[When to use:](#)

[When not to use:](#)

[Version History](#)

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 started 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.

What’s Included

1. Product catalog generation (“Product Feed”)
2. Ratings and Reviews display on collection on product pages
3. Questions and Answers display and collection on product pages
4. BV Pixel (Reporting and Analytics Integration)
5. BV “Cloud” SEO system (Allows reviews to be indexed by search engines)
6. PIE (Post Interaction Email) system for soliciting reviews after purchase
7. Hosted Authentication (“Verify email address” email)
8. Container page (For collection of reviews on mobile devices)

System Requirements

The requirements to run the Bazaarvoice Magento Extension are the same requirements established to run Magento Core. See

<https://devdocs.magento.com/guides/v2.2/install-gde/system-requirements-tech.html>.

Note: The link to Magento System Requirements frequently changes.

Before You Get Started

You should consider the following sections before installing the extension.

Setting up your data

1. Enable Flat Tables Category (This will allow the Extension to generate a product feed)

- a. Navigate to Stores > Configuration > Catalog > Catalog > Storefront and set “Use Flat Catalog Category” and “Use Flat Catalog Product” to Yesles”
2. Identify Product GTIN Coverage
 - a. All products should have at least one of these identifiers defined at the product level:
 - i. UPC
 - ii. EAN
 - iii. Model Numbers
 - iv. Manufacturer Part Numbers
 - v. ISBNS
 - b. ***
 - c. See Appendix C for instructions on how to bulk update product attributes
3. Completely reindex your site. After flat tables are enabled, and product attributes created and populated you will need to reindex the site so that all of the new data is stored in flat tables from which the product feed will be built.

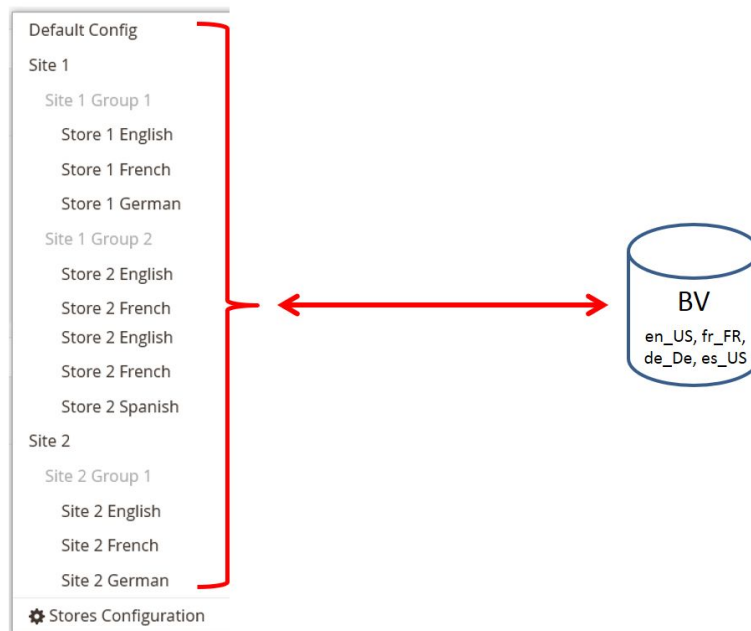
Mapping your Magento Environment to your Bazaarvoice Environment

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.

Scenario 1: Map Multiple Magento Websites to a Single Bazaarvoice Instance

Description of Scenario

- BV Provisions a single instance
- Locales are mapped at the Store View level
- A single product catalog feed is generated for the entire Magento Install (the feed will contain localized attributes (e.g. Product Page Urls, Product Names, etc.) for each Store View in the Magento Install)
- **Limitations:**
 - If a product is in multiple store views of the same locale only the last one found will be included in the feed.
 - The default values in the feed will be generated based on the first store id found in the Magento Install.



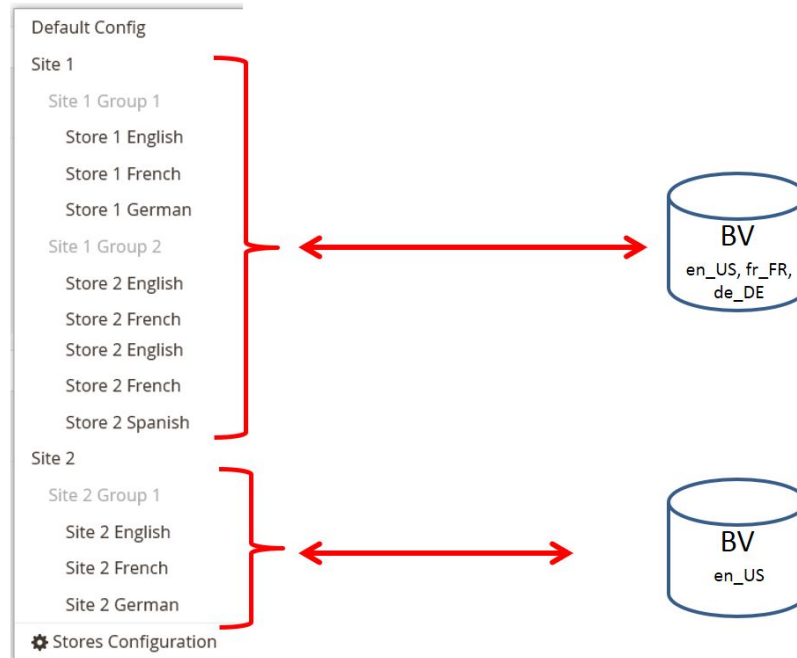
How to Setup the Scenario

- Contact Bazaarvoice to provision a Bazaarvoice instance for your Magento Install
- In Magento Admin panel, set **Feed Generation Scope** to **Global**
- Set Bazaarvoice client-level settings (Client Name, SFTP Password, Cloud SEO Key) at the Default configuration scope in Magento.
- Set Locale at each Store View configuration scope
- (optional) Deployment Zone can be configured at the Store View scope as well.

Scenario 2: Each Magento Website maps to a separate Bazaarvoice Instance

Description of Scenario

- BV Provisions an instance for each Magento Website
- Locales are mapped at the Store View level
- 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 the Website)
- **Limitations:**
 - Each Store View must map to a unique BV Locale within a given BV instance
 - All stores within a single website must share the same category tree



How to Setup the Scenario

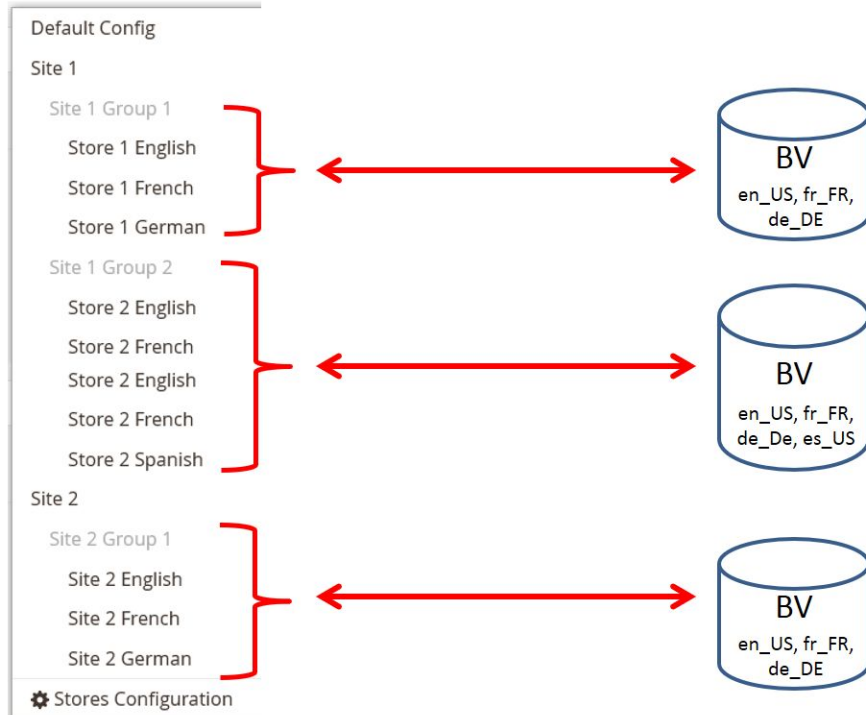
- Contact Bazaarvoice to provision a separate Bazaarvoice instance for each desired Magento Website.
- In Magento Admin panel, set **Feed Generation Scope** to **Magento Website**
- Set Bazaarvoice client-level settings (Client Name, SFTP Password, Cloud SEO Key) at the Magento Website configuration scope.
- Set Locale at each Store View configuration scope
- Other Bazaarvoice 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 3: 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 configuration scope.

Scenario 4: 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 Store View.

- 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.

Using 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 B 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 Catalog Feed

- Family name will be typically be the Configurable SKU.
 - A product attribute can be selected in Stores > Settings > Configuration > General > Bazaarvoice Connector > Feeds > Family Attribute which will be used in place of the Configurable SKU.
- Configurable will be a member of its family
- All associated simple products will be member of family.
- Simples are included in feed whether they are visible or not.
- When simple is visible
 - We will send its category
 - We will send its url
 - We will send its image
- When simple is Not Visible Individually
 - We will send parent category
 - We will send parent url
 - We will send its 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

BV Pixel

- 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 BV Pixel

Submission

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

Installation

You can install our Magento 2 extension via Composer. Please follow these simple steps:

1. Make sure composer is setup properly for your Magento 2 Instance
2. In the Magento 2 root directory run the following command:

```
composer require bazaarvoice/bazaarvoice-magento2-ext:7.2.0
```

3. After the above is successful, run this command in Magento root directory. This will let Magento know about the extension.

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

4. Run this command in Magento root. This will ensure any installer scripts we may have are executed properly and store the current data version.

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

5. If you are in production mode re-deploy static content

```
php bin/magento setup:static-content:deploy
```

6. Also, if in production mode compile magento:

```
php bin/magento setup:di:compile
```

7. Clear cache from Magento

```
php bin/magento cache:clean  
Php bin/magento cache:flush
```

Configuration

Complete the following steps to configure the extension.

Pre-Requisites

Before continuing, make sure you have the following information.

- Understand how you are mapping your Magento environment to Bazaarvoice (see previous section), include which **locales** should be enabled within Bazaarvoice.
- Whether or not you require Bazaarvoice Families functionality (see previous section).
- Bazaarvoice **client name** value.
- Bazaarvoice **Deployment Zone** value.
- Bazaarvoice **SEO Key** value.
- Version 7.1.0 of the Magento Extension utilizes the new BV SWAT Technology for display features. Contact your Bazaarvoice representative to enable all SWAT features

in your client record. Display functionality will not work (Inline Ratings, Ratings & Reviews, and Questions & Answers) if these features are not enabled.

Disable Magento Reviews (if applicable)

You should first disable the default Magento reviews module, if your Magento store is currently configured as such. Instructions are for pre 2.2.x versions.

1. Log in to the Magento Admin.
2. Navigate to Stores > Configuration > Advanced > Advanced.
3. Set `Magento_Review` module to Disable and Save Config.

Set Media URL

If your doc root is `magento/pub` you will need to make sure your Base Media url is set appropriately for Secure and Unsecure Url's. Navigate to Stores > Configuration > GENERAL > Web and set "Base URL for User Media Files" in both Base URLs, and Base URLs (Secure) sections.

1. Base URLs - `{{unsecure_base_url}}media/`
2. Base URLs (Secure) - `{{secure_base_url}}media/`

General 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 Catalog > Catalog > Storefront section, and make sure **Use Flat Catalog Category** and **Use Flat Catalog Product** are both set to Yes. (This will require the indexer to run.)
3. Navigate to General > Bazaarvoice Connector and configure the extension
 - 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 **Enable BV Product Families** to Yes if you plan to use these features
 - e. Set **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)
 - g. Set **Enable Cloud SEO** to Yes
 - h. Enter your **Cloud SEO Key** this can be found in your Deployment Zone Implementation in the SEO settings section.

- i. Set **Enable BV Pixel** to Yes
- j. Set **Debug** to yes if you are in staging and need to troubleshoot the install.

Ratings and Reviews

1. Set **Enable Ratings & Reviews** to Yes
2. Set **Use Submission Container Page** to Yes (if this is enabled you need to make sure the submission container url is configured in your Implementation. In Bazaarvoice Workbench navigate to Settings > Manage Applications, and select the Implementation you are working with. Select **Technical Setup** in the left navigation, and enter the staging and production container URL in the Container URL config. The url will be your Magento domain followed by bazaarvoice/submission/container/. For example:
Staging: <http://stagingdomain.com/bazaarvoice/submission/container/>
Production: <http://example.com/bazaarvoice/submission/container/>
3. If you will be displaying content behind tabs on PDP's you will need to add that code to the **Show Hidden Content for Reviews (BV.reviews.on)** config.
4. Make sure you select all of the areas you want to contain Inline Ratings in **Enable Hosted Inline Ratings**
 - a. Inline ratings can be added to the following locations.
 - i. Category Pages
 - ii. Search Results
 - iii. Upsells on Product Pages
 - iv. Related Products on Product Pages
 - v. Cross Sells on Cart Page
 - vi. Catalog Products List Widget
 - b. To create a Catalog Products List Widget
 - i. Navigate to Content > Widgets
 - ii. Click the button to Add Widget
 - iii. Make sure you select "Catalog Products List" in the type field (This is the only supported Widget type)
 - iv. Select your theme, and continue to configure the widget for what products it will include, and where it will be inserted into your site.

Questions and Answers

Note: You may have to contact Bazaarvoice to enable Questions & Answers in the Bazaarvoice platform.

1. Set **Enable Questions & Answers** to Yes

2. Just like for the reviews section. If you will be displaying content behind tabs on PDP's you will need to add that code to the **Show Hidden Content for Questions (BV.questions.on)** config.

Feeds

1. Set **Enable Product Feed** to Yes (If you have multiple websites/store groups/store views this may be disabled by default, and only enabled on the website/group/view config for the site you are enabling Bazaarvoice)
2. Set **CronJob Frequency (Minutes)** to the same interval your Magento cron is running at. Usually this is run every minute, so a value of **1** would likely be entered here.
3. Set **Feed Generation Scope** according to how you are connecting to Bazaarvoice. A bit of planning should be done on deciding how this should be configured.
4. Set **SFTP Username**
5. Set **SFTP Password**
6. Set **SFTP Host Name** this is based on your location. Either Europe or Everywhere Else
7. **Product Feed Filename** setting should be left unchanged unless explicitly directed otherwise by Bazaarvoice.
8. **Product Feed Export Path** setting should be left unchanged unless explicitly directed otherwise by Bazaarvoice.
9. Set product feed attribute mapping. Attributes will only appear in the dropdown which have been set **Yes** for **Use in Product Listing** These attributes should be created in advance, and ensured that they are appearing in your product flat table. Otherwise they will be missing from the Product Feed *See Appendix C for how to bulk update product attributes
10. Set **Expand Families in Product Feed** to Yes if you want simple products to be displayed in your catalog with the reviews from all products in store.
11. Set **Aggregate Custom Attributes** to Yes or No based on need. **Please read Appendix G carefully.** If you are still unsure ask your contact at Bazaarvoice.

Product Updates

After the extension has been configured you will need to update the products you would like sent in the product feed, and optionally set a specific category.

Send in Bazaarvoice Product Feed

By default all products have the value set for "Send in Bazaarvoice Product Feed" set to 'No'. In order for products to be included this value should be set to 'Yes'. You can do so using the Magento Bulk Edit feature in Products > Catalog, and select all of the products then in the Actions Dropdown select Update Attributes and set "Send in Bazaarvoice Product Feed" to

'Yes'. It is helpful to add this attribute as a filter in the Products > Catalog grid. To do so navigate to Stores > Attributes > Products, and search for attribute code 'bv_feed_exclude'. Edit the attribute setting "Use in Filter Options" to 'Yes'. This will allow you to filter your Products > Catalog grid by only the products that have this set to 'No' in order to batch process them.

Bazaarvoice Category

Much like setting the "Send in Bazaarvoice Product Feed" attribute value you can set the Category that will be sent in the Product Feed for each product.

Cloud SEO

The Magento Extension utilizes the Bazaarvoice Cloud SEO solution.

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

BV Pixel

As of version 7.0.6 the Magento Extension includes support for BV Pixel v2. This feature is an analytics tag on the checkout success 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 bv 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 Admin panel.

Product Catalog Feed

The Bazaarvoice for Magento 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.
- Set value to 'Yes' on the 'Send in Bazaarvoice Product Feed' attribute for all products which should be included in the feed. This can be done from Products / Catalog

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.

Appendices

Appendix A: Code Logic and Data Mapping

Setup Script Operations

During installation of the extension a number of changes are made to the Magento Database.

1. Add attribute sent_in_bv_postpurchase_feed to sales_order table with default value 0.
2. Create product attribute bv_feed_exclude
3. Two tables are created for the product feed Index (bazaarvoice_index_product, bazaarvoice_product_ci)

Product Feed Field Mapping

Brands

Magento Attribute	BV Attribute
OptionId for assigned brand attribute	ExternalId
Name from selected option of assigned brand attribute	Name
LOCALIZED DATA	
Name from selected option of assigned brand attribute at the Store View level	Name locale=""

Categories

Magento Attribute	BV Attribute
*id/url path	ExternalId
*id/url path of Parent	ParentExternalId
Category Name	Name
URL of Category from Flat Table	CategoryPageUrl
LOCALIZED DATA	

Category Name	Name locale=""
	CategoryPageUrl

Products

Magento Attribute	BV Attribute
sku	ExternalId
name	Name
description	Description
id or path of assigned category. The assigned category is the deepest in the tree if product is in more than one category.	CategoryExternalId
Full url of the product detail page	ProductPageUrl
Full image url of the default product image	ImageUrl
id of the selected brand	BrandExternalId
value(s) of the attribute mapped to UPC in BV Feeds configuration section	UPC
value(s) of the attribute mapped to Manufacturer Part Number in BV Feeds configuration section	ManufacturerPartNumber
value(s) of the attribute mapped to EAN in BV Feeds configuration section	EAN
value(s) of the attribute mapped to ISBN in BV Feeds configuration section	ISBN
value(s) of the attribute mapped to Model Number in BV Feeds configuration section	ModelNumber
LOCALIZED DATA	
	Name
	ProductPageUrl

	ImageUrl
--	----------

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 3 config settings for purchase feed process:

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

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 happen 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

BV Pixel Data Mapping

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 Version	partnerSource

Deployment Zone	deploymentZone
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 email address. We also need to obtain the customer's first name from a different location.

String Replacement of 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	Replace With
&	bv38_amp_bv59
%	bv37
(space)	bv32
.	bv46
/	bv47
\$	bv36
@	bv64
#	bv35
]	bv93
[bv91

“	bv125
`	bv96
~	bv126
<	bv38_it_bv59
>	bv38_gt_bv59
\	bv92
!	bv33
^	bv94
(bv40
)	bv41
	bv124
=	bv61
?	bv63

Appendix B: Advanced Configuration

Putting Bazaarvoice Content Behind a Tab

In the default Magento 2 template we were able to put the rr and qa content inside the tab completely in module code without template modifications. Assuming any custom theme does not break that functionality, it should work out of the box.

Purchase Feed (PIE)

Note: For most Bazaarvoice clients, BV Pixel data can be used as a replacement for the purchase feed feature. It is not necessary to enable both the BV Pixel 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 control panel.

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).

Change Delivery Schedule of Bazaarvoice Feeds

The code below is an excerpt from the extension where the feed delivery schedule is set. This timing can be modified if need be. You should be mindful of the time of day feeds are processed daily at Bazaarvoice so that you are not behind schedule.

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>

```
<config xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:noNamespaceSchemaLocation="urn:magento:module:Magento_Cron:etc/crontab.xsd">
  <group id="default">
    <job name="bazaarvoice_send_orders" instance="Bazaarvoice\Connector\Model\Cron"
method="sendPurchaseFeed">
      <schedule>30 2 * * 6</schedule><!-- Every Saturday at 2:30 AM -->
    </job>
    <job name="bazaarvoice_send_products" instance="Bazaarvoice\Connector\Model\Cron"
method="sendProductFeed">
      <schedule>0 1 * * *</schedule><!-- Every day at 1:00 AM -->
```

```
</job>  
</group>  
</config>
```

Appendix C: 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

All logging from the Bazaarvoice Connector can be found in the standard Magento log directory as `bazaarvoice.log`. There are two levels (info & debug) by default you will only see info level logs.

Enabling Debug

1. From the Magento Admin navigate to Stores > Configuration > GENERAL > Bazaarvoice Connector > General > Debug and choose “Yes”
2. Clear Magento Cache
3. You can find the `bazaarvoice.log` file here `magento/var/log/bazaarvoice.log`

Troubleshooting

1. How to find out if the product feed has processed
 - a. By default product feeds are generated daily at 1am. Search the log for the date stamp YYYY-MM-DD for the date in question. You should see “Begin Product Feed Cron” and following that you should see “Start Bazaarvoice product Feed Generation” That means the product feed process started. You can scroll down through the file and search for “End Bazaarvoice product Feed Generation” and finally “End Product Feed Cron”. Above the last messages you will see where the product feed was transferred to Bazaarvoice and any error messages.
2. Why are my products being marked Disabled in the Bazaarvoice Product Feed Index when they are enabled in Magento and Send in Bazaarvoice Product Feed is set to Yes.
 - a. If you have families disabled, products marked with visibility “Not Visible Individually” will not be sent in the feed and marked disabled.
3. SEO Content Not Loaded on Page
 - a. Timeout was reached: The Bazaarvoice Magento Extension uses the Bazaarvoice PHP SEOSDK. The SDK has an `execution_timeout` set at 500. Occasionally we see this timeout needing to be increased. The

“BVSEOSDK_meta” data will show the error “Error - Timeout was reached; HTTP status code of 0 was returned;” In Block/Reviews.php around line 121 you can add a parameter to set the array. **'execution_timeout' => 1500,**

4. Why is content not displaying on PDP
 - a. Is Reviews and/or Questions enabled at the appropriate configuration scope?
 - b. Is your configuration valid. Search for bv.js in the source of the page, and make sure it is not returning 404.
 - c. 7.1+ Versions of the extension require SWAT features be enabled in your client record. Contact Bazaarvoice Support to double check that they are enabled.
 - d. Are you using a custom theme? The Reviews will be loaded in the product.info.details block in the detailed_info group after reviews. If that block does not exist the content will not be loaded. You will need to follow instructions in [Customizing the Magento Extension](#).

Bulk update products

1. You can quickly update product attributes by doing the following
 - a. Export Your Products System > Export
 - b. Choose Entity Type Products and CSV as the Export Format
 - c. At the bottom of the page click Continue. A file will be downloaded
 - d. Open the downloaded .csv, and delete all columns except sku and Additional Attributes.
 - e. Inside additional attributes you may find values for “non Magento” attributes such as the following based on your available attributes. (Brand,UPC,EAN,Model Number,Manufacturer Part Number,ISBN,Bazaarvoice Category,Send in Bazaarvoice Product Feed)
 - f. Separate out each of the additional attributes into their own column. So you may have a csv with the following columns.
(sku,bv_feed_exclude,bv_category_id,brand,mpn,upc,ean,model_number,isbn)
 - g. Update the values of the desired columns, and import to add/update values of those attributes by navigating to System > Import
 - h. Select Products as the Entity Type, and Add/Update as Import Behavior.
 - i. Select your file to import, and click the Check Data button at the top right of the page.
 - j. Once your spreadsheet passes validation import your data to update your products.

Verify Magento Cron 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 web server user, but could vary depending on your hosting environment. If you are unsure contact your system administrator or hosting company.

Updating the Magento Extension

It is sometimes necessary to update the Magento Extension to pull in improvements and bug fixes.

*Please note that any custom changes to the extension may be impacted by this update

Via command line

1. Log into the magento server with SSH
2. From the Magento root folder run the following, replacing 7.0.11 with the most up to date version of the extension. (Found [here](#))

```
composer require bazaarvoice/bazaarvoice-magento2-ext:7.0.11
php bin/magento module:enable Bazaarvoice_Connector
php bin/magento setup:upgrade
```

Customizing the Magento Extension

The Magento 2 Extension is provided “as is”. Any custom work done to the extension is owned on the client (non Bazaarvoice) side. When making changes to Layout and Template files we suggest copying those directories to your theme into a new Bazaarvoice_Connector/templates and Bazaarvoice_Connector/layout. The layout and templates directories can be found in the view/frontend directory in the extension.

With that said, if you need to customize the functionality of the extension we suggest:

1. Forking the extension
2. Maintaining a repo
3. Adding notes of your changes

When updating a customized extension to pull in BV bug fixes/changes

1. Review the changes
2. Pull in updates into your fork

Manually Running Feeds

Via Magento Admin

From the Magento Admin navigate to Stores > Configuration > General > Bazaarvoice > Feeds and click the button to generate either the Product or Purchase feed.

Via command line

3. Log into the magento server with SSH
4. From the Magento root folder run one of the following

```
php bin/magento bv:product  
php bin/magento bv:purchase
```

Appendix D: Migrating to Production

Steps for Testing Integration in Staging

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

Before Launch on Production

1. Staging environment database should be updated from production
2. Setup local host entries to point production domain to the staging Magento site
3. Make sure Bazaarvoice configuration is complete, and pointed to the production Bazaarvoice environment
4. Generate a product feed, and ensure it is successfully delivered to Bazaarvoice
5. Set Bazaarvoice environment config back to staging
6. Return base urls to the appropriate staging environment urls
7. Remove your local host entries

Steps to Move from Staging to Production

1. Following your procedures release the code to your production environment
2. Make sure caches are cleared, etc
3. Duplicate configuration steps from staging environment making sure environment is set to production

Appendix F: Supported Magento Versions

Extension Version	Magento Version
ALL	2.0.x, 2.1.x, <=2.2.7, 2.3.0

Appendix G: Product Family Syndication

Bazaarvoice matches products in the BV network based on GTINs provided in the product feed. When a product has a review, and syndication is enabled, we syndicate this review to our retailers.

When product families are enabled, there can be a discrepancy between the number of displayed reviews on your site and the number of syndicated reviews.

This is because we syndicate at the individual product level, and not the product family level.

This setting removes this discrepancy by copying the GTIN data across each member of the product family to ensure all reviews can be syndicated.

When to use:

Examples:

- Cereal boxes come in three sizes: 20oz 60oz and 128oz
- Toothbrushes come in three colors: blue red and green

In these examples the products are identical and reviews can reasonably be shared.

When not to use:

Example:

- Shirt, Trousers, Jacket, and entire suit.
- Chocolate, Marshmallow, Graham Crackers, Smores Kit

In these examples, individual reviews may not make sense when seen on a different brand or retail site

In this example, a retailer's product page for chocolate could have reviews mentioning a smores kit.

General Guidelines:

1. Product families are enabled
2. GTIN data is provided for each family member
3. There are no product bundles
4. Reviews for each member of the product family are 100% interchangeable.

Version History

Version	Release Date	Changes
7.2.0	3/13/2019	<ul style="list-style-type: none"> • MGP-894 - Fix error when reindexing the Bazaarvoice Product Index on installations with more than 12 stores per feed scope. • MGP-898 - Fix BV Pixel not rendering on the checkout success page when the Magento\Checkout\Block\Registration block has been removed. • Fix memory limit fatal error when reindexing the product feed after changing the feed generation scope to global in rare cases. • Fix incorrect locale URLs for some stores in the product feed.
7.1.16	2/27/2019	<ul style="list-style-type: none"> • MGP-876 - Fix error when reindexing the Bazaarvoice Product Index from the command line on very large catalogs. • MGP-884 - Fix error when running purchase feed for a time period that includes an order containing one or more order items belonging to a deleted product. • MGP-888 - Add support for selecting a product attribute that will be used in place of SKU to populate family data in the product feed. • MGP-889 - Clicking Rebuild Index will now always flush the index (if necessary) and begin rebuilding the index immediately. • MGP-889 - Fix Product Feed XML > Product > CategoryExternalID node sometimes including slash characters if "Use category URL path as category id" is set to No. • MGP-892 - Update product ID element tag syntax to match latest BV format. • MGP-893 - Clarify feed export messaging for multiple websites when debugging messaging is disabled.
7.1.15	12/31/2018	<ul style="list-style-type: none"> • MGP-872 Fix PHP Version issues https://github.com/bazaarvoice/magento2-extension/issues/51
7.1.14	12/14/2018	<ul style="list-style-type: none"> • Magento 2.3.0 Initial Support

7.1.13	12/8/2018	<ul style="list-style-type: none"> • MGP-872 - Update Index scope field type from enum to varchar for M2.3.0 support • https://github.com/bazaarvoice/magento2-extension/issues/46 - Allow Magento native reviews to be enabled for store views not using Bazaarvoice • https://github.com/bazaarvoice/magento2-extension/pull/42 - Exclude manually created Category URL rewrites from product feed. • Correct issue with Aggregate Custom Attributes configuration to not break feed when attribute values are empty.
7.1.12	11/19/2018	<ul style="list-style-type: none"> • Fix issue where Table Prefixes were not observed for Purchase Feed at Store View and Store Group Feed Generation Scopes.
7.1.11	11/15/2018	<ul style="list-style-type: none"> • MGP-861 - Handle table prefixes for GTIN (UPC, EAN, MPN, Model Number, ISBN) Attribute Assignments in Bazaarvoice Configuration settings.
7.1.10	10/11/2018	<ul style="list-style-type: none"> • MGP-855 - Send parent url for locale url on Not Visible simple products. Previously the url containing product id would be sent which would 404 • MGP-858 - Handle Table Prefixes in the extension relating to work done to support row_id for enterprise.
7.1.9	9/25/2018	<ul style="list-style-type: none"> • Send small_image for PIE Feed, and Pixel. Product feed was already sending small_image.
7.1.8	9/6/2018	<ul style="list-style-type: none"> • https://github.com/bazaarvoice/magento2-extension/issues/33 - Address issue with Magento 2.2.5 where Search Results no longer display inline ratings. • Support for new Category Indexing Method in Magento 2.2.5. • Fix a bug where not all Feed Generation Scopes were properly aggregating GTIN data if the setting was enabled. • Reinstate configuration setting to allow EXPAND to be set on Simple products when the setting is enabled.
7.1.7.1	7/23/2018	<ul style="list-style-type: none"> • Address Compilation Issue resulting from MGP-828 https://github.com/bazaarvoice/magento2-extension/issues/32

7.1.7	7/16/2018	<ul style="list-style-type: none"> ● MGP-828 - Added configuration setting to send all GTIN data for simple/configurable products on each product. See Appendix G for more details. ● MGP-836 - Change event from mouseout to click when filtering reviews to the selected simple on PDP.
7.1.6.1	6/12/2018	<ul style="list-style-type: none"> ● MGP-835 - Address PHP Fatal Error when product block is loaded on non PDP ● Still load bv.js when no product id is found. Fixes issue where inline ratings were not working in catalog products list widget on home page.
7.1.6	6/6/2018	<ul style="list-style-type: none"> ● MGP-833 - Address Duplicate Category Id's in Global "Feed Generation Scope" ● When generating feeds at Store View "Feed Generation Scope" Make sure locale data is included in Category section. Previously there were only self closing tags. ● Merge PR https://github.com/bazaarvoice/magento2-extension/pull/27 - Handle null sku/externalid on PDP ● Merge PR https://github.com/bazaarvoice/magento2-extension/pull/28 - Fix exception handling during reindex. ● Add configuration "Filter Reviews on Configurable Product Selection" setting for displaying reviews of child products when selection is made. Optimizing for performance.
7.1.5.1	5/15/2018	<ul style="list-style-type: none"> ● Address DI issue after urlencoding BV SEO debug parameters. https://github.com/bazaarvoice/magento2-extension/pull/26 ● MGP-831 - Allow for the " " character to be used in product names. Previously this would cause the value of Name for Products to be parsed as JSON. ● MGP-792 - Include full category path in the Bazaarvoice Category attribute for both Bulk Edit, and Edit Product. Attribute can be imported with path minus "Default Category"
7.1.5	4/27/2018	<ul style="list-style-type: none"> ● MGP-820 - Address potential XSS Vulnerability when Environment is set to Staging in the Bazaarvoice Connector. BV SEO Parameters were being echoed to the source the URL's were not being URL Encoded leaving a potential vulnerability for XSS.

		<ul style="list-style-type: none"> Optimize Pixel to load product with preferred repository method, and do not load product multiple times.
7.1.4.2	04/16/2018	<ul style="list-style-type: none"> Issue #24 - https://github.com/bazaarvoice/magento2-extension/issues/24 bv:export command code was causing an error on upgrade.
7.1.4.1	04/11/2018	<ul style="list-style-type: none"> MGP-801 - Handle error when no stores are enabled at 'Global' Feed Generation Scope Change Class Inheritance so our code to disable ReviewStaging for Magento Enterprise do not cause compilation errors on Magento Community. Correct issue where products with multiple families were not being separated properly in the product feed. Merged PR #21 - Changed CLI command feed dependencies to proxy objects to prevent their constructors being called during the Magento setup process
7.1.4	04/04/2018	<ul style="list-style-type: none"> MGP-792 - Added an attribute on the product called Bazaarvoice Category allowing Merchants to set which category will be sent in the feed for each product. MGP-801 - Display Notice message on Bazaarvoice Configuration save instead of automatically rebuilding the Bazaarvoice Product Feed Index Fixes for Feed Generation Scope 'Store View' where there were issues with placeholder url's Remove Brute Force disabling of Magneto Reviews which created issues with Magento Community Edition
7.1.3.1	03/29/2018	<ul style="list-style-type: none"> Resolve Issue Where changes were overwritten in release. Causing work on MGP-807 to be blown away.
7.1.3	03/26/2018	<ul style="list-style-type: none"> MGP-788 - Resolved an issue where Inline Ratings were not being displayed in Related or Upsell product listings on the Magento 2 Enterprise Edition. This is caused by those blocks being located here Magento\TargetRule\Block\Catalog\Product\ProductList\Upsell vs Magento\Catalog\Block\Product\ProductList\Upsell

		<ul style="list-style-type: none"> ● MGP-807 - Magento Enterprise has the functionality to schedule product content changes on your site. With this functionality a row_id field was added and is associated to the product entity_id. Usually row_id = entity_id unless the Scheduling content functionality is used. When row_id and entity_id become out of sync we were sending the wrong value for family as the table we were using for that association is using the row_id and not the entity_id. With the updates we are looking for the correct field to use when adding family data. ● MGP-812 - When adding Brands and Categories to the feed we were sending all locales. Not just those for the locales that were actually enabled. ● MGP-813 - Documentation Updates
7.1.2	02/15/2018	<ul style="list-style-type: none"> ● MGP-784 - Update Container page to use bv.js SWAT ● MGP-795 - Load Pixel in different block on success page. Prevents pixel from firing twice. ● MGP-803 - Correct issue where Global 'Feed Generation Scope' was ignoring Enabled/Disabled settings for Extension and Product Feed. ● MGP-802 - Correct issue where duplicate ExternalIds for products are included in the feed when using Global 'Feed Generation Scope' ● MGP-782 - Correct issue when using table prefixes and producing a Purchase Feed
7.1.1	01/08/2018	<ul style="list-style-type: none"> ● MGP-780 - Correct Deployment Zone string in Pixel
7.1.0	01/05/2018	<ul style="list-style-type: none"> ● MGP-722 - Implement new Inline Ratings utilizing bv.js removing all divs and JS using bvapi.js ● MGP-723 - Implement new Display Integration utilizing bv.js removing all divs and JS using bvapi.js ● MGP-773 - Correcting Total in BV Pixel to not include Tax or Shipping. ● Product Feed - Removing BVExpand from Simple Products in feed when Families are enabled. ● Issue #18 - Do not break indexing if Flat Tables are not enabled https://github.com/bazaarvoice/magento2-extension/issues/18 ● BV SEO - Upgrading all aspects of BVSEO SDK to 3.2.1

		<ul style="list-style-type: none"> ● MGP-759 - Corrected issue where attribute code for brand was using value set at default scope instead of website or storeview. ● Product Feed - Add Filters to Bazaarvoice Product Feed admin Index Table ● MGP-765 - Do not display Debug parameters for BV SEO unless set to Staging Environment ● Pull Request #16 - Fix for phpseclib constants rather than requiring a patch script be applied to Magento core. https://github.com/bazaarvoice/magento2-extension/pull/16
7.0.13	10/27/2017	<ul style="list-style-type: none"> ● Change which block BV Summary Containers are included in on the PDP to prevent wrapping issue ● Added Product List Widget to available locations to display Inline Ratings ● MGP-738 - Remove check on Block name when firing BV Pixel. This may change with the use of other checkout extensions. ● MGP-753 - Product Feed - Families - Fix issue where configurable products were not being assigned to their own family. ● Set Include in Feed flag to No as we are no longer setting the value with a setup script on install. ● Set Cron Frequency default value to 1min which is more inline with standard Magento 2 implementations. ● BV Pixel - Make sure nickname is set when Guest Checkout ● BV Pixel - Pull placeholder image url when no image is assigned to product.
7.0.12	9/13/2017	<ul style="list-style-type: none"> ● MGP-711 - Add support for clients using bvstate parameter for SEO pagination.
7.0.11	8/18/2017	<ul style="list-style-type: none"> ● MGP-720 - Change handling of case and spaces when generating display call. We were using urlencode causing a "+" to replace " ". ● Issue #11 https://github.com/bazaarvoice/magento2-extension/issues/11 Fix bug where families configuration field was improperly referenced.
7.0.10	7/20/2017	<ul style="list-style-type: none"> ● MGP-705 - Fix issue where Feed Generation Scope Global was not pulling correct store id's.

		<ul style="list-style-type: none"> MGP-710 - Fix issue where all products were assigned to the lowest category id in the flat table which was category at level 1. <CategoryExternalId>2</CategoryExternalId>
7.0.9	6/29/2017	<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 MGP-704 - Do not include thousands comma separator in purchase “PIE” feed product price field.
7.0.8	6/2/2017	<ul style="list-style-type: none"> MGP-694 Fix Issues with purchase feed xml.
7.0.7	5/23/2017	<ul style="list-style-type: none"> Merge Pull Request https://github.com/bazaarvoice/magento2-extension/pull/8 Do not set value of INCLUDE_IN_FEED_FLAG upon install MGP-693 Filtering redirects when adding categories to feed to avoid duplicates.
7.0.6	5/9/2017	<ul style="list-style-type: none"> MGP-676 Support BV Pixel v2 MGP-687 Fix bug in extension setting brand attribute code to ‘brand’ Merge Pull Request https://github.com/bazaarvoice/magento2-extension/pull/4 addressing issues with periods and .html on categories Fix Issue: https://github.com/bazaarvoice/magento2-extension/issues/3 removing protocol from BV API calls which addresses an issue when using a load balancer
7.0.5	3/13/2017	<ul style="list-style-type: none"> Merge pull request for setting area code during setup https://github.com/bazaarvoice/magento2-extension/pull/2
7.0.4	2/28/2017	<ul style="list-style-type: none"> MGP-666 - Update Product Feed Schema from 5.6 to 14.4 MGP-483 - Allow multiple UPC’s, EAN’s, Model Numbers, Manufacturer Part Numbers, ISBNs
7.0.3	1/10/17	<ul style="list-style-type: none"> Add check to setup script for area code
7.0.2	12/19/16	<ul style="list-style-type: none"> Initial release of Magento 2 extension



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