

# Plugins

In addition to the shop system, Shopware also offers various plugins, which you can purchase from the [store](#). This allows you to customize your Shopware shop and integrate additional functions. In this section of the documentation everything revolves around the installation and configuration of these plugins.

All plugins are managed in the [Plugin Manager](#), which you can find under the menu item "Settings" in your backend. You can purchase, download, install and activate the plugins there quickly and easily.

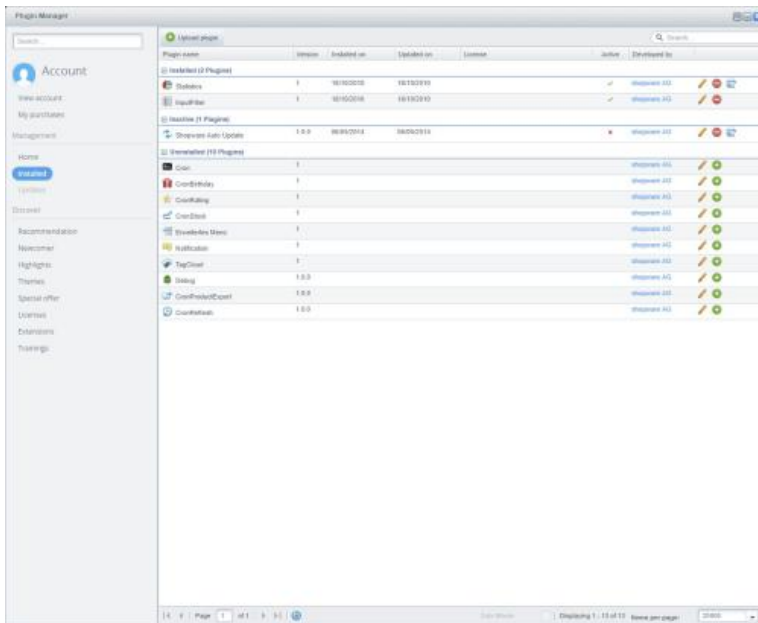
## Shopware Core Plugins

### Introduction

Shopware delivers some extensions in the [Plugin Manager](#) already after the installation, which can be found in the tab "Uninstalled". If desired, certain functionalities can be activated that influence the frontend or system processes. Here we show you which tasks these plugins fulfill. At the same time you will also find the appropriate articles for the respective topic.

### View in the Plugin Manager

Navigate to the [Plugin Manager](#), which you can find in the backend under the menu item Settings. There you can click on "Installed".



You can easily install the plugins by clicking on the "plus" symbol - also remember to activate the plugin afterwards!

## **How do I update the plugins?**

Unlike plugins from the Community Store, you don't need to update the core plugins yourself. If there are any changes here, they will be done by a [Shopware update](#).

## **Plugin: Statistics**

This plugin is installed and activated by default and is used to provide the statistics functions in Shopware.

Further information can be found in the article [Marketing - Analysis](#)

## **Plugin: Input Filter**

Also this plugin is installed by default and fulfills an important purpose. With the Input Filter Shopware provides a number of protection measures against attackers from the Internet, such as protection against SQL injections or XSS protection. Also own filters can be maintained, so that the input of certain contents (scripts or similar) in your shop is not possible.

Further information can be found in the article [System - Input filter](#)

## **Plugin: Shopware Auto Update**

The name already gives an idea of the purpose of this plugin. The extension allows you to update your shopware system via the backend.

Further information can be found in the article [Update Shopware](#)

## **Plugin: Cron**

The Plugin Cron is generally necessary for the execution of automated processes. By default, these are processes that clean up the system at regular intervals and rebuild indexes. Plugins from the Community Store also often use this function.

Further information can be found in the article [Cronjobs](#)

This plugin must be installed and activated in order to use the following Cronjob plugins!

## **Plugin: CronBirthday**

Besides the Cron Plugin, which implements the basic function of the Cronjobs, we have CronBirthday here. The name suggests that it can be used to send automated mails to customers with birthdays.

You can find more information in the article [Vouchers - Send birthday email including a voucher](#)

## **Plugin: CronRating**

Another useful automated e-mail function is activated with the plugin CronRating. This makes it possible to inform your customers automatically about the possibility of an article rating. This plugin also requires the Cron plugin.

Further information can be found in the article [Customer reviews - Automatic Reminder](#)

## **Plugin: CronStock**

The overview of the article stock is not always quite simple with many articles. With this plugin you can be informed as soon as the minimum stock of an article is undercut. The configuration you make in the Cronjob control.

## **Plugin: CronProductExport**

This plugin is required so that the product exports can be generated automatically via the cronjobs. With this plugin you have the possibility to coordinate the generation in such a way that it is executed at low frequented times.

You can find the Cronjob under the name CronProductExport in the [Cronjob management](#).

## **Plugin: CronRefresh**

This cron plugin integrates the automated clean-up process. It cleans up the database tables s\_core\_log, s\_emarketing\_lastarticles, s\_search\_statistics and is therefore important for good performance.

Further information can be found in the article [System - Cronjobs](#)

## **Plugin: Advanced Menu**

Some also call it Drop-Down / Mega Menu - that means the menu box that appears when hovering over the main categories. This plugin activates the function which is deactivated by default.

More information can be found in the article Plugin [Advanced Menu](#)

## **Plugin: Notification**

Would you like to give your customers the opportunity to be informed about new stock when items are not available? Then you need this plugin, and the activated option "e-mail notification" in the respective article. The function looks like this:

BREE

**X** This product is currently not available.

**A** Please inform me as soon as the product is available again.

Your email address

**£61.77 \***  
Prices incl. VAT plus shipping costs  
● Delivery time 10 - 12 Workdays

Order number: SW10166

Further information can be found in the article [Create Products - E-Mail Notification](#)

## Plugin: TagCloud

This plugin integrates a tag cloud into the frontend. The function is very controversial from a SEO point of view and should therefore first be checked by you.



Further information about SEO can be found in the [Shopware SEO Guide](#).

## Plugin: Debug

This plugin is used to provide additional debug variables. We have described debugging in detail in our [developer documentation](#) in the article [Debugging Shopware](#). There you will also find the functionality of the [debug plugin](#).

## Plugin: Shipping Restriction

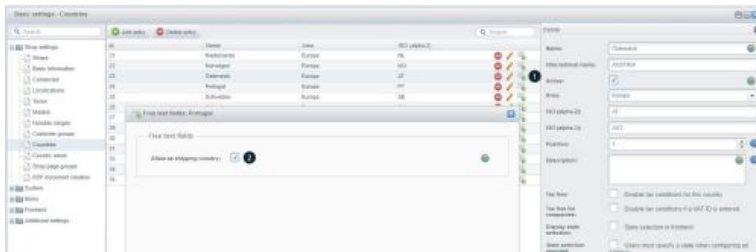
This plugin allows you to block individual countries for deliveries in order to comply with the new EU Geoblocking Directive. A free text field under Basic **Settings > Shop Settings > Countries** allows you to define whether a country is also available as a delivery country. As of Shopware 5.5.3, this function is already included in the core and the plugin is no longer required.

## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

## Configuration

After installing the plugin you find a new free text field at **Configuration > Basic settings > Shop settings > Countries**. To see the field you click on the button for free text fields **(1)** and there find the option "**Allow as shipping country:**" **(2)** to enable or disable a country for shipping.



When you deactivate this checkbox and save the configuration the customer will get an information about countries not available for shipping when he changes his address in the account or the checkout.

If the customer still chooses one of this restricted countries in the address for shipping he will get another information that a shipment in this country is not possible in the checkout and the button for the finishing of an order will be hidden.

## Individualise texts

The shown information texts are defined in the [snippets](#) and you can change those at **Configuration > Snippets > frontend > address > index**.

The snippets have the names "**CountryNotAvailableEditor**", "**CountryNotAvailableEditorInfo**" and "**CountryNotAvailableForShipping**".

## Plugin: AboCommerce

Using **AboCommerce** you are able to offer subscriptions of variable intervals and durations for individual items in your shop. AboCommerce this way provides additional means to improve your customer retention. You can set incentives for subscribing to your items by introducing special rewards or discounts to those customers committing themselves to projected purchases.

This trust of course has to be valued. Use the included, optional discount functions to reward your customers. This way both sides can profit from the abo model. The account of the order is also done in intervals. This means the customer does not have to pay for the whole abo in advance but will get the bill in defined timeframes. This is important because since the version 2.2.0 it is possible to create abos without a previously defined enddate. For this to work you only have to define a cancellation period.

## **AboCommerce in the backend**

### **Installation**

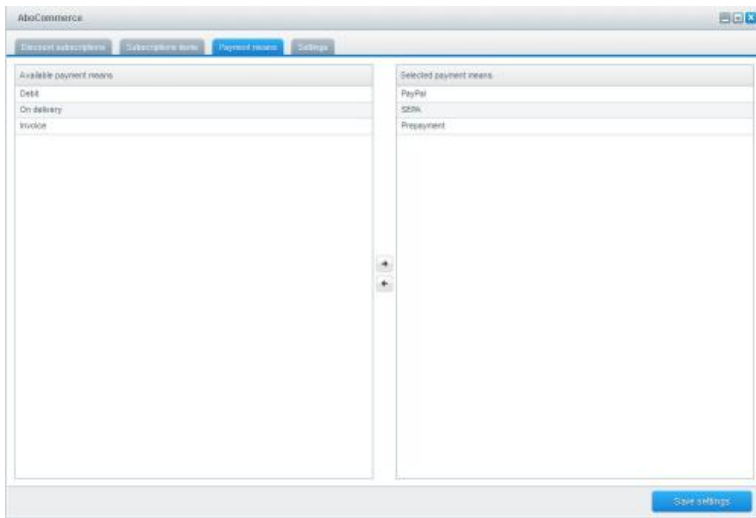
This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the searchbar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

### **Definition of payments**

After completing the initial installation you will then have to define payment methods to be available in your shop. This is particularly important as subscriptions require the implementation of *recurring payments*. Your preferred payment method should therefore be able to support this kind of payment. To define a payment method, open the module **Marketing > AboCommerce > Payment means** and drag the desired payment methods to the right side of the window.

AboCommerce uses recurring payments, keep in mind, that your payment method must support those! PayPal e.g. is capable of performing recurring payments. However you will need to have the feature activated by PayPal first. After successful activation you just need to change the PayPal option "Billing agreements" to "active".

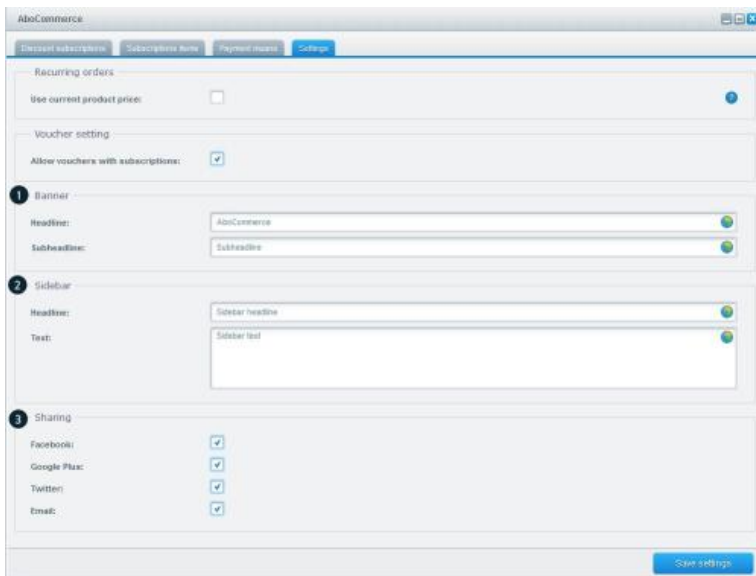
Recurring payments with PayPal are only possible with the Shopware Plugin [PayPal Express](#)! It is not possible to use any implementation of Paypal Plus in combination with AboCommerce.



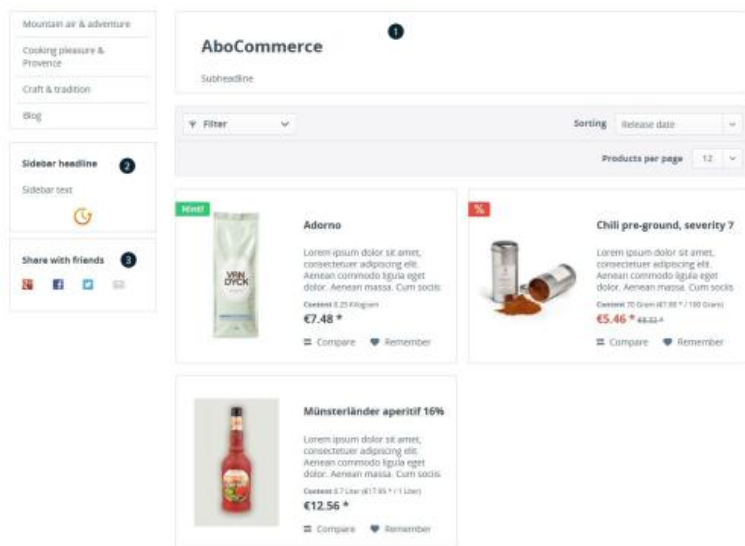
If you fail to unlock payment methods for AboCommerce, orders will be processed using the fallback payment method. That is why you should, by all means, define a fallback payment method that supports recurring payments.

## Basic settings

In the backend access the plugin via **Marketing > AboCommerce** and click the tab **Settings**. Here you can set basic settings for the plugin e.g. for the subscription's listing in **[www.yourshop.com/AboCommerce](http://www.yourshop.com/AboCommerce)**.



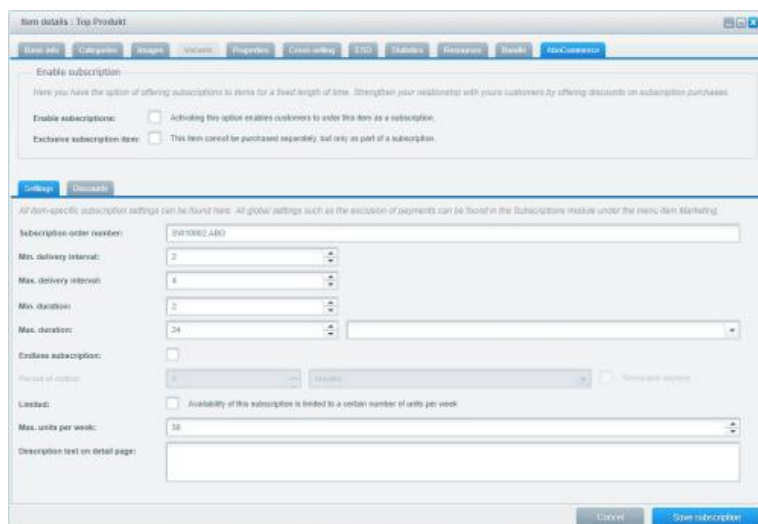




- **Use current product price:** With this option active, the most current item price will be used for generating follow-up orders. If the item price changes after buying a subscription the new, now current price is used instead of the price displayed while buying the subscription. Note that price changes after buying a subscription can be legally critical, especially if prices rise. That's why this option is deactivated by default.
- **Allow vouchers with subscriptions:** This allows customers to cash vouchers at ordering a subscription. Vouchers will only be considered for the first order of the subscription.
- **Banner (1):** This setting allows you to design the subscription's listing which you can access via [www.yourshop.com/AboCommerce](http://www.yourshop.com/AboCommerce).
- **Sidebar (2):** The information filled in here will be displayed in the sidebar on the left.
- **Sharing (3):** This activates options for sharing via social media.

## Creating a subscription

Open an item's details section in the backend and switch to the tab **AboCommerce**. This is where you can make all required settings and start selling subscription items in your own shop.



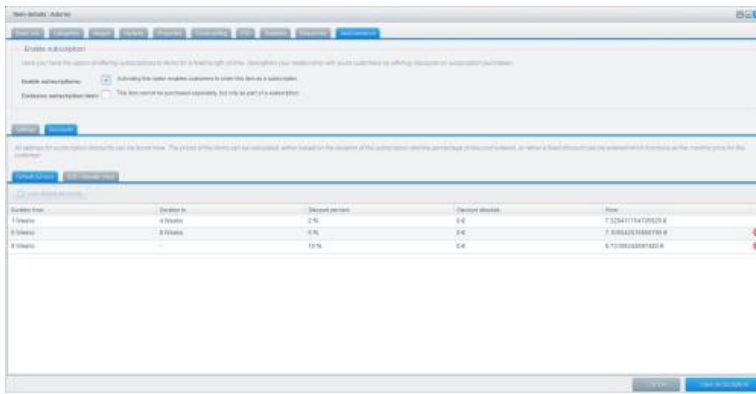
- **Enable subscriptions:** Activate or deactivate the option to buy items in a subscription.
- **Exclusive subscription item:** Activating this option, makes the item available exclusively through a subscription, the item can no longer be purchased individually.

On the tab **Settings** you can set detailed conditions for the subscription:

- **Subscription order number:** The order number of the subscription, by default the item's standard order number, will be appended by **.ABO**
- **Min. delivery interval:** Here you define the minimum length of the delivery interval. "1" e.g. enables weekly delivery, "4" restricts deliveries to once a month (every 4 weeks!).
- **Max. delivery interval:** Here you can define the largest possible delivery interval. Setting this to 1 enables only weekly subscriptions. A 4 sets the largest possible interval to once a month (every 4 weeks).

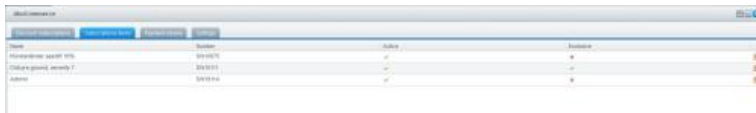
The subscription starts immediately. That is why an interval of 1 week and a duration of 10 weeks equates 11 single deliveries.

- **Min. duration:** This defines the duration of the subscription, e.g. 8 weeks or 12 months.
- **Max. duration:** Here you can set the maximum duration of your subscription items. After that timeperiod has expired, the subscription is terminated automatically. In this very line you can also define the operand used to calculate the above mentioned settings. You can choose whether subscriptions are based on *weekly* or *monthly* cycles.
- **Endless subscription:** Ticking this box enables the subscription to run until further notice. So subscribed customers actively have to unsubscribe in order to discontinue the service. Checking this deactivates the previous options on min. / max. runtimes.
- **Period of notice:** This is where you define custom periods of notice for your subscriptions. First set an arbitrary value here and specify whether the period of notice is calculated in either weeks or months. You may however ignore both these fields and simply check the box next to them.
- **Terminable anytime:** Tick this box to completely deactivate the previous options on the period of notice. This way endless subscriptions can be discontinued by your customers instantly anytime.
- **Limited:** This limits the max. quantity of ordered items per user and subscription.
- **Max. units per week:** Here you can set the max. number of items, that can be ordered in a single week. **Example:** If the delivery interval is set to 2 weeks and max. units per week is set to 2, the user can order max 4 pieces per interval.
- **Description text on detail page:** This description will be shown on the item's detail page.



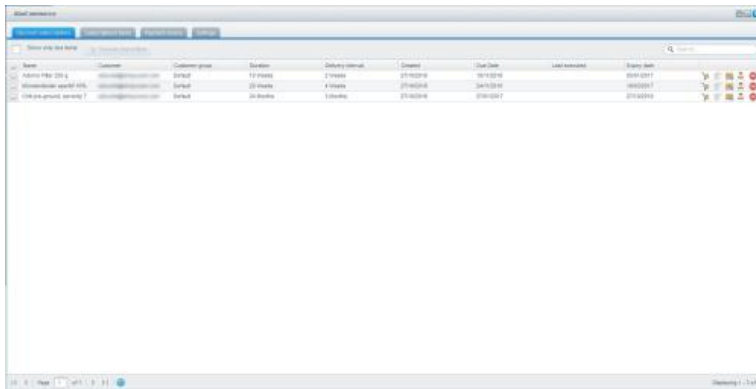
The tab **Discounts** is where you set your discounts. You can choose between absolute or percentual discounts and set those for any customer group separately and based on the delivery interval. It is also possible to define discounts for different customergroups.

## Overview of the created subscription items



In the AboCommerce module in **Marketing > AboCommerce** you can get an overview of the subscription items by clicking the tab **subscription items**. Here you see the name and order number of the item and you see the active and exclusive state of the item's subscription. Additionally you can open the item directly.

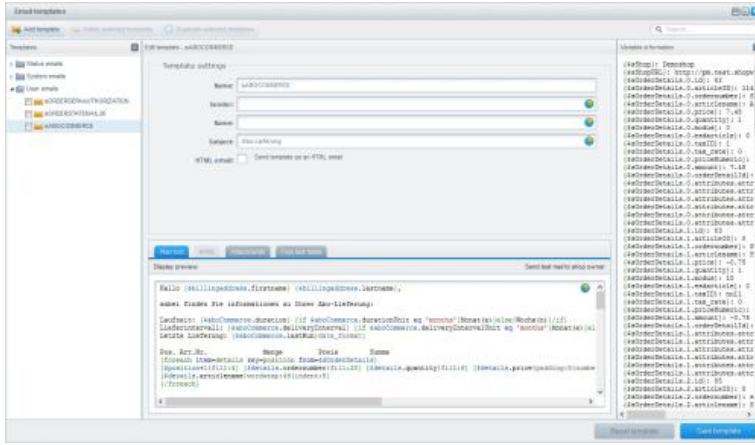
## Overview of all currently running subscriptions



In the AboCommerce module, accessible via the main menu **Marketing > AboCommerce**, you can survey all running subscription items on the tab **Discount subscriptions**. Besides that you can open the user or item management, delete a subscription, open the last order of a subscription or trigger the next follow-up order, regardless of the delivery interval.

By clicking **Show only due items** only those items are displayed that need to be shipped next. Here you can check all due orders and **Execute due orders** all at once using a batch process. Already executed orders can be found in the order module in **Customers > Order**.

# Email template



The AboCommerce plugin comes with a separate email template for follow-up orders. You can find this template in the email template module in the main menu: **Configuration > Email templates > User emails**, there the template is named **sABOCOMMERCE**. By clicking on **Variable information** you can examine all available variables in this template.

## Cronjobs

AboCommerce can trigger follow-up orders by making use of a cronjob. On triggering the cronjob all due orders will be executed. The cronjob is named **AboCommerce-orders** and can be found in the cronjob overview in **Configuration > Basic settings > System > Cronjobs**. To trigger a cronjob, the plugin **Cron** has to be installed and set as active. Further information on cronjobs can be obtained through the wiki article on [Cronjobs](#). For performance reasons a cron can only create 5 orders per call.

## AboCommerce in the frontend

After all settings were made in the backend, you can find your subscription items in the different listings containing those items.

## Listing

**My account**

- Overview
- Profile
- Addresses
- Payment methods
- Orders
- Instant downloads
- My subscriptions
- Wish list
- Logout

### My subscriptions

Created at:	Order number:	Delivery interval:	Expiration date:	Action
27/10/2016 03:04 PM	20014	Every 2 Week(s)	8 Dec 2016	<a href="#">Details</a>

Item:	Item number:	Quantity:	Sum:
Adorno Filter 250 g	SW10114	2x	€17.80 *
Subscription discount	SW10114.ABO	1x	-€9.75 *

Duration: 6 Week(s)      Shipping costs: €3.90  
Delivery interval: Every 2 Week(s)      Total amount: €20.95  
Next delivery: 10 Nov 2016

Shipping address: [Change shipping address](#)

The subscription items are tagged with a badge in the listing, helping you and your customers to simply spot the subscription items in your shop. Additionally the listing can be filtered for subscription items.

## Subscription detail page

Filter Sorting: Release date

Abo products

Items found: 0

<input type="checkbox"/> Immediate delivery	<input type="checkbox"/> Shipping free	Price
Manufacturer	Item type	Content
Taste	Fish	Spiced
Ingredients	Qualified for	<input checked="" type="checkbox"/> Abo products



**Adorno**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis

Content: 0.25 Kilogram

€7.48 \*

[Compare](#) [Remember](#)



**Chili pre-ground, severity 7**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis

Content: 70 Gram (€7.80 \* / 100 Gram)

€5.46 \* ~~€8.32~~

[Compare](#) [Remember](#)



**Münsterländer aperitif 16%**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis

Content: 0.7 Liter (€17.95 \* / 1 Liter)

€12.56 \*

[Compare](#) [Remember](#)

### Chili pre-ground, severity 7



€4,91 \* ~~€5,92~~ (19.00% saved)

Discount subscriptions

Delivery interval: 1 Month(s)

Duration: 2 Month(s)

€8.32 \* (34.34% saved)

Content: 70 Gram (€7.80 \* / 100 Gram)

Price: excl. VAT plus shipping costs

Ready to ship today.

Delivery time approx. 1-3 workdays

1

Delivered items: 3 in 3 deliveries

[Compare](#) [Remember](#) [Comment](#)

Order number: SW10111

Like described in the settings there are two ways you can offer subscriptions. First there are the subscription-only items (exclusive) and the subscription-optional items (not exclusive). The later can be bought once without taking a subscription, the former are only available through a continuous subscription. Furthermore you can monitor the defined discounts here and set gradual discounts for your subscription items. Additionally customers can set a delivery interval and the duration of the subscription here.

## Cart / Checkout



€7.48\*  
 Single delivery

€7.33\* €7.68\* (2.06% saved) %  
 Discount subscribers !

Duration	Discount (in €)
From 1 Week(s)	€0.55*
From 5 Week(s)	€0.37*
From 9 Week(s)	€0.75*

Delivery interval:  
 2 Week(s)

Duration:  
 2 Week(s)

Content: 0.25 Kilogram (€24.92 \* 1) Kilogram  
Prices incl. VAT plus shipping costs

Subscribed for:  
 Please select:

Content:  
 Please select:

\$  Add to shopping cart

Delivered items: 2 in 2 deliveries  
 Compare  Remember  Comment

Order number: SW10114

At the checkout customers get detailed information on every item they are subscribed to. Information on the interval, duration, price per delivery and overall price are available.

Position information can be extended using the **Template for essential characteristics** option in the backend basic settings. This makes it possible, for example, to display the basic price discounted by a subscription. This works similar as described in [checkout](#):

```

{if $$BasketItem.abo_attributes.referenceprice}
  <br>
  Discounted base price {$$BasketItem.abo_attributes.referenceunit} {$$BasketItem.abo_attri
{/if}
  
```

## Account

Hi, Shopware

- Overview
- Profile
- Addresses
- Payment methods
- Orders
- Instant downloads
- My subscriptions
- Wish list
- Not Shopware?
- Logout

### My subscriptions

Created at:	Order number:	Delivery interval:	Expiration date:	Action
06/12/2018 07:07	20004	Every 2 Week(s)	20 Dec 2018	<input type="button" value="Details"/>

Item:	Item number:	Quantity:	Sum:
Curry Gourmet Box	SW10099	1x	€30.00*
Subscription discount	SW10099.ABO	1x	-€1.98*

Duration:	2 Week(s)	Shipping costs:	€1.90
Delivery interval:	Every 2 Week(s)	Total amount:	€32.40
Next delivery:	20 Dec 2018		

Shipping address:

In the account, every user can get an overview of his subscriptions and take a look at detailed information like interval, duration, next delivery, sum and so on. Your customers can also change the shipping address for the following deliveries here.

## Advanced Cart

The Advanced Cart Premium Plugin for Shopware allows shopping carts to be saved for extended lengths of time. These shopping carts can be viewed as "Wishlists" in the "My account" area and listed as either private or as public, allowing others to see them via direct link regardless of whether they are registered in your shop. In addition, these wishlists can be sent to friends via email, or shared on Facebook, Google or Twitter. Shared shopping carts can then be taken over with a single click, or alternatively individual items can also be selected.

## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the searchbar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

## Plugin configuration

The plugin can be configured directly in the Plugin Manager or through **Configuration > Basic settings > Additional settings > Advanced Cart**.



- **Session basket save time in days (1):** In this option set the day after which shopping carts should be deleted.
- **Clear existing basket on wishlist restore (2):** With this option you can set whether the shopping cart will be emptied after the customer loads his wishlist into the shopping cart.
- **Share via email (3):** If this option is activated, it will be possible to share wishlists via email from the *My Account* interface. This function is disabled by default. Before activating this function, be sure to check the relevant legal provisions of the country.
- **Recommend article combinations (4):** This option allows you to offer your customers the opportunity to suggest article combinations. Customers viewing an article detail page receive an article slider which includes other articles of a wishlist.



- **Replace default wishlist (5):** Selecting this will replace the wishlist with the current notepad.
- **Facebook App-ID (6):** If you wish to use features such as the "Like" or "Comment" functions, you must first enter your Facebook App-ID here.
- **Facebook Likes (7):** This activates the option to "Like" articles in the shop on Facebook.
- **Facebook Comments (8):** Activating this option enables Facebook Comments.

## Wishlists in the frontend

### Creating wishlists

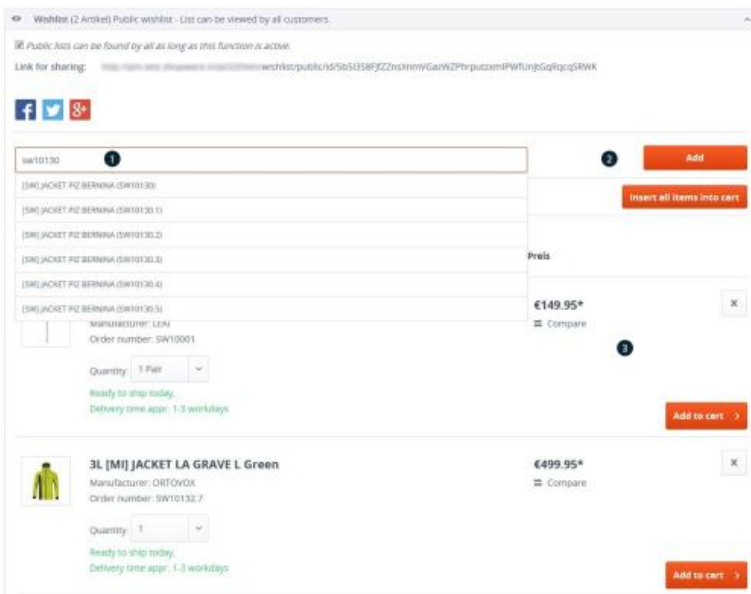
To create a wish list, go to **My account** and then **Wishlists (1)**. Next, enter a **name (2)** and then click on **Create wishlist (3)** to save it.



### Adding articles to wishlists

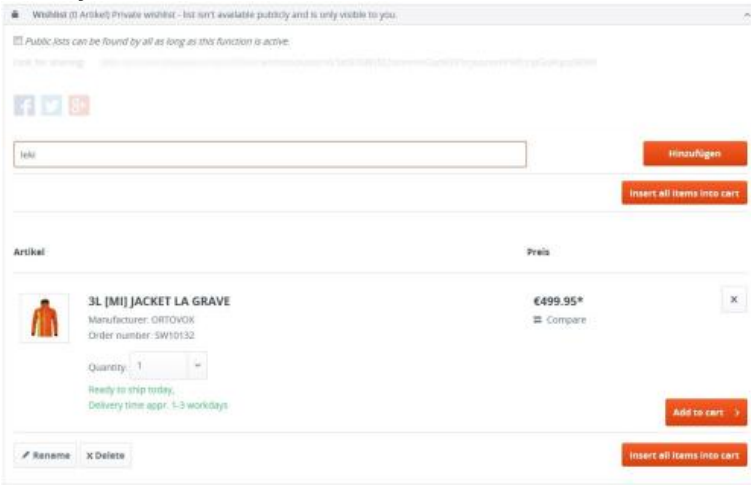
To add an article to the wishlist, enter the article number or name in the **Search box (1)**. Then click the **Add (2)** button. The article should now appear in your wishlist.





## Managing wishlists

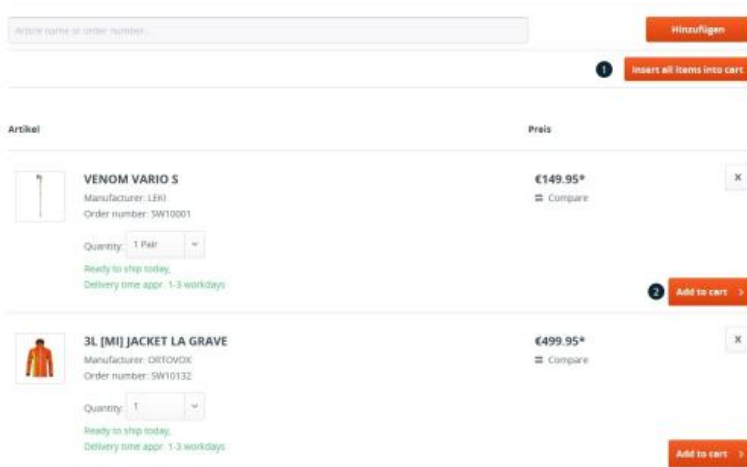
Here you can rename and delete (1) wishlists



## Adding articles to the shopping cart

Here you have the opportunity to put all articles of the wish list in the shopping cart. For this, a single click is enough.

If you so click one the respective articles, only these will be added from your wish list into the shopping cart.



## Making wishlists public

Here we'll show you the different options when publishing a wishlist. To make a wishlist public, simply check the box as indicated in the image below.



## Sharing links

Here you will find the link of the wishlist for sharing with friends. The link is only accessible when the list is published. If the hook is later deleted, the link is no longer available.

## Via Facebook

Once the wishlist is made public, you can use this option.

## Via Twitter

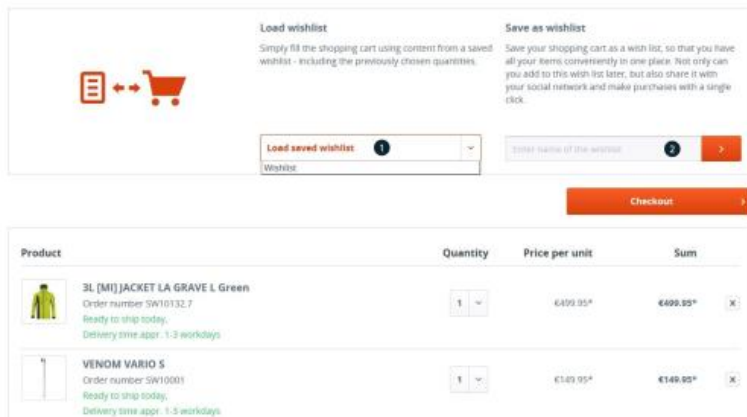
This option is for sharing over Twitter.

## Via Google+

And here is the option for sharing over Google+.

## Wishlists in the shopping cart

When you are at the cart you can **load a saved wishlist (1)** to the cart or **save your existing cart as a wishlist (2)**. To do this you only have to type the wishlist name in the text field and click the > - Button



When the option "Clear existing basket on wishlist restore" is activated in the plugin settings, only the articles from the wishlist are loaded. The separate articles will be deleted.

## Advanced Promotion Suite

The plugin Advanced Promotion Suite allows you to create discounts and campaigns for various occasions in your online shop.

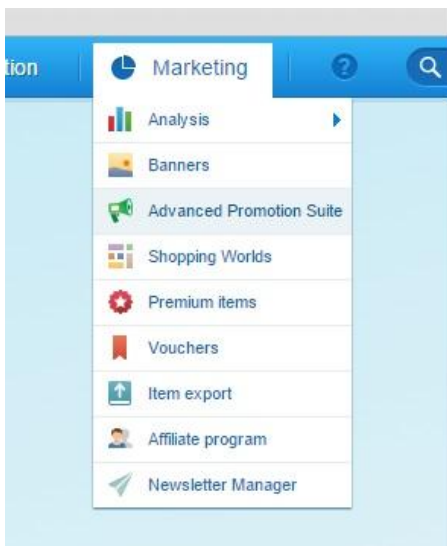
Bring classic and effective campaigns from stationary retail to your online shop, such as:

- "Buy 3 pay 2"
- "20% off everything - except for..."
- "For every purchase over XX € receive product Y for free"
- "Purchase 2 items and receive the second item 50% off"

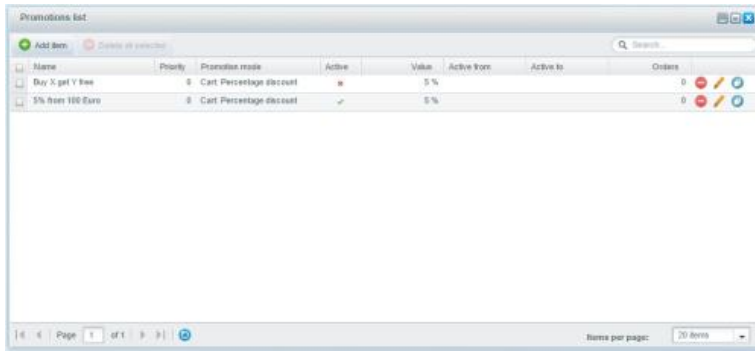
The following documentation clarifies the possibilities of this plugin and how it works in practice.

## Advanced Promotion Suite backend

The module can be found under the menu point *Marketing > Advanced Promotion Suite*.



When you open the module, you will first see an overview of all currently applied promotions. If this is your first time opening the module, the promotion list will appear empty.



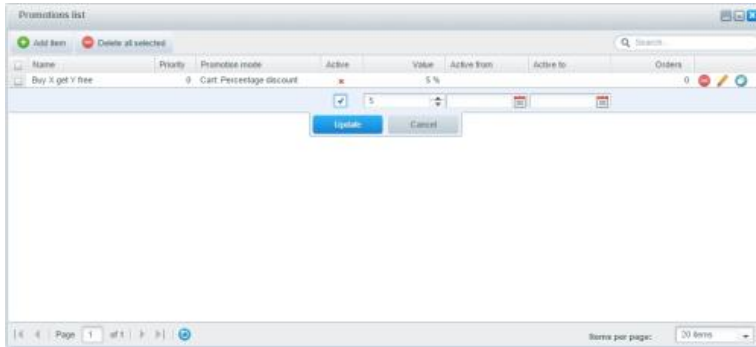
In the promotion list, you have the following available parameters:

- **Name:** displays the assigned name of the particular promotion
- **Priority:** displays the priority setting of each promotion (the higher the priority, the more likely it is to be processed)
- **Promotion mode:** this indicates which setting has been selected for each promotion
- **Active:** shows whether or not the promotion is active
- **Value:** the value assigned to the discount - depending on the mode selected, this is absolute or percentage
- **Active from:** the promotion's starting date
- **Active to:** the promotion's end date
- **Orders:** indicates the number of orders made for the promotion

Similar to other Shopware modules, these parameters can be sorted manually. To change the sorting, click on the parameter and drag to reposition it within the headline list. Using the search box, you have the option of searching for a specific promotion that has already been created.

**Note:** the following values can be edited directly in the overview simply by double-clicking on the entry in the list:

- Active
- Value
- Active from
- Active to



The following functions are available in the overview:

- **Add item:** click this button to add a promotion
- **Delete a promotion:** click this icon to delete a promotion completely from the overview
- **Edit a promotion:** this icon opens the corresponding promotion editor
- **Duplicate a promotion:** creates a copy of the respective promotion

## Promotion configuration

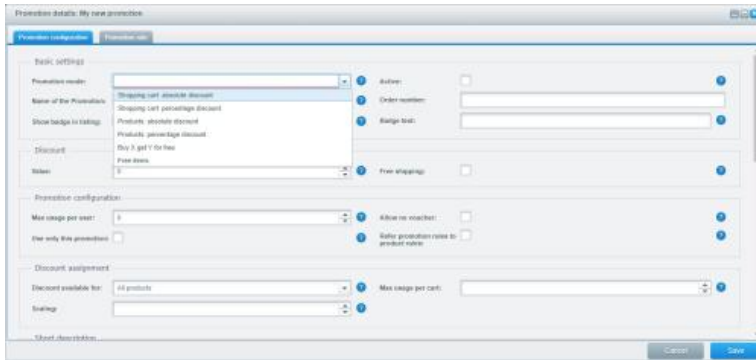
You can define the conditions of your promotion in the configuration area (i.e. the discount or if the campaign offers free shipping, etc.). Note that several areas can be set within the range of modes. Some fields do not apply for every mode, and therefore are not displayed in particular configurations. Below is an example of the different modes and settings. [Here](#) you will find a helpful tutorial on how to create a promotion.

### Promotion mode:

The promotion mode is the first setting required when creating a new promotion. The following modes are available:

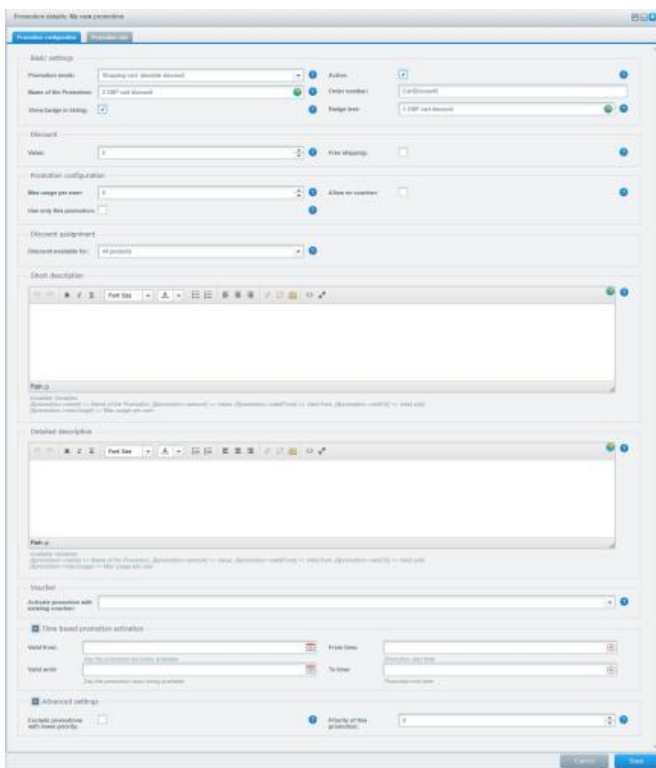
- Shopping cart: absolute discount
- Shopping cart: percentage discount
- Products: absolute discount
- Products: percentage discount

- Buy X get Y for free
- Free items
- Free article bundle
- Free shipping



The following sections provide individual descriptions of each possible mode:

## Shopping cart modes



There are two different shopping cart modes - absolute and percentage - and both have the following available options:

- **Name of the Promotion:** assigns a name to your promotion
- **Active:** placing a tick in the box activates the promotion, removing the tick deactivates it

- **Order number:** defines the order number that appears when placed in the shopping cart
- **Show badge in listing:** if set, the products in the listing are displayed with a badge, if the products are valid for this promotion  
For the promotion modes **Free Shipping, Shopping Cart: Absolute Discount** and **Shopping Cart: Percentage Discount**, no badges will be displayed in the listing.
- **Badge text:** If set, this text will be shown on the product badge in the listing
- **Value:** value of the discount - depending on the mode this will be absolute or percentage
- **Free shipping:** defines whether or not the promotion is offered with free delivery
- **Max usage per user:** determines how many times each customer can use the promotion, if he tries to use it more times than allowed, he'll get a message in the cart
- **Allow no voucher:** when active, no other voucher can be used in combination with this promotion. If inactive, a maximum of 1 voucher can be redeemed in parallel with this promotion in the shopping cart.
- **Use only this promotion:** when this option is activated, no other promotion can be used.
- **Discount available for:** here you select whether the promotion is valid globally or for main products/variants. This is important because in the product rules you cannot select a variant (see below).
- **Short description:** enter a description that will appear on the product detail page. Here you can also work with variables - the available variables are displayed directly below this field. At the [tips & tricks](#) we show you some examples
- **Detailed description:** depending on the device being used, this description will appear either off-canvas or in a modal box. This description can be used as a disclaimer.
- **Activate promotion with existing voucher:** defines that the promotion will activate with an assigned voucher.  
The voucher is used only for activation, the voucher conditions do not apply.
- **Time based promotion activation:** here you can define the specific time the promotion begins and ends.
- **Exclude promotions with lower priority:** when activated, promotions with a lower priority will be excluded from the shopping cart.
- **Priority of this promotion:** defines the priority of the promotion. The higher the priority, the more likely it will be considered.

If you let the "Badge Text" field empty, the default text "Campaign" appears in the badges.

**Discount available for** works following a defined logic. To briefly explain: :

*By variant > 3x the same variant, After master product > 3x the same product, regardless of variant, All products > products from the same campaign.*

## Product modes

There are two different product modes - absolute and percentage - and both have the following available options:

- **Name of the Promotion:** assigns a name to your promotion
- **Active:** placing a tick in the box activates the promotion, removing the tick deactivates it
- **Order number:** defines the order number that appears when placed in the shopping cart
- **Show badge in listing:** if set, the products in the listing are displayed with a badge, if the products are valid for this promotion
- **Badge text:** If set, this text will be shown on the product badge in the listing
- **Value:** value of the discount - depending on the mode this will be absolute or percentage
- **Free shipping:** defines whether or not the promotion is offered with free delivery
- **Discount display:** Specifies how the discount is to be displayed in the shopping basket in the storefront. This can be grouped, position based or direct. Grouped means that another position is listed as a discount for all discounted articles. Position based displays an additional position for each discounted article. "Direct" does not add another item, but deducts the discount directly from the discounted article.
- **Max usage per user:** determines how many times each customer can use the promotion, if he tries to use it more times than allowed, he'll get a message in the cart
- **Allow no voucher:** when active, no other voucher can be used in combination with this promotion. If inactive, a maximum of 1 voucher can be redeemed in parallel with this promotion in the shopping cart.
- **Refer promotion rules to product rules:** With this option the product rules will be referred to the cart rules. **Example:** You have a cart rule *Total price > 50* and a product rule *Supplier name = XY*. When the option is disabled, these rules will be evaluated separately, the cart must be > 50 and at least contain 1 product from supplier XY, no matter what its price is. If you activate this option, Shopware checks that all products from supplier XY have a total price of > 50. Using this you can link both rulesets and start completely new types of promotions.
- **Use only this promotion:** when this option is activated, no other promotion can be used
- **Discount available for:** here you select whether the promotion is valid globally or for main products/variants. This is important because in the product rules you cannot select a variant (see below).
- **Max usage per cart:** defines how often this promotion may be used per shopping cart
- **Scaling:** here you set how many products must be purchased in order to activate the promotion (i.e. "Buy 5, get 10% discount").
- **Short description:** enter a description that will appear on the product detail page. Here you can also work with variables - the available variables are displayed directly below this field. At the [tips & tricks](#) we show you some examples
- **Detailed description:** depending on the device being used, this description will appear either off-canvas or in a modal box. This description can be used as a disclaimer.
- **Activate promotion with existing voucher:** defines that the promotion will activate with an assigned voucher. The voucher is used only for activation, the voucher conditions do not apply.
- **Time based promotion activation:** here you can define the specific time the promotion begins and ends.
- **Exclude promotions with lower priority:** when activated, promotions with a lower priority will be excluded from the shopping cart.



- **Priority of this promotion:** defines the priority of the promotion. The higher the priority, the more likely it will be considered.

**Discount available for** works following a defined logic. To briefly explain: :

*By variant* > 3x the same variant, *After master product* > 3x the same product, regardless of variant, *All products* > products from the same campaign.

## Buy X get Y for free

In this mode, you can add an additional item to an order for free when a certain value is reached. For example, “Buy 6 candles, get the 6th for free” or “Buy 5 candles, get 6” – the customer places 6 candles in their basket, but only pays for 5. The following settings are available for this mode:

- **Name of the Promotion:** assigns a name to your promotion
- **Active:** placing a tick in the box activates the promotion, removing the tick deactivates it
- **Order number:** defines the order number that appears when placed in the shopping cart
- **Show badge in listing:** if set, the products in the listing are displayed with a badge, if the products are valid for this promotion
- **Badge bext:** If set, this text will be shown on the product badge in the listing
- **Buy X:** defines how many items must be purchased in order for the promotion to activate
- **Get Y for free:** defines how many items are included as free
- **Free shipping:** defines whether or not the promotion is offered with free delivery
- **Discount display:** Specifies how the discount is to be displayed in the shopping basket in the storefront. This can be grouped, position based or direct. Grouped means that another position is listed as a discount for all discounted articles. Position based displays an additional position for each discounted article. "Direct" does not add another item, but deducts the discount directly from the discounted article.
- **Max usage per user:** determines how many times each customer can use the promotion, if he tries to use it more times than allowed, he'll get a message in the cart
- **Allow no voucher:** when active, no other voucher can be used in combination with this promotion. If inactive, a maximum of 1 voucher can be redeemed in parallel with this promotion in the shopping cart.
- **Refer promotion rules to product rules:** With this option the product rules will referred to the cart rules. **Example:** You have a cart rule *Total price > 50* and a product rule *Supplier name = XY*. When the option is disabled, these rules will be evaluated separately, the cart must be > 50 and at least contain 1 product from supplier XY, no matter what it's price is. If you activate this option, Shopware checks that all products from supplier XY have a total price of > 50. Using this you can link both rulesets and start completely new types of promotions.
- **Use only this promotion:** when this option is activated, no other promotion can be used
- **Short description:** enter a description that will appear on the product detail page. Here you can also work with variables – the available variables are displayed directly below this field. At the [tips & tricks](#) we show you some examples
- **Detailed description:** depending on the device being used, this description will appear either off-canvas or in a modal box. This description can be used as a disclaimer.

- **Activate promotion with existing voucher:** defines that the promotion will activate with an assigned voucher. The voucher is used only for activation, the voucher conditions do not apply.
- **Time based promotion activation:** here you can define the specific time the promotion begins and ends.
- **Exclude promotions with lower priority:** when activated, promotions with a lower priority will be excluded from the shopping cart.
- **Priority of this promotion:** defines the priority of the promotion. The higher the priority, the more likely it will be considered.

## Free items

Use this mode to add a particular free item to an order (i.e. “Free x item for purchases made over 100 Euro). The following settings are available:

- **Name of the Promotion:** assigns a name to your promotion
- **Active:** placing a tick in the box activates the promotion, removing the tick deactivates it
- **Order number:** defines the order number that appears when placed in the shopping cart
- **Show badge in listing:** if set, the products in the listing are displayed with a badge, if the products are valid for this promotion
- **Badge text:** If set, this text will be shown on the product badge in the listing
- **Free shipping:** defines whether or not the promotion is offered with free delivery
- **Free item:** here you can define the free items
- **Max usage per user:** determines how many times each customer can use the promotion, if he tries to use it more times than allowed, he'll get a message in the cart
- **Use only this promotion:** when this option is activated, no other promotion can be used
- **Allow no voucher:** when active, no other voucher can be used in combination with this promotion. If inactive, a maximum of 1 voucher can be redeemed in parallel with this promotion in the shopping cart.
- **Refer promotion rules to product rules:** With this option the product rules will be referred to the cart rules. **Example:** You have a cart rule *Total price > 50* and a product rule *Supplier name = XY*. When the option is disabled, these rules will be evaluated separately, the cart must be > 50 and at least contain 1 product from supplier XY, no matter what its price is. If you activate this option, Shopware checks that all products from supplier XY have a total price of > 50. Using this you can link both rulesets and start completely new types of promotions.
- **Discount available for:** here you select whether the promotion is valid globally or for main products/variants. This is important because in the product rules you cannot select a variant (see below).
- **Max usage per cart:** defines how often this promotion may be used per shopping cart
- **Scaling:** here you set how many products must be purchased in order to activate the promotion (i.e. “Buy 5, get 10% discount”).

- **Short description:** enter a description that will appear on the product detail page. Here you can also work with variables – the available variables are displayed directly below this field. At the [tips & tricks](#) we show you some examples
- **Detailed description:** depending on the device being used, this description will appear either off-canvas or in a modal box. This description can be used as a disclaimer.
- **Activate promotion with existing voucher:** defines that the promotion will activate with an assigned voucher.  
The voucher is used only for activation, the voucher conditions do not apply.
- **Time based promotion activation:** here you can define the specific time the promotion begins and ends.
- **Exclude promotions with lower priority:** when activated, promotions with a lower priority will be excluded from the shopping cart.
- **Priority of this promotion:** defines the priority of the promotion. The higher the priority, the more likely it will be considered.

**Discount available for** works following a defined logic. To briefly explain: :

*By variant* > 3x the same variant, *After master product* > 3x the same product, regardless of variant, *All products* > products from the same campaign.

In the shopping cart, the free item will always appear with its full price plus a separate voucher of equal value.

## Free article bundle

In contrast to the free article mode, where only one article can be selected as a free gift, it is possible to select several free gifts in the free article bundle. Example: "When buying article X, article Y gets a free addition. If article X is purchased more than once, the free article can be selected as many times as required".

The following settings can be made here:

- **Name of the promotion:** Assigns a name for the promotion
- **Active:** Switches the promotion active
- **Order number:** Defines the order number with which the promotion is placed in the shopping basket
- **Show badge in the article listing:** Activate this option to display the badge for this promotion
- **Badge text:** Here you can enter your own text for the article badge. This text will be displayed in the article listing, if the option is activated
- **Show note in shopping cart:** If you activate this option, a note will be displayed in the shopping cart with information about the conditions of the promotion
- **Free article badge text:** This text will be displayed as a badge on the free article in the shopping cart
- **Listing view Buy button:** Define how the button should be displayed in the listing. You can choose whether only the detail or buy button should be shown, or both buttons.
- **Free shipping:** Defines if the order is free of shipping costs when the promotion is started
- **Free articles:** Here you can define the free article(s)

- **Max usage per customer:** Determines how often a customer can take advantage of the promotion, if he tries to exceed this number, a corresponding note is displayed in the shopping cart
- **Only use this promotion:** If active, no further promotion will be allowed
- **Do not accept a voucher:** If active, no other voucher can be redeemed besides the promotion
- **Refer promotion rules to product rules:** With this option, product rules and shopping cart rules are linked together. Example: You have defined a shopping cart rule Total Price > 50 and a product rule Manufacturer Name = XY. If the option is deactivated, the rules are evaluated separately, so the shopping cart must be > 50 and there must be at least 1 product from manufacturer XY, no matter how much it costs. If this option is now activated, it is checked that all items from manufacturer XY exceed a total value of 50. So you can link these rules and start completely new actions again.
- **Discount valid for:** Here you can set whether your promotion should only apply to the regular articles/variants or globally. This is interesting because you cannot choose variants in the product rules (see below). The selection works according to the following logic: All articles > 3 articles from the scope of the promotion, main article > 3x the same product, no matter which variant, variant > 3x the same variant.
- **Graduation:** Here you set how many products must be purchased for the promotion to take effect (example: buy 5, get 5% discount)
- **Max. usage per shopping cart:** Here you define how often this promotion may be used in a shopping cart (example: "Buy 5, get 5% discount" can only be used once per order)
- **Short description:** Here you can enter a description, which will be shown on the item detail page. You can also work with the available variables shown below the field. In the tips & tricks we show you some examples.
- **Detailed description:** This description is displayed in the frontend in a modal box or in the OffCanvas, depending on the device, and is intended for disclaimers, for example.
- **Activate promotion with existing voucher:** Defines that the promotion is activated with the voucher selected here. The deposited voucher is only used for activation, the set voucher conditions do not apply.
- **Time-controlled activation:** Here you can set when the promotion should start and end.
- **Exclude promotion with lower priority:** Here you can set that other promotions, even if they would apply, are excluded at lower priority.
- **Priority of this promotion:** Defines the priority of this promotion. The higher the priority, the more likely it is to be considered.

Please note: Free articles are always added to the shopping cart in the frontend with the full article price! The discount results from the fact that a voucher with the same value is placed in the shopping basket at the same time - the article is therefore free.

## Free shipping

The Free Shipping mode gives you the opportunity to create a promotion that allows you to place free shipping orders. In contrast, the free shipping option from the other modes only works in combination with a product or shopping cart discount.

- **Name of the promotion:** Assigns a name for the promotion

- **Active:** Switches the promotion active
- **Order number:** Defines the order number with which the promotion is placed in the shopping basket
- **Show badge in the article listing:** Activate this option to display the badge for this promotion
- **Badge text:** Here you can enter your own text for the article badge. This text will be displayed in the article listing, if the option is activated
- **Show note in shopping cart:** If you activate this option, a note will be displayed in the shopping cart with information about the conditions of the promotion
- **Listing view Buy button:** Define how the button should be displayed in the listing. You can choose whether only the detail or buy button should be shown, or both buttons.
- **Free articles:** Here you can define the free article(s)
- **Max usage per customer:** Determines how often a customer can take advantage of the promotion, if he tries to exceed this number, a corresponding note is displayed in the shopping cart
- **Only use this promotion:** If active, no further promotion will be allowed
- **Do not accept a voucher:** If active, no other voucher can be redeemed besides the promotion
- **Refer promotion rules to product rules:** With this option, product rules and shopping cart rules are linked together. Example: You have defined a shopping cart rule Total Price > 50 and a product rule Manufacturer Name = XY. If the option is deactivated, the rules are evaluated separately, so the shopping cart must be > 50 and there must be at least 1 product from manufacturer XY, no matter how much it costs. If this option is now activated, it is checked that all items from manufacturer XY exceed a total value of 50. So you can link these rules and start completely new actions again.
- **Discount valid for:** Here you can set whether your promotion should only apply to the regular articles/variants or globally. This is interesting because you cannot choose variants in the product rules (see below).
- **Graduation:** Here you set how many products have to be purchased for the promotion to take effect (example: Buy 5, get 5% discount)
- **Max. usage per shopping cart:** Here you define how often this promotion may be used in a shopping cart (example: "Buy 5, get 5% discount" can only be used once per order)
- **Short description:** Here you can enter a description, which will be shown on the item detail page. You can also work with the available variables shown below the field. In the tips & tricks we show you some examples.
- **Detailed description:** This description is displayed in the frontend in a modal box or in the OffCanvas, depending on the device, and is intended for disclaimers, for example.
- **Activate promotion with existing voucher:** Defines that the promotion is activated with the voucher selected here. The deposited voucher is only used for activation, the set voucher conditions do not apply.
- **Time-controlled activation:** Here you can set when the promotion should start and end.
- **Exclude promotion with lower priority:** Here you can set that other promotions, even if they would apply, are excluded at lower priority.
- **Priority of this promotion:** Defines the priority of this promotion. The higher the priority, the more likely it is to be considered.

## Promotion rules

The conditions that must be met in order to activate the promotion are defined in the promotion rules (i.e. a promotion activates when a certain shopping cart value is met / there is a particular item in the cart). Here you can select between promotional rules (shopping cart or user rules) and product rules - you are also able to combine rules for even more specific promotions. The promotion will only be active when all of the rules are met, therefore if you do not want to define product rules, select "Always true". The rules can be branched as a tree structure or combined using "AND" and "OR".

**1:** You can create a new rule here

**2:** Here you can delete an existing rule - simply select the rule and click *Delete*

## Promotion rules

In the promotion rules, you can set shopping cart and user rules by selecting nodes or a definition. When you select a rule, you can adjust the *Rule settings* on the right side of the window. If you change the rule of a node, the left side of the tree will be displayed accordingly. You can define the following rules:

- **AND:** when all sub-rules are met - if you choose this, all rules under the node must be met in order for the node to apply.
- **OR:** if one of the sub-rules are met - if you choose this, it's enough if only one of the entered sub-rules are met.
- **Always true** - when selected, this is usually always true. When only one shopping cart or product rule is defined, all of the other rules will also apply.
- **Shopping cart rules** - when selected, you can define the following shopping cart rules:
  - Total price
  - Total net price
  - Number of products
  - Free shipping
- **User rule** - when selected, you can define the following rules for users:
  - Customer Stream
  - Customer number
    - Customer ID
    - Payment ID
    - Customer group
    - Customer email
    - Customer: account mode
    - Customer: validation

- Payment present
- Customer shop
- Internal comment
- Salutation
- Title
- First name
- Last name
- Birthday
- Address company
- Address department
- Address salutation
- Address first name
- Address last name
- Address Title
- Address street
- Address zip code
- Address city
- Address phone
- Address tax ID
- Billing address tax ID
- Address additional line one
- Address additional line two
- Address county
- Address state

You can create and combine any number of rules in order to perfectly control your campaign.

## Product rules

The product rules behave similar to the shopping cart rules, as they can be used to more accurately control your promotion. Nevertheless, you can still use just one standalone product rule.

- **AND:** when all sub-rules are met – if you choose this, all rules under the node must in order for the node to apply.
- **OR:** if one of the sub-rules are met – if you choose this, it's enough if only one of the entered sub-rules are met.

- **Always true** - when selected, this is usually always true. When only one shopping cart or product rule is defined, all of the other rules will also apply.
- **Is in a Product Steam** - here you can choose the Product Stream that the product must be assigned to in order for the rule to apply
- **Product rule** - the following rules can be defined for your product:
  - Order number
  - Scale price from
  - Price
  - Scale price to
  - Product name
  - Supplier name
  - Product ID
  - Main details ID
  - Manufacturer ID
  - Tax ID
  - Price group ID
  - Filter group ID
  - Short description
  - Description
  - Product is active
  - Product is a topseller
  - Product keywords
  - Product meta title
  - Product price group active
  - Attribute 1-20
  - Variant ID
  - Variant kind
  - Variant active
  - In stock
  - Min. in stock
  - Stock clearance
  - Weight
  - Width
  - Length



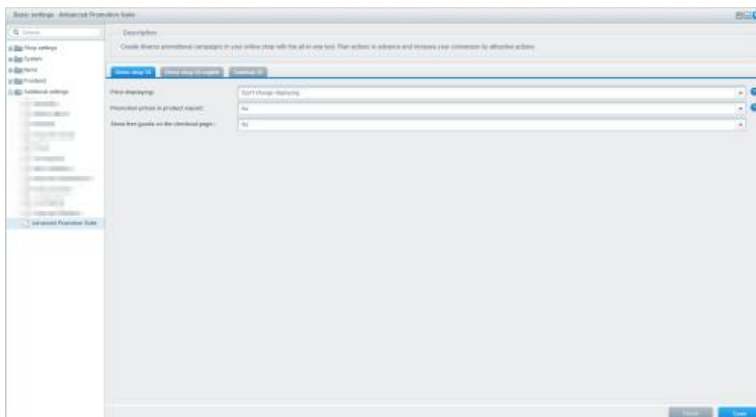
- Height
- EAN
- Purchasing price
- Purchase unit
- Shipping free
- Price ID
- Pseudo price
- Percentage discount
- Category ID
- Category name
- Category meta title
- Category meta keywords
- Category meta description
- Category title
- Category description
- Category is active
- Category external target

The price filter is always stated net since the result would almost never be “true” by rounding the price!

## Restrictions

In the restrictions section, you can determine whether your promotion should be restricted to specific customer groups or shops. Enter the customer groups/shops the promotion should be restricted to here.

## Settings in the plugin manager



## Price display

Here you can set how the prices of the promotional items should be displayed in the listing and the detail page, you can choose between the following options

- **Show nothing else** - This does not represent a different price.
- **Show old price as new pseudo price** - This sets the old price as pseudo price and shows the discounted price.
- **Highlight new price only** - This setting only highlights the new price, but does not display a pseudo price.

Note: This setting is always global for all active promotions. So you have to make sure that you meet the legal requirements for the display of strike prices with your promotions.

## Special prices in the product export

When this function is active, the prices reduced by promotions of the product discount type are used in product exports. Other discount variants are not used in exports.

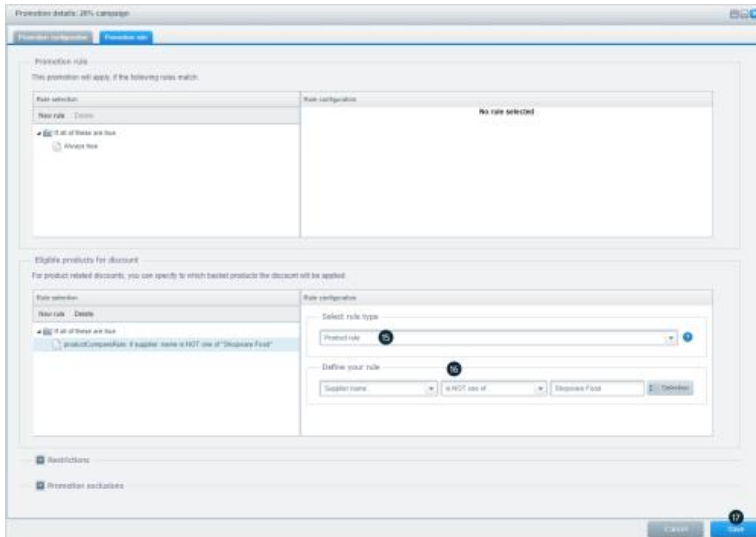
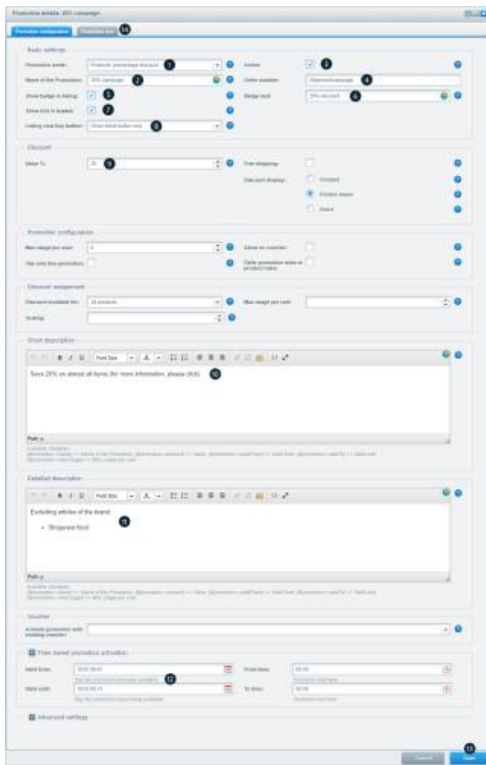
## Show free articles on the order completion page

Specify whether the selection of the free article from a promotion is also possible on the order completion page. In the standard system, the selection is only made in the (off-canvas) shopping basket.

## Step-by-Step Tutorials

### “20% off all items except...”

In this example, we will show you how to create a temporary “20% off all items except...” promotion. In the two screenshots below, you can see the various settings required to create such a promotion:



- **1.** First define the type of promotion. In this case, you need a percent discount on a product basis.
- **2.** Enter the name of the promotion. This will be issued in the backend but also appear in the header of the extended description modal box in the frontend.
- **3.** Set the promotion to active
- **4.** Define the order number that appears when an order is placed. Please pay attention to Shopware's order number specifications.

- **5.** If set, the products in the listing are displayed with a badge, if the products are valid for this promotion
- **6.** Enter the text that should be displayed on the badge. For this example "20% off for nearly all items!".
- **7.** Define the value of the promotion. In this case, it is set to 20.
- **8.** Write a brief description, which will be displayed on the product detail page as a small box under the "Add to cart" button.
- **9.** If necessary, write a detailed description. In the frontend, the short description will be clickable – should the customer click the short description, the detailed description will appear in a modal box.
- **10.** Set the time limit of the promotion. In this example it is set for 24 hours.
- **11.** Save your promotion.
- **12.** Switch to the "Promotion rules" tab.
- **13.** Define a product rule and switch to the tab "Promotion rules".
- **14.** Now define the rule itself. Here it is: Manufacturer is not from the Deli Garage | Feinbrennerei Sasse. You can fill in the individual values themselves (divided by "|" or click on a selection and pick out the desired entry from a list.
- **15.** Finally, you save your promotion. After saving it will appear in the frontend.

The promotion appears in the frontend as follows:

**€448.35 \***  
 Content: 1 Unit  
 Prices incl. VAT **plus shipping costs**

● Ready to ship today,  
 Delivery time appr. 1-3 workdays

1  >

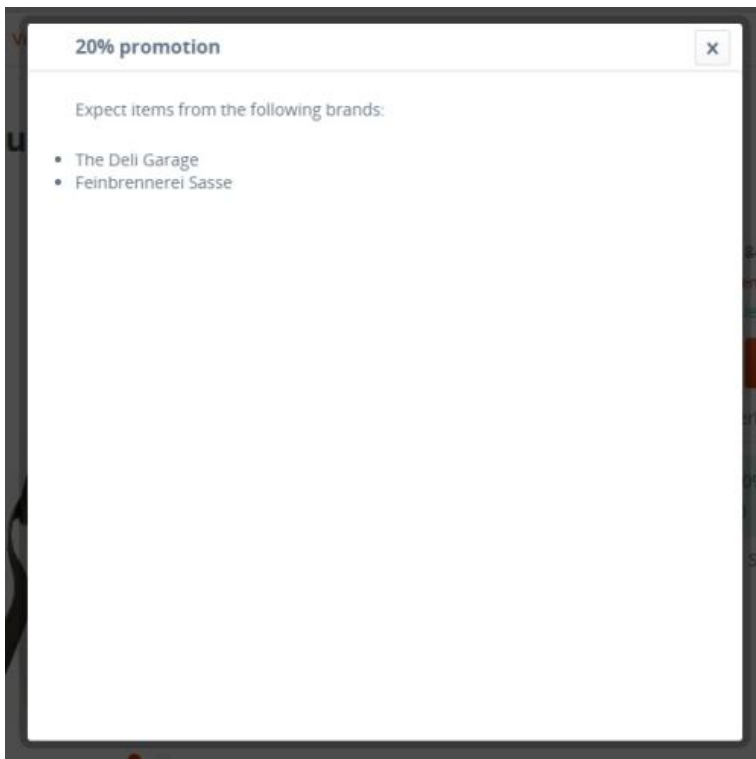
☰ Compare   ♥ Remember   ★ Comment

%
Attention: Save 20% on almost all items (for more information, please click) \*1
>




\*1 Offer valid until 21/09/2020

Order number:      SW10001

The duration of the promotion will be displayed in a footnote, so that the offer period is clearly evident. When your customer clicks on the promotional box, a modal box will appear with the detailed description:

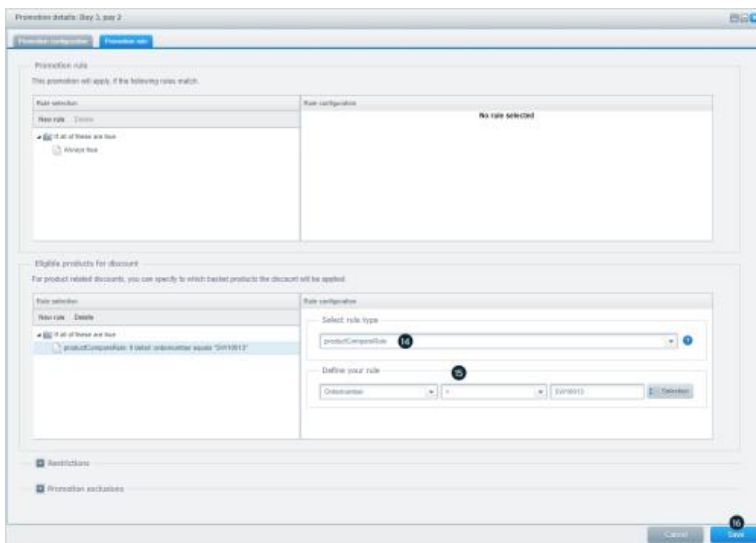
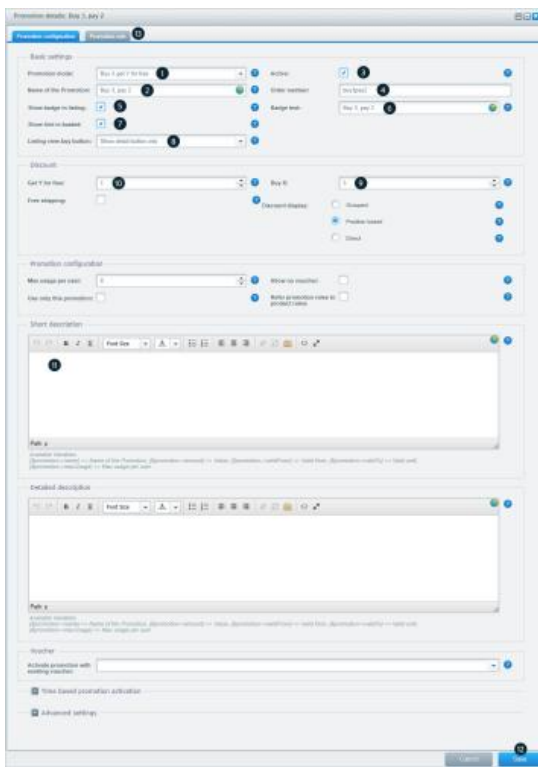


When the customer completes their purchase, the discounts for the products that aren't from the defined brands will appear as separate items in the shopping cart.

Product	Quantity	Price per unit	Sum
 <b>Main product</b> Order number SW10001 <small>Ready to ship today.</small> <small>Delivery time approx. 1-3 workdays</small>	1	€448.35*	€448.35*
 <b>Main product with reviews</b> Order number SW10013 <small>Ready to ship today.</small> <small>Delivery time approx. 1-3 workdays</small>	1	€1.94*	€1.94*
 <b>20% campaign (SW10001)</b>			-€89.67*
<input type="text" value="Enter item number"/> <span style="color: red;">➤</span>			
<input type="text" value="Enter voucher code"/> <span style="color: red;">➤</span>		<b>Sum:</b> €360.62* <b>Shipping costs:</b> €3.90* <b>Total amount:</b> <b>€364.52</b> <small>Total amount without VAT: €314.24</small> <small>Plus 16 % VAT: €50.28</small>	

## “Buy 3 pay 2”

In this example, we will show you how to create a promotion based on the classic formuler “Buy 3 pay 2”. The two screenshots below show the settings required to create such a promotion:



- **1.** First define the type of promotion. For this example you need the mode “Buy X get Y free”.
- **2.** Define the name of the promotion. This will appear in the backend as well as in the header of the modal box of the detailed description in the frontend.
- **3.** Set the promotion to active.
- **4.** Define the order number that appears when an order is placed. Please pay attention to Shopware’s order number specifications.
- **5.** If set, the products in the listing are displayed with a badge, if the products are valid for this promotion

- **6.** Enter the text that should be displayed on the badge. For this example "Buy 3, pay only 2".
- **7.** Define how many items need to be purchased so that the promotion activated. In this example, we need 3 items to make the promotion valid.
- **8.** Define how many items should be counted as free gift. Here one item is free when three are purchased, so one is entered.
- **9.** Write a brief description, which will be displayed on the product detail page as a small box under the "Add to cart" button.
- **10.** Save your promotion.
- **11.** Switch to the "Promotion rules" tab.
- **12.** Define a product rule, which appears in the definition mask below.
- **13.** Now define the rule itself. In this example it is: Product name = Putty. You can fill in the individual values themselves (divided by "|" or click on a selection and pick out the desired entry from a list.)
- **14.** Finally save your promotion. After saving it will appear in the frontend.

This is how your promotion appears in the frontend:



**€1.94 \***  
 Content: 250 Gram  
 Prices incl. VAT **plus shipping costs**  
 ● Ready to ship today.  
 Delivery time appr. 1-3 workdays

1  >

% **Attention: Buy 3, pay 2!**

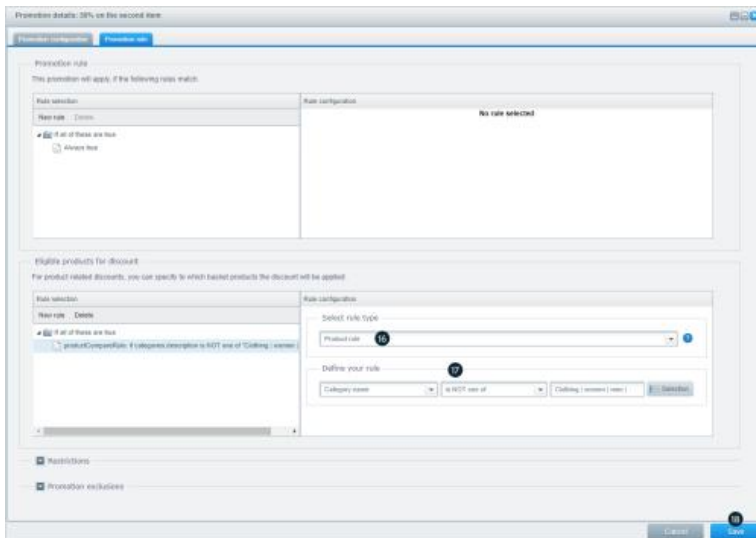
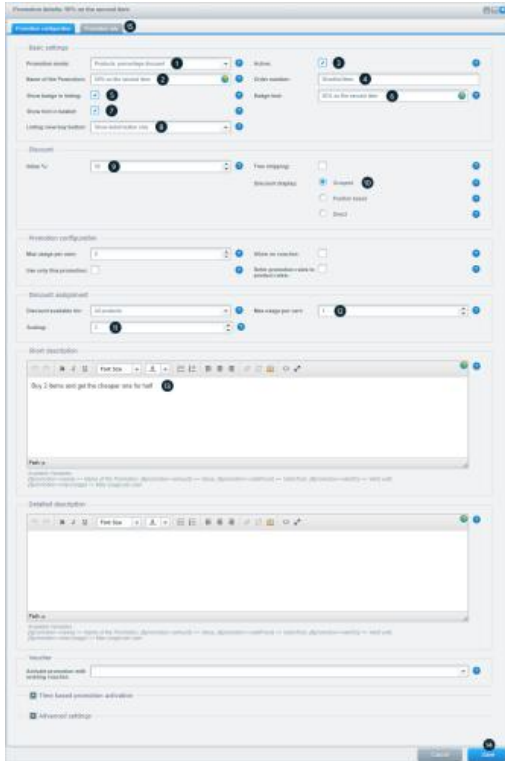
Order number: SW10013

Once three of the defined items are placed in the basket, the promotion is activated:

Product	Quantity	Price per unit	Sum
 Main product with reviews Order number SW10013 Ready to ship today. Delivery time appr. 1-3 workdays	3	€1.94*	€5.82*
 Buy 3, pay 2			-€1.94*
<input type="text" value="Enter item number"/> <input type="button" value="Add"/>			
<input type="text" value="Enter voucher code"/> <input type="button" value="Add"/>			
<b>Shipping costs</b>			
Sum:			€3.88*
Shipping costs:			€3.90*
<b>Total amount:</b>			<b>€7.78</b>
Total amount without VAT:			€6.71
Plus 16 % VAT:			€1.07

## “Buy 2 get the 50% off the second item”

In this example we will show you how to create a promotion based on the idea “Buy 2 get 50% off the second item”. In the two screenshots below, you can see the various settings required to create such a promotion:






- 1. First define the type of promotion. In this example we need to set the mode to “Products: percentage discount”.



- **2.** Define the name of the promotion. This will appear in the backend as well as in the header of the modal box of the detailed description in the frontend.
- **3.** Set the promotion to active.
- **4.** Define the order number that appears when an order is placed. Please pay attention to Shopware's order number specifications.
- **5.** If set, the products in the listing are displayed with a badge, if the products are valid for this promotion
- **6.** Enter the text that should be displayed on the badge. For this example "Buy 2 items and get the cheapest 50% off!".
- **7.** Define the value of the discount on the second product. It's 50% in this example.
- **8.** Define how many items need to be purchased so that the promotion activates in the shopping cart, which is 2 in this example.
- **9.** This setting means that this promotion can only be used once per shopping cart.
- **10.** Write a brief description, which will be displayed on the product detail page as a small box under the "Add to cart" button.
- **11.** Save your promotion.
- **12.** Switch to the "Promotion rules" tab.
- **13.** Define a product rule, which appears in the definition mask below.
- **14.** Now you define the rule itself. In this example it is: Category: Name = Teas and Accessories. You can fill in the individual values themselves (divided by "|" or click on a selection and pick out the desired entry from a list.
- **15.** Finally save your promotion. After saving it will appear in the frontend.

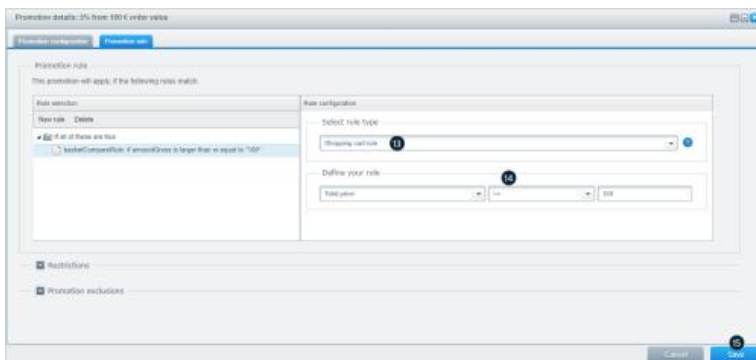
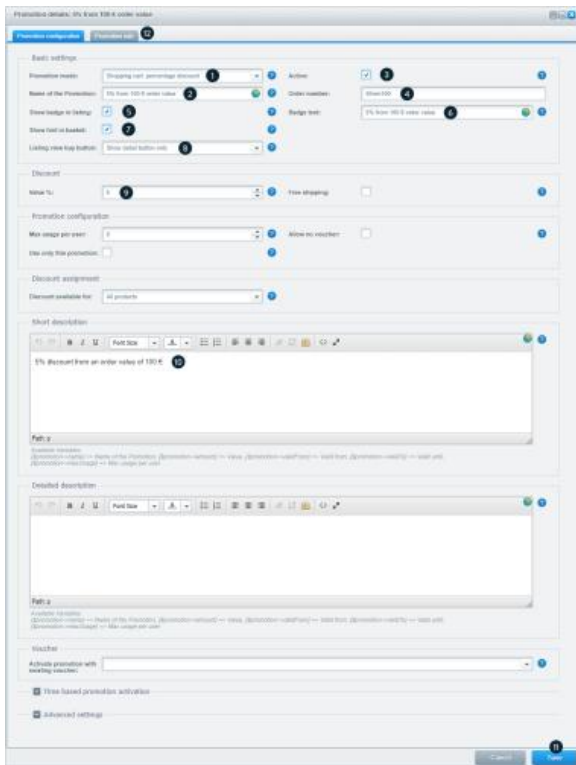
The promotion appears as follows on the detail page:

Product	Quantity	Price per unit	Sum
 <b>Shipping free product with highlighting</b> Order number SW10006 Free of shipping costs! Ready to ship today. Delivery time approx. 1-3 workdays	1	€14.62*	€14.62*
 <b>Main product with resources</b> Order number SW10008 Ready to ship today. Delivery time approx. 1-3 workdays	1	€5.84*	€5.84*
 <b>50% on the second item</b>			-€2.92*
<input type="text" value="Enter item number"/>			
<input type="text" value="Enter voucher code"/>			
<b>Shipping costs</b>			
		Sum:	€17.54*
		Shipping costs:	€0.00*
		<b>Total amount:</b>	<b>€17.54</b>
		Total amount without VAT:	€15.11
		Plus 16 % VAT:	-€2.43

The scaling of the price was registered  $>1$  – for this reason, it is not overwritten because we do not know if the customer wants to buy the second product. However, if the customer does, the promotion will be credited in the shopping cart.

## Promotion with a minimum value in the shopping cart

In this example we will show you how to create a minimum order value promotion (i.e. “Buy for 100 Euro or more and receive a 5% discount off your total order”). The two screenshots below show the settings required to create such a promotion:



- 1. First you need to define the type of promotion. In this case, it needs to be set to “Shopping cart: percentage discount”.

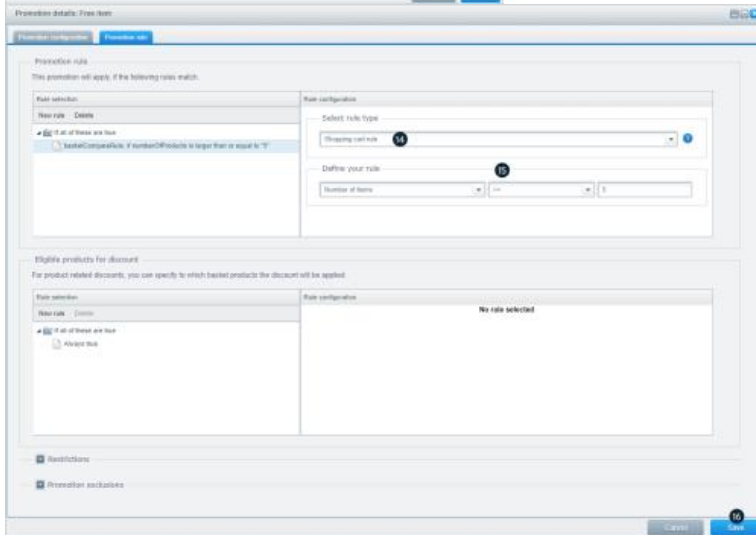
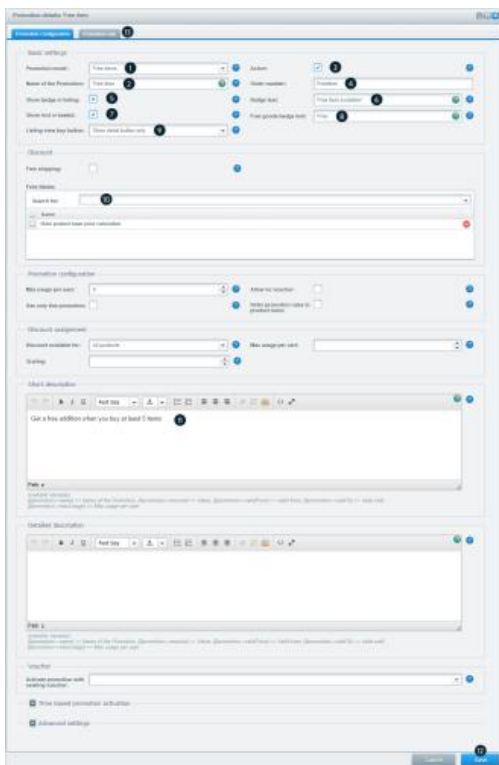
- **2.** Define the name of the promotion. This will appear in the backend as well as in the header of the modal box of the detailed description in the frontend.
- **3.** Set the promotion to active.
- **4.** Define the order number that appears when an order is placed. Please pay attention to Shopware's order number specifications.
- **5.** If set, the products in the listing are displayed with a badge, if the products are valid for this promotion
- **6.** Enter the text that should be displayed on the badge. For this example "5% discount from 100 Euro".
- **7.** Define the value of the discount, which is 5% in this example.
- **8.** Write a brief description, which will be displayed on the product detail page as a small box under the "Add to cart" button.
- **9.** Save your promotion.
- **10.** Switch to the "Promotion rules" tab.
- **11.** Define a basket rule, which appears in the definition mask below.
- **12.** Now define the rule itself. Here it will be: Total  $\geq$  100.
- **13.** Finally save your promotion. After saving it will appear directly in the frontend.

Your promotion appears as follows in the frontend:

Once the minimum shopping cart value of 100 Euro is met or exceeded, the promotion will automatically activate:

## **Promotion with a free item**

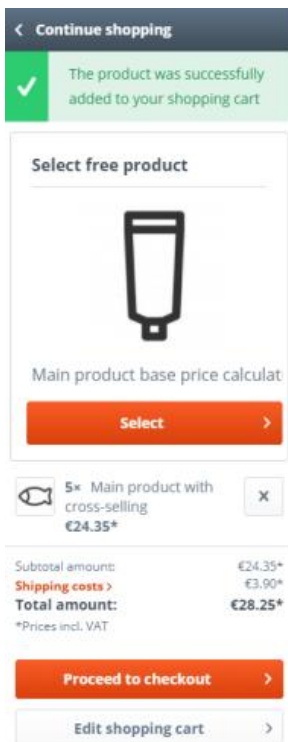
In this example, we will show you how to assign a free item to an order. This is based on the popular sale "Get a free item when 5 or more items are in the shopping cart". The two screenshots below show the settings required to create such a promotion:



- **1.** First you need to define the type of the promotion. In this case we need to choose “Free items”.
- **2.** Define the name of the promotion. This will appear in the backend as well as in the header of the modal box of the detailed description in the frontend.
- **3.** Set the promotion to active.
- **4.** Define the order number that appears when an order is placed. Please pay attention to Shopware’s order number specifications.
- **5.** If set, the products in the listing are displayed with a badge, if the products are valid for this promotion

- **7.** Here you can search for your free item that will be offered in the frontend. In this example we are choosing Merhzwecknudeln and an oil change.
- **8.** Write a brief description, which will be displayed on the product detail page as a small box under the “Add to cart” button.
- **9.** Save your promotion.
- **10.** Switch to the “Promotion rules” tab.
- **11.** Define a shopping cart rule, which appears in the definition mask below.
- **12.** Define the rule itself. In this example it is: Number of products  $\geq 5$ .
- **13.** Finally save your promotion. After saving it will appear directly in the frontend.

If your customer meets the number of required items in the shopping cart (which is 5 in this example), the free item will automatically appear as follows:



As an alternative, if there is a selection of free items, the selection can be displayed below in a slider:

Product	Quantity	Price per unit	Sum
<b>Main product with cross-selling</b> Order number: SW10013 Ready to ship today. Delivery time approx. 1-3 workdays	5	€4.87*	€24.35*

➤

---

➤

Sum:  
 Shipping costs: €24.35\*  
**Total amount: €28.25**  
 Total amount without VAT: €26.25  
 Plus 10 % VAT: €3.00

**Shipping costs >**

Select free product

Main product base price calculation

Select

Checkout

The slider uses the same styling as the “Premium items” slider. When “Premium items” is being used, it will affect the free items slider!

## Create a linked promotion

This example uses the possibility of referring the product and cart rules to create a rule like this: *Buy products from the supplier Feinbrennerei Sasse for at least 50 GBP and get 10% off.* How this works is described in this example:

**Promotion details: 10% discount from SW10013 - Shipments Food**

**Promotion code:** Premium promotion discount

**Order number:** 00000000000000000000

**Order date:** 2023-01-01

**Product:** 10% discount from SW10013 - Shipments Food

**Discount:** 10%

**Minimum spend:** 50

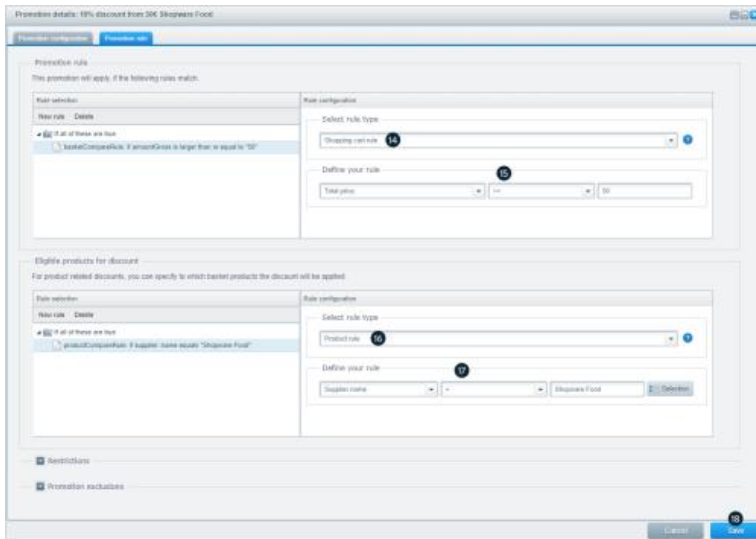
**Maximum spend:** 500

**Discount type:**  Fixed amount  Percentage

**Discount value:** 10%

**Discount description:** Get 10% off when you buy Shipments Food items for at least 50




**Advanced settings:**  Time based promotion activation



- **1:** Choose the promotion mode, in this example use "Products: percentage discount".
- **2:** Choose a name for your promotion, this name will also be used in the cart.
- **3:** Activate this checkbox, when you want to tease this promotion in the listing using a badge.
- **4:** Activate the promotion.
- **5:** Choose a order number for your promotion.
- **6:** Write a text for your teasing badge.
- **7:** Set the value of the promotion, for this example we use 10.
- **8:** Activate the option "Refer promotion rules to product rules".
- **9:** Write a description for your promotion, this will be displayed at the items detail page.
- **10:** Save your promotion.
- **11:** Switch to the tab "Promotion rule".
- **12:** Create a shopping cart rule.
- **13:** Configure your shopping cart rule, for the example we use *Total price*  $\geq$  50.
- **14:** Now create the product rule.
- **15:** Configure your product rule, for the example we use *Supplier name* = *Feinbrennerei Sasse*.
- **16:** Save your promotion.

At the detail page the promotion gets displayed like this:

In the shopping cart you can see, that if you're under 50 GBP, the promotion will not activate, but over 50 GBP:

Product	Quantity	Price per unit	Sum
 <b>Main product base price calculation</b> Order number SW10010 Ready to ship today. Delivery time appr. 1-3 workdays	6	€4.87*	€29.22*
<input type="text" value="Enter item number"/>			
<input type="text" value="Enter voucher code"/>			Sum: €29.22* Shipping costs: €3.90* <b>Total amount: €33.12</b> Total amount without VAT: €28.53 Plus 16 % VAT: €4.57
<input type="button" value="Shipping costs &gt;"/>			
Product	Quantity	Price per unit	Sum
 <b>Main product base price calculation</b> Order number SW10010 Ready to ship today. Delivery time appr. 1-3 workdays	12	€4.87*	€58.44*
<input type="text" value="Enter item number"/>			
 <b>10% discount from 50€ Shopware Food (SW10010)</b> -€5.84*			
<input type="text" value="Enter item number"/>			
<input type="text" value="Enter voucher code"/>			Sum: €52.60* Shipping costs: €3.90* <b>Total amount: €56.50</b> Total amount without VAT: €48.70 Plus 16 % VAT: €7.80
<input type="button" value="Shipping costs &gt;"/>			

## Tips & tricks

### Formatting using Smarty variables

Here you can find some examples how you can affect using smarty commands the output in the summary and the detailed description.

- `{ $promotion->validTo }` -> Date and time in english format
- `{ $promotion->validTo|date:dates }` -> Formatting of the year according to localization
- `{ $promotion->validTo|date:times }` -> Formatting of the year according to localization
- `{ $promotion->validTo|date:"dd.MM.yy" }` -> Fix format: Day, Month, Year
- `{ $promotion->validTo|date:"HH:mm" }` Uhr -> Fix format: 12 hours format
- `{ $promotion->validTo|date:"hh:mm" }` Uhr -> Fix format: 24 hours format

### Inheritance of the badge text

If you leave the "Badge text" empty, Shopware will fallback to "Campaign" for english and "Aktion" for german.

The language variants will only fallback to their own snippet, so english will only fallback to "Campaign" and german will always fallback to "Aktion"!

## Plugin: backend orders



The backend orders plugin is ideal for creating orders from the backend. In case of your customers call, fax or email you and want to buy something, you can easily place the order via backend. The module is also able to classify the incoming orders by type in the analysis module.

## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

## Plugin settings

After installing the plugin you can setup it directly in the plugin page or via **Configuration > Basic settings > Additional settings > Backend orders**:

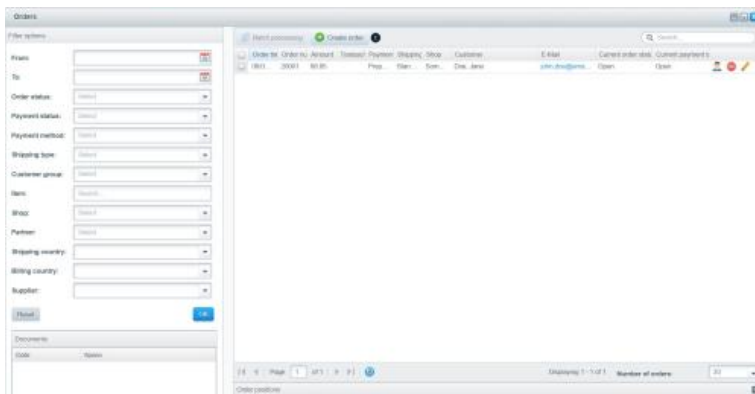


**Guest account e-mail (1):** This email is used for guest accounts, which are created when your customers don't have an account in your shop and want to order by phone for example.

**Desktop types (2):** With the desktop types you can set the channels on which the orders come in, for example, phone, fax or email. Different entries have to be separated by a comma (,).

**Send confirmation mail as default (3):** If enabled the system sends a automatic order confirmation upon creating an order in the backend.

## Create an order



After installing the plugin you get the additional button **create order (1)** in the order overview to place orders in the backend.

## Create a new order

**User account (1):** Create a new user account.  
**guest account (2):** Create a guest account.  
**existing customer (3):** Search for an existing customer.

## Customer details

**Billing address (1) :** Use the drop down menu to select an existing billing address for this order.  
**Shipping address (2) :** If the shipping address is the same as the billing address, press the checkbox. If not, you can choose an existing shipping address from the drop down menu.  
**Payment method (3) :** Select an existing payment method from the drop down menu here.

## Order information

## Shipping costs

Choose the **shipping method (1)** you want to ship with, the shipping costs will be entered automatically. If you want to override the default shipping costs, you can do this in **shipping costs (2)** and **shipping costs net (3)**.

## Additional information

In the **free text fields (4)** you can set the free text fields if you work with them. Additionally you can set the **device type (5)**, this is the channel, over which the order has been placed (phone, fax, etc.).

## Positions

**Add (1):** Lets you add positions to your order.

**Add discount (2):** Lets you add an individual discount to this order. You can only add one discount per order.

**Article number (3):** Search by order number or name, click to add the article to the order. The article details will be filled in automatically.

**Name (4):** Search by name or order number, click to add the article to the order.

**Quantity (5):** Enter the desired article quantity that you want to add.

**Price (6):** Is automatically filled, but can be changed by clicking the field.

**Total (7):** Shows the sum of this position.

**Tax in % (8):** Shows the tax rate which is used for this item. This can be changed by clicking in the field.

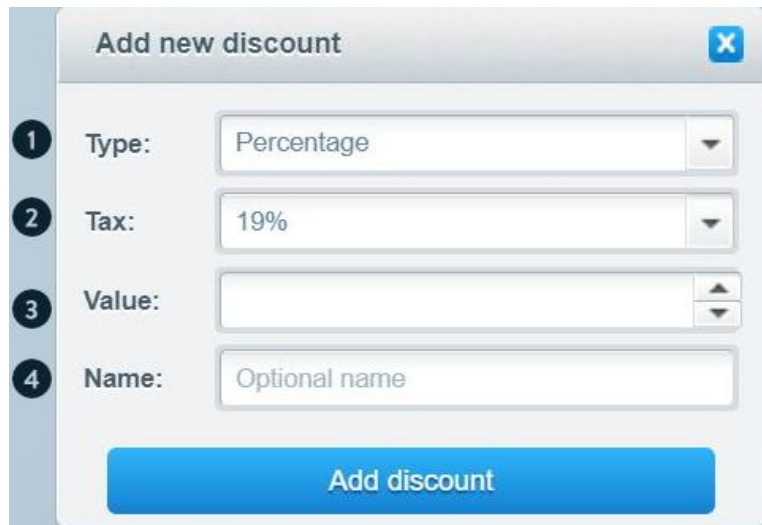
**Instock (9):** Shows the amount of items in stock.

**Delete position (10):** Lets you delete the entry, a pop-up will ask for confirmation.

**Open position (11):** Opens the article.

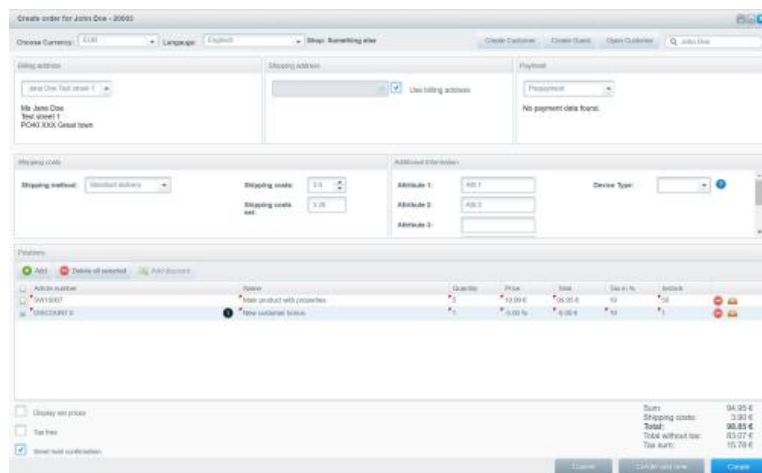
**Cart value (12):** Shows the amount of your order live. After any action, it will recalculate itself.

## Add discount



The discount is using four settings:

- **Type (1):** Choice between an absolute and procentual discount
- **Tax (2):** Which tax is used on the discount
- **Value (3):** The value of the discount
- **Name (4):** The name of the discount, which will be displayed in the order confirmation or the order documents.



The **discount (1)** is displayed like an article, but can not be altered afterwards. To change aspects of a discount you have to delete the old one and create a new one right away.

## Create (and new)



In the lower right corner you'll find three buttons to cancel or create the order:

**Create and new (1):** issues the order and directly opens the backend order window again. This is most sensible if you plan on making up several orders in a row.

**Create (2):** issues the order, closes the current window and opens the order's details page.

## Analysis

Our comfortable analysis gives you a nice overview of the amount of orders which have been places by the different devices.

The analysis can be opened using **Marketing > Analysis > Analysis > Turnover by device type**



**Shop (1):** Choose the shop for your analysis.

**Filter (2 & 3):** You can set a date range to filter the result.

**Update (4):** Updates the results based on the filter.

**Export (5):** Use this to export your filtered results as a CSV file.

**Display as table/chart (6):** This button lets you toggle between a chart and table view.

## Plugin: Bonus System

# Introduction

The bonus system of Shopware offers you the possibility to credit bonus points to customers as an incentive to revisit to your shop.

Bonus points are calculated by the shopping cart value using an adjustable factor which can be defined in the backend. The customer can then redeem these bonus points for defined items in your shop. Additionally, the customer has the option of allocating points in a voucher. The conversion factor for this can also be defined in the backend.

The bonus system is also capable of supporting subshops. You can define different bonus items and conversion factors for each language- and subshop. You can also decide whether each shop have the bonus system active or not.

The bonus system is only usable for customers with an account in your shop. Quick orders without creating an account cannot receive bonus points. As shop operator, you should deactivate the option for quick orders or hint at this.

# Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

# Email templates

If you want to show the bonus points in the order confirmation email, you have to customize the sORDER email template. Just go to **Configuration -> Email templates** and edit the **sORDER** template. In "Plaintext" you can find the following lines:

```
{ $details.price|padding:8 } EUR  
{ $details.amount|padding:8 } EUR
```

Replace those lines with the following code:

```
{if $details.isBonusArticle}  
  { $details.points_per_unit|padding:8 } points  
  { $details.required_points|padding:8 } points  
{elseif $details.isBonusVoucher}  
  { $details.required_points|padding:8 } points  
  { $details.price|padding:8 } EUR  
{else}  
  { $details.price|padding:8 } EUR  
  { $details.amount|padding:8 } EUR
```

```
{/if}
```

In the *HTML text* field you can find the following lines:

```
<td>{$details.price|padding:8}{$sCurrency}</td>  
<td>{$details.amount|padding:8}{$sCurrency}</td>
```

Replace those lines with the following code:

```
{if $details.isBonusArticle}  
  <td>{$details.points_per_unit|padding:8} points</td>  
  <td>{$details.required_points|padding:8} points</td>  
{elseif $details.isBonusVoucher}  
  <td>{$details.required_points|padding:8} points</td>  
  <td>{$details.price|padding:8}{$sCurrency}</td>  
{else}  
  <td>{$details.price|padding:8}{$sCurrency}</td>  
  <td>{$details.amount|padding:8}{$sCurrency}</td>  
{/if}
```

## Additional variables

- {\$additional.sBonusPoints.spending} -> spent points
- {\$additional.sBonusPoints.remaining} -> leftover points
- {\$additional.sBonusPoints.earning} -> Amount of points get for the order
- {\$additional.sBonusPoints.user} -> Amount of point before the order

## Functions of the plugin

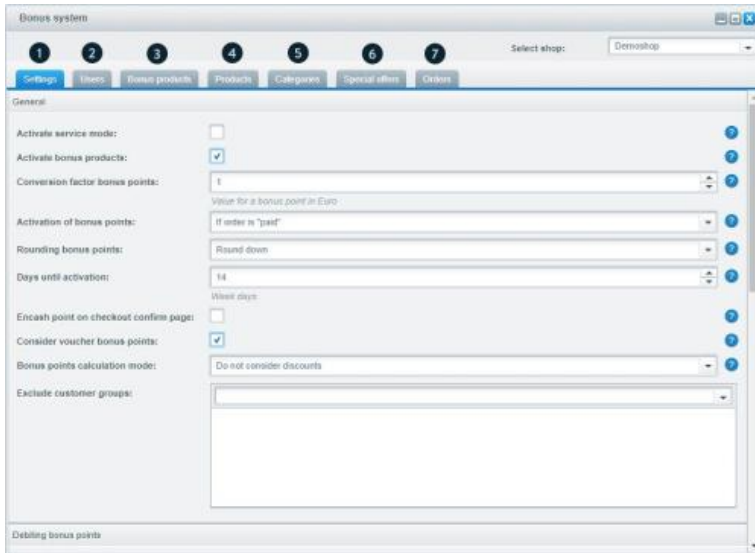
In this section we'll explain the backend module of the Bonus System Premium Plugin.

At opening the module, the home page of the bonus system will be shown which lists all the functions of the plugin. With these four areas, the functions of the bonus systems are fully covered for the respective shop. Consider, that these are valid only for the selected shop!

On the left side there is a list of available functions:

- **Settings (1)**
- **Users (2)**
- **Bonus Articles (3)**
- **Articles (4)**
- **Categories (5)**
- **Special offers (6)**

## Orders (7)

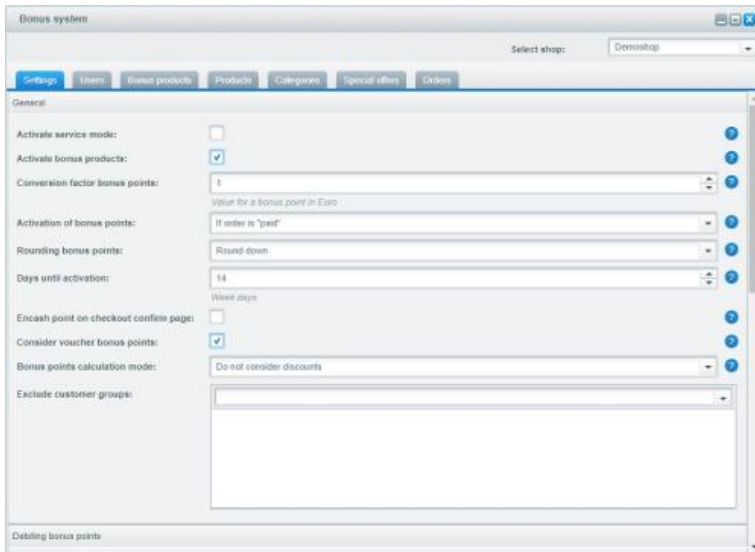


Before you set any options, please **select your shop (1)** first.



## Settings

In this area you can find the various bonus system settings, which are divided into three areas:



## General

In the **General** area the following options are available:



- **Activate service mode (1)**

When the service mode is enabled, the whole frontend functions of the module will be disabled and hidden. The shop itself is still accessible.

- **Activate bonus products (2):**

If this is active, bonus articles will be displayed in the frontend.

- **Conversion factor bonus points (3):**

This is the conversion factor at which the customer receives a bonus point. Bonus points do not include shipping costs, but cart surcharges.

- **Activation of bonus points (4):**

Here can be defined, when the bonus points will be unlocked. When you're using "If order is paid", the points were directly activated when you set the payment state "Komplet bezahlt" / "completely paid", but at least at the cronjob run. See the help text in the elements for additional information.

**"When order is payed" refers to the payment state "komplett bezahlt" of the respective order!**

- **Rounding bonus points (5):**

Here you can define how bonus points are rounded.

- **Days until activation (6):**

Here you can set the delay for credit the bonus points. The activation is performed via cronjob and only, if you have the activation method *After x days of the order*. This function requires the plugin **Cron** to be installed and active. Then the cronjob **SwagBonusSystemCron** can be executed as often you want.

- **Encash point on checkout confirm page (7):**

If you activate this function, your customers can redeem bonus points in the checkout too.

- **Consider voucher bonus points (8):**

Vouchers can be affect the counting of the bonus-points if this setting is enabled.

- **Bonus points calculation mode (9):**

Here you can define, whether you want discounts and surcharges to be considered at the calculation of the bonus points or not.

- **Exclude customer groups (10):**

Here you can exclude customer groups from the bonus program.

- **Automatic bonus points deduction for cancelled orders (11):**

This checkbox allows you to specify whether bonus points should be posted back to the customer's account when an order is cancelled.

- **Applied to status (12):**

With this option you can determine which status the order must reach in order for the bonus points to be posted back to the customer's account.

- **Consideration time (Cronjob) (13):**

Orders placed after this time will be included in the points cancellation process.

The screenshot shows the 'Bonus system' configuration page. The 'General' tab is selected. The settings are as follows:

- 1. **Activate service mode:**
- 2. **Activate bonus products:**
- 3. **Conversion factor bonus points:** 10
- 4. **Activation of bonus points:** If order is "paid"
- 5. **Rounding bonus points:** Round down
- 6. **Days until activation:** 14
- 7. **Encash point on checkout confirm page:**
- 8. **Consider voucher bonus points:**
- 9. **Bonus points calculation mode:** Do not consider discounts
- 10. **Exclude customer groups:** (Empty list)
- 11. **Automatic bonus points deduction for cancelled orders:**
- 12. **Will be applied to status:** Cancelled/rejected
- 13. **Time of application (Cronjob):** (Empty field)

A 'Save' button is located at the bottom right of the form.

The cronjob feature allows an automatic processing of various functions. At the installation the new cronjob was added to the default cronjob list of Shopware. If you are already using cronjobs, no further adjustments are required.

## Debiting bonus points

In this area the following options are available:

- **Activate debiting (1):**

If this item is enabled, the customer can exchange the bonus points in their shopping cart for euros. Shopware automatically generates a voucher and adds it to the shopping cart.

- **Conversion factor (2):**

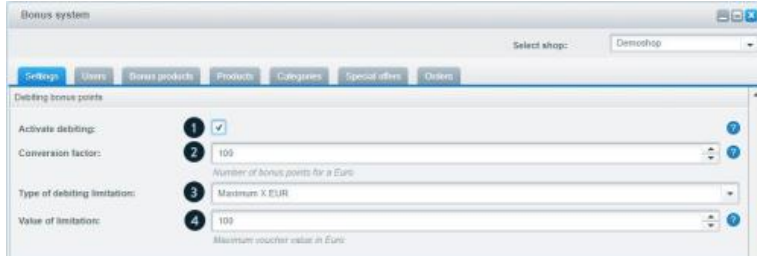
The factor for the conversion of bonus points is defined here (like in General). Unlike the General area, you can define here how many points are equal to one euro. Note that the minimum value for redeeming bonus points must be at least 1 euro. Only from this amount the counter appears in the frontend (shopping cart).

- **Type of debiting limitation (3):**

The conversion of bonus points in euro can be restricted here. You can enter a fixed euro amount or determine the restrictions relative to the order value.

- **Value of limitation (4):**

Here the euro amount for the restriction is entered.



## Template

In the template area the following options are available:

- **Text for bonus product listing (1):**

This text will be displayed in the listing of the bonus items in the frontend.

- **Show banner (2):**

Since the upload field doesn't support the display of existing data and/or images, the banner can be deactivated here. When uploading a graphic file, it will be transferred to the server in the background.

- **Display accordion (3):**

If this point is enabled, the bonus article accordion appears on the home page and the category listing. Visually, this corresponds to the manufacturer accordion on the right side of the home page of your shop. This function is shopping world compatible.

- **Display bonus product slider (4):**

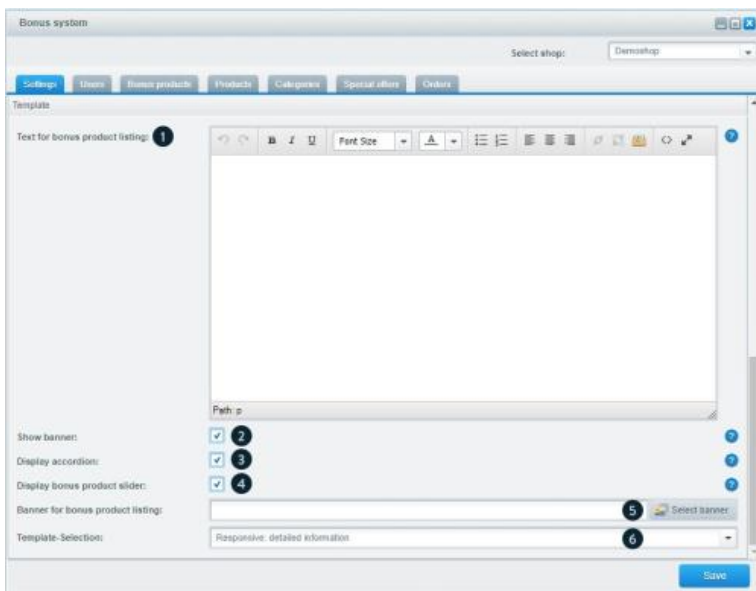
If this item is enabled, the bonus article slider will be shown in the shopping cart and on the home page (also in combination with shopping worlds).

- **Banner for bonus product listing (5):**

The upload field does not support any existing graphics. So you can only upload graphics initially, or overwrite existing graphics later.

- **Template-Selection (6)**

This setting defines which listing appears in the frontend when opening <http://mydmain.com/BonusSystem>.



## Users

In this tab, you can see all the bonus points of your customers and manually **edit them by double-clicking (1)**. As soon as the adjustment of points is completed, the changes can be updated by clicking the **Update button (2)**.



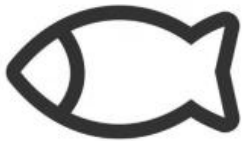
## Bonus Articles

In this tab you can add all the items you want to sell for bonus points. Just go to the **search field (1)** and add the item. After adding the item you can set the **number of bonus points (2)**, which are required to buy the item for bonus points.



Now the customer can **buy these items for bonus points (1)**.

### Main product with cross-selling



€4.20 \*

Contains 300 grams

Price plus VAT plus shipping costs

Ready to ship today

Delivery time approx. 1-3 workdays

Add for €4.20 \* each to shopping cart **(1)**  
 Add for 30 bonus points each to shopping cart

1

Compare Remember Comment

Order number: SW10012

## Articles

Here you can exclude items from bonus points. If the customer buys this item, he won't get bonus points for it. Over the **search interface (1)** you can search items by name and ordernumber. (You always define base items. If your item uses variants, each variant is available for your defined bonus points.)



## Categories

Here you can set categories, which were excluded from bonus points. Just search for the category name in the **search interface (1)** and add it. Your customers won't get bonus points for buying items from this categories. The items in the category can also no longer be defined as bonus items.



## Special offers

This option offers you the possibility to set deviant bonus points. Just **search (1)** for the item you want and add it, then choose the **offer type (2)**:

- **Fix** - Here the item will be **set to a fixed value (3)** of bonus points the customer can gather for this item
- **Multiply with** - At this offer type the default bonus points will multiplied with the **offer value (3)**.

Moreover you can **set offers for a limited time (4)**

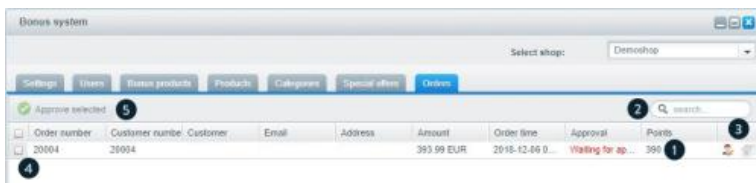


## Orders

This tab lists all existing orders since the activation of the bonus system. This applies also to the **Number of bonus points (1)** that the customer receives for his order. Using the **Search (2)** in the toolbar, specific orders can be found quickly and easily. Via the icons **Open customer & order(3)** you can jump directly to the appropriate interface.

### Activate bonus points manually

**Select (4)** the desired orders and click the button **Approve selected (5)**.

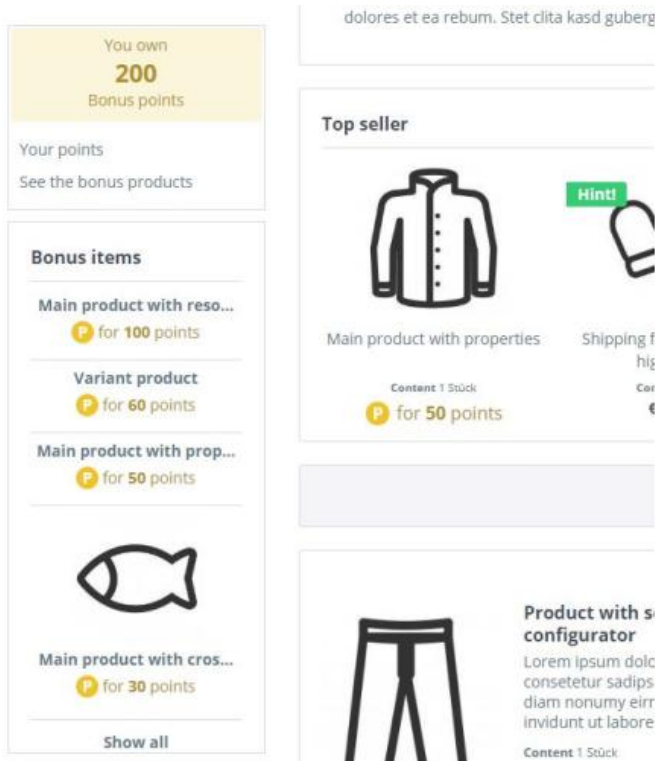


## Elements in the front and backend

Once the bonus system of Shopware is enabled, new items can be found in the frontend.

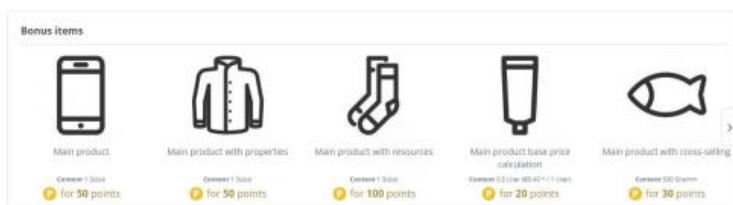
### Accordion

If you have defined and activated bonus articles, an accordion with the first five articles will now appear on your home page. These are sorted on the field 'Position'. At the end of the accordion is a link "Show all" which guides the user to the listing of the bonus articles.



## Article slider

In addition to the accordion an article slider with all bonus items will be shown in the shopping cart and on the home page. This can be disabled in the backend.



## My Account

Once the user is logged, the **User bonus points (1)** is displayed next to **My Account**.

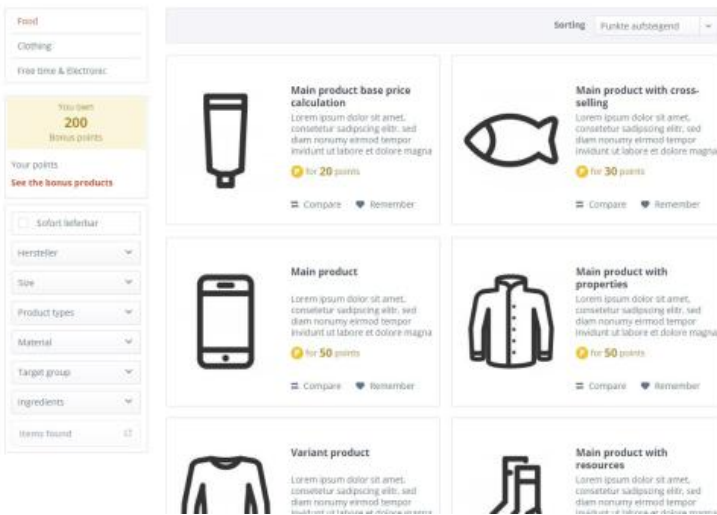
Clicking on **You have X bonus points** causes two links to appear, **Bonus articles** and **User bonus point account (2)**.

If the user has put an article in the shopping cart, **Bonus points for the current shopping cart (3)** is displayed in the header section of the page.



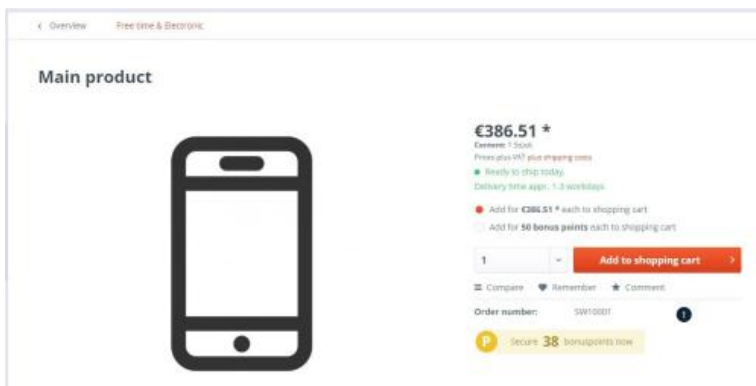
## Listing all bonus articles

A new listing for bonus articles was added ([www.yourshop.com/BonusSystem](http://www.yourshop.com/BonusSystem)), which displays all bonus articles defined in the backend. If the user is logged in, the points for the article appears green if he had already collect enough points. Should the user have not enough points for the article, the remaining points are displayed in red in the row beneath.



## Detail page

In order for the user to see how many points an article is worth, a new element **(1)** has been added below the "Buy" button.

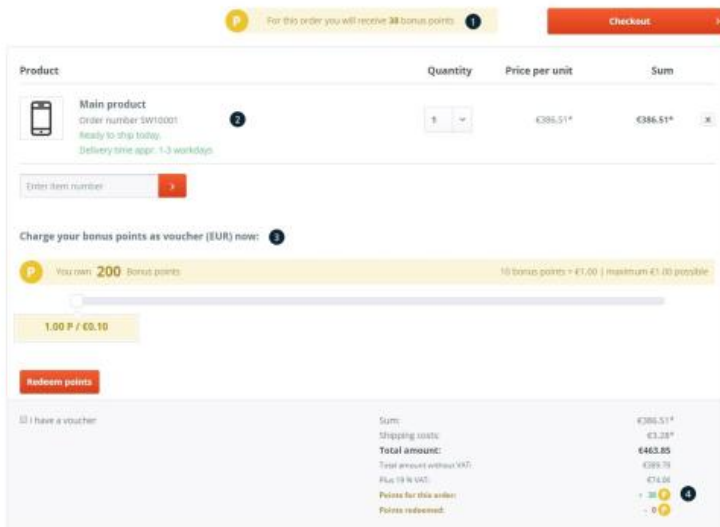


To distinguish whether the article will be bought for money or bonus points, two radio buttons have been added over the "Buy" button. The shown points represents the equal price per unit.

## Shopping cart



- As in the header, the bonus points are also displayed in the shopping cart over the order positions table.
- Articles which were purchased for bonus points, are displayed here with a special mark **(2)**.
- For converting bonus points into money, a jQuery has been implemented into the UI. The user can easily determine the value by adjusting the **slider control (3)**.
- Keep in mind that the **Slider (3)** will only be displayed, when the equal points reach at least 1 Euro.
- Below the shopping cart sum, a new element has been added which is responsible for displaying the issued points **(4)**.



- As the bonus articles the accounted bonus points will displayed in the item list with a **special mark(1)** is displayed in a separate listing with a special symbol.



- Additionally, another bonus article slider is located below the "Proceed to checkout" button, as it is displayed on the home page. Here the customer can see again what they are able to buy for their bonus points. This slider can be hidden in the backend module.

## Email

If you have configured your email template as described in the plugin installation, the bonus point sum is also displayed there.

## Account

Another point has been added to the **My Account** section called **My Point Account**. All orders from which points were collected are displayed here. The points for the with points redeemed positions are also shown in the grid "My orders". Here the customer can see **status of activation of bonus points (2)**.

**My points account**

You own **168** Bonus points

Your points **1**  
See the bonus products

Hi, Netto

Overview:  
Profile  
Addresses  
Payment methods  
Orders  
Support Administration  
Request Support  
Instant downloads  
Wish list

**Orders**

Date	Order number	Status	Amount	Spent	Earned
20 Nov 2018	20005	Waiting for approval	388,79	-0	+38
20 Nov 2018	20004	Approved	388,79	-50	+38

**Bookings**

Date	Time	Type	Reason	Amount
20 Nov 2018	14:48	Setting	Order #20004	+38
20 Nov 2018	14:48	Spending	Order #20005	-10
20 Nov 2018	14:47	Spending	Order #20005	-50
20 Nov 2018	14:47	Spending	Order #20004	-10

## Integration of the bonus system components

Before the components are individually linked into the template, a test is recommended, whether the bonus system and the bonus articles are activated:

```
{if $sBonusSystem.settings.bonus_articles_active && $sBonusSystem.settings.display_article_slider}
-- Desired components (see below)
{/if}
```

### Accordion:

```
{include file='frontend/plugins/swag_bonus_system/accordion/accordion.tpl'}
```

### Article slider with bonus articles:

```
{include file="frontend/plugins/swag_bonus_system/recommendation/slider.tpl"}
```

These examples are only possible extensions, it's not necessary to implement this after a default installation.

## Plugin: Bundle

### Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed

and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

## Plugin settings

The screenshot shows a settings panel with four rows of configuration options, each with a dropdown menu and a help icon (question mark):

- Exclude bundles from percental vouchers: Yes
- Take bundle discount into account when calculating voucher: Yes
- Show bundle below product description: No
- Mark bundle products in the listing: Yes

- **Exclude percental vouchers for bundle:** If active, the customer can't add percental vouchers to the cart, when he has a bundle in his cart. Here the customer has to use general vouchers or delete the bundle.
- **Take bundle discount into account whe calculating voucher:** By default, percental vouchers are calculated using the item value. Surcharges and discounts are normally excluded. When you activate this option, the bundle discount will be included to the discount calculation to prevent duplicate discounts.
- **Show bundle below product description:** If you activate this option, the bundle is displayed below the item description.
- **Mark bundle products in the listing page:** Activating this option, bundle items are displayed with a little badge in the frontend.

## Creating a bundle

Open the item, which you want to sell in a bundle. In the item detail window, open the tab "Bundle", here you will find all settings to create a bundle.

The screenshot shows the 'Bundle' configuration tab in a software interface. It includes a 'Configuration' section with various input fields and a 'Products' section with a table of bundle items.

**Configuration section:**

- Bundle name: (1) Input field with 'Bundle 1' entered.
- Show bundle name: (2) Input field with 'Bundle 1' entered.
- Bundle type: (3) Dropdown menu set to 'Percentage discount'.
- Discount type: (4) Dropdown menu set to 'Percentage discount'.
- Active: (5) Radio button checked.
- Bundle order number: (6) Input field with '1' entered.
- Position: (7) Input field with '1' entered.
- Display products globally: (8) Radio button checked.
- Show bundle name in the bundle: (9) Radio button checked.
- Automatic for each product: (10) Radio button checked.
- Linked: (11) Input field.
- Label: (12) Input field.
- Valid from: (13) Input field.
- Valid to: (14) Input field.

**Products section:**

Product number	Product name	Bundle	Configuration product	Configuration	Discount value	SKU (bundle reference)
10000000000000000000	Product 1	Bundle 1	Product 1	100%	100%	10000000000000000000

- **Add bundle (1):** With this button you can add a new bundle.
- **Delete all selected (2):** Delete the selected bundles using this button.
- **Bundle list (3):** Here all bundles are shown, which are created from this item.
- **Bundle name (4):** Give your bundle a name here. This name is shown in the bundle list after saving.
- **Show bundle name (5):** When you want the bundle name to be shown in the frontend, activate this option.

- **Bundle type (6):** Chosse between "Normal bundle" and "Selectable bundle".
  - With a normal bundle the customer can only buy the whole preassembled bundle.
  - With a selectable bundle the customer can decide, which articles of the bundle he wants to buy.
- **Discount type (7):** Choose between "Percentage discount" and "Absolute discount"
  - The percentage discount will subtract a percentage value from the price, e.g. 15%.
  - The absolute discount deducts an absolute discount from the total price of the bundle, e.g. GBP 15,-.
- **Active (8):** Set this checkbox to activate the bundle.
- **Bundle order number (9):** The bundle order number must be assigned manually, this is the order number of the bundle discount, which will be cleared in the cart.
- **Position (10):** This defines the order of the bundles. if you have multiple bundles for one item, this will set the position in the display order.
- **Display products globally (11):** Here you can set, wheather or not the bundle should be shown just on the item you are creating the bundle for or at all involved item detail pages.
- **Show delivery time in the bundle (12):** Here you can set, which delivery time should be shown at the bundle.
  - **Individually for each product:** This will display the delivery time for each product seperately.
  - **Only the longest:** This displays only the longest delivery time for all products.
  - **Only the longest and individually for each product:** This displays the longest and each individual delivery time the same time.
  - **No displaying:** No delivery time will be shown.

When a product has no delivery time set, the default snippet "DetailDataNotAvailable" from frontend/plugins/index/delivery\_informations is shown. This value will also used for the longest delivery time, no matter if other products have a longer delivery time.

- **Limited (13):** If this option is activated, the bundle is only displayed in the frontend, when It is in stock.
- **Stock (14):** Here you can set an individual bundle stock. If your item has a stock of 50 and you want to sell the bundle only 20 times, just enter 20 here. After selling the 20th bundle, it will disable automatically.
- **Valid from / to (15):** Here you can enter the time frame the bundle should be active in.

## Products



- **Add product (1):** Using the search you can add products to your bundle, you can search the products by name or by order number.
- **Quantity (2):** Enter the desired quantity for the added product here.
- **Configurator product and configurable (3):** Here you can edit, whether or not the customer can choose from all variants of the added product.
- **Prices (4):** This is the price of each product and the sum of the whole bundle for every customergroup without any discount.
- **Action buttons (5):** Using this buttons you can delete the desired product from the bundle or open its detail window.

## Prices

- **Add price (1):** Choose a customergroup from the dropdown to set a price for it.
- **Product price (2):** This means the price on the whole bundle without any discount.
- **Discount (3):** If it is a percentage discount, you can define the value here.
- **End price (4):** This is the calculated End price, which is used as the purchase price in the storefront. If it is an absolute discount, you can determine the discount value by entering the End price.

## Customer groups

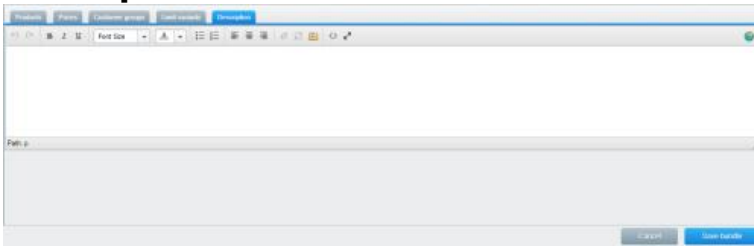
- **Add customer group (1):** Use this dropdown to add a customer group, which should be able to buy the bundle.
- **Customer groups (2):** The selected customergroups will be able to buy this bundle.

## Limit variants



- **Add variant (1):** When your main product is a variant product, you can add the variants here, for which the bundle should be available.
- **Product number (2):** Here are all variants listed, for which the bundle is active. If you don't have a variant added, the bundle is active for all variants.
- **Additional text (3):** Here the variants additional text is displayed, so that you can directly see, which variant it is.

## Description

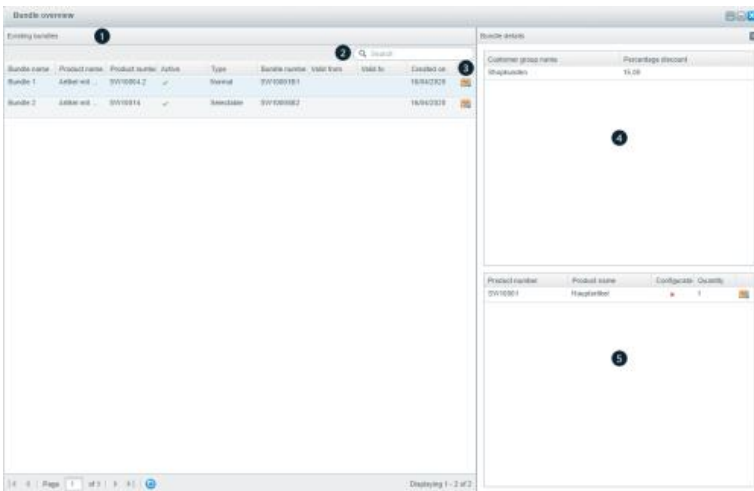


Here you can enter a description for your bundle, this

description is displayed in the frontend.

## Product bundle overview

Using the product bundle overview you can directly see all your created bundles. You can find the product bundle overview in the backend under **Items > Product bundle overview**.

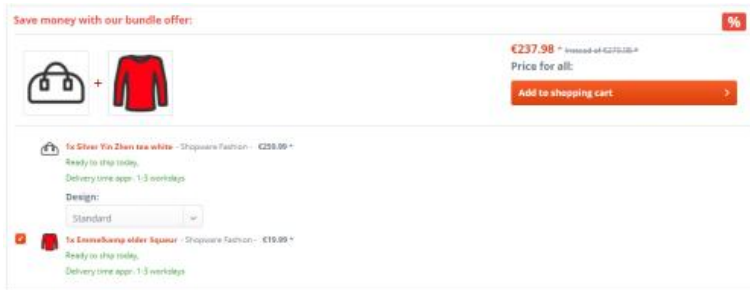


- **Existing bundles (1):** In this overview you can see all existing bundles with their most important information. This module is not able to edit this bundles, it's just an overview. You can click a bundle to see further details on the right hand side.

- **Search (2):** If you have a lot of bundles you can use the search to find your desired bundle.
- **Edit (3):** Using this button you can open the product to edit the bundle.
- **Bundle prices (4):** After selecting a bundle you will see the customer group prices for this bundle here.
- **Bundle products (5):** After selecting a bundle you will see all bundled products. Clicking the little button on the right you can edit this product.

## Bundle in the frontend

A selectable bundle in the frontend:



A normal bundle in the frontend:



## Bundle restrictions

- Bundles cannot be combined with products which have an activated price group.
- Liveshopping prices will be ignored at buying a bundle. The bundle will always use the default product price.
- When products with different VAT rates are combined, the VAT will not be designated correctly. We recommend not to bundle products with different VAT rates.

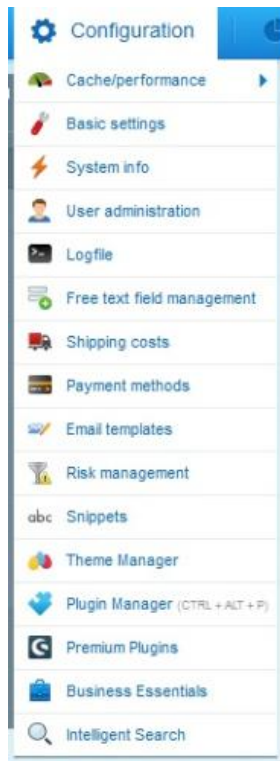
# Plugin: Business Essentials

## Purchase & installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

## The module

The module itself can be found under **Configuration > Business Essentials** in your Shopware backend. This is where you can approve requests, make basic configurations and define template variables.

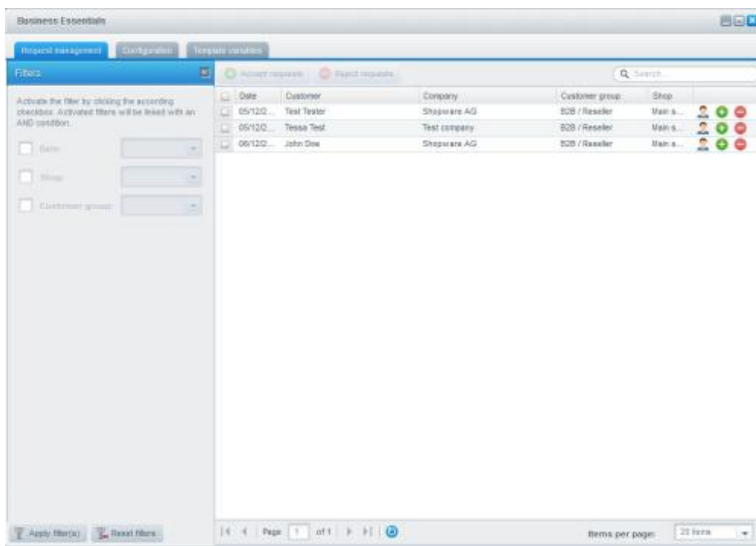


When the module is open, you will immediately see the window where you can manage all requests.

## Request management

Within the requests management section, you can see all requests, the status of each and are able to edit individual entries. This is meant to be an overview of all requests, and therefore takes into account every registered customer group:





In the filter area located to the left of the window, you can filter the list of registrations by date, shop and customer group (for customers who have already been assigned to a group). Clicking on **Apply filters** will update the list, whereas **Reset filters** will deactivate the applied filters.

### Activate / reject customers

You can either activate or reject customers individually by clicking the + or - icons "or" in groups by selecting multiple entries at once and using the buttons located at the top of the window.

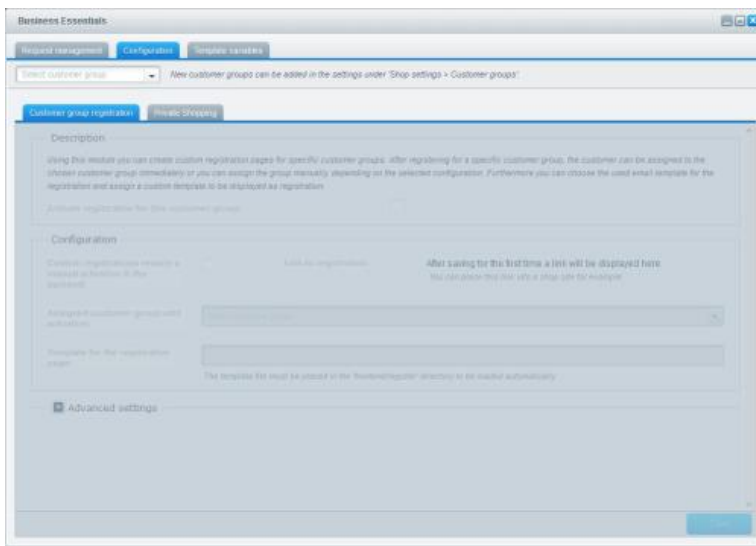
The customer(s) then automatically receive a preconfigured email that notifies them if they have been accepted or rejected.

## Configuration

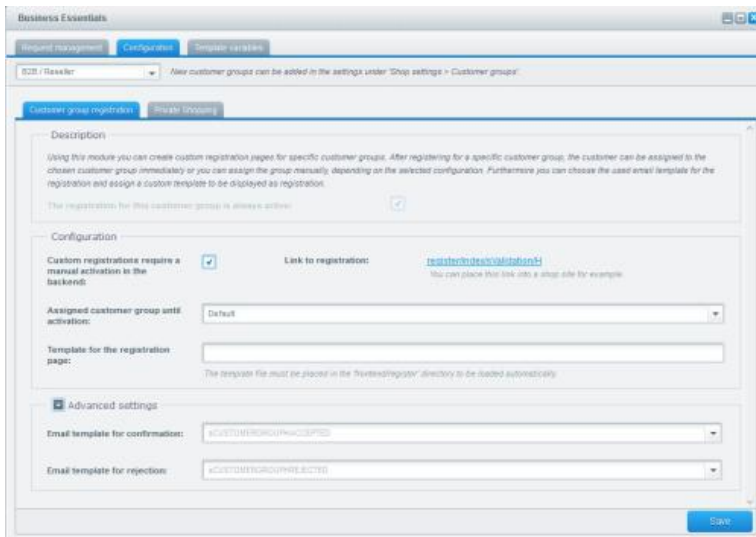
The following describes the configuration options available for your B2B shop.

### Customer group registration

Under **Customer group registration**, you can find registrations for a specific customer group, which can appear different depending on the customer group and which customers have registered. **Note:** the information you provide here applies to the customer group for which your customer is registered (i.e. dealer customer group H).



In order to define settings, you must first select a customer group from the dropdown menu at the top of the window.



**You can now make the following settings for this customer group:**

- **Custom registrations require a manual activation in the backend:** When active, registrations for this customer group have to be approved manually.
- **Link to registration:** After saving your settings, an individual link will appear, which potential customers can use to register for this specific customer group.
- **Assigned customer group until activation:** Define the customer group that the customer is automatically assigned to until they are approved (or will remain if they are rejected). It's important that you select a group that's different from the group the customer is trying to register for.
- **Template for the registration page:** Here you have the option of creating an individual registration page. Just place your tpl file in your theme directory under "frontend/register" and name the file (i.e. pslogin.tpl). **Note:** This template file is only used when the customer group registration itself is called! A separate file is required for the private shopping splash page.

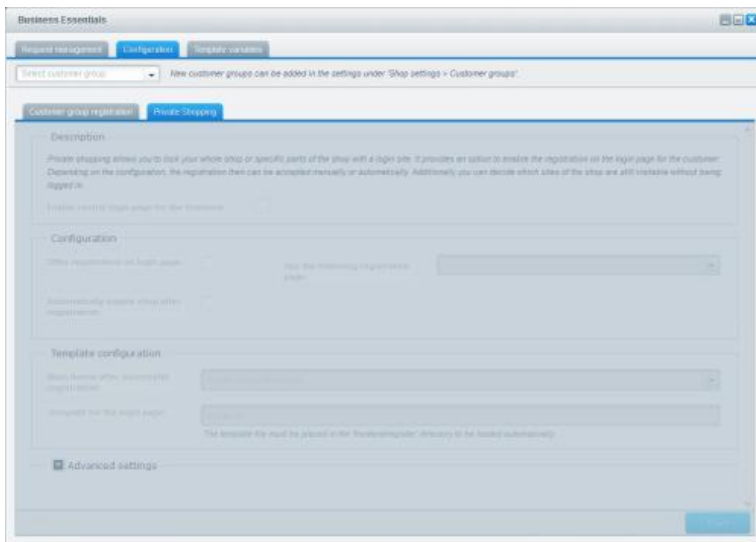
## Advanced settings:

- **Email template for confirmation:** If this field is left empty, the default email template sCUSTOMERGROUPHACCEPTED is used.
- **Email template for rejection:** If this field is left empty, the default template sCUSTOMERGROUPHREJECTED is used.

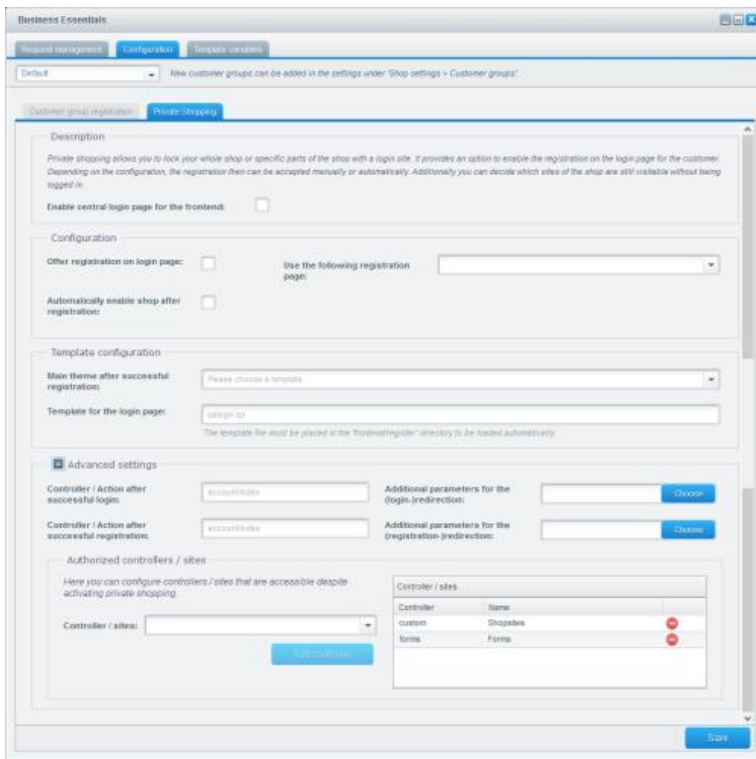
Screenshots are not used in this example because in this configuration, the standard registration / login is used and only the URL is different. After being approved, the customer is reassigned to the dedicated customer group.

## Private Shopping

With Private Shopping, you can create a splash page that acts as a gatekeeper to your shop. Only customers who have been accepted and provided with login criteria are allowed to enter your shop.



In order to change the settings, first select a customer group from the dropdown menu at the top of the window. **Note:** In general, these settings only make sense for standard customer groups, since customers of other customer groups have typically already been approved.



## Here you have the following options:

- **Enable central login page for the frontend:** This setting creates a central login page for the shop so that visitors cannot browse through your categories and products.
- **Offer registration on login page:** When active, visitors are able to register directly on the login page.
- **Use the following registration page:** Select the group the customer will be assigned to once they register. Depending on the configuration of the “customer group registration”, the customer will be granted immediate access or have to be manually approved before they can enter the shop.
- **Automatically enable shop after registration:** When activated, the customer can access the shop immediately after registering, regardless if they have been approved or not.
- **Main theme after successful registration:** Here you can define the theme that should be used after successful registration. If no theme is selected, the standard shop theme will be used.
- **Template for the login page:** In contrast to the registration page, here you can specify a template file that should be used for the splash page. **Note:** The splash page cannot use the same template file as the customer group registration page.

## Advanced settings:

- **Controller / Action after successful login:** Here you can define the controller / action that should be called after logging in (i.e. account/index for the account).
- **Controller / Action after successful registration:** Here you can define the controller / action that should be called after registration (i.e. account/index for the account).
- **Additional parameters for the (login-)redirection:** Here you can specify the URL parameters for the redirection after logging in. Click **Choose** and enter the parameter. **Example:** If you want to forward the customer to a specific category, enter listing/index and enter "sCategory" as the name

and the category ID as the value. You can add more parameters, which the module automatically links with a "&".

- **Additional parameters for the (register-)redirection:** Here you can specify the URL parameters for the redirection after registration. Click **Choose** and enter the parameter. **Example:** If you want to forward the customer to a specific category, enter listing/index and enter "sCategory" as the name and the category ID as the value. You can add more parameters, which the module automatically links with a "&".

The screenshot shows a dialog box titled "Parameter details". At the top, there are standard window control buttons (minimize, maximize, close). Below the title bar, there are two input fields: "Name:" and "Value:". To the right of the "Value:" field is a blue "Add" button. Below these fields is a section titled "Parameters" containing a table with three columns: "Name", "Value", and "Actions". The table is currently empty. At the bottom of the dialog, there is a note: "You can define further parameters for the redirection in this window." and two buttons: "Cancel" and "Save".

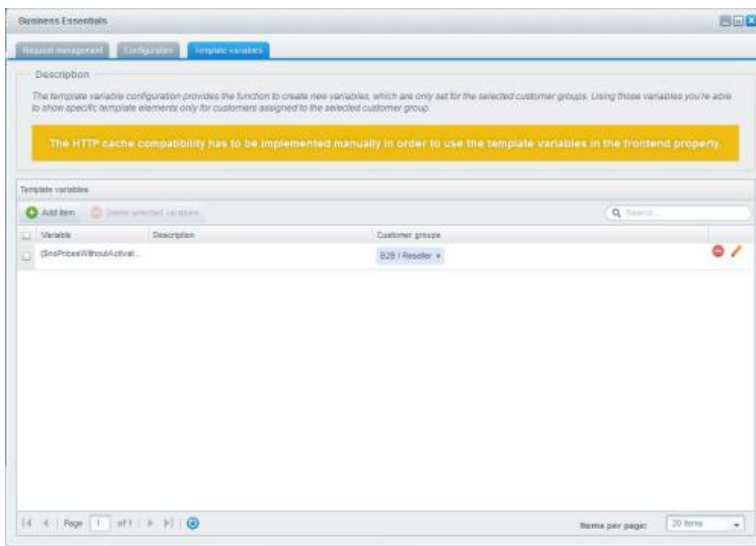
### Authorized controllers / sites:

Here you can define which controllers remain accessible on the splash page, which ensures that legal notice (shop sites) and contact form (forms) still function without the customer having to log in. By default, "Shop sites" and "Forms" are active.

If you want to display the contact form you must add the site "Ticket/Support".

### Template variables

Template variables can be used to simplify your work. **Example:** While you would like to manually approve your customers, you would also like to make it possible for them to enter the shop after registering, but without access to prices or purchasing functionalities. This is where template variables come to your aid: they can be used to blur out prices and particular functionalities prior to customer approval.



You can now add all desired variables by clicking **Add item**.

Enter the name here (which you can use to find the variable later), a description (if necessary) and define the customer group(s) for which the variable should be “true”.

Template variable details

Name of the variable:

Description:

Customer groups

Select customer group

Name
B2B / Reseller

Here you can define customer groups for which the variable is active (bool: true).

Cancel Save

The variable is now available everywhere in your template and ready to be used.

## Tips & Tricks

### Template adjustment: Prices not displayed before approval

The following template adjustments are only examples – please do not make these changes unless you have the necessary knowledge on how to properly make template adjustments. These changes are not covered by support.

Do not make any changes to the standard theme! Instead, always use a separate theme that derives from the standard theme.

For more information on how to customize the template, please visit our [Shopware Theme Guide](#).

The examples are based on a separately developed theme. Further information on template adjustments can be found in our wiki Tutorial: [Making changes in the template](#).

In order to implement the template variables described above and hide the price and purchase functionality, the following changes have to be made:

Detail page

#### Purchase button on the detail page: detail/index.tpl

```
{extends file="parent:frontend/detail/index.tpl"}
```

```
{block name="frontend_detail_index_buybox"}
```

```
  {if $noPricesWithoutActivation == true}
```

```
    {{smarty.block.parent}}
```

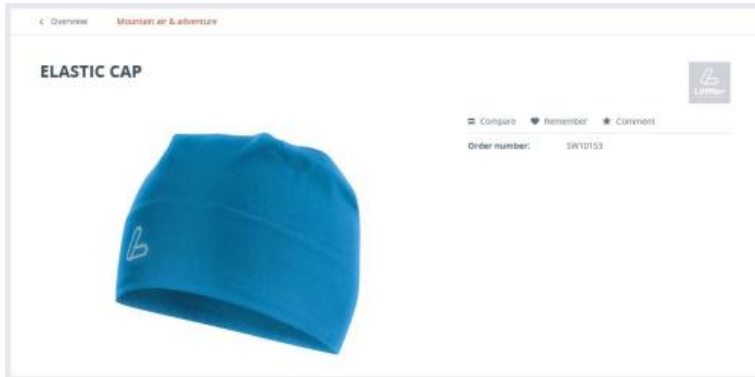
```
  {/if}
```

```
{/block}
```

## Price and delivery information on the detail page: detail/data.tpl

```
{extends file="parent:frontend/detail/data.tpl"}
{block name="frontend_detail_data"}
  {if $noPricesWithoutActivation == true}
    {Smarty.block.parent}
  {/if}
{/block}
```

### Result:



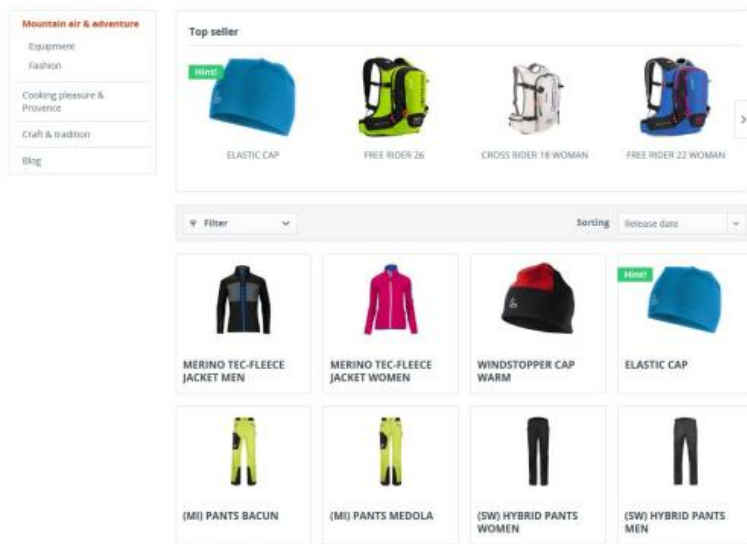
Listing

## Price in listing / slider: frontend/listing/product-box/box-basic.tpl

```
{extends file="parent:frontend/listing/product-box/box-basic.tpl"}
{block name='frontend_listing_box_article_price_info'}
  {if $noPricesWithoutActivation == true}
    {Smarty.block.parent}
  {/if}
{/block}
```

### Result:





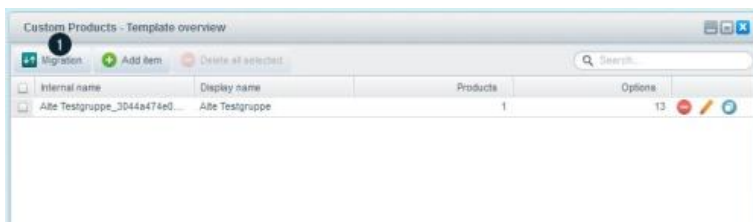
## Custom Products

The Plugin "Custom Products (v2)" provides you the opportunity to design articles completely customizable. This is important for all articles, whereby variants aren't sufficient. These articles can be configured individually, e.g. articles with names printed on them. The "v2" in the title of this plugin signifies that the plugin "Custom products" is available in a new version. In this documentation we would like to explain how to install and configure it as you wish.

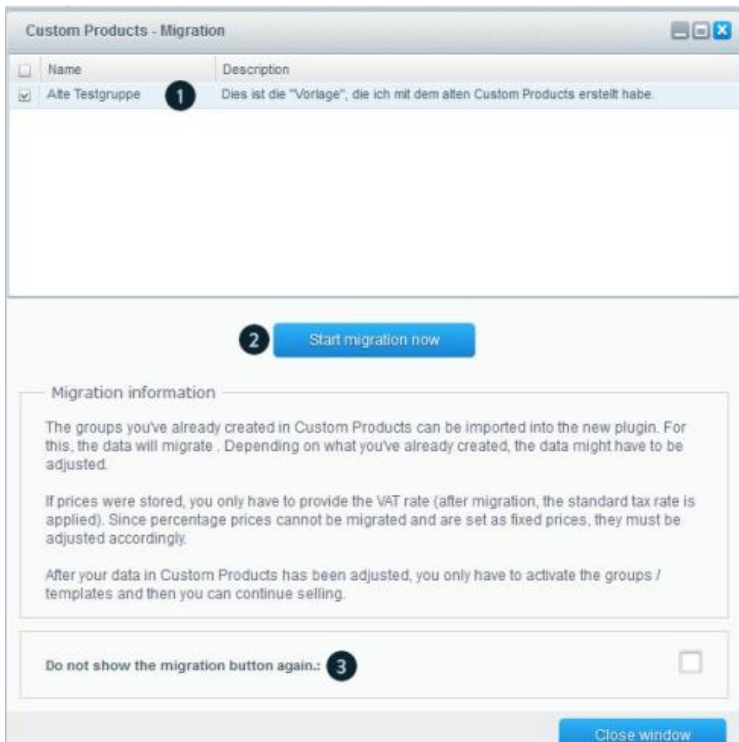
## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the searchbar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

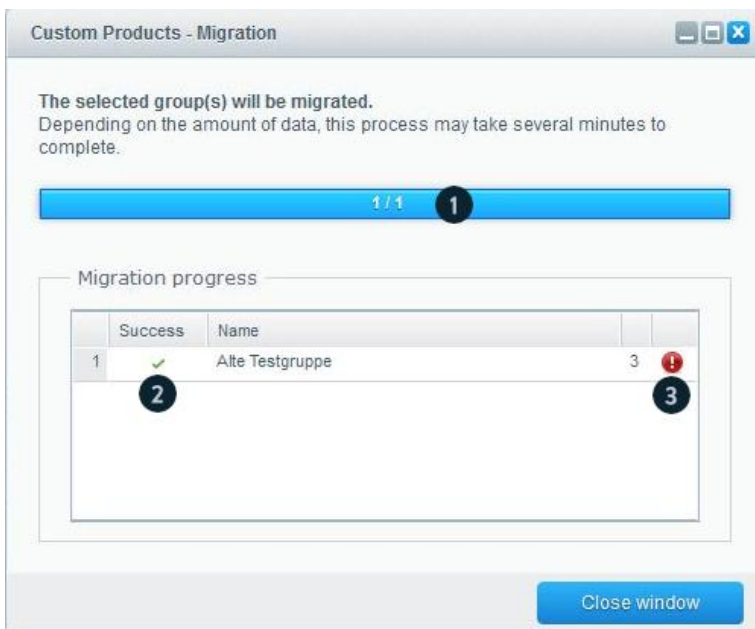
## Migration of the data of the first version of Custom Products



If you already used the first version of "Custom Products", you're able to migrate your groups and options to the new version. Concerning this, you can find the button **"Migration" (1)**



After clicking this button, the following window will be opened. All those groups are listed there, which you can carry into the new version of the plugin **(1)**. After you choose the desired groups to migrate, you can begin it with a click on **"Start migration now" (2)**. In the process, you can set if you'd like to hide the migration button after these steps **(3)**.



In the ensuing overview you can control the progress and result of the migration. There, a progress bar signalizes the progress of the migration **(1)**. In the area "Migration progress" you can see if your group were migrated successfully **(2)**. If something happens during migration, that requires your attention, it can be examined in a concurrent log by clicking the corresponding icon **(3)**.

If the migration was successfully, you can find your created template in the overview of the new "Custom Products" module. Concerning the settings of the orders, which was completed with the old version before: You can read the details of this orders in the internal comment of them.

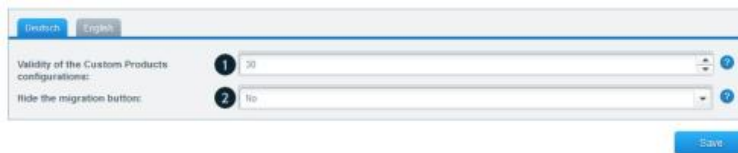
Please remember at all costs to check the migration on a test system beforehand and to create a backup of your data at any rate, before starting this migration. This way, you're able to react quickly in a possible case of an error.

The first and second version of the plugin "Custom Products" can cause side effects if they're both installed at the same time. Because of this reason, please notice that the first version should be deinstalled and the cache should be cleared to ensure the functionality.

If you import or export article data, the options will not assign automatically!

## The configuration of the plugin

As a first step, it might be useful to familiarise with the configuration of the plugin. Similar to the old version, some settings are required to integrate the plugin optimally. These settings are located in the plugin manager, as you open the plugin to edit or under **Configuration > Basic settings > Additional Settings > Custom Products (v2)**.



The screenshot shows a configuration window for the 'Custom Products (v2)' plugin. It has a title bar with 'Deutsch' and 'Englisch' tabs. Below the title bar, there are two settings:

- 'Validity of the Custom Products configurations:' with a value of '30' and a blue circular icon with the number '1' to its left.
- 'Hide the migration buttons:' with a value of 'No' and a blue circular icon with the number '2' to its left.

A 'Save' button is located at the bottom right of the configuration area.

At this place, you can edit the following settings:

- **Validity of the Custom Products Configurations (1)** : You can define here, how long (in days) the configurations of the articles should be saved in your shop. More information about this topic can be found in the next paragraph.
- **Hide the migration button (2)** : At this point, you can hide or show the migration button as you wish.

### Validity of the Custom Products Configurations

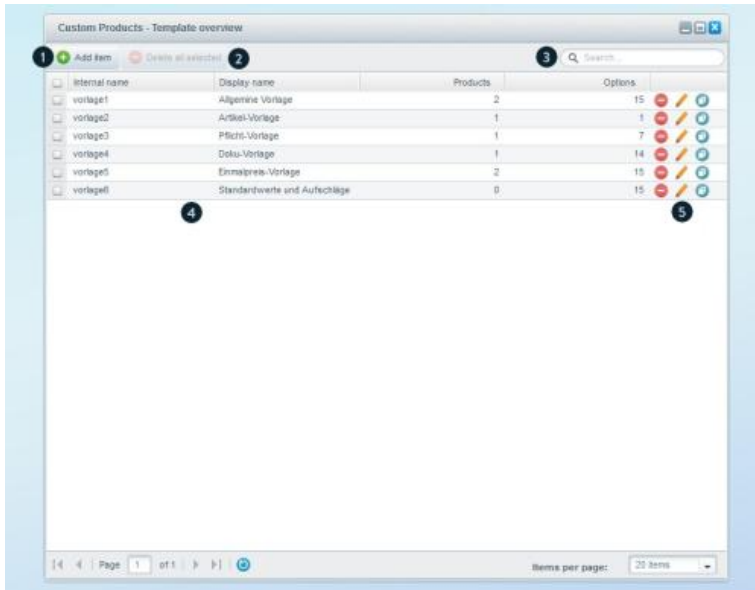
In the plugin "Custom Products", the particular configurations of the articles (or the exact configuration of the articles by your customers) will be saved in your shop for a particular time. These configurations can be called up via an alphanumeric value that's added to the link of the corresponding article. This way, the customer is able to call his configuration up and to forward it to others.

These configurations are stored in your database and can be removed after the particular timespan by the cronjob "CustomProducts Hash GarbageCollector". To define this timespan, you can use the corresponding setting.

You have to configure the cronjob first, so that it runs correctly. Thereto, the activation of the plugin "Cron" is necessary. Detailed information about the configuration and usage of Cronjobs can be found [here](#).

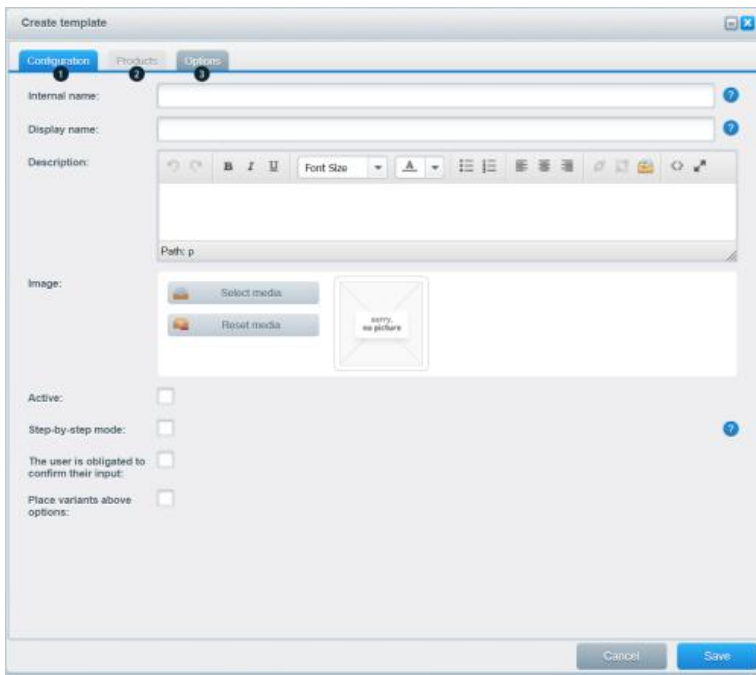
## First steps

When you open the plugin, the following window will be opened:



In this overview you can find all templates, that were created before **(4)**. This overview will be empty of course, if you open the plugin the first time. Via the button "**Add item**" **(1)** you're able to create new templates, while using "**Delete all selected**" **(2)** will remove all selected templates. Using the search bar **(3)**, you can find your favourite template easily. In addition, you may delete single template, open them to edit or copy them by using the corresponding icons **(5)**.

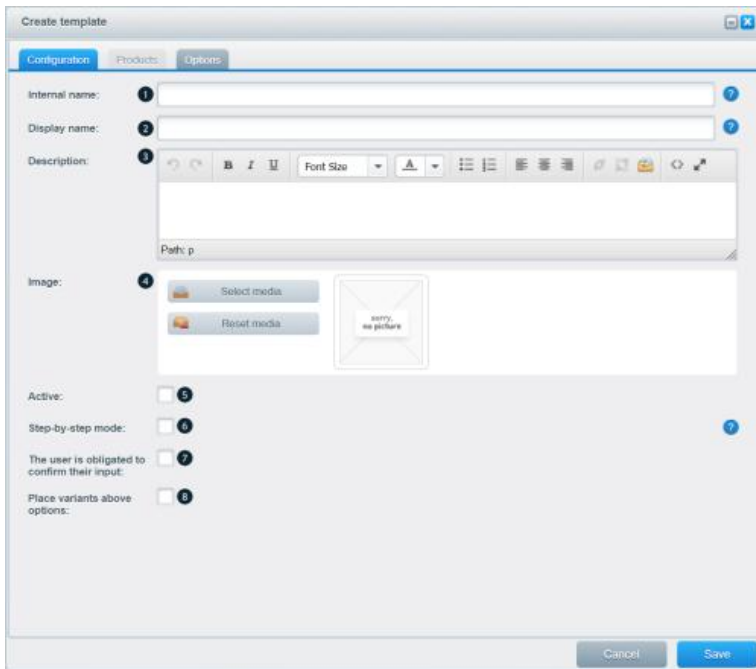
## Templates and options



The windows to create a template is divided in three areas: **"Configuration"(1)**, **"Products" (2)** and **"Options" (3)**.

## Configuration

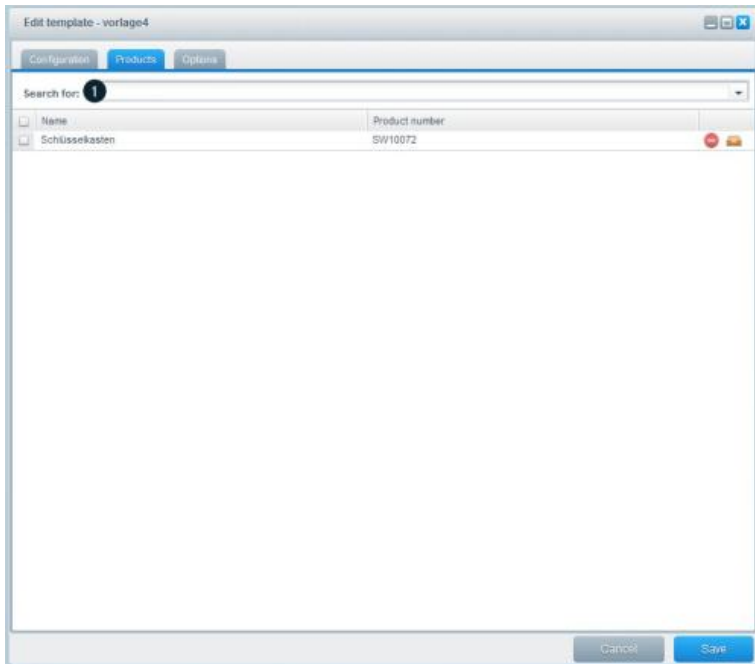
At this point, you define the basic settings of your template. These settings can be defined here:



- **Internal name (1):** This is the internal name of the template, which is used to its identification. Therefore, it has to be unique.

- **Display name (2):** Here you can set the name of the template, which will serve as the name displayed in the frontend. This name will be displayed in all articles connected to this template and in the checkout.
- **Description (3):** This description can be put to use if you want to display further information in your template.
- **Image (4):** At this point you can provide an image, that will be displayed in the template as well.
- **Active (5):** Here it will be defined, if the template is active or not and will be shown in your article according to this.
- **Step-by-Step mode (6):** In this place, you can enable the Step-by-Step mode for your template. You can find further information on this topic in the paragraph "Step-by-Step mode"
- **The user is obligated to confirm their input (7):** Here you can activate the possibility of a confirmation about the correctness of the details of the customer's configuration. This means, that the customer has to confirm that his configuration and all its data is correct. Otherwise he's not able to proceed to the checkout. You can find more information about that in the corresponding paragraph of this documentation.
- **Show variants above options (8):** For variant articles, you can specify here whether the variants of a product should be displayed above the options of the custom product. If the checkbox is not activated, they will be displayed under the Custom Products options.

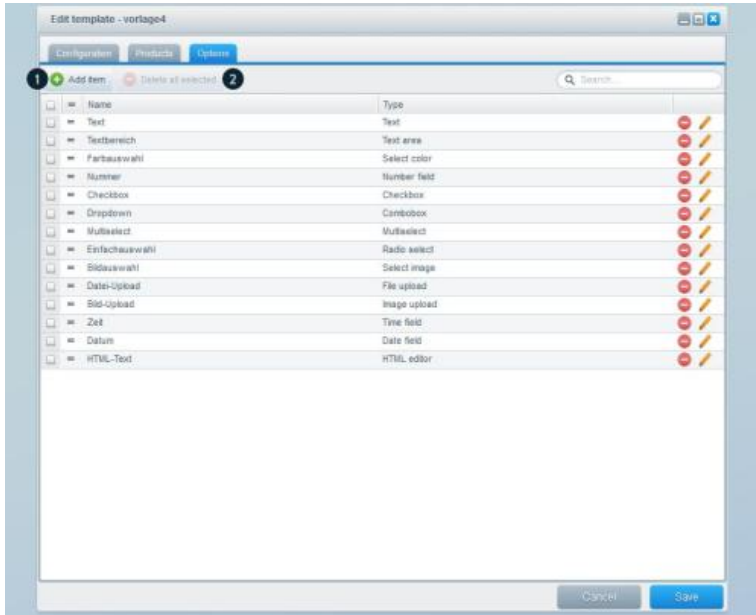
In this new version, it's possible to add the articles in the Custom Products templates directly. This is implemented in the tab "Products". The following view will be provided to you:



Via the **search field (1)** the desired articles can be found over their names or article numbers. Via one mouse click, you add these articles to your template.

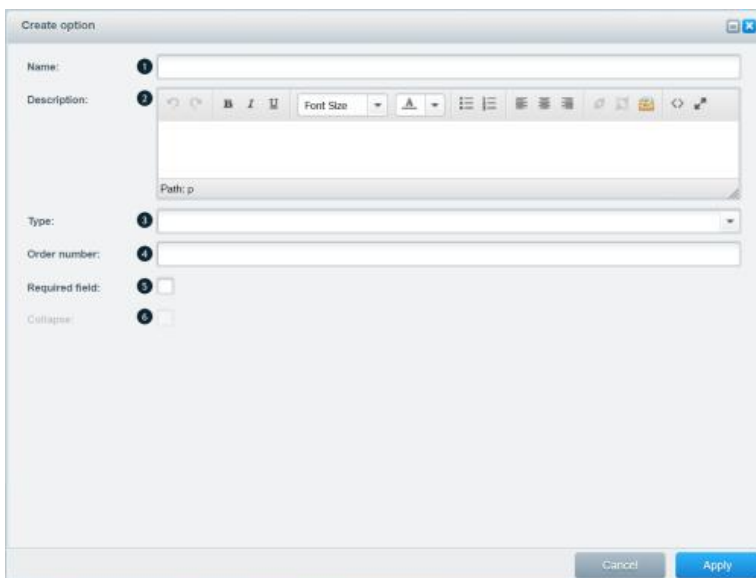
### To add an option to your template

In the third tab "Options", you can assign the options to your template and to your articles, accordingly. This way, you provide the possibility to individualize the articles. This tab is constructed as following:



Similar to the overview over the templates, all available option will be displayed at this point. When clicking "**Add item**" (1) you have the possibility to add new options to the template as well as to delete selected options via the button "**Delete all selected**" (2). In addition, you open your option to edit them or delete a particular option via the familiar buttons. By the way, you can edit the name of your option only by clicking it and alter the order of your options by drag and drop.

If you like to add new options, the following window will be opened, with five options of configuration:



At this point, you're able to set the following, first information:

- **Name (1):** This name will be the title of the option, that appears in the frontend.
- **Description (2):** Here you can record your description for this option.
- **Type (3):** This is the type, that the option occupies. As soon as you took your pick here, further settings for your option will be loaded. More information on this option types and their possibilities can be seen in the process of this paragraph and the paragraph "Different option types".
- **Order number (4):** In this field, you can define the order number of this option.
- **Required field (5):** In this setting, you can determine if this option is obligatory for the customer. If this setting is active, the customer is only able to proceed to the checkout, if he already effected an input in this option.+
- **Collaps (6):** The customer needs to expand the field in order to make a selection, please note that this option is only available if it's a **required field (5)**.

Once you choose an option type, additional possibilities to configure the option will be provided. These possibilities can differ between these options. Using the example of a checkbox, the window for configuring the option looks like this:

- **Prices (1):** In this area, you can provide the surcharges for the option. This surcharge can be defined depending on the customer group and have a particular tax rate.
- **Surcharge once (2):** Which this checkbox, you can set if the surcharges should be calculated once. If you set this active, the customer has to pay the surcharge just one time, independent of the amount of the article.
- **Add (3):** You create and add the values of the checkbox here. More information about this procedure are located in the paragraph "Defining values"

## Different option types

**Text:** Using this type, you create a simple text field, in which the customer places small texts.



**Text area:** In option of this types, simple but more larger texts can be entered.

**Number field:** In this field, only numbers can be entered. For options like this, a minimum and maximum value as well as an interval can be configured.

**Checkbox:** With this option you can provide multiple, prefabricated possibilities to choose, which will be displayed with a checkbox in your frontend. In this case, the customer can choose one or more values.

**Combobox:** In this option, you can provide a menu to expand, in which the customer can choose his answer by clicking one of the entries.

**Multiselect:** In this display format, you can show one or more possible values to the customer, which will be presented in a multiselect. The entries in it can be selected by clicking, multiple selection is possible by using the CTRL-key while selecting.

**Radio select :** Via this option you can let the customer choose between various values, while allowing just one selection.

**Select colour:** You can configure a colour selection via this option.

**Select image:** At this point you can provide various image to the customer, so he can choose one or more from them. These images have to be uploaded via the media manager.

**File upload:** Using this type, you're able to allow your customers to upload various files. Correlating, you can decide in the backend over the size and amount of files that can be uploaded. In general, the following file types are permitted: png, jpg, jpeg, tiff, svg, gif, txt, ai, eps, pdf.

**Image upload:** Via this optiontype, only images can be uploaded. Similar to the file-upload, you can define the amount and size of the uploaded files.

**Date field:** Here you can make it possible for the customers to name a date. By the way, it's possible to configure a day interval.

**Time field:** Via this option type, you can provide a time input in your article. Here, it's also possible to set a timespan.

**HTML editor:** Using this type, you 're able to add a HTML-editor to your article, which makes a formatted text input possible.

## **Defining values**

Some of these option types require prefected input possibilities, between which the customer can choose later in the article. Because of this fact you get the possibility to add values in these affected options. This

occurs in the following window:

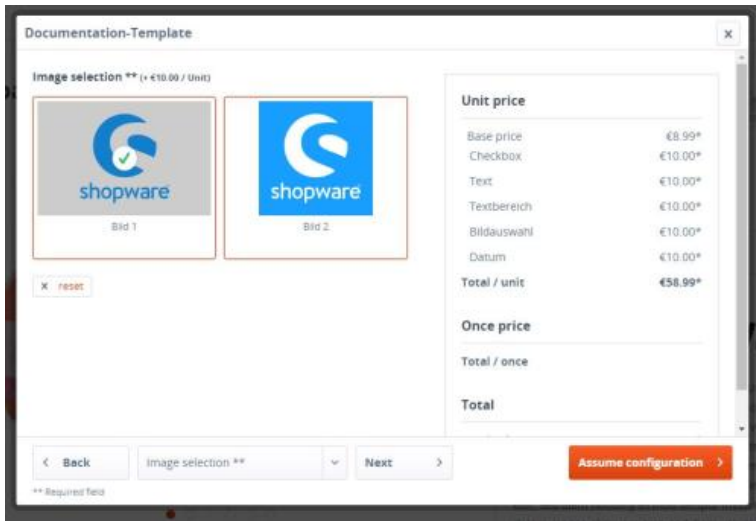
Surcharge	Tax rate	Customer group
0.00€	19%	Shopkunden

- **Name (1):** This is the name of the value, which will be provided as a possible choice in the frontend.
- **Order number (2):** Via this field, you're able to assign an order number to the field.
- **Default value (3):** If you like to set a preset value, you can define the corresponding default value here.
- **Prices (4):** At this point, you can define a surcharge for your value, similar to the options.
- **Surcharge once (5):** If the surcharge of the value should be calculated once, you can set this here.

Using "**Apply**", the value will be inherited into the option. If you want to discard the value, you can leave the window over "**Cancel**".

## Step-by-Step Mode

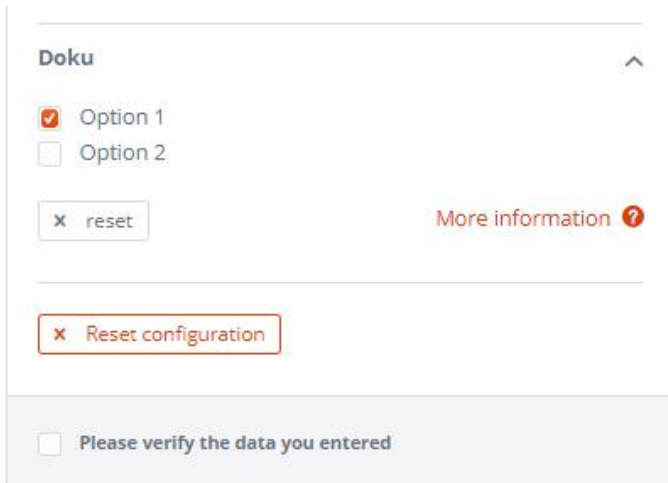
You can activate the so-called "Step-by-Step mode" in your template. This brings a completely new display format along. In this mode, the configuration can be done step by step, similar to a possibility of a shopping advisor. It looks like this in the frontend:



The customer is able to click though the configuration gradually or rotate freely between these options. If the customer is satisfied with his configuration, he can attach it to the article by clicking "Assume configuration" and add the article to the checkout as usual.

The user is obligated to confirm their input

To protect yourself against incorrect data by the customer, the plugin provides an opportunity to let the customer confirm his inputs before he proceeds to the checkout. Therefore you can activate the setting "The user is obligated to confirm their input". In this case, the customer must confirm the correctness of his inputs. Otherwise, he is not able to continue his order.



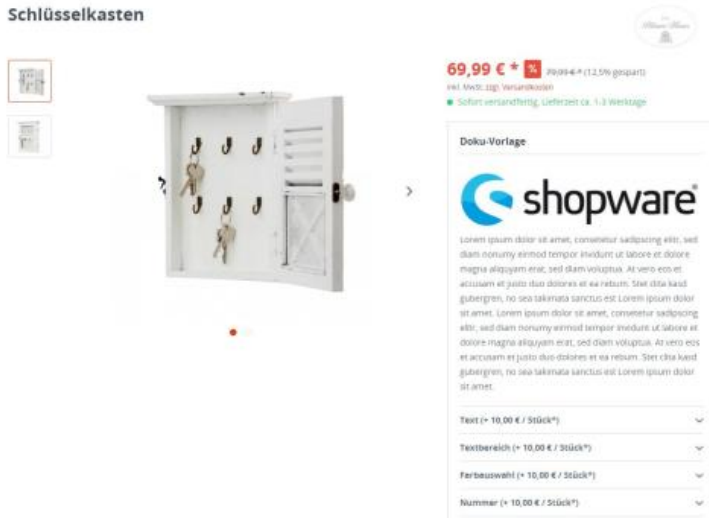
## Connecting the template out of the article

You can create or edit a template out of the article module as well. Therefore you find an area for Custom Products in the tab "Basic info".

If the article has already a template connected to it, this template is mentioned next to "**Custom Product template**" (1). Using the button "**Configure now**" (2), you can edit the template. If the article doesn't have a template yet, you can create one using the same button. A click on it leads you to the Custom Products module.



## Custom Products in the Frontend: To buy an individual article

In this paragraph, we want to show you how this whole configuration looks like in the frontend. To show an example, we created an article and furnished it with options. Thus, a configured article can look like this in the frontend, if step-by-step mode isn't set active:



If you click on "Add to shopping cart", the article can be bought without configuration, as long as you didn't define any required fields. If some required fields are defines, the customer gets a hint on which inputs are missing. If surcharges are set for some options, they will be shown in the article as soon as the the customer configures the corresponding options. This overview over the prices is divided up in unit - or once prices.

After the article is configured as the customer wishes, he can add it to his shopping cart. This looks as following:

Product	Quantity	Price per unit	Sum
 <b>Grapes battery</b> Order number SW10002 Delivery time approx. 5 working days	1	€5.99*	€5.99*
<b>Surcharges:</b>			€70.00*
Checklist (= €10.00 / unit*) Ja Text Happy birthday (= €10.00 / unit*) Farbauswahl (= €10.00 / unit*) Bild Bildauswahl (= €10.00 / unit*) Bild 1 Nummer 3 (= €10.00 / unit*) Datum 21. Jul 2010 (= €10.00 / unit*) Textbereich And all best wishes (= €10.00 / unit*)			
<a href="#">Open configuration &gt;</a>			Order subtotal: €70.99*
 <b>Basket discount</b>			-€2.00*

The separate configuration will be displayed as own positions in the shopping cart so that the customer gets the best overview over the configuration of his articles. In addition, he can open his configuration again using "Open configuration". The further checkout processes as usual.

## Overview of the order positions in the backend

In the order positions of a finished order, you can read the configuration of the customer's article. Therefore you can open an overview over the selected options by clicking the **Custom Products icon (1)**:

Item number	Item name	Quantity	Price	Total	Status	VAT	Stock
<b>Custom product: Schlüsselkasten</b>							
SW10072	Schlüsselkasten	1	59.99	59.99	Open	19%	54
	Text	1	10.00	10.00	Open	19%	0
	Textbereich	1	10.00	10.00	Open	19%	0
	Farbauswahl	1	10.00	10.00	Open	19%	0
	Bild	1	0.00	0.00	Open	19%	0
	Nummer	1	10.00	10.00	Open	19%	0
	Checkbox	1	10.00	10.00	Open	19%	0
	Ja	1	0.00	0.00	Open	19%	0
	Bildauswahl	1	10.00	10.00	Open	19%	0
	Bild 1	1	0.00	0.00	Open	19%	0
	Deferrt	1	10.00	10.00	Open	19%	0
<b>Other positions</b>							
SHIPPINGDISCOUNT	Varenkorbrei	1	-2.00	-2.00	Open	19%	0

This overview looks like the module from the following screenshot and contains all data of the customer so that the individualized article can be examined completely. Possible available files or images can be opened directly as well.

## Order documents

In the document of the order, all options will be displayed as own positions, like it's the case in the shopping cart.

## eMail-Template sORDER

Via using the corresponding variables, it's possible to add the information for Custom Products to the email template sORDER. You can examine the available variables under "Variable Information".

The following example shows a position list of an html email, in which the CustomProducts information are displayed.

```
<table width="80%" border="0" style="font-family:Arial, Helvetica, sans-serif; font-size:10px;
<tr>
  <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Artikel</strong><
  <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Pos.</strong></td>
  <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Art-Nr.</strong></td>
  <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Menge</strong></td>
  <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Preis</strong></td>
  <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Summe</strong></td>
</tr>

{foreach item=details key=position from=$$OrderDetails}
{if !$details.swag_custom_product_original_mode}
<tr>
  <td rowspan="2" style="border-bottom:1px solid #cccccc;">
    {if $details.image.src.0 && $details.modus == 0}
      
  <td> { $position+1|fill:4} </td>
  <td> { $details.ordernumber|fill:20} </td>
  <td> { $details.quantity|fill:6} </td>
  <td> { $details.price|padding:8} { $sCurrency} </td>
  <td> { $details.amount|padding:8} { $sCurrency} </td>
</tr>
<tr>
  <td colspan="5" style="border-bottom:1px solid #cccccc;">{ $details.articlename|wordwrap:
    {if $details.custom_product_adds}
      {foreach item=custom_value key=position from=$details.custom_product_adds}
        <br><br><i><b>{ $custom_value.name}: (+{ { $custom_value.netPrice+$custom_value.tax}|nu
```

```
{if $custom_value.type == imageupload}{foreach item=image key=position from=$custom_
{if $custom_value.type == multiselect}{| $custom_value.type == checkbox || $custom_v
{if $custom_value.type == imageselect}{foreach item=image key=position from=$custom_
}/foreach}
}/if}
</td>
</tr>
{/if}
}/foreach}
</table>
```

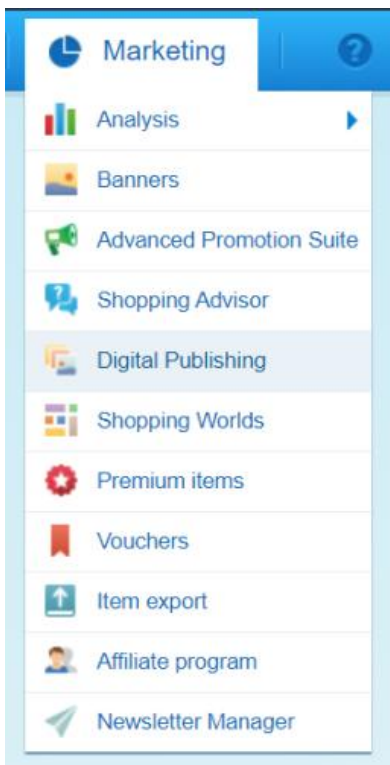
# Plugin: Digital Publishing

## Introduction

Utilising Digital Publishing, you can easily create attractive banners and scenic layouts without the need of external graphic software or HTML knowledge. This module helps to create banners containing HTML text or buttons, alongside images or coloured areas, all neatly organised in stackable layers, directly from your Shopware backend.

## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

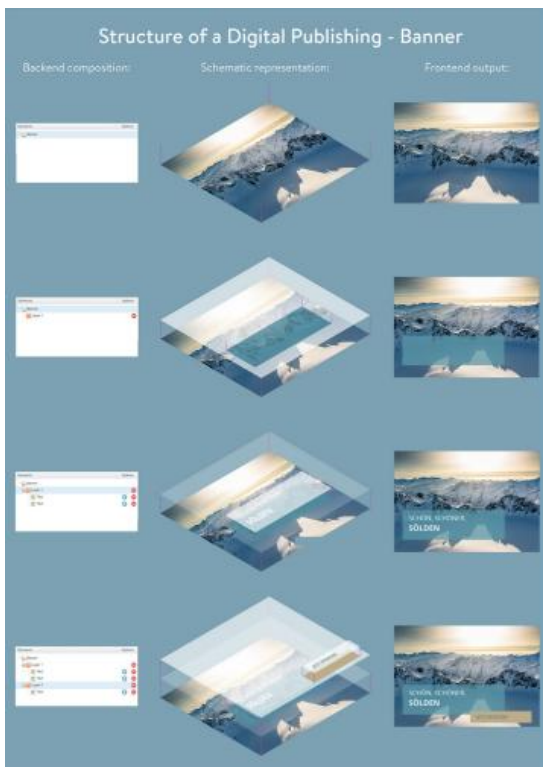


## Basics

A banner created using Digital Publishing basically consists of three “working surfaces” lying on top of each other:

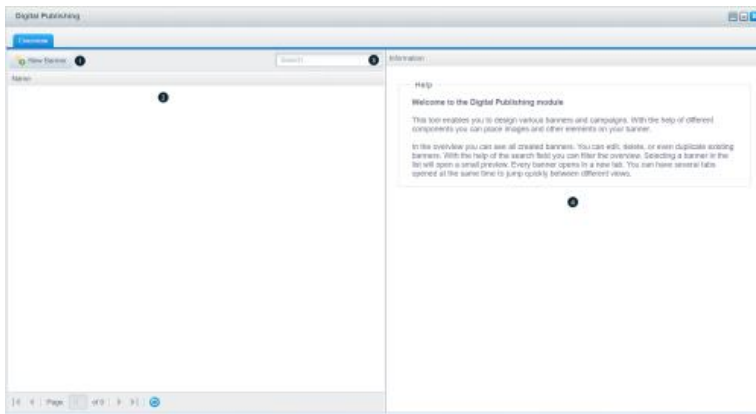
- First there is the *banner*. It holds the name, and can be assigned a background image or colour.
- You can create any number of *layers* within a banner. Layers do not have any impact on one another, as they are stacked over one another.
- A layer can contain any number of *elements* (texts/images/buttons). Elements behave relatively to each other; each element sharing the same layer is arranged in a separate row below the previous element.





## The module

Once opened, the module appears as follows:

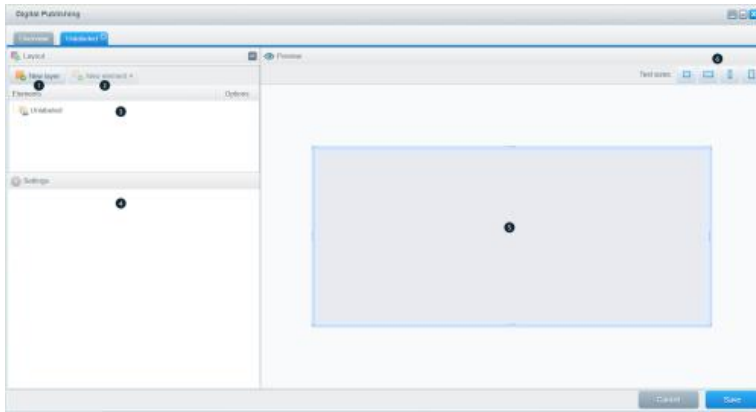


- **New Banner (1):** Creates a new banner, which is also displayed in the tree view beneath.
- **Banner list (2):** All created banners are displayed here.
- **Search (3):** Search through the banner list by name.
- **Information / preview area (4):** After clicking on a banner, this section will display a preview of it. This also produces a template code, which can be tied into a template.

## Creating a banner

An unlabeled tab will open when you create a new banner. Once the banner is assigned a name, this tab will automatically adopt the assigned name.

The tab splits into two sections. The banner can be configured on the left-hand side; the preview on the right-hand side.

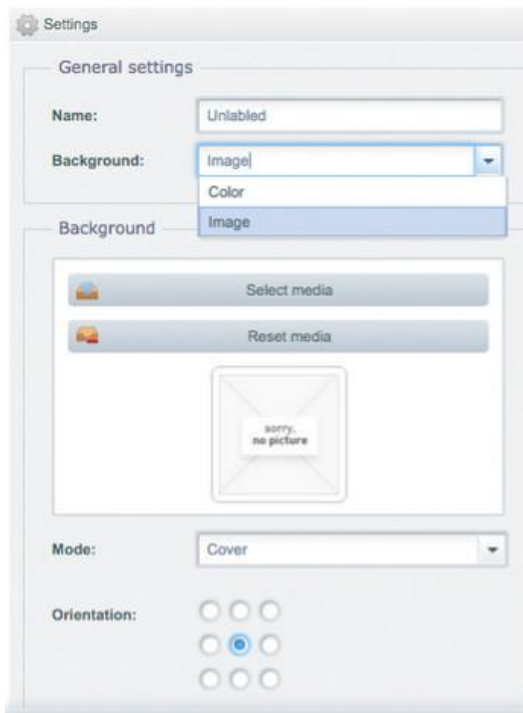


- **New layer (1):** Creates a new layer. A layer can contain different elements such as text, images or buttons.
- **New element (2):** Adds new elements to the active layer. This button can only be clicked if you are already working in a layer, as elements can only be placed within a layer.
- **Tree structure (3):** This section displays the layers and elements within the banner.
- **Settings (4):** The banner's basic settings, layers and/or elements are displayed here.
- **Preview (5):** Displays a preview of the banner. This preview updates automatically if you change settings or insert new elements. You can change the size of the preview window by adjusting the blue bars.
- **Test sizes (6):** Here you can find a couple of predefined device sizes and/or aspect ratios to quickly test your layout via the preview.

## The settings

### Banner

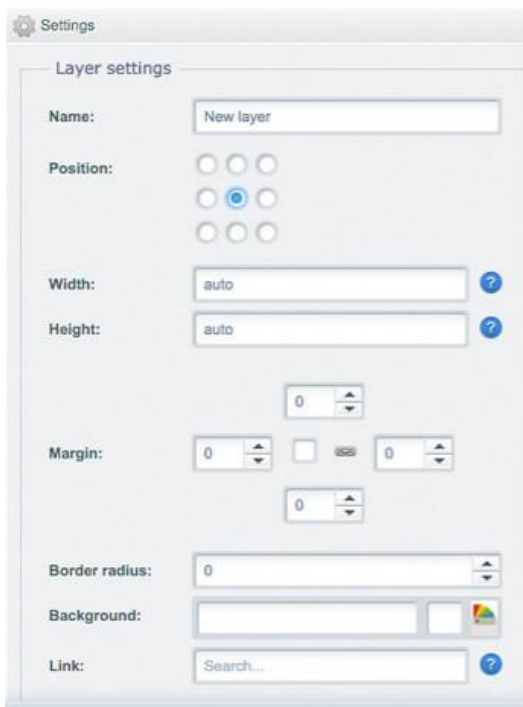
The banner is the fundamental surface of Digital Publishing. It specifies the framework for layers and elements and contains the background colour / image.



- **Name:** Defines the name of the banner.
- **Background:** Here you can choose between *image* and *color*.
- **image**  
 With images, you can choose between the modes cover and repeat. With the latter, the image is repeated in its original dimensions, from top left to bottom right (equivalent to the CSS property *background-repeat: repeat*).  
 The cover mode is the equivalent to the CSS property *background-size: cover*. The focus orientation can also be defined for this mode.
- **color**  
 You have several options for defining a colour instead of a background image:
  - Choose the colour (HEX value) using the colour selection tool
  - Input colour values directly:
    - HEX: `#ef002f`
    - RGB / RGBA: `rgb(45,221,156)` / `rgba(45,221,156,0.5)` via the RGBA value you are able to make use of transparency levels. You simply add a transparency value between 0.0 and 1.0 to the initial RGB value: e.g. `rgba(45,221,156,0.5)`
    - HSL / HSLA: `hsl(0,100%,50%)` / `hsla(0,100%,50%,0.2)` just like described above you can add a transparency value to the HSL figures.

## Layers

Layers are design surfaces that lie within the banner. One or several elements can be placed on each banner. Several layers can be stacked one on top of another; the order can be changed using drag & drop in the layer tree. You can define where elements are placed on the banner with the help of layers.



- **Name:** Defines the name of the layer.
- **Position:**
- **Width:** The following options are possible here:
  - *auto*: The width of the layer is based on the elements contained within.
  - %: Banner width in percentage.
  - *px*: A specification in pixels corresponds to a maximum value. If the banner itself is not as wide, the layer width is automatically reduced.
- **Height:** Same as the options for width.
- **Margin:** Defines the margin of the layer to the banner edge in pixels. All the values can be adjusted at the same time by checking the “Link” option in the center.
- **Border radius:** Rounds all 4 corners down with a specific radius in pixels (corresponds with the CSS property *border-radius*).
- **Background:** The layer can be assigned a background colour. Here you have the same options as with the background colour of the banner itself:
  - Choose the colour (HEX value) using colour selection tool
  - Input colour values directly:
    - HEX: `#ef002f`
    - Make use of transparency values:
      - RGB / RGBA: `rgb(45,221,156) / rgba(45,221,156,0.5)`
      - HSL / HSLA: `hsl(0,100%,50%) / hsla(0,100%,50%,0.2)`
- **Link:** ;Here you can assign either a URL (starting with *http://*) or a product, using the integrated product search. In doing so, the whole level is assigned to the link.

## Elements

Elements always cover all of a layer's width and are added to a layer by stacking them on top of each other. You can arrange the elements' positions and order by using drag & drop in the layer tree. Additionally, moving elements between layers works the same way.

## Text



- **Text:** The text that will appear on the banner is entered here. Click on the globe icon to translate the text into other languages.
- **Text-Typ:** Defines whether the text is output as *h1*, *h2*, *h3*, *p* or *blockquote*. This is relevant for the crawlers, making it possible “read” the banner and analyze the content.
- **Font:** Choose from the list of fonts or use your own font if it is stored in a theme.
- **Font size:** Font size in *px*.
- **Adjust font size to device size:** With the latest version of Digital Publishing (3.1.0) it is possible to scale text elements incrementally as well as dynamically. If this option is active the set font size gets grayed out and five new font size options appear.
- **Scale dynamically:** If this option is active, text sizes are continuously altered as the window size changes. If this is not active, font sizes will not change smoothly at the defined breakpoints, but almost “jump” from one size to the other.
- **Mobile Portrait / Mobile Landscape / Tablet Portrait / Tablet Landscape / Desktop:** These are the given options for breakpoints and device sizes.
- **Line height:** Line height as a factor for font size.
- **Font color:** Here you have the same options again as with the background colour of the banner.

- **Orientation:** Defines the text alignment. The options are left-aligned, center-aligned, right-aligned or justified (the same as CSS property *text-align: left/center/right/justify*).
- **Font style:** Converts the whole text element into bold, italic, underlined or block capitals.
- **Color shadow:** You can also define text shadows. The same options available for *Font color* also apply here.
- **Shadow X:** Moves the shadow to the x-axis, therefore horizontally. Value is in *px*; maximal values are +/-20.
- **Shadow Y:** Moves the shadow to the y-axis, therefore vertically. Value is in *px*; maximal values are +/-20.
- **Shadow blur:** Defines shadow blur in *px*.
- **Margin:** Defines the margin of the element to the layer edge and other elements within the layer. All values can be adjusted simultaneously by checking the “Link” icon in the center.
- **CSS classes:** You can place additional CSS classes within the element, i.e. to apply styles from your own theme.

## Button

- **Button text:** Define the text that appears on the button. Click the globe icon to translate the button text.
- **Type:** Defines the display, i.e. the highlight colour of the button. The styles are automatically taken from the theme’s basic components.
- **Target:** Define whether the link opens on the same page or a separate page.
- **Link:** Assign either a URL (starting with *http://*) or a product by using the integrated product search.
- **Orientation:** Defines where the button is positioned on the layer.
- **Margin:** Defines the margin of the element to the layer edge and other elements within the layer. All values can be adjusted simultaneously by checking the “Link” icon in the center.

- **CSS classes:** You can place additional CSS classes within the element, i.e. to apply styles from your own theme.

## Image



- **Image selection:** You can use an existing image from the Media Manager or upload a new image.
- **Alternative text:** Supplemental text, which is stored in source code.
- **Maximum width:** Value is expressed in pixels. If the banner or the layer is not as wide the image, the image will be adjusted proportionally to fit the width of the page.
- **Maximum height:** Value is expressed in pixels.
- **Orientation:** Defines the image's position on the layer.
- **Margin:** Defines the margin of the element to the layer edge and other elements within the layer. All values can be adjusted simultaneously by checking the "link" icon in the center.
- **CSS classes:** You can place additional CSS classes within the element, i.e. to apply styles from your own theme.

When defining background colours (i.e. on banners or layers) you can make use of colour gradients. However, be aware that not every browser is able to handle CSS gradients (especially older versions of Internet Explorer). You can learn more about [CSS gradients here](#). To work with gradients, you just have to enter the colour values *without a semicolon*, i.e. linear-gradient (to right, #547faf 0%, #6bc6bf 100%).

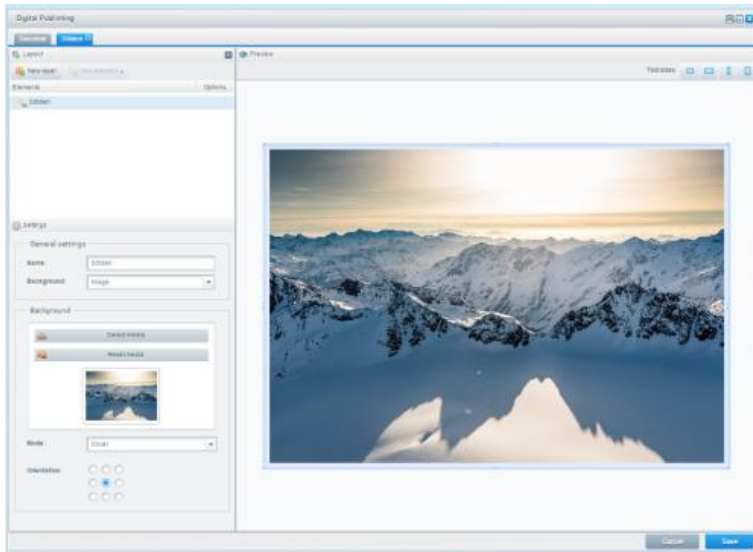
## Workflow example

We will now reconstruct the banner shown at the beginning of this article and test how it behaves in different sizes. This is to mimic the banner's behaviour on different devices.



## Step 1: create the banner

Click the **Unlabeled** banner first, assign a name and choose a background colour or image. In this example we are assigning an image, which we already uploaded into our Media Manager.



## Step 2: create the first layer

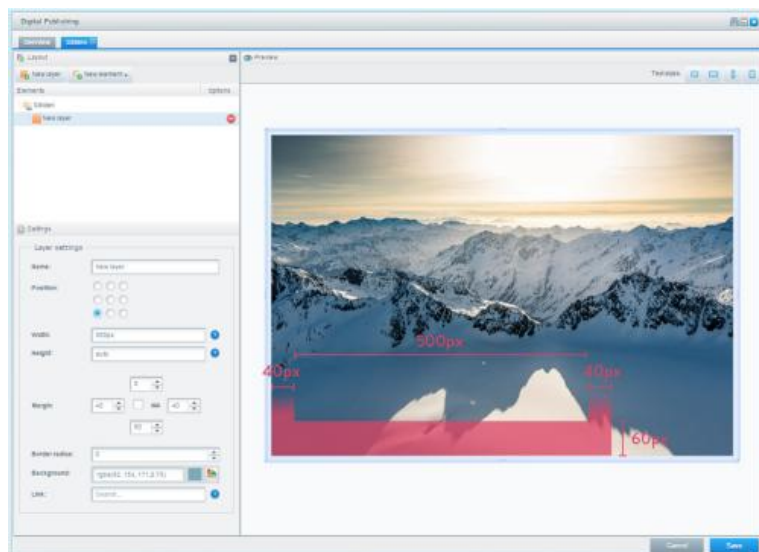
Now we create the first layer of our banner. This will be the turquoise box that acts as background for our main tagline.

Click **New layer** and set orientation to the lower-left corner of the banner. We now create a margin for the layer not being too close to the bottom or side of the background image. Set the maximum width to **500px** (it's important to include the unit (px) here). The maximum width will always be wider than the text contained within, however the size is ultimately determined by the text elements (which we will create in



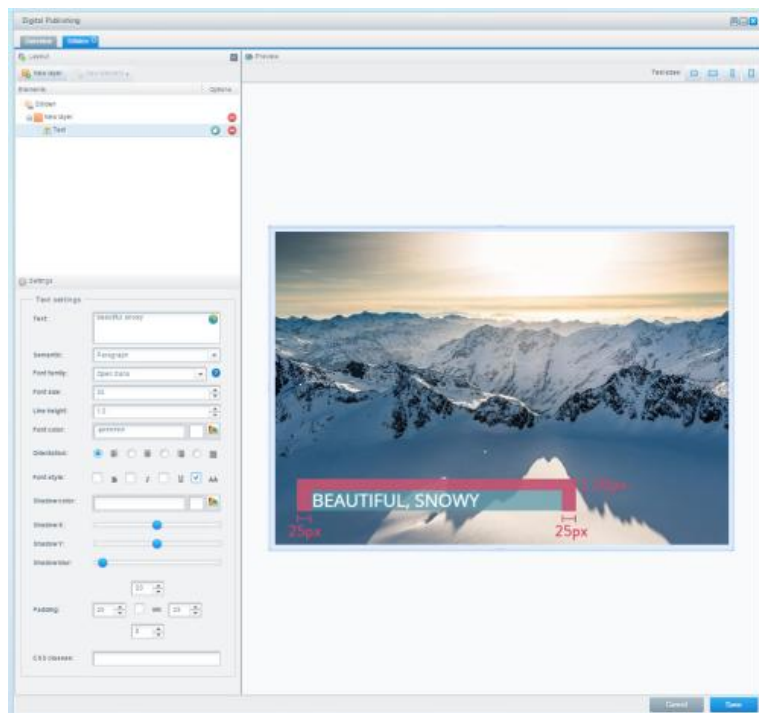
the next step). Set the margin to *40px on the sides* and *60px on the bottom* and assign the colour *rgba(92, 154, 171, 0.75)*.

Since the background won't appear until a text element is added, it makes sense to return to this page later and make final adjustments then, if required.



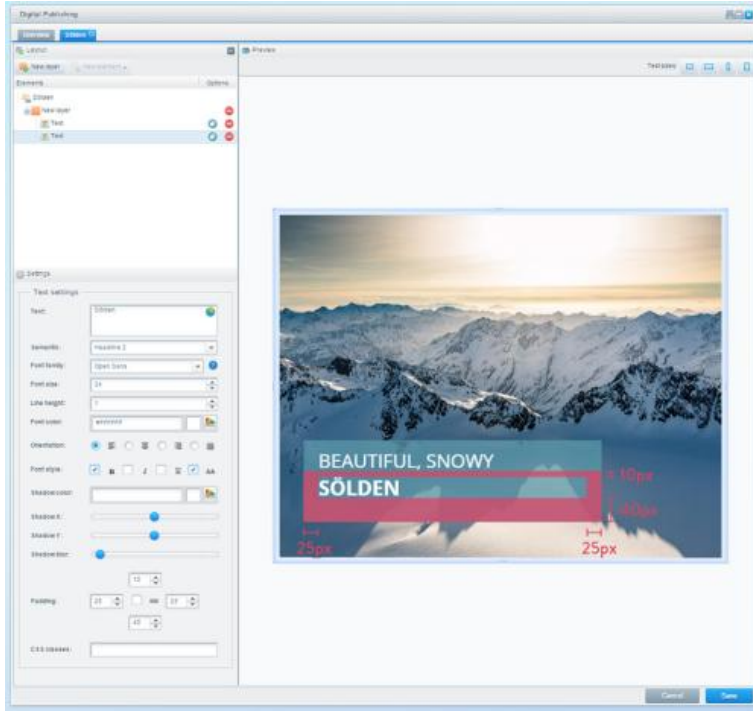
### Step 3: insert text element on the first layer

We now add the first text element and begin formatting the text. We recommend increasing the row height so that there is space between the text when it breaks towards the second row (in this example, we used 1.2). We will also adjust the padding so that the text has enough room within the element - *25px on the sides*, *20px on the top*. Now it might be feasible to test the text's behaviour in differently sized output formats, by playing around with the image and closely watching the live preview.

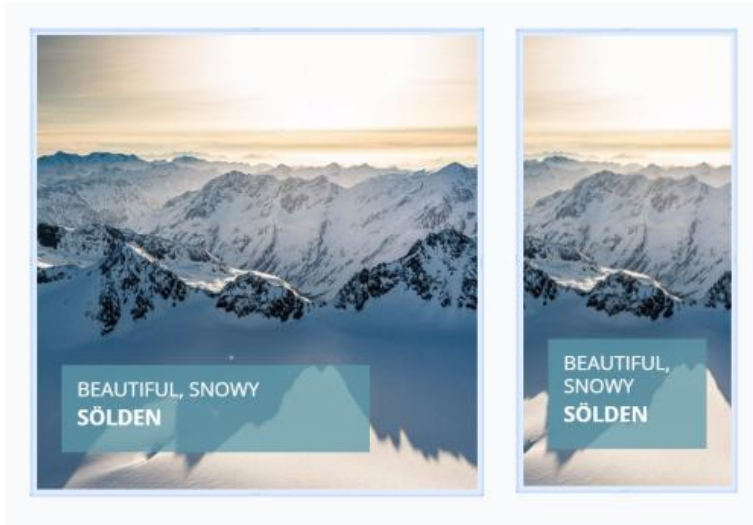


## Step 4: insert second text element on the first layer

Here we follow the same procedure used for the first text element, only that the margins-differs so that it appears lower on the banner. We set the padding to: *10px on the top, 25px on the sides and 40px on the bottom*.



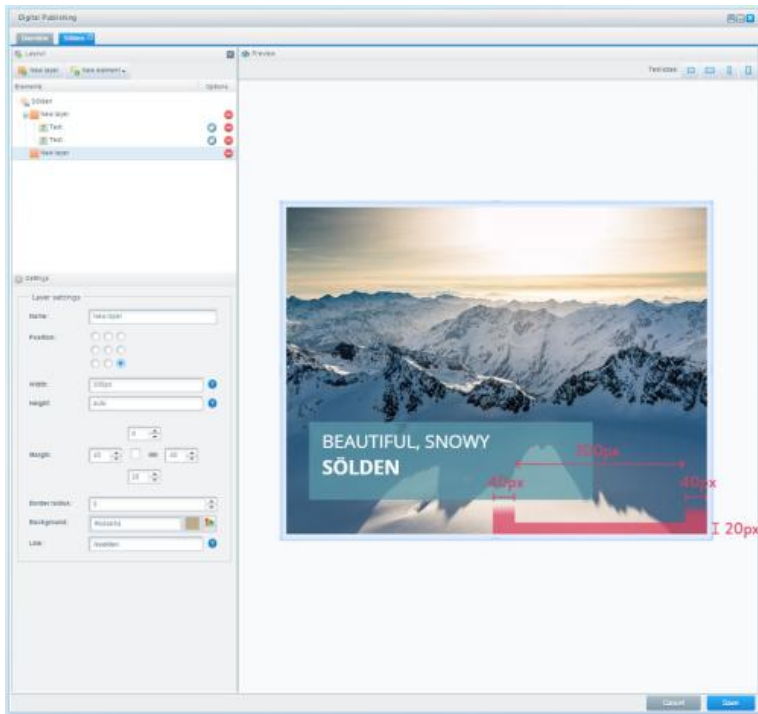
When you change the width of the banner in the preview, you can see how the banner behaves in smaller sizes and how the text wraps or breaks.



## Step 5: create the second layer

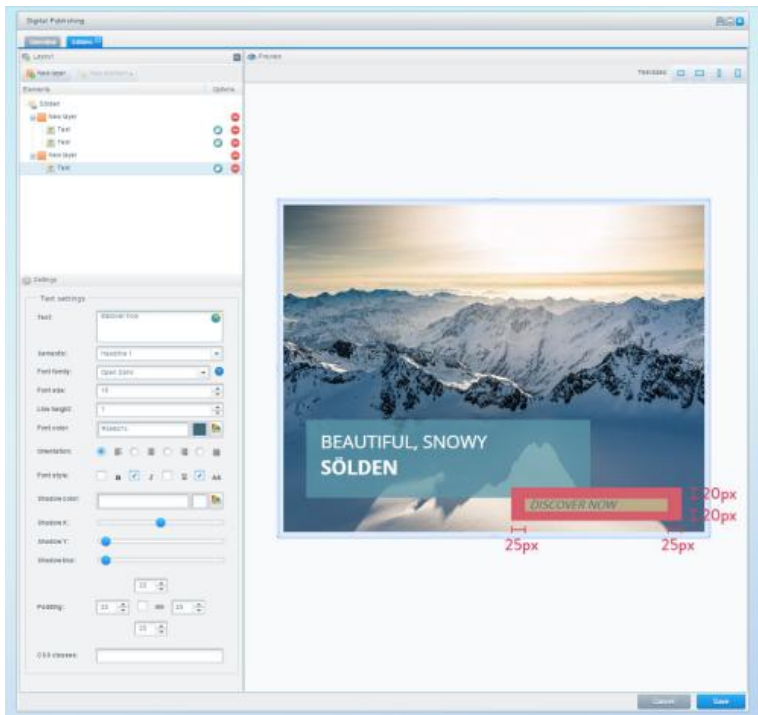
The second layer is positioned at the bottom-right corner of the banner. Slightly lower than the first banner, but with the same padding as on the sides. This layer will be a call-to-action button, linking the customer to a specific category in the online shop. The background of this layer is set to `#bdab8a` with a maximum

width of 300px.



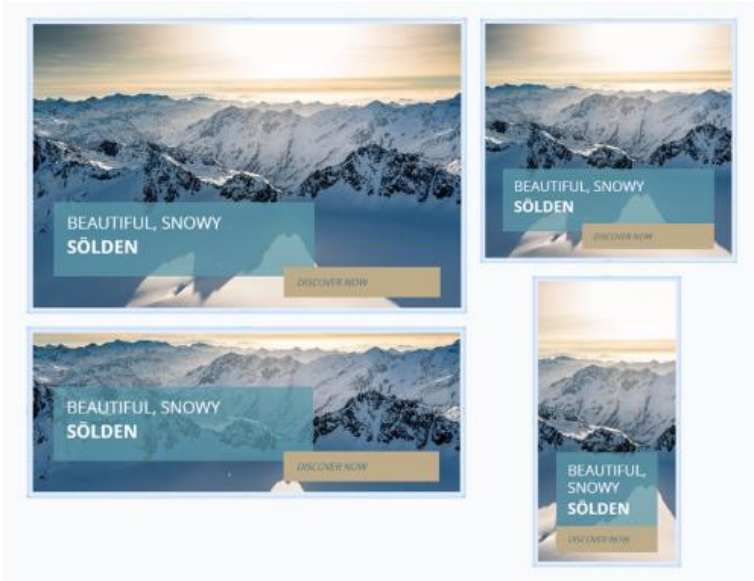
## Step 6: insert text element on second layer

Here we add text once again, also with some space around the element. For this text element, we set the colour to #3e6b7c and set the margins to 20px on the top and bottom, 25px on the sides.



## Step 7: test & save banner

With the help of the live preview, you can now test how the banner will behave in different sizes and make last-minute adjustments to perfect its final appearance. When everything is in place, you can finally save the banner and use it, for example, in Shopping Worlds.



## Digital Publishing in Shopping Worlds

The banner you just created can now be used e.g. in Shopping Worlds. Within the Shopping Worlds module, there are two elements which can be used to support your banner: **Digital Publishing** and **Digital Publishing Slider**. These basically have the same function as the **Banner** and **Banner Slider** elements, only that they support images taken from the Digital Publishing plugin.

### Extending the module

For users with programming experience, there are additional opportunities to develop the Digital Publishing module even further. More on that? See our wiki pages, e.g.: [DevDocs](#).

## Plugin: Shopping Worlds Advanced / Storytelling

### Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the searchbar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

# Basic principle

Let's begin with the most important point: Storytelling – so to convey a compelling narrative – is done predominantly through the use of visuals. This means the story will be told with photos, videos or illustrations. Of course you can conjure rich emotions and images with text—just as a novel demonstrates—however we do not see this often on the internet, especially in the context of sales. This is because for narratives told with text, it could take the reader hours to gradually sink into the history and lives of the story and characters. Online sales does not have time on its side. The average amount of time a visitor spends on the landing page lingers around 20 seconds. If the first impression doesn't impress, this could be even shorter!

To build your shopping world, we will be using elements which focus on images: banners, banner sliders, Sideview and videos. This is because images are processed in split seconds and engage the viewer on multiple levels. With careful planning, you can use the power of images to captivate the visitor in a very short time. Therefore the focus of your shop will not be on the products alone, but rather their function and how they can provide value to the customer. With the additional information and content you create using Storytelling, you secure a stronger brand identity and encourage the customer to return to the shop.

## Overview - what must be done?

### Develop a story:

- *What do you want to convey to each target group?*
- *Which story do you want to tell?*

### Compile your images and content

- *Collect photos / videos*
- *Arrange text, information and products*

### Design a blueprint:

- *What should the different sections contain?*
- *What should the grid look like on which you build your story?*
- *Where should specific elements be placed?*
- *How should the individual elements behave?*
- *How should your shopping world appear on different devices?*

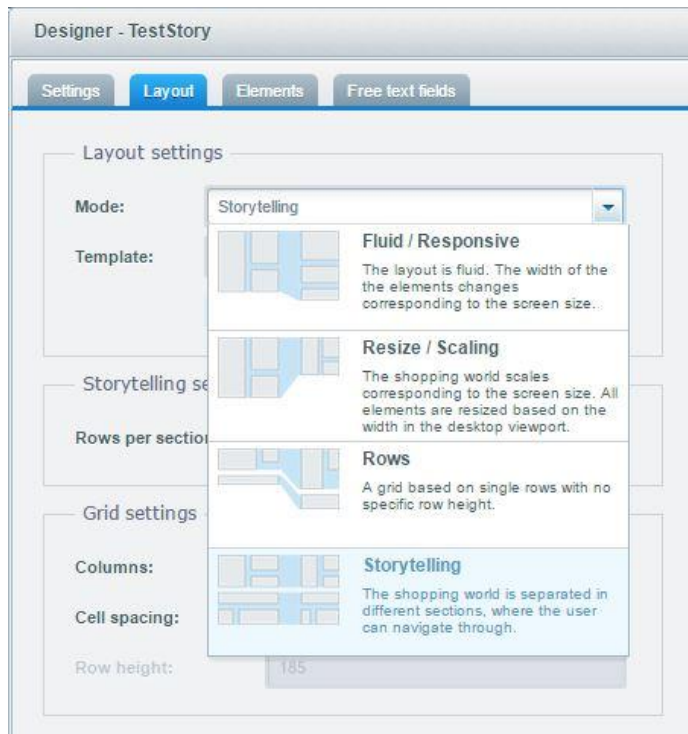
### Implementation in Shopware:

- *Create a shopping world as "Type: Storytelling"*
- *Define the grid, assign a category and assign viewports where this shopping world will appear*
- *Create sections and fill them with content*

- If necessary, duplicate and adjust the shopping world for different viewports

## Develop a story

In the first step, you need to consider the basic structure of your story. Should the content be displayed full screen, divided by chapters (“Type: Storytelling”) or should the features of Storytelling—such as Quickview and Sideview—appear within the format of a classic shopping world (“Type: Classic shopping world”) with resize/masonry effect?



There is no general rule of thumb when each type should be used—in fact, there are actually benefits to using both. However, two benefits are connected specifically to stories which are delivered in chapters (“Type: Storytelling”): firstly, users memorize stories notably better if the content is presented section wise; secondly, content can be best summarized when grouped in useful sections. As an example, a culinary shopping world could be called “Recipes”, in which each section contains one recipe with instructions, images and the products required to make the recipe connected with a Sideview element. Grouped together, the visitor is given valuable information that can be quickly understood. Depending on the product range offered in the store, there are several scenarios in which telling a story through sections can be utilized to bring greater user experience. To strengthen the personality of the story, it also makes sense to plan the order of the sections, so that each section leads in to one another to build a complete story together. Returning to the example of the “Recipes”, this shopping world covers a complete menu. For the appetizers (soup and salad), then the main course followed by a desert and digestive to cap off the meal. Just a small teaser precedes the whole story. A special spice section is inserted in the middle of the story to bring in a bit of contrast.

First you should consider both what you want to convey and to whom this story should be told. Should a single product or complete product range be advertised? Should a product or product range be promoted through the story? Do you want to promote your company and strengthen your brand? Are you using a story to reach out to end customers or B2B customers? What is the age group and lifestyle of your target group?

Logically constructed stories infuse your products with value, which leads to deeper customer engagement. Of course, this method of engagement suits emotionally charged branches such as fashion, food, toys, etc., but even supposedly “dry” branches such as technical equipment, machinery and the like can stand out from the competition by means of storytelling. Take for example: a high-quality tool manufacturer. You can lead section by section through the company’s history, sharing content that infuses the brand not only with high quality, but also tradition, stability, honesty and trust. What about steel parts manufacturers in the automotive industry? Even in the B2B sector a brand can stand out when supported by storytelling. In this case, the customer could be taken through the production process, beginning with the careful selection of raw material to the end stages of fine tuning and precision.

The following information deals expressly with the advantages of creating “Storytelling” shopping worlds.

### **To consider:**

- *What do you want to convey?*
- *What is the purpose of the story?*
- *Who is your target audience?*
- *What kind of story will most effectively reach your target audience?*

## **Compile your images and content**

Storytelling naturally does very little without the necessary images. In this step you will collect the images and content that will create an atmosphere that compliments the products and story you want to tell. As the price tag for hiring a professional photographer can run into the thousands, few businesses have the resources to create original images for this product staging. Luckily there are several tools available so that you can easily work around this financial obstacle. For stores that sell products from a manufacturer, it is always worth a try to contact the manufacturer directly and request and product images or videos they might have available for you to use.

Another option is to use stock images /videos. There are numerous vendors that have tens of millions of photos available to be purchased. Among the largest and most popular include:

- [istockphoto.com](https://www.istockphoto.com)
- [shutterstock.com](https://www.shutterstock.com)
- [fotolia.com](https://www.fotolia.com)

Depending both the provider and quality / size of material, the range of prices span from very little to the hundreds. Discounts might be available depending on the form of payment (credit vs. subscription).

It is also possible to use free images for commercial use. This means you do not have to pay for the rights to use the image. There are dozens of websites which collect these images and make them available for this purpose. From an aesthetic standpoint, often times these are much more modern and exciting. The disadvantage is that these sites are often difficult to browse through and have significantly less material. It also might be difficult to find a series of photos which come from the same photo shoot (and therefore complement one another). Among the better known sources include:

- [unsplash.com](https://unsplash.com)
- [pexels.com](https://pexels.com)
- [gratisography.com](https://gratisography.com)

There are also numerous sources that compile an overview of the free stock websites (i.e. [thesticks.im](https://thesticks.im)). The majority of images on these websites are subject to the Creative Commons Zero license (CC0), making them also completely free for commercial use. However, note that some images might require you source the original author. Should this be the case, you will be informed directly on the website.

**Worth mentioning:** you will find a combination of these options in our [Shopware 5 demo](#). We made use of images provided by the manufacturer, purchased images as well as free stock images.

Now that you have your sources, consider the overarching theme and style of the images. Which images will grab the customer emotionally? The answer largely depends on the products that will be linked to the story and your target audience. Therefore you should consider not only the emotions and values traditionally associated with the products, but also the age and general life style of your target group.

Please note that this concept does not apply to product images (the actual images of the product, usually with a white background)—these are important for listings and detail pages, but not for storytelling. To detail this we can look into the categories “Mountain air & adventure” and “Cooking pleasure & Provence” in our demo store. The “Mountain air” category advertises skis, snowboards and the equipment to match a downhill adventure; “Cooking pleasure” highlights fish, spices and other culinary specialties.

**“Mountain air & adventure”:** Ski & snowboarding is associated with action, adrenaline and shared experiences with friends. For some, this is also a life style and associated with values such as courage, freedom and power. The target audience is typically young / youthful in spirit and looking a memorable adrenaline rush. Therefore we chose to create a story with images that mirror these qualities –action images with high levels of movement and energy, people who are beaming with joy on the mountain, vistas with expansive views and rich contrasting colors.

**“Cooking pleasure & Provence”:** In comparison, this category places the joy of cooking within a calm atmosphere that references evenings enjoying food in the company of close friends. We also chose to invoke the feeling of taking a relaxing trip in order to explore the palate of another culture, conveyed by images of regions with a particular culinary flair. As cooking is also associated with health, organic beauty, quality and tradition, we highlighted quiet images of ingredients and dishes that are reminiscent of a still life painting. When drafting our blue print, we wanted to use the form of storytelling to compliment the feeling of strolling through a market, looking for fresh produce.

This imagery can be strengthened even further when infused with additional content, such as information about ski ranges or ideas for recipes. When compiling the images for your story, you should simultaneously consider the products that will be linked to the story (either by image mapping, Sideview or as a standalone element in the story).

These are the basic components that we need to tell our story. You not only link emotions with your products but also offer customers added value and strengthen our brand identity, in such a way that would not be possible through impersonal marketplaces such as Amazon.



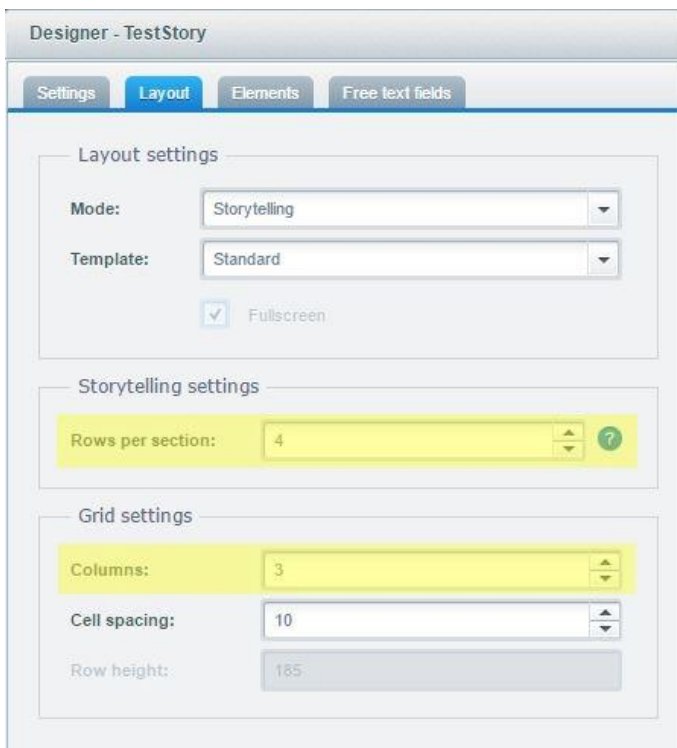
## To dos:

- *Compile the Images / videos / text / content / and products that you need to tell your story.*

## Design a blueprint - what must be considered?

After creating a concept for your story and compiling the required images / content, you are ready to bring everything together in the design phase. At this point it makes sense to sketch a rough idea of the structure with pen and paper. If you are comfortable using Photoshop or other design programs, by all means take advantage of these tools. Decide at which story point you should use a specific image / banner / video and determine when you want to link your products using Sideview. At this stage it is also important to consider how the shopping world should behave on smartphones and tablets.

For this you must keep in mind that shopping worlds are built using a grid system. Pages can be divided into any number of rows and columns. When the type is set to Storytelling, each page is presented full screen with sections divided by percentiles. For example, if there are 4 lines and 3 columns per section, each row represents 25% of the total height and each column 33.3% of the total width:



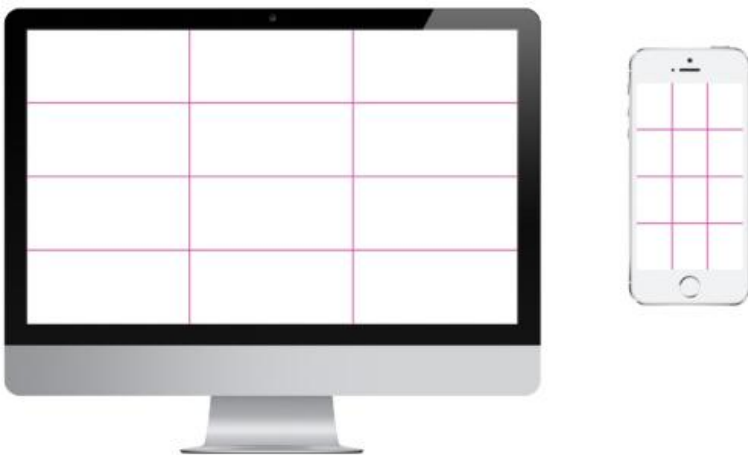
The screenshot shows the 'Designer - TestStory' interface with the 'Layout' tab selected. The 'Layout settings' section includes a 'Mode' dropdown set to 'Storytelling', a 'Template' dropdown set to 'Standard', and a checked 'Fullscreen' checkbox. The 'Storytelling settings' section features a 'Rows per section' spinner set to 4. The 'Grid settings' section includes a 'Columns' spinner set to 3, a 'Cell spacing' spinner set to 10, and a 'Row height' field set to 185.

Section	Setting	Value
Layout settings	Mode	Storytelling
	Template	Standard
	Fullscreen	<input checked="" type="checkbox"/>
Storytelling settings	Rows per section	4
Grid settings	Columns	3
	Cell spacing	10
	Row height	185



Lines can be configured directly in the settings for every shopping world. For columns, you can either choose from one of the default layouts or create your own divisions in the expert settings. Please note: the settings for “Line Number” and “Cell height” have no influence when the type is set to “Storytelling”, since they are already defined in the shopping world—this setting only applies for “Classic shopping worlds”.

After saving your settings, the grid is ready to be filled with various image-based elements such as banners, Sideview, etc. Here you also have the option to expand an element so that it covers several cells. You should always keep responsivity in mind when deciding where to place an element. In most cases it makes sense to set up the shopping world differently for mobile devices. For example, if you have 4 different elements in a section that behave well on a large screen (or screen that is oriented horizontally), they will appear far too small and restricted on vertical displays, especially on a smartphone. Continuing with the example of a grid with 4 rows and 3 columns:



Without adjusting the shopping world for different viewports, an individual section filled with 4 elements (i.e. DigitalPublishing-Banner, Sideview, image or banner slider) would appear as follows:



Here you see the content is not displayed properly for mobile devices. Generally, simple images where the subject is framed in the center (such as the apple) will be properly displayed. However, images that contain text / a subject that is off-centered (such as the soup) must be adjusted in order to appear in the visible range of the grid. In order for background-images and banners to automatically adjust to the height and width of a cell, we are working with the cover method, which behaves like the CSS property background size: cover, therefore the aspect ratio is also maintained.

*Important: cover effect in different element sizes:*



This is the safest option when creating well-rounded, seamless shopping worlds where neither the images are distorted on different devices nor the storytelling loses its affect due to unsightly empty spaces in the display.

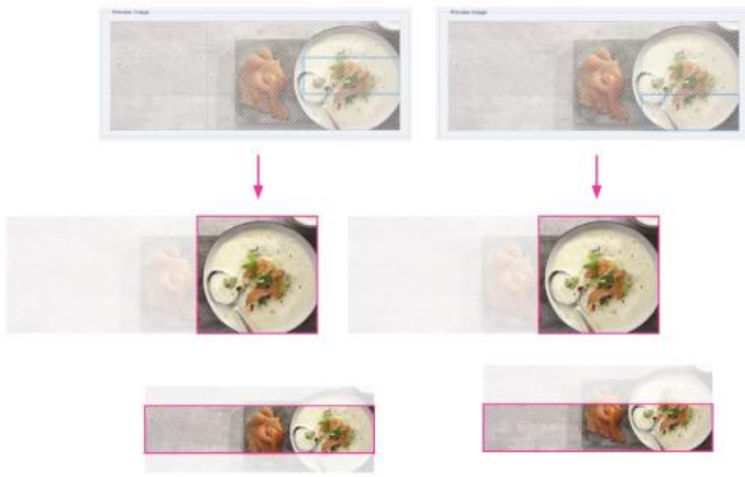


With the exception of HTML5 video, all simple image elements (banner, banner slider, Sideview) use the cover method. For DigitalPublishing-Elements, this can be configured in the banner itself. For HTML5 video elements, you can choose whether or not the cover method should apply (Video mode: Fill), or to take on the properties of one of the images shown above. We do not recommend “Video mode: Stretch”, as this changes the aspect ratio distorts and the video (as shown in the image to the left). However, “Video mode: Scale” would work well, as any empty space is filled with black bars, as is the standard for YouTube videos.

For banner sliders, each slide is automatically scaled toward the center point. For simple banner and Sideview elements, you can define the direction in which the image should be scaled. This makes it possible to control the display so that the subject is always in view.



Here there are 9 areas to choose from. These correspond to the CSS properties **background position: top / bottom / left / center**. Without specifying a direction, the image will automatically scale toward the center point. See the following two examples, which have been assigned different targets:



The most important factors to consider when designing a responsive shopping world are grid fluidity and seamless behavior of the elements contained therein. There are thousands of different devices from which shopping worlds can be accessed, all of which may differ in terms of display height & width. Please note: fixed pixel values for the dimensions of images or banners are completely irrelevant! The important thing to consider is the subject of the element and where the focus should lay.

Digital Publishing offers endless possibilities for building custom banners - for more info, visit our wiki [here](#)

When customizing a shopping world for different display sizes, it is also important to consider adjusting the layout of the elements. Here you have the option to create an entirely different grid (filled with either the same or completely new content), however in most cases you can simply rearrange the elements to accommodate the new viewport. To detail this: in our example with 4 elements, you can very easily adjust the shopping world for mobile viewports by redistributing the elements across 2 full screen sections. When combined with assigning the target for the image display, the redesigned shopping world looks like this:



Keep these points in mind when drafting the blue print for your shopping world. When designing shopping worlds for multiple devices (as is always recommended), proper planning leads to a much smoother implementation workflow.

### **Now a few tips:**

- Most prefer to start with a concept for larger devices (desktop / tablet landscape) then scale down. However, you start with a concept for smaller devices, it is easier to par down to the essentials and build a crisp, concise story.
- It often makes sense to use less content for mobile devices. This decreases the load time and makes for better usability from the customer's perspective.
- In most cases, shopping worlds for desktops also work for tablet landscape portraits.
- Mobile landscape displays are often smartphones that are horizontally rotated, therefore they have a low height. The same applies for portrait mode on tablets.
- We recommend working with a simple grid (so no more than 2-3 rows and 3-4 columns), especially for users with beginners design experience. This makes it easier to adhere to a consistent design throughout the story.
- Less is more! Instead of using one element per cell, stretch less elements across several cells. It often suits the design to create a full screen section by stretching one element across every available cell.

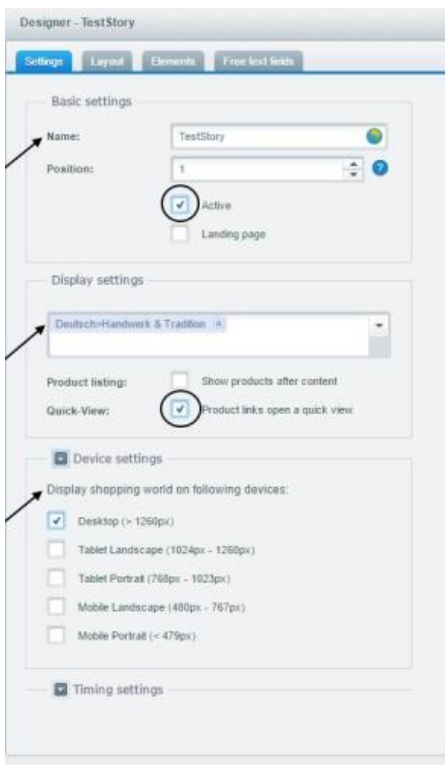
### **To dos:**

- What should the different sections contain?
- What should the grid look like on which you build your story?
- Where should specific elements be placed?
- How should the individual elements behave?
- How should your shopping world be displayed on different devices?

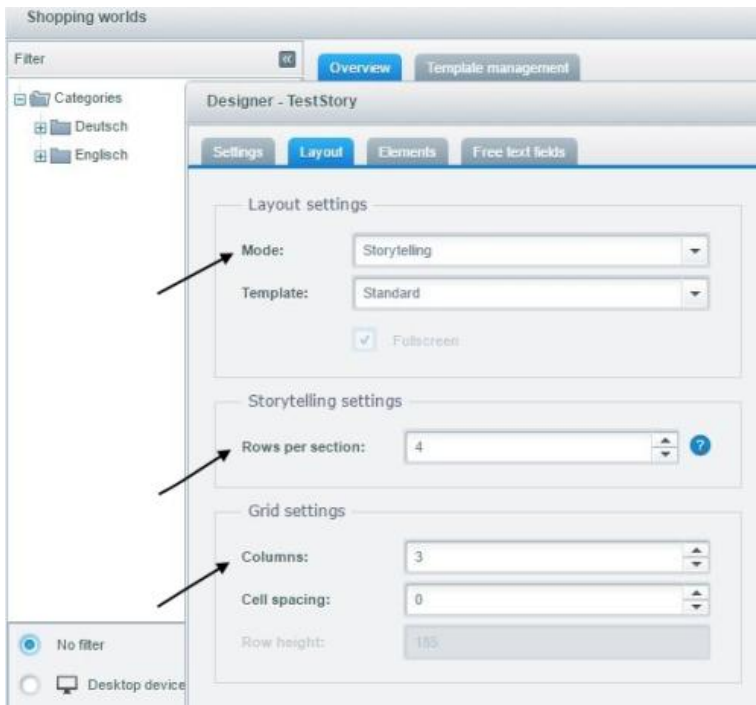
## **The implementation**

After laying out the groundwork for your shopping world, you can implement your design using the Shopping Worlds module in your Shopware backend.

First click on "Add shopping world", assign a name (i.e. the assigned category), select "Type: Storytelling", specify the number of rows for every full screen section and select the number of columns for the grid. Select which viewports will display this shopping world in the "Select device" area of the window. Finally, assign a category—this is where the new shopping world will appear in the frontend when "Active" is checked. As a tip, we always recommend activating Quickview, as this displays the details of a product in a modal box and creates for a smoother journey through the story. All other settings, unless relevant, can be left empty in this step.



After saving your settings, you will be redirected back to the overview. Select the edit icon of your new shopping world in order to begin working with the designer:



When working with the designer for a new shopping world, only the first section of your new grid is displayed. Select an element from the library and assign it to a cell using drag & drop. After placing an element, you can change the size so that it covers any number of available cells. Click on the edit icon to begin adding content to the element.

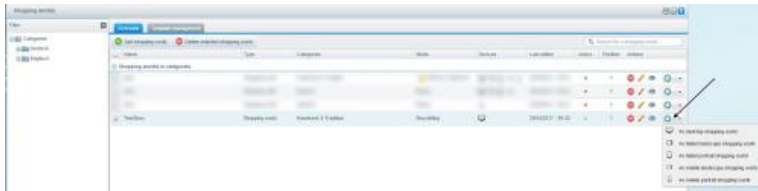
To add a new section to your story, select the “Create new section” button. In the frontend, these separate sections will appear as buttons, which can be navigated per click or scroll. Caution: when selecting “Remove above section”, all elements contained within will also be deleted!



If you want to delete a section but save select elements that have already been completely configured, simply create a new section, drag in the corresponding elements and delete the undesired section.

When creating a new shopping world, it is absolutely vital that you repeatedly test how it behaves in the frontend of various devices (i.e. several mobile displays), since one cannot know the screen size / aspect ratio of the end users device. Although few people have access to an open device lab, you can still simulate these various viewports by scaling your browser or use developer tools (available in Chrome).

Once you have tested your shopping world and are satisfied with the results, you can duplicate the shopping world so that it can be quickly configured for a different device. When copying a shopping world, all content and settings are also copied. To make a duplication, simply select the copy icon and assign the copy to a device.



After creating a copy, select the edit icon and configure the shopping world for the display of the assigned device. Under the “Settings” tab, you can assign additional devices as well as change the grid, if desired.

### To dos:

- Create a shopping world as “Type: Storytelling”
- Define the grid, assign a category and assign viewports where this shopping world will appear
- Create sections and fill them with content
- If necessary, duplicate and adjust the shopping world for different viewports

## Conclusion



Storytelling offers a multitude of advantages—it allows you to satisfy the visual appetite of customers browsing from diverse devices, differentiates your shop not only from the competition but also eBay and Amazon, strengthens your brand identity and charges your products with value, especially when presented alongside content regarding its use/application.

In closing, we have put together some suggestions how a simple grid can be used to create a diverse collection of well-designed shopping worlds.

## Appendix 1



## Appendix 2

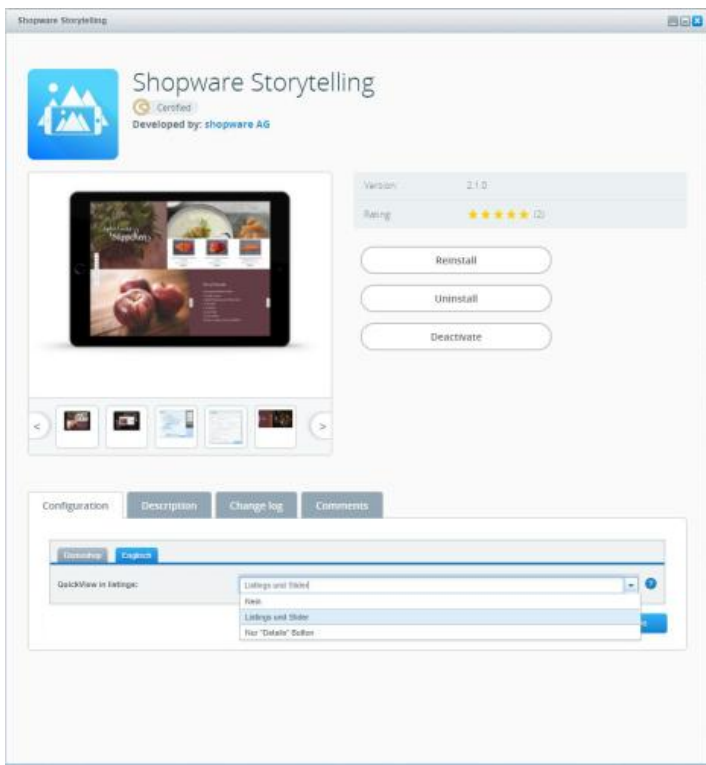


hier

## Quickview in the frontend

Since Shopware 5.3 it is possible to use the product **quickview** in product listings and sliders. Before, this was only possible in shopping worlds.

## Settings in backend

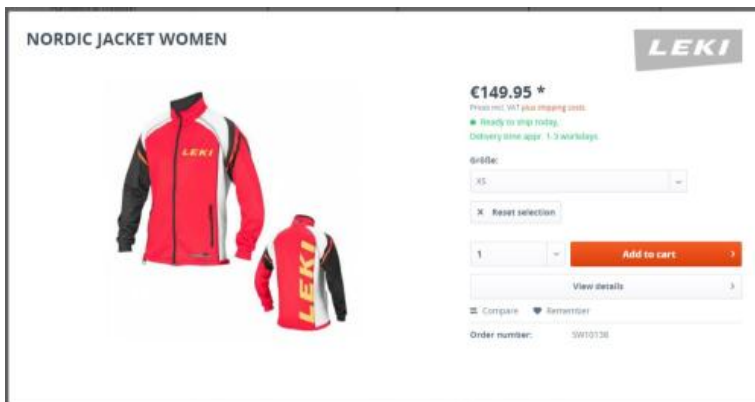


To enable this feature, open the plugin settings for the Storytelling plugin from the Plugin Manager. There are three configurable options for the quickview:

- **No:** Quickview in listings and sliders
- **Quick view in all listings and sliders:** also when clicking on product name or image
- **Only when clicking the details button:** Predominantly useful for products with variants in conjunction with the buy from listing feature described above.

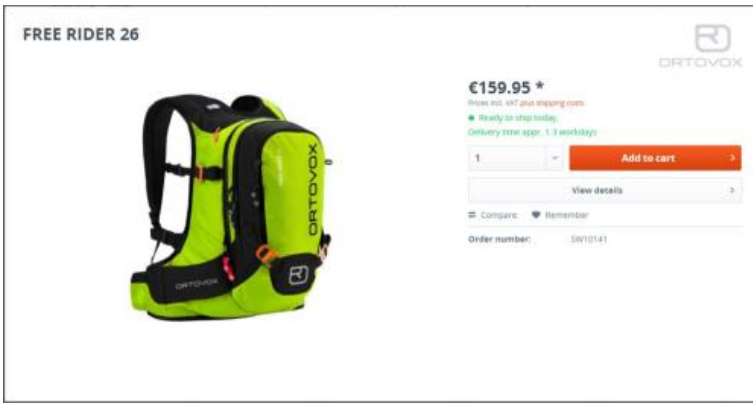
## Display in frontend

### Regular Product



A quickview of a regular product with no variants contains all basic information plus the '**Add to cart**' button. Additionally, the user can open the detail page by clicking on a dedicated **Details** button.

## Variant Product



The quickview for a product with a variant additionally contains the variant configurator, which allows the customer to select and buy a variant right from within the quick view.

# Plugin: Advanced Menu

## General

The Advanced Menu allows you to display the category tree of your shop up to a defined depth directly in the navigation via mouse over. You can also show content such as category descriptions and teaser images.

## Installation

The plugin Advanced Menu is already available in the default installation of Shopware and can be installed **(1)** directly in the [Plugin Manager](#) at **Configuration > Basic Settings > Plugin Manager**.



- **Activate expandable menu in stroefront (1):** Should the menu be expandable or not?
- **Number of tiers (2):** Number of tiers to be shown when menu expands
- **Activate caching (3):** Activates caching for the advanced menu
- **Caching time (4):** Caching time in seconds - only relevant when frontend-cache is active

- **Hover delay (5) - From Shopware 5.2.0:** Defines the delay, which will be used at hovering the category.
- **Teaser width (6):** Defines the width of the teaser, the category image. By default, 50% is used.

If you don't see the option "Hover delay", you should reinstall the plugin once.

## Display image and description

### Show category image

By using the Advanced Menu you can display a teaser image of your category. For this you enter the image you want to show in the [settings of the category](#) in your backend at **Items > Categories** for the top category in the navigation.

### Show category description

Below the image you can also display the header and category description.

## Advanced Menu in the Storefront

With this settings you get a extended menu in the frontend when you hover over the category name in the navigation, which will show the subcategories on the one side and the category image and description on the other side.

# Plugin: Google Analytics

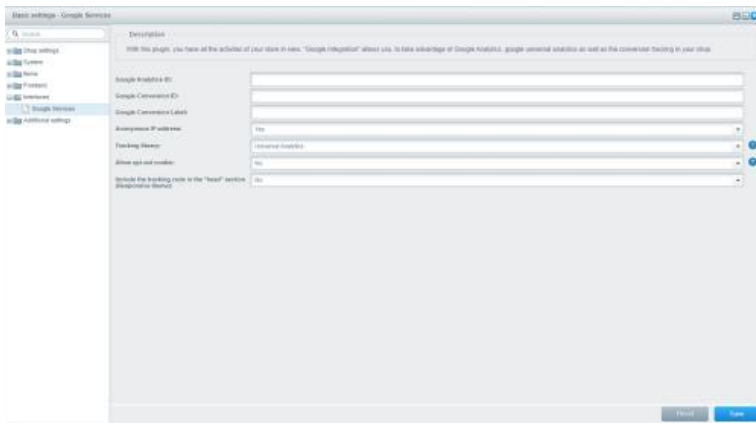
## Google Analytics ID

This plugin allows the integration of Google Analytics and conversion tracking. To use this plugin, you can register here, if you don't have an Analytics account: <https://github.com/shopware5/SwagGoogle>

After registering, you will receive a Google Analytics ID and Google Conversion Label, which you can then enter into the plugin settings.

It is only required to define the tracking code in Shopware. The structure should appear as follows: **UA-12345678-1**

You are also able to define for which shops the customer is able to use this function. Simply select the function in the plugin settings of the desired shop.



Make sure that the “Google” plugin is installed and activated in the Plugin Manager so that the necessary changes to the tracking can be integrated into the page source text.

## Google Conversion ID

You receive this ID when you use the Conversion Tracking feature with Google Adwords. By defining this Conversion ID in the Google plugin, the tracking script for conversions is activated automatically on the thank you page.

You can find more information about creating conversions [here](#).

## Plugin template files (optional)

If you wish to examine or edit the code, you can find relevant plugin template files at:  
**/templates/\_default/frontend/plugins/google/**

- **adwords.tpl** (script activated by Conversion ID)
- **analytics.tpl** (script activated by Analytics ID)
- **index.tpl** (control files for activating adwords.tpl and analytics.tpl)
- **optout.tpl** (script activate optional settings for opt-out cookie: [Disable google tracking](#))

## Plugin: smart search

Help potential buyers to find your products better and increase your sales effectively. The Intelligent Search can be used with its own algorithm depending on the language and can be optimised specifically for each sub- and language shop. The search is error-tolerant and delivers the right results, even if the search term was entered with spelling mistakes and other word combinations. In addition, similar or related search queries and results are automatically listed. Partial terms are also evaluated and an automatic weighting of the search results takes place, which can then be further filtered by manufacturer, price, category etc.

# Features

- Search by product name, keywords, manufacturer, category name
- Automatic weighting of the search results
- Finding of partial terms possible
- Intelligent, error-tolerant search
- Suggestion of similar search terms (keywords)
- Proposal of related search results (+ number of results)
- High performance through indexing of data and caching of search results
- In-house development, no additional costs due to connection of third-party modules
- In the Storefront there is a suggestion function (suggestion search)
- Creation of synonym groups or actions (shopping worlds for the search)
- 5 different algorithms can be used partially combined
- Creation of profiles, between which you can change as required
- Choose between AND and OR combination of the search terms
- Evaluations for the search

The Intelligent Search is **not** compatible with Elasticsearch and therefore cannot be used. In this case, you can use the [normal search](#) or take a look at the extensive [enterprise search](#), which is available as part of a [Shopware enterprise](#).

## General Settings

You can test and purchase the plugin directly from our store, the marketplace for all Shopware extensions. After installing the plugin you will find the configuration area for the smart search under **Configuration > Intelligent Search** in your backend. The default search configuration in the Basic Settings will disappear from the menu after the Intelligent Search installation has been installed.

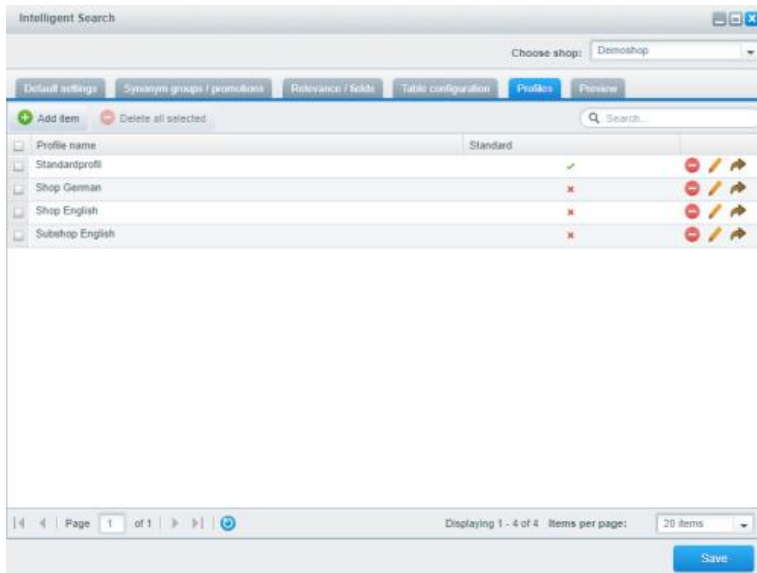
## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

## Profiles

With the use of profiles, the search can be configured for each language and subshop individually. You can create different profiles to store your settings and configurations. This creates ideal conditions for every

language and assortment.



## Create a Profile

In the menu of the intelligent search, a new profile can be created by clicking on the **Add** button. Since all other search settings are saved in a profile, only the name must be entered for a new profile in the first step. After saving the mask, a new profile will be created for your search, which you can now assign to the corresponding shop.

If you want to create new settings for a profile, this must **always** be saved separately so that the changes are not lost when you change the profile. To do this, open the profile in the menu item **Profiles** by clicking on the pencil icon and save the changes again by clicking Save.

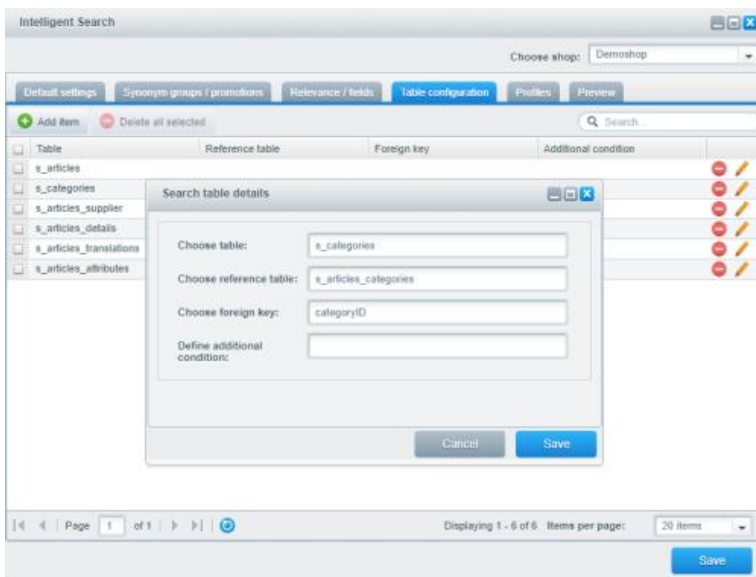
## Add a New Table

In the **Table configuration** menu tab, you can list additional database tables that should be included in the Intelligent Search

### Adding Tables

Change first to tab **Table configuration** and add the required table. Place the table to be considered in the field Table (eg s\_categories). Save the settings below.





## Add the field and relevance

Change to the tab **Relevance / Fields**. To include the database field (eg Attribute 4) in the search, you must add this field. The following entries must be stored here in the details:

- Name:** attribute4 (The field name is freely selectable)
- Value:** 20 (Desired relevance of the field in the search)
- Table field:** attr4 (attribute field in the database)
- Table:** s\_articles\_attributes

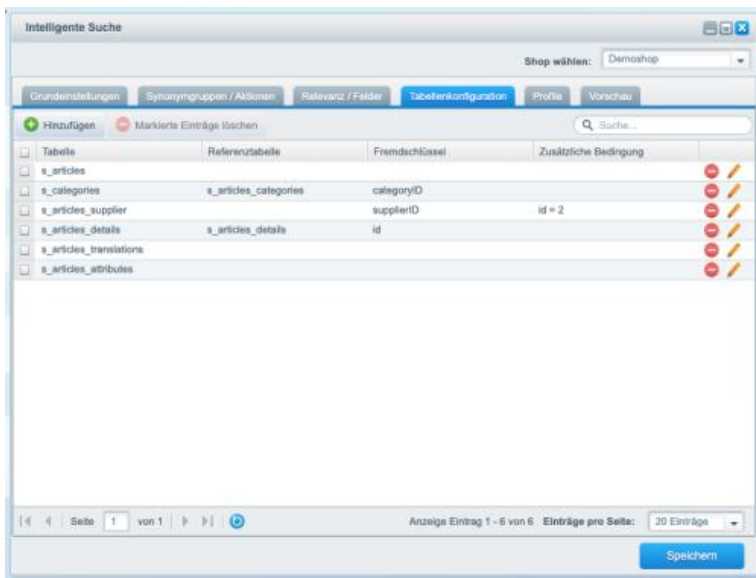
## Define additional condition

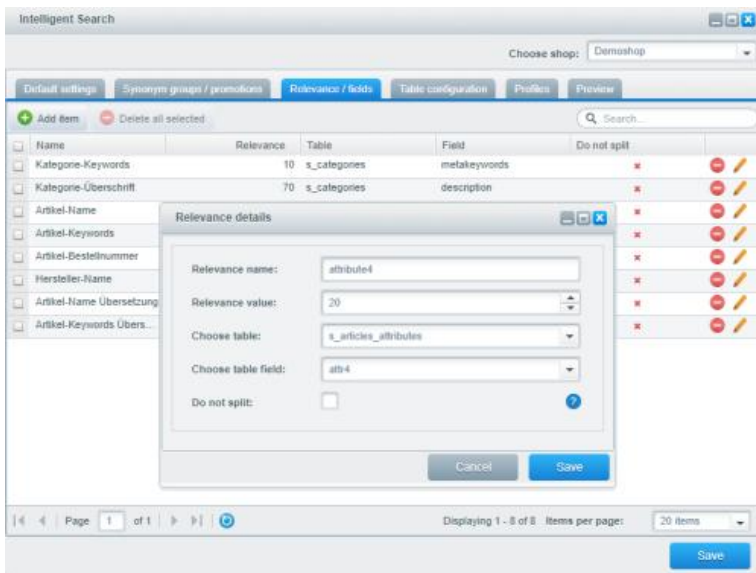
In this field you can define your own condition with a where statement.

In the following screenshot you can see that in the table "s\_articles\_supplier" the condition "id = 2" is stored.

So this table configuration refers only to the manufacturer with the ID 2.

In the table "s\_articles\_supplier" you can find out the ID of the manufacturer.





## Do not split

Enable this option to save the values of this table field to the search index as specified. Otherwise, characters that are not letters, numbers or underscores will be replaced by a space.

Example: Search keywords for item order number 1234-5678-90: active: "1234-5678-90" inactive: "1234", "5678", "90"

The search index must be rebuilt after a change!

## Clear Cache

In order for the product properties to be included immediately in the search in the frontend, you must clear the query and search cache after creating the table and fields.

## Rebuild the Search Index

When you rebuild the search index, the stored fields are searched and the terms contained in it, according to the stored algorithms, entered into the cache to speed up the search. In your backend, go to the menu item **Configuration > Caches / Performance > Settings > Search** and rebuild the index. Afterwards also terms from the just deposited tables can be found quickly.

## Synonym groups and actions

Synonym groups and actions are shopping worlds that are found when you enter specific search terms. This allows you to pick up customers looking for a specific term directly and, for example, integrate marketing objects. So you could include coupon codes in the search that invite a customer to a quick bargain when entering a particular search term.

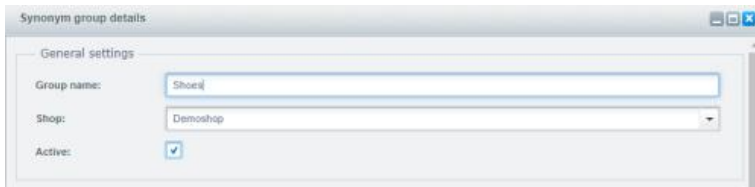
## Add a Group

To create a new synonym group or an action, go to the menu item **Synonym Groups / Actions**. Here you can create a new group by clicking on **Add**.

## Configure Groups

General Settings:

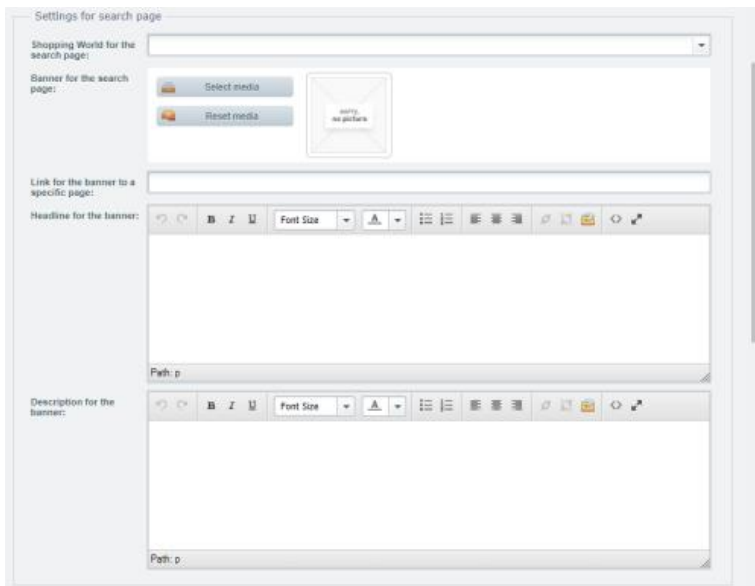
Here you can specify the **Group name** where you can call the group in your backend. In the **shop** you determine which shop should be able to call this synonym group. After that determine whether the group should already be **activated** or not.



The screenshot shows a dialog box titled "Synonym group details" with a "General settings" section. It contains three fields: "Group name" with the value "Shore", "Shop" with a dropdown menu showing "Demoshop", and "Active" with a checked checkbox.

Settings for the search page

Here you determine the design of the synonym group. In the **Shopping World for the search page** section, you can enter a shopping world that will be displayed when this group is opened via the search. This option is not mandatory, eg you can work with banners only as well. In the **banner for the search page** banner can be set, which may be displayed in the shopping world and the search results. For this, you can define a **Link for the banner to a specific page** that links internally (in your own shop) or externally to another page. In case of an internal link, you have to work with the SEO-URL, starting with the shop URL. If you want to link eg <http://www.myshop.de/beach-relax/>, **beach-relax/** or **/beach-relax/** must be entered here depending on the configuration. If you have an external link, you can simply enter the full URL. The **Headline for the banner**, when filled, will be displayed even if you have not deposited a banner, the same applies to the **Description for the banner**.

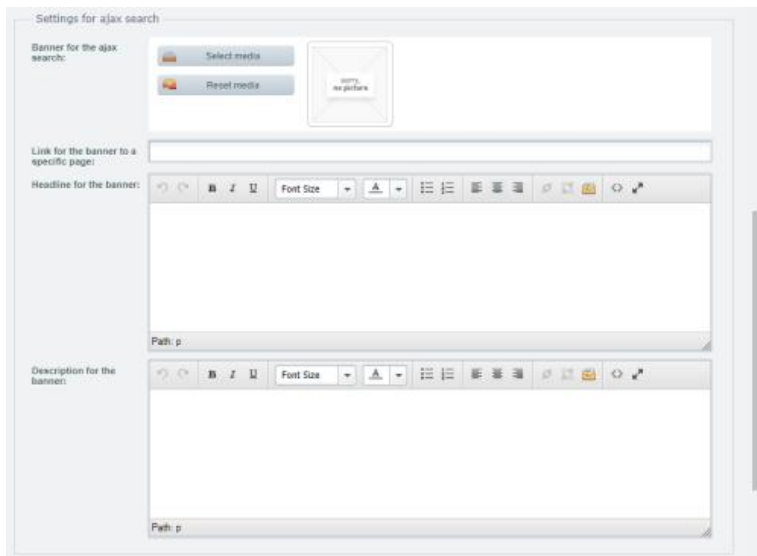


The screenshot shows a dialog box titled "Settings for search page". It has several sections: "Shopping World for the search page:" with a dropdown menu; "Banner for the search page:" with "Select media" and "Reset media" buttons and a placeholder image; "Link for the banner to a specific page:" with a text input field; "Headline for the banner:" with a rich text editor toolbar and a text area; "Description for the banner:" with another rich text editor toolbar and text area; and "Path: p" at the bottom.

## Settings for the Ajax Search

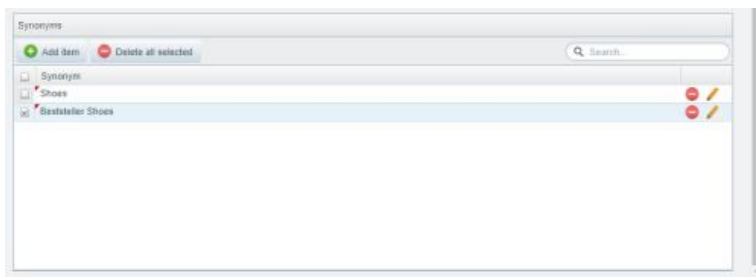


Here you define the look of the page in the proposal search. As described in the settings for the search page you can define here a banner, possibly with a link and heading and description that should be displayed to the customer as a suggestion for the entered search term, to possibly point it to the correct search page.



## Synonyms

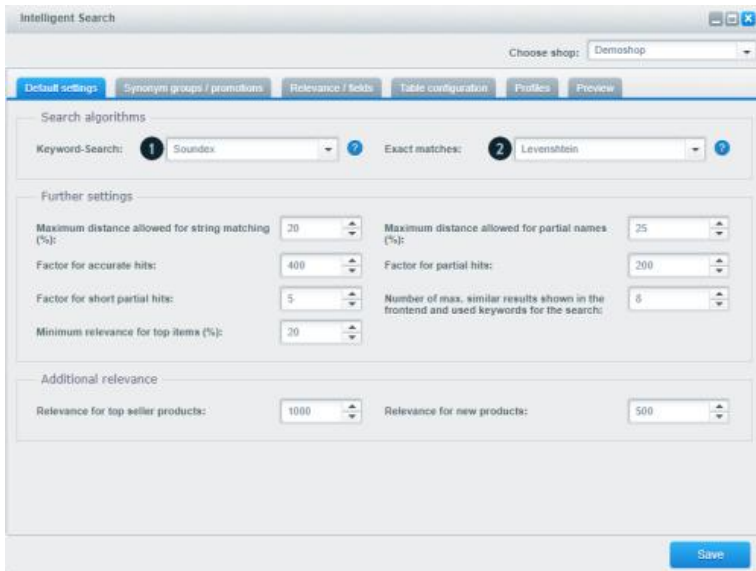
Here you determine, under which terms the just created page should be found. Here you can define further terms by clicking on **Add**.



## Use a Group in the Frontend

You can now call up the page just created in your frontend by entering one of the terms just defined in the search.

## Default Settings



## The right Algorithm

You have the choice between three stored algorithms, which can be used for the search in your shop. You can then link the selected algorithm to another one.

### Step 1: Select the right main algorithm

There are three algorithms available for this **(1)**:

**Soundex:** Fits best with English.

**Kölnner Phonetik:** Fits best with German.

**Metaphone:** Similar to Soundex, but more precise. Might be slower in certain circumstances.

### Step 2: Select the correct postprocessing algorithm

Here are two algorithms to choose from **(2)**, these define the distance between the search term and the terms in your database:

**Levenstein:** Calculates the Levenstein distance between two words which is defined as the minimal number of characters you have to replace, insert or delete.

**SimilarText:** Calculates the similarity between two words.

### **Step 3:** AND or OR

By default, the search works with an OR logic that ensures that the search results of a query must match only one of the search terms. This results in a larger number of results, but these do not always match the overall search. If you use the AND logic at this point, fewer results will be displayed, but they will be more accurate as a result must match all search terms.

You can find this setting under **Configuration > Basic Settings > Storefront > Search**.

### **Other settings and additional relevance**

#### **Maximum distance allowed for string matching (%):**

Smart search terms have a factor of 0-100, this depends on the deviation from the actual search term and is generated automatically. This setting specifies how far the search term may differ from the term to be found.

#### **Factor for accurate hits:**

This value is used to calculate the relevance. If a term is found that is evaluated as an exact match by the algorithm, the value of the relevance is multiplied by this factor according to the definition of the relevance/field setting.

#### **Example:**

Factor for accurate hits: 400

he search term "salmon" finds the product: "Fresh salmon" with the relevance: salmon (400 \* 400) = 160.000

Here, an exact match for the term salmon is found in the product name. This multiplies the value of the product name (400) by the **Factor for accurate hits** (400). Thus, the product "Fresh salmon" gets a total relevance of 160.000

#### **Factor for short partial hits:**

This value is used to calculate the relevance. If a term is found that is evaluated by the algorithm as a short partial hit, the value of the relevance is multiplied by this factor based on the definition of the relevance/field setting.

**Example:** Part hit factor: 5 The search term "Lac" finds the product: "3L MI Jacket LA GRAVE" with the relevance of  $5 * 400 = 2.000$

Hereby a short hit is found in the product name. This multiplies the value of the product name (400) by the **Factor for short partial hits**. Thus, the product "3L MI Jacket LA GRAVE" gets a total relevance of 2.000

### **Minimum relevance for top item (%):**

This value determines the relevance of the products that are still to be considered by the search and which are not anymore. This is percentage related to the product with the highest relevance of the search.

**Example:** Search term: "Salmon" Value: 50 Top item "Fresh salmon" has a relevance of 170000 (Top hit + Topseller) The following item "Fresh Salmon Fillet" have a relevance of 90,000 (Short Partial Hit + Topseller) and are still displayed. The item "salmon filet" has a relevance of 80000 (fraction hits without top sellers) will no longer be displayed, since 80000 is less than 50% of 170000.

### **Maximum distance allowed for partial names (%):**

This value defines how many percent of the entered search term must be contained in the search term found so that it is used for the search.

#### **Example:**

Maximum distance allowed for partial names (%): 30

Entered search term: salmon (5 letters) Selected search term: Smoked Salmon (12 letters) Thus, the term is 41.66% included and is considered for the search.

Search term: smoked salmon fillet (17 letters) Thus, the term is included to 29.41% and is not considered for the search.

### **Factor for Partial Hits:**

This value is used to calculate the relevance. If a term is found that is evaluated as a partial hit by the algorithm, then the value of the relevance is multiplied by this factor based on the definition of the relevance/field setting.

**Example:** Part hit factor: 200 The search term "Salmon" finds the product: "Fresh salmonfillet" with the relevance: salmonfillet ( $200 * 400 = 80000$ )

Here, a partial hit for the term salmon is found in the item name. This multiplies the value of the product name (400) by the factor for fractional hits (200). Thus, the product "Fresh salmon fillet" gets a total relevance of 80000

### **Number of max. similar results are shown in the frontend and used keywords for the search:**

This determines how many different keywords will be used for the search.

**Example:** Value on: 8 Search term: Salmon It is additionally searched for: smoked salmon, salmon fillet, la, leek, lady, lava

Value on: 2 Search term: Salmon It is also searched for: smoked salmon, salmon fillet

### Relevance to top seller Products:

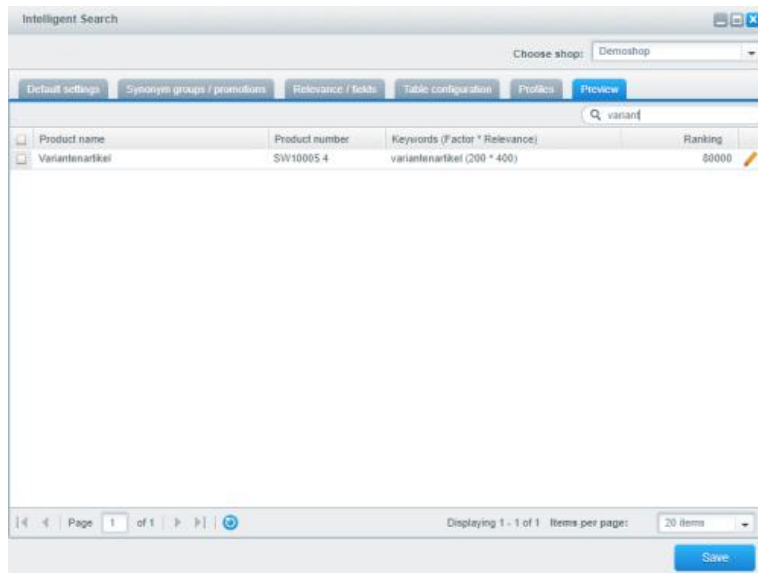
In the case of a top seller product, the added relevance of the value entered here is added to the total relevance.

### Relevance for new Products:

If a new product is found, then the added relevance of the value entered here is added to the overall relevance.

## Preview

In the tab Preview you can enter search terms in the search bar and check if you get the desired results. This function can also be used to check the factors and relevance entered in the tab **Basic settings** against the results displayed. [Debugging with the preview](#) is explained in more detail in our article on debugging the search.



The screenshot shows the 'Intelligent Search' interface. At the top, there is a 'Choose shop:' dropdown menu set to 'Demoshop'. Below this are several tabs: 'Default settings', 'Synonym groups / pronouns', 'Relevance / fields', 'Table configuration', 'Profiles', and 'Preview' (which is currently selected). A search bar contains the text 'variant'. Below the search bar is a table with the following data:

Product name	Product number	Keywords (Factor * Relevance)	Ranking
Variantenartikel	SW10005 4	variantenartikel (200 * 400)	80000

At the bottom of the interface, there is a pagination bar showing 'Page 1 of 1' and 'Items per page: 20 items'. A 'Save' button is located at the bottom right.

## Analyses



Search term	Search date	Search count	Search status
Search term 1	2023-09-21 12:00:00	1	Success
Search term 2	2023-09-21 12:00:00	1	Success
Search term 3	2023-09-21 12:00:00	1	Success
Search term 4	2023-09-21 12:00:00	1	Success

In the area **Marketing > Analysis > Analysis** you will find a new point where the entered search terms without result including the searches within a defined period and the searches as a whole are saved. This way you can see how many times a certain term was searched for in total and additionally the number of searches within the defined period. If you filter for certain periods of time in which certain search terms were not searched at all (i.e. searched in period = 0), they will not be listed at all.

## Plugin: smart newsletter

Some hosters have a specific limit per day for e-mail delivery, so you should consult with your hosting partner beforehand if this limit is sufficient for your needs.

In this article we will explain the features of the premium plugin Smart Newsletter.

### Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the searchbar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

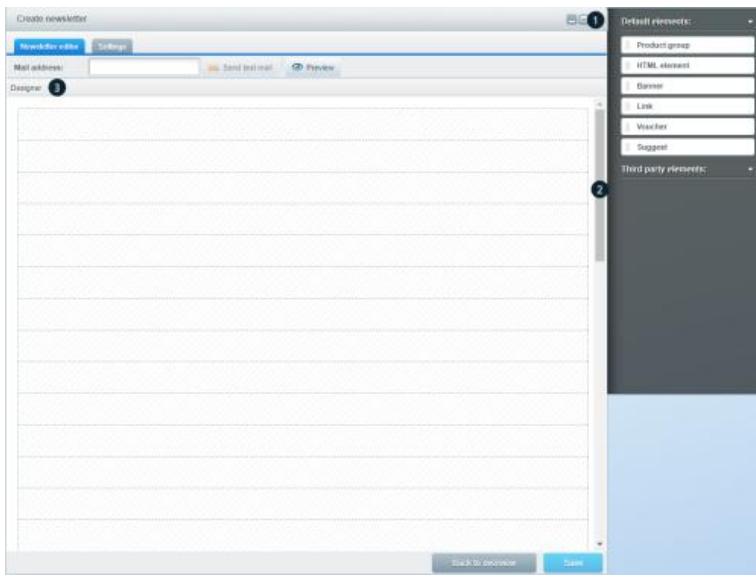
### Overview

1	2	3	4	5	6	7	8	9	10	13	14
Date	Shipping d.	Subject	Status	Recipients	Letters read	Clicks	Turnover	Released	Delivery time	Actions	
20/01/2...	Not fin...	Newsletter Test 3	Not sent	3	0	0	0	✗	Immediately	11	12
20/01/2...	20/01/2...	Newsletter Test 2	All mails have been...	3	0	1	386.51	✓	20/01/2021 7:00	13	14
19/01/2...	20/01/2...	Newsletter Test	All mails have been...	3	2	3	436.63	✓	19/01/2021 3:19	13	14

After you open the newsletter manager, you will see the newsletter overview. This table includes the main information of all newsletters, which are present in the shop and provides a couple of actions you can trigger directly from the table.

- **Date (1):** The date on which the newsletter was initially created.
- **Shipping date (2):** The date, when the newsletter sending was finished.
- **Subject (3):** The subject of the newsletter, which was set during the creation of the newsletter.
- **Status (4):** Shipping status of the newsletter. If the newsletter is ready for shipment, the percentage of already sent mails will be displayed here.
- **Recipients (5):** Amount of recipients for this newsletter.
- **Letters read (6):** Amount of newsletters, which were actually read by it's recipient.
- **Clicks (7):** Amount of clicks the newsletter generated; How often recipients clicked the newsletter to access the shop.
- **Turnover (8):** Total turnover generated by recipients, who clicked the newsletter.
- **Released (9):** Shows, if the newsletter is marked as "Ready for sending", important for sending the newsletter via cronjob.
- **Delivery time (10):** **Immediately**, if the newsletter is already ready for sending or **Date**, when sending is planned for the future.
- **Edit newsletter (11):** Opens the selected newsletter in the editor.
- **Delete newsletter (12):** Deletes the selected newsletter.
- **Send newsletter (13):** Immediately sends the newsletter, only available if no planned date is set and the newsletter is not marked as "ready for sending".
- **Duplicate newsletter (14):** Duplicates the selected newsletter.

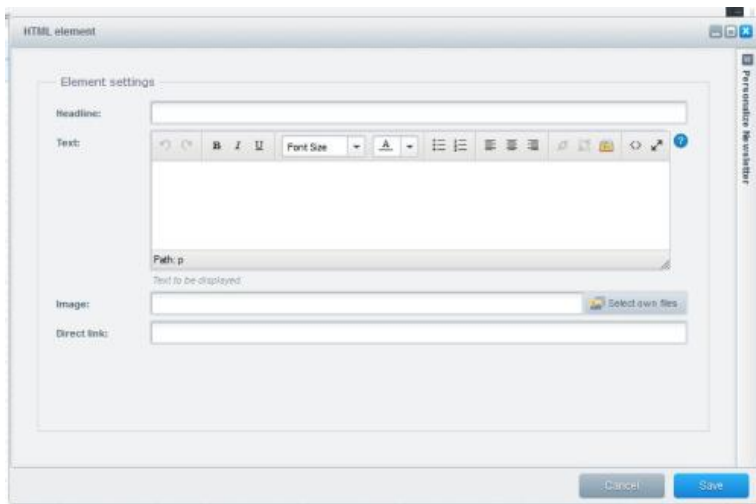
## Designer



In contrast to the Standard Newsletter, the Intelligent Newsletter has a **designer (3)**. The **elements (1)** can simply be dragged into the designer or onto the **work platform (2)** and placed .

## Available Elements

### HTML element



With the HTML element you are able to add content to your newsletter. The extendable sidebar on the right of the window shows all available variables, e.g. to personalize the newsletter.

The following variables are available:

- **\$\$User.email:** E-mail address of the recipient
- **\$\$User.salutation:** Salutation of the recipient
- **\$\$User.firstname:** Firstname of the recipient
- **\$\$User.lastname:** Lastname of the recipient

- **\$\$User.street:** Street and No. of the recipient
- **\$\$User.zipcode:** Zipcode of the recipient
- **\$\$User.city:** City of the recipient

Examples of use:

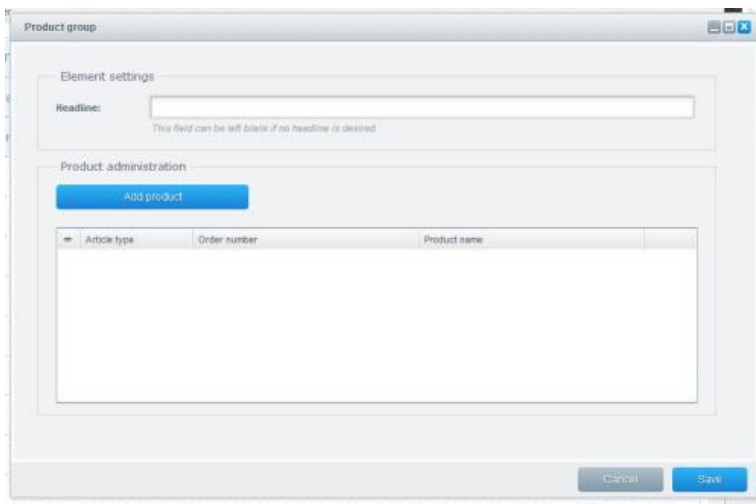
Variable/Example	Explanation
<pre>{if \$\$User.salutation == 'mr'}Mister{/if} {if \$\$User.salutation == 'ms'}Miss{/if}</pre>	Use of the correct salutation
<pre>{if \$\$User.city != ""}How is it going in {\$\$User.city}?{/if}</pre>	Use of the city in a sentence. The sentence will only be shown, if there is a value available for the city.
<p>You are registered to our newsletter with the e-mail address {\$\$User.newsletter}.</p>	Note for the registered e-mail address, which receives the newsletter

## Banner

The image shows a 'Banner' configuration window with the following elements:

- Headline:** A text input field.
- Image:** A text input field with a 'Select own files' button to its right.
- Link:** A text input field.
- Select target:** A dropdown menu with 'Please choose...' as the current selection.
- Footer:** A note that reads 'Should the link open in the Shopware window or a new window?' and two buttons: 'Cancel' and 'Save'.

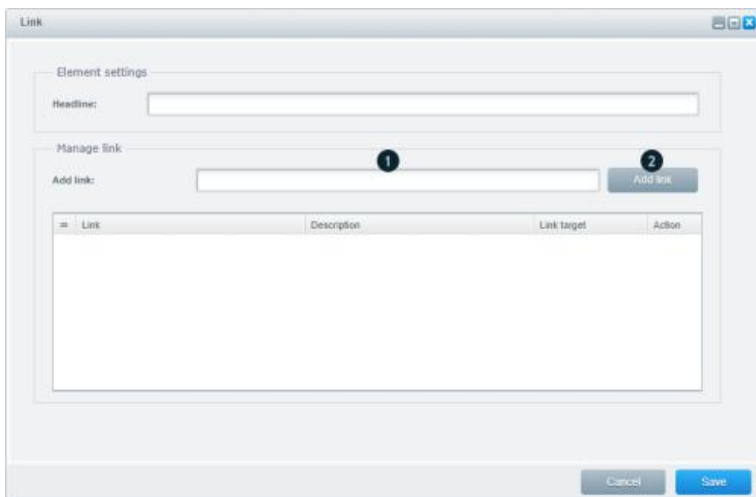
## Product group



You can select from four different item types:

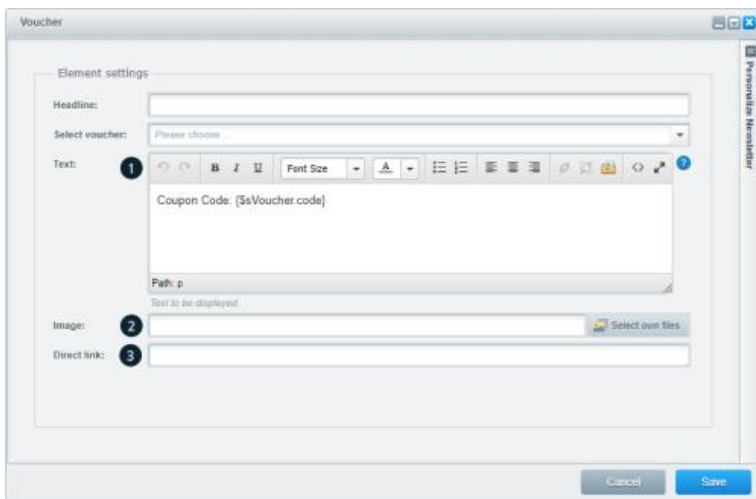
- **Random:** Shows a random item.
- **Top selling product:** Shows one of the topseller items.
- **New product:** Shows a new item (This depends on the setting, how long new items are highlighted as new).
- **Chosen product:** Shows the item you select.

## Link



Using this element, you can use one or more links in the newsletter and set a description **(1)** and a link target **(2)** per link.

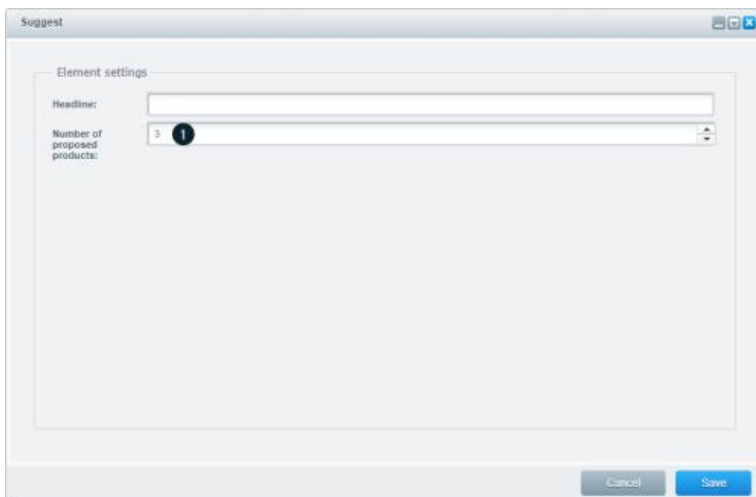
## Voucher



You can add individual vouchers, which are added to the newsletter automatically. You should make sure, that your voucher has enough free codes. You can also modify the text **(1)** for the voucher element, add an image **(2)** or a link **(3)**.

Only one voucher box can be placed in the newsletter at a time; it is not possible to send several individual vouchers to one customer.

## Suggest



The suggest shows individual items depending on the recipient, based on their search and order history in your shop. Note that this feature only works for registered customers, not registered customers will see random items. You can define, how many products are suggested **(1)**.

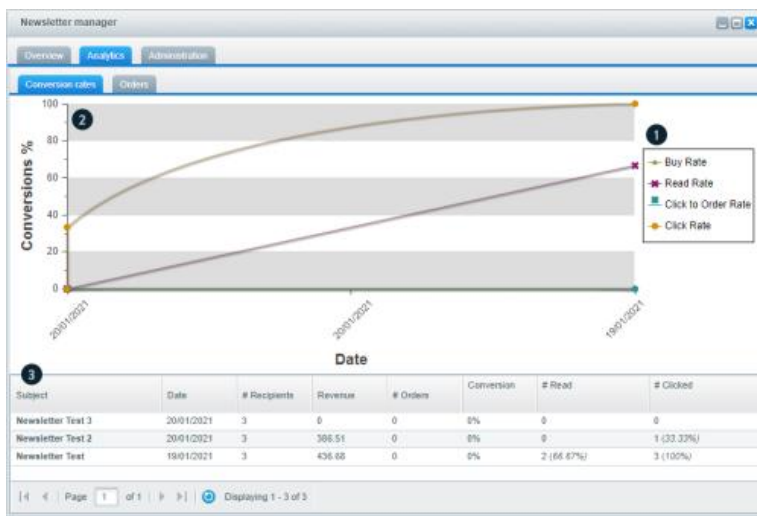
In addition you can also [create your own elements](#) for extending the newsletter.

## Settings

- **Subject (1):** Subject of the newsletter.
- **Sender (2):** The e-mail-address that is used as the sender of the newsletter.
- **Customer group (3):** Customer group the newsletter is associated with.
- **Select language (4):** Select the Language of the newsletter.
- **Send at (5):** Planned date, when the newsletter will be send.
- **Shipping type (6):** Defines if the newsletter is send as plaintext or HTML and plaintext.
- **Published (7):** Defines, if the newsletter is listed at "yourshop.com/newsletterlisting".
- **Ready for sending (8):** Marks the newsletter to be available for sending via cronjob
- **Select newsletter recipients (9):** Used to select, who the newsletter should be send to. You can select from customer groups, custom recipient groups and Customer Streams.

## Analytics

In the tab "Analytics" you find a graph and a table showing different analytics regarding the newsletters you've sent.



The **graph (2)** shows the following **values (1)** for the newsletters you've sent, so you can compare, how your different newsletters performed:

- **Buy Rate:** Shows the percentage of orders in comparison to the amount of sent newsletters.
- **Read Rate:** Shows the percentage of newsletters, which were read by the recipients in comparison to the amount of sent newsletters.
- **Click to Order Rate:** Shows the percentage of orders resulting from clicks.
- **Click Rate:** Shows the percentage of newsletters, which were clicked by the recipients in comparison to the amount of sent newsletters.

Please note that the date always refers to the date on which the newsletter was sent. This is not the date on which orders were placed.

More details can be found in the lower **section (3)**.

- **Subject:** Subject of the respective newsletter.
- **Date:** Date on which the newsletter was sent.
- **Recipients:** Number of newsletter recipients.
- **Revenue:** Revenue generated by purchases from the newsletter. These refer to the net value of the items purchased. Any shipping costs included in the order are not taken into account.
- **Orders:** Number of orders from the newsletter.
- **Conversion:** Conversation calculated in the ratio of orders placed to newsletters read.
- **Read:** Number of newsletters read. Please note that this tracking is only counted if the customer loads the images in the newsletter. Some mail programs require the user to load the images manually. If this does not happen, the newsletter is not counted as read.
- **Clicked:** Number of links clicked by recipients in the newsletter.

## Administration



The administration tabs contains three tabs, which contain useful settings and information regarding the newsletters in Shopware.

## Sender

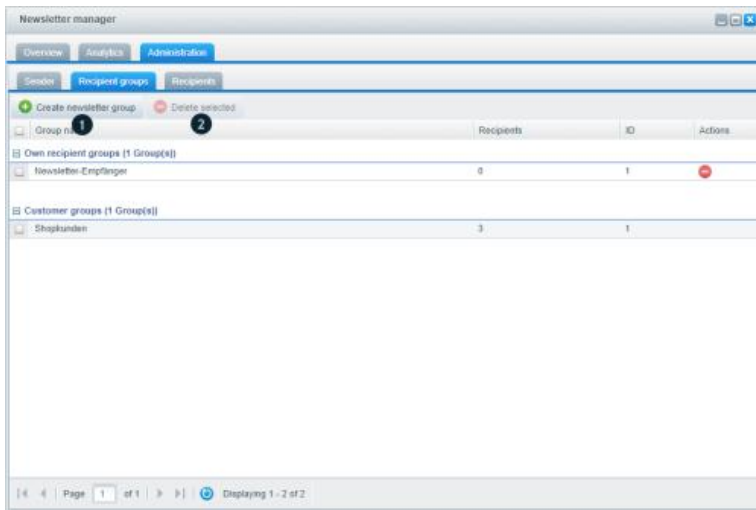


The screenshot shows the 'Sender' tab with a table of newsletter senders. The table has columns for 'Mail address', 'Name of sender', and 'Actions'. There are two rows of data.

Mail address	Name of sender	Actions
info@example.com	Newsletter Absender	[Red X] [Yellow Pencil]
tin@shopware.com	Subshop Absender	[Red X] [Yellow Pencil]

Here you can create, edit and delete newsletter senders, which can be selected when creating a newsletter. You can set, which e-mail address is shown as the sender and which name will be displayed for this sender.

## Recipient groups

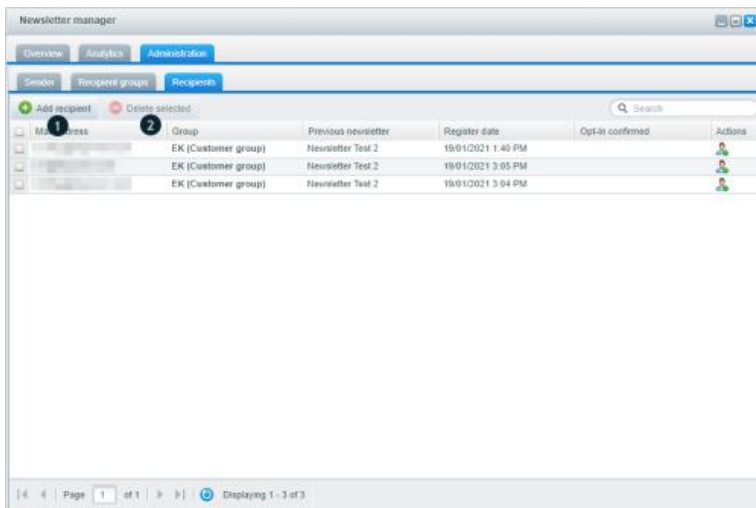


The screenshot shows the 'Recipient groups' tab with a table of newsletter recipient groups. The table has columns for 'Group name', 'Recipients', 'ID', and 'Actions'. There are two rows of data. A red circle with the number '1' is around the 'Create newsletter group' button, and a red circle with the number '2' is around the 'Delete selected' button.

Group name	Recipients	ID	Actions
Newsletter-Empfänger	0	1	[Red X]
Shopkunden	3	1	

In this tab you can **create (1)** and **delete (2)** custom recipient groups for your newsletters. Only custom recipient groups will be shown here, but not the recipient groups based on the customer groups.

## Recipients



The screenshot shows the 'Recipients' tab with a table of newsletter recipients. The table has columns for 'Mail address', 'Group', 'Previous newsletter', 'Register date', 'Opt-in confirmed', and 'Actions'. There are three rows of data. A red circle with the number '1' is around the 'Add recipient' button, and a red circle with the number '2' is around the 'Delete selected' button.

Mail address	Group	Previous newsletter	Register date	Opt-in confirmed	Actions
...	EK (Customer group)	Newsletter Test 2	19/01/2021 1:40 PM		[Green Plus]
...	EK (Customer group)	Newsletter Test 2	19/01/2021 3:05 PM		[Green Plus]
...	EK (Customer group)	Newsletter Test 2	19/01/2021 3:04 PM		[Green Plus]

This lists every newsletter recipient of your shop. You can **add (1)** and **delete (2)** recipients or search for specific recipients. You can see, when the recipient confirmed the double opt-in and which newsletter is the last one the recipient received. By double clicking a recipient you can modify the e-mail address and recipient group. If you change the recipient group, you can only select the custom recipient groups.

## Alternating smtp emailing

You can configure a separate emailing using a differing smtp server by using this change in the config.php:

```
'newsletterMail' => array (
    'name' => '',
    'type' => 'smtp',
    'auth' => 'login',
    'username' => '',
    'password' => '',
    'host' => '',
    'port' => '',
    'ssl' => ''
),
```

Here a complete example:

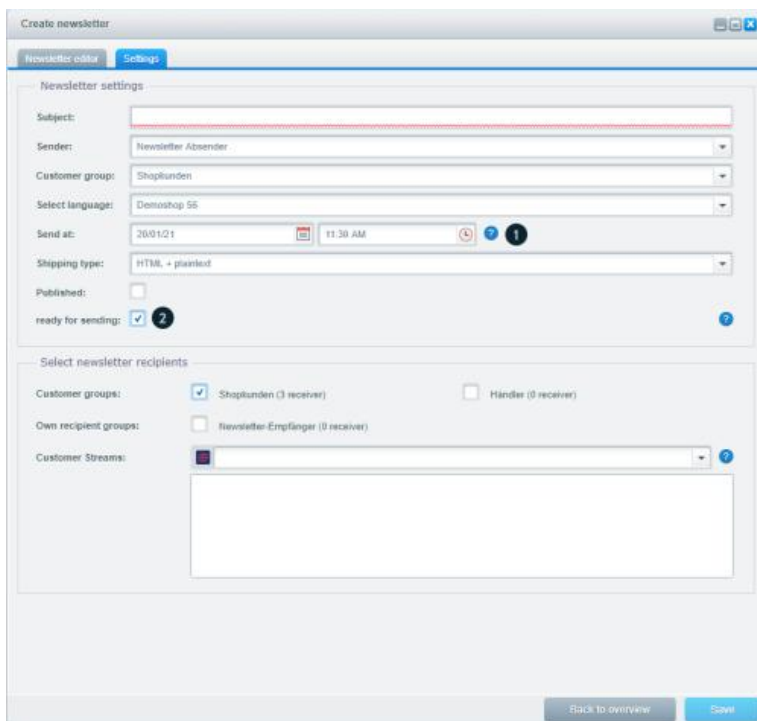
```
<?php
return array(
    'db' => array(
        'username' => 'root',
        'password' => 'root',
        'dbname' => 'shopware',
        'host' => 'localhost',
        'port' => ''
    ),
    'newsletterMail' => array (
        'name' => '',
        'type' => 'smtp',
        'auth' => 'login',
        'username' => '',
        'password' => '',
        'host' => '',
        'port' => '',
        'ssl' => ''
    ),
);
```

Please mind that you must not do empty elements in this because those will not automatically be changed to "NULL". You must either fill all elements or just leave out the option that does not get a value.

This setting only changes the emailing of the intelligent newsletter. All other components of the shops ware using the basic [mailer](#) settings.

## Time managed newsletter sending

The plugin allows you a time manages sending of your newsletter.



In the newsletter settings you find an option **Send at (1)**. There you can easily define a time when you want to send the newsletter. For this you also have to activate **ready for sending (2)** for the newsletter to be send when calling `myshop.de/backend/Newsletter/cron`.

The newsletter will only be send when the defined date and time have been reached. If the date or time is in the future this newsletter will not be used by the cronjob.

## Plugin: Hide prices if not logged in

With the plugin **Hide Prices without Login** you have the possibility to hide all prices in the shop. Optionally they can be restricted to customer groups.

### Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

### Configuration

The screenshot shows a configuration panel with a tabbed interface at the top containing 'Configuration', 'Description', 'Change log', 'Comments', and 'Installation manual'. The 'Configuration' tab is active. Below the tabs, there are two dropdown menus. The first is labeled 'Show Prices:' and has 'Yes' selected. The second is labeled 'Show Prices only for customer groups:' and is currently empty. A blue 'Save' button is located at the bottom right of the configuration area.

## Show Prices

In the field **Show Prices** you can define when the prices should be displayed.

- **Yes:** If you select this option, the prices will always be displayed.
- **No:** If you choose this option, the prices will always be hidden (regardless of customer groups).
- **Only for customer groups defined in the lower field:** This option displays or hides prices depending on the named customer groups.

## Show Prices only for customer groups

At **Show Prices only for customer groups** you can define for which customer group the prices should be displayed in the frontend. Please enter the customer group abbreviation here.

# Plugin: customer-specific prices

Using this plugin you are now able to offer special discounts on certain items and for certain customers. This is completely independent and separate from customer groups and their graduated prices and offers another way of appreciating your custom.

## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

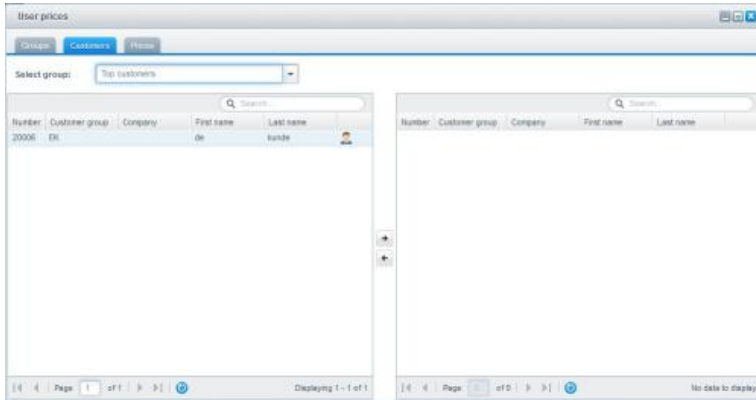
## Configuration

### Add customer groups

In the menu in **Customers > Customer specific prices** you will find an overview of the already defined groups.

To create a new group, just click **add** and enter the respective data. When a group is created, you can assign customers to this group via the tab **Customers**.

## Assign customers

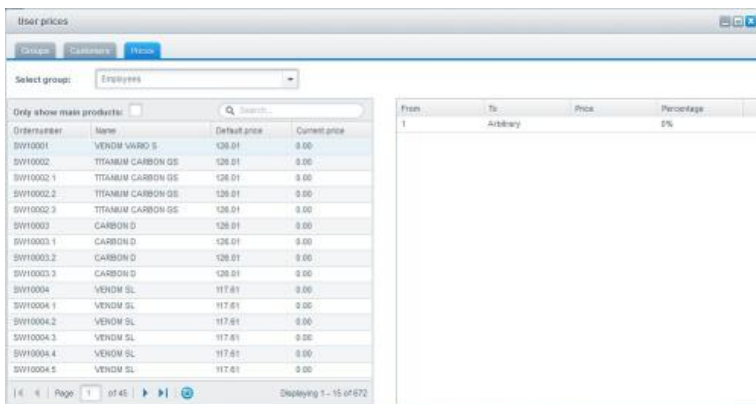


Just select your group and drag & drop the desired customers onto the grid on the right hand side.

A customer can only be associated to one group, customers who are already assigned to a group are ignored in the customer search.

After adding any number of customers to the group, you should get on with defining individual prices in the tab **Prices**.

## Define customer-specific prices



The customer-specific prices are defined via the **Prices** tab by entering the prices for any article in your shop. To edit the article, click on it and enter the prices and quantity/discount scales on the right-hand side. As soon as you define a price for a scale, the percentage discount is calculated automatically.

You can define a quantity discount as soon as you have created at least a second scale. A discount for a single scale (e.g. 1 to any) is not possible.

## Plugin: Live Shopping

The Live Shopping Plugin allows you to offer items over a defined period of time or a defined amount with a promotional price.

You have 3 options to promote the articles:

- **Standard:** Der Artikel wird über den definierten Zeitraum und/oder Kontingent angeboten.
- **Discount per minute:** The price will be decreased every minute.
- **Surcharge per minute:** The price will be raised every minute.

## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

## Plugin Settings

The plugin settings offers you various options:

- **Show article ranking (1):** When setting **Show article rating** to **yes**, the article ratings are displayed in the listing as well as in the / live shopping listing.
- **Listing headline: (2):** You can define an introduction text which appears on top of the **Live Shopping Listing (2)** in the frontend
- **Banner for the Live Shopping listing (3):** Select a banner which appears in the **Live Shopping Listing**
- **Template selection (4):** The option **Template Selection**, offers you the possibility to change the number of columns displayed in the Live Shopping listing.
- **Listing Meta Title (5):** Defines the meta-title in the head-tag
- **Listing Meta Description (6):** Defines the meta-description in the head-tag
- **Listing Meta Keywords (8):** Defines the meta-keywords in the head-tag
- **Show product description in the category (9):** Defines if the product description is shown in the listing or not

Show product rating: 1 Yes  
 Listing headline: 2  
 Text for the Liveshopping listing: 3  
 Banner for the Liveshopping listing: 4  
 Template selection: 5 0  
 Listing meta title: 6  
 Listing metadescription: 7  
 Listing metakeywords: 8  
 Show product description in the category: 9 Yes

## How to create a Live Shopping Article

Open the article and click the tab **Live Shopping (1)**. Use the **Add Live Shopping (2)** button to create a new Live Shopping action.

To remove Live Shopping actions, simply select the appropriate Live Shopping actions and remove them by using the button **Delete Live Shopping (3)**.

Item details: BEABE "DOCKSEER"  
 Configuration 1  
 Add Live Shopping 2  
 Delete Live Shopping 3  
 Live shopping name: Dock Offer only today!  
 Live shopping type: Standard  
 Order number: LIVE234  
 Valid from: 08.01.17 Valid to: 12.08.17  
 Limit: Live shopping stock  
 Current stock: 10  
 Initial stock: 2  
 Maximum purchase quantity: 1  
 Valid to: 08.01.17 Valid to: 12.08.17  
 Add price:  

Customer group	Product price	End price	Per minute
Shop 638	49.9	34.9	34.900000

After you created a Live Shopping action, the configuration window becomes visible. Until then you are able to define your Live Shopping settings for the selected action.

Following options are available:

- **Live Shopping Name (1):** Internal name for the action.
- **Live Shopping Type (2):** Determines whether the item is sold in standard as discount per minute or surcharge per minute.
- **Order number (3):** Specifies the order number for the action.
- **Valid from von (4):** Sets the date and time when the action starts. The start date or time must be before the end date or time- Otherwise the date cannot be set.
- **Active (5):** Activate the action

- **Limited (6):** Determines whether the number of action items is limited or not. If the number is limited, the exact number of items available for the Live Shopping price appears as a purchase incentive in the frontend.
- **Current stock (7):** Sets the stock when limiting.
- **Initial stock (8):** Sets the initial stock level. This option as like a pseudo stand. This value is crucial for the scale of the limitation.
- **Maximum purchase quantity(9):** Sets the maximum number of items that can be sold at once.
- **Valid to (10):** Sets the time and date at which the action is terminated. The end date or time may not be before the start date or time. Otherwise the date cannot be set.

After you have configured your Live Shopping action, click the button **Save Live Shopping** button before setting further options.

- **Prices (1):** Specifies prices specific to each customer groups. 'Product price' is always the initial price and 'End price' sets the final price or in standard mode the action price. 'Per minute' will show you the price difference per minute.

Customer group	Product price	End price	Per minute
Shop B2B	69.9	34.9	34.900000

- **Customer groups (1):** Defines for which customer groups the action is visible.

Add customer group	Customer group
	B2B Customer

- **Limit variants (1):** Determines which article variant price(s) will be reduced

Add variant	Product number	Additional text
	SW1006	SW1006.1 SW1006.2

- **Shops:** Defines the (sub) shops where the action will be visible.

Add shop	Shop name
	Denishop



After the settings the Live Shopping you have to save the article once more. Other the changes will not be accepted.

## The different modes of the live shopping actions

The plugin offers 3 different modes for live shopping in total.

### Standard

The discount is offered for a limited time period. The article price will be given out in the frontend as a bar price (instead of :). The final price is the promotional price. In this module you can neglect the column '*per minute*' as this has no meaning here!

Desktop view:

BEANIE "DOCKSIDER"



Offer ends in: 00 : 01 : 52 min 37 s only 12 pieces

**€34.90 \*** (instead of: 44.90 €)

Price incl. VAT plus shipping costs

Ready to ship today.  
Delivery time approx. 1-3 workdays

Color:  
Black

1 Add to shopping cart

Compare Remember

Order number: SW10006

Mobile view:

### BEANIE "DOCKSIDER"



Offer ends in:	only
00 d 01 h 51 min 56 s	12 pieces
<b>€34.90 *</b> <small>instead of: €69.90 *</small>	

Prices incl. VAT plus shipping costs  
● Ready to ship today.  
Delivery time appr. 1-3 workdays

Color:

### Discount per minute

The article will be getting cheaper every minute during the given period. The article price is your starting price, the final price defines the price of the last minute of the promotion and the column "Per minute" shows the amount of the article discount which is getting cheaper each minute.

### Desktop view:

#### BEANIE "DOCKSIDER"



Offer ends in:	only
00 d 01 h 07 min 17 s	12 pieces
<b>€38.40 *</b> <small>instead of: €69.90 *</small>	
- €0.05 in 17 s	

Prices incl. VAT plus shipping costs  
● Ready to ship today.  
Delivery time appr. 1-3 workdays

Color:  
Black

1

Compare Remember

Order number: SW10006

### Mobile view:

### BEANIE "DOCKSIDER"



Offer ends in:	only
00 d 01 h 07 min 10 s	12 pieces
<b>€38.40 *</b> <small>instead of: €69.90 *</small>	
- €0.05 in 10 s	

Prices incl. VAT plus shipping costs  
● Ready to ship today,  
Delivery time appr. 1-3 workdays

Surcharge per minute

This is the exact opposite to the discount per minute.

Desktop view:

### BEANIE "DOCKSIDER"



Angebot endet in:	Nur noch
00 d 00 h 59 min 46 s	12 Stück
<b>37,99 € *</b> <small>Stück: 31,66 € *</small>	
+ 0,05 € in 46 s	

inkl. MwSt. zzgl. Versandkosten  
● Sofort versandfertig, Lieferzeit ca. 1-3 Werktage

Color:

1  [In den Warenkorb](#)

Vergleichen Merken

Artikel-Nr.: SW10006

Mobile view:

## BEANIE "DOCKSIDER"



Offer ends in:	only
00 d 00 h 58 min 05 s	12 pieces
<b>€37.94 *</b> <small>instead of: €34.90 *</small>	
+ €0.05 in 05 s	

Prices incl. VAT plus shipping costs

● Ready to ship today

Delivery time appr. 1-3 workdays

## Views in the frontend

Live Shopping articles are specially marked in the frontend in the listing and on the item detail page.





Articledetails

See above.



Listing (Listing view)



Desktop view:

Top seller

 ELASTIC HAT €22.90 *	 BEANIE "DOCKSIDER" + -€0.05 in 44 s €37.63 * instead of: €34.90 *	 BIKE JACKE WS SOFTSHELL LIGHT NEW €49.90 *	 BEANIE Red Hat €50.00 *
-------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------

Filter [v]      Sorting [v]      Release date [v]

 BIKE JACKE WS SOFTSHELL LIGHT NEW €49.90 * Compare Remember	 BEANIE "DOCKSIDER" + -€0.05 in 44 s €37.63 * instead of: €34.90 * Compare Remember
----------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

 ELASTIC HAT	 BEANIE Red Hat
-------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------


Mobile view:

€49.90 \*

Remember

---

+ -€0.05 in 15 s




BEANIE "DOCKSIDER"

€37.63 \* instead of: €34.90 \*

Remember

---



Shopping Worlds:



## Get it off!!!!!!

Shopware has acquired a stack of excess stock that we need to clear - fast! There's heaps of new deals every day, for one day only, at crazy low prices.

POPPY DAY SALE. The region's best selection of alpine equipment, with discounts to all on skis, shoes and SKI wear, and expert advice ....

Live Shopping

00 d 13 h 16 min 15 s  
NEU  
LEXINGTON  
499,00 € \* Statt: 699,00...

00 d 13 h 16 min 15 s  
NEU  
TYROLIA ADRENALIN 16 LONG  
299,00 € \* Statt: 379,00...

## The Live Shopping Listing / Overview

The overview in the frontend gives you a complete listing of all active Live Shopping items. The URL had to be look like this: <http://www.ihreDomain.de/livesshopping>

## FAQs Live Shopping

### Why did the Live Shopping discount will not appear in the frontend?

Please check the item number. The item number should correspond to the specifications of Shopware:  
[Create products](#)

### Live Shopping does not appear even though time and date are correctly set

The Live Shopping times dependent on server time. Check the adjusted time of your server and correct it (if necessary via your hosting partner)

Create a php file '*time.php*' with the following content and upload it to your server.

```
<?php  
echo date(DATE_RFC822) ;  
?>
```

Afterwards call the php script with <http://www.meinedomain.de/zeit.php>. The current server time will be displayed.

## Restrictions of the Live Shopping plugin

- Live Shopping prices on the item details page will be ignored within the bundles - but displayed and calculated in the shopping cart (valid only if the bundle plugin is activated) - Live shopping items should not be offered within a bundle
- Variant surcharges will not be considered
- Live shopping prices are not included in the price filter
- The number of items of the Live Shopping article cannot be changed in the shopping cart
- If there are many live-shopping items in your shop, this results in a large number of assignments in the database. You should make sure that the limit in your database is sufficient. If it is not, this can be increased by your hoster.

## How to purchase Live Shopping

You can test and purchase the plugin directly from our [Store](#) , the official market place for all Shopware extensions.

# Plugin: License Manager

## License Manager

The License Manager is only required if you wish to install plugins that require licenses. These plugins are only accessible with licenses, which you must provide via License Manager.

## Installation

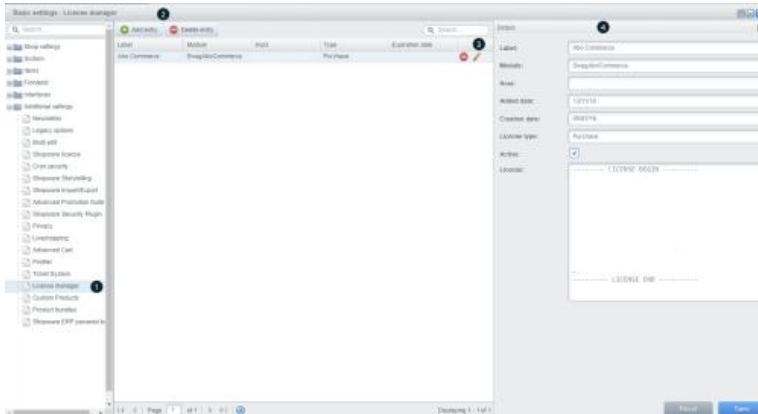
This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

## Configuration

After the installation is complete, the License Manager can be called under **Configuration > Basic settings > Additional settings > Licence manager (1)**. You can add or delete licences using the upper **buttons (2)**. Click on the **edit pen (2)** if you want to update an existing licence. After you have selected the licence, detailed information on the **selected licence (4)** is available in the Details screen on the left.

The adjustable settings are as follows:

- **Description:** Here you can see for which plugins the license is valid.
- **Module:** This is the name of the module.
- **Host:** This is the domain for which the license has been issued.
- **Added on:** This is the date on which the license was added to the License Manager.
- **Created on:** This is when the license was created.
- **Expiration date:** This is the date on which the license is no longer valid.
- **License version:** This indicates which version of the license you have.
- **Active:** This indicates whether the license is active or not.
- **License:** The license code must be entered here.



## Valid as of Shopware 5.2.0

Since the release of Shopware 5.2.0 premium plugins are to be considered open source. This way and given the fact you don't plan on using 3rd party plugins, you don't need to maintain License Manager or ionCube installations anymore. This is true for subshops as well, diminishing the need for the License Manger greatly. To be clear: License Manager and ionCube are only required for 3rd party plugins, that are still encrypted.

If you still want to install the License Manager, you can do so, and we will show you how - in the following sections.

### How do you properly acquire a plugin?

There are two different ways of acquiring plugins for your shop:

- By using the [Plugin Manager](#)
- Via our [Shopware Store](#)

### I have rented an encrypted plugin. What's next?



As usual, it depends. The answer is primarily determined by the way you purchased the plugin. Generally, there are two major ways of acquiring plugins for Shopware.

## Acquisition through the Plugin Manager

If you rented your plugin using the Plugin Manager, the license will be imported directly and you won't have to do anything else! However if you don't have the License Manager installed, Shopware will prompt you with a warning, asking whether or not you would like to install the License Manager anyways. Be aware, that without it no encrypted plugin will work at all.

## Acquisition via the Shopware store

If you rented your plugin in our store, there are two ways of installing it:

**Import via "My purchases":** After renting the plugin, it will be connected with your account. So simply open the Plugin Manager, hit up "*My purchases*" and look for the desired plugin. Using the action buttons on the right, you can import your license and download the plugin itself. If the License Manager isn't installed yet, you will be prompted to install it first.

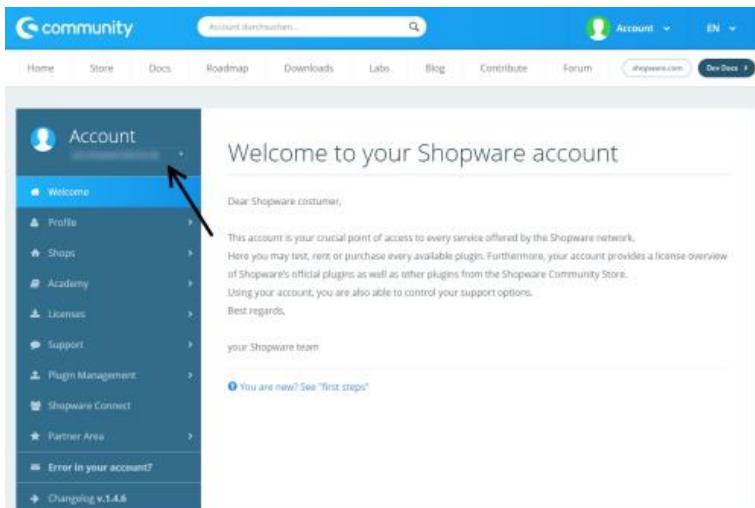
**Import manually:** First, install the [License Manager](#) plugin and activate it. Clear the cache (Ctrl + Alt + X), reload the backend and open the [License Manager](#) in the backend, to enter your plugin license, not until then can you install encrypted plugins.

## Up to Shopware 5.1.6

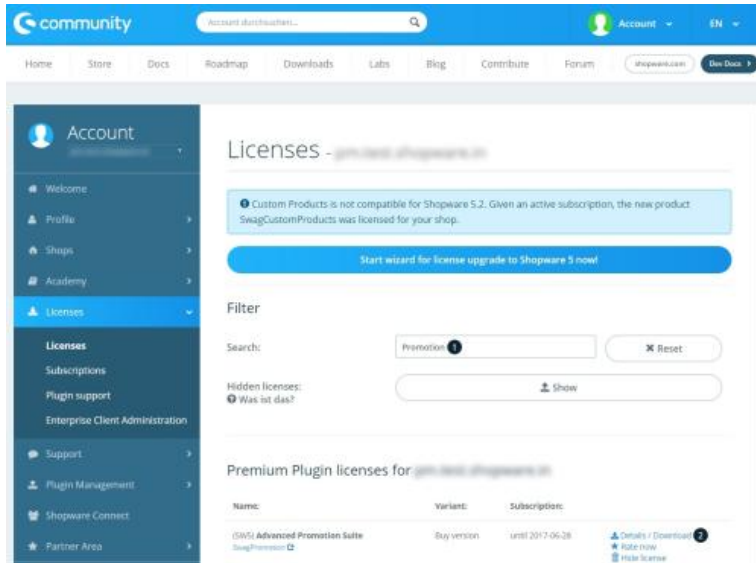
Install the [License Manager](#) plugin and activate it. Clear the shop cache and reload the backend.

## Add a new license in Shopware

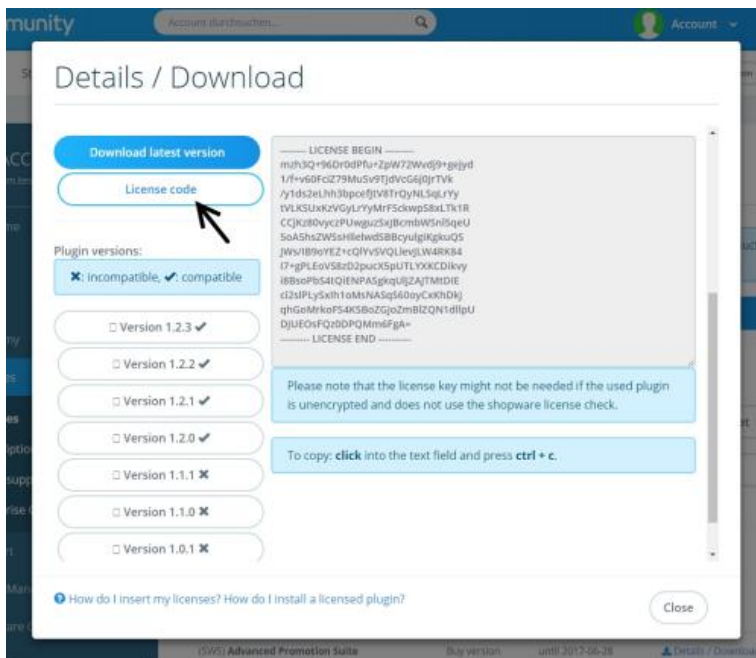
Log in to your [Shopware-Account](#). Licenses always depend on a domain, so select the domain you rented the plugin for.



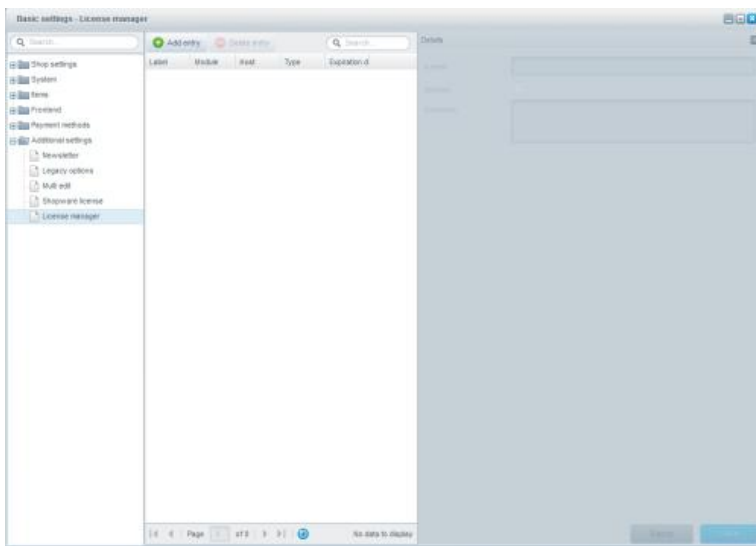
In the menu, navigate to **Licenses**. Here you find an overview of all the plugins you rented. Search the newly installed plugin (1) and then click on "Details / Download" (2).



A window will pop up, presenting the plugin's details. Click on "license code" to request a code.



Now copy this code, switch to your Shopware backend and open the License Manager via **Configuration > Basic settings > Additional settings > License Manager**. Here you will see all licenses ever added to your shop.



Click "Add", check the *Active* setting and paste your license code into the designated field. Save your entry and check the license for integrity.

When adding a license, you don't need to worry about a license name. The name is automatically picked and set at saving the license.

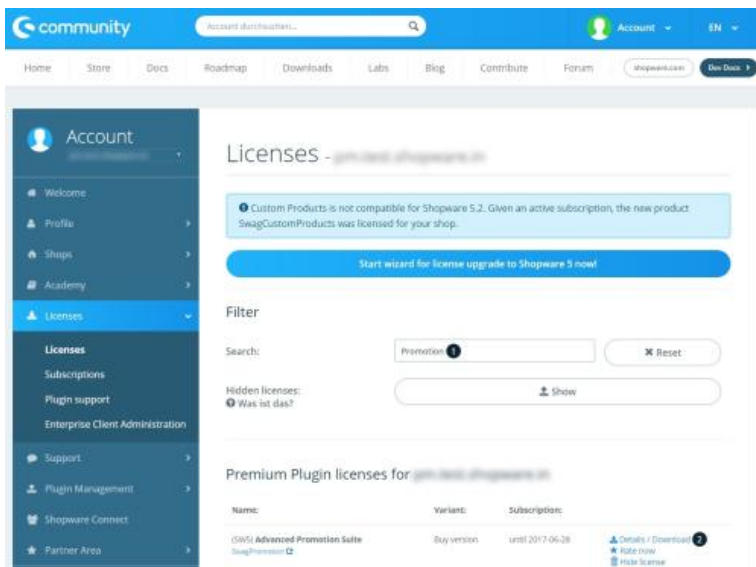
After adding the license to your system, you are now able to install the plugin using the Plugin Manager (head to "*My purchases*") or install it manually if you see yourself fit to do so

## Removing licenses

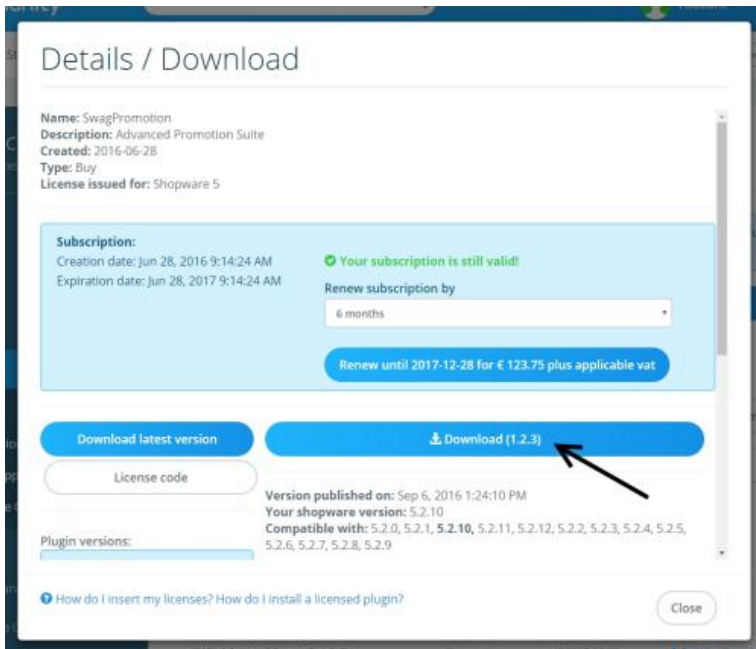
Using the License Manager enables you not only to append, but also to delete licenses. In order to do so, just open the License Manager go to **Configuration > Basic configuration > Additional settings > License Manager** and click the "Remove" icon next to the license you want to get rid of. After a license is deleted, the plugin will stop working and cannot be installed anymore (unless a new license is issued).

## Manually installing plugins

Installing a plugin manually is not as complicated as it may sound. Simply search for your license as in the section "Add a new license to Shopware" and click "**Details / Download**".

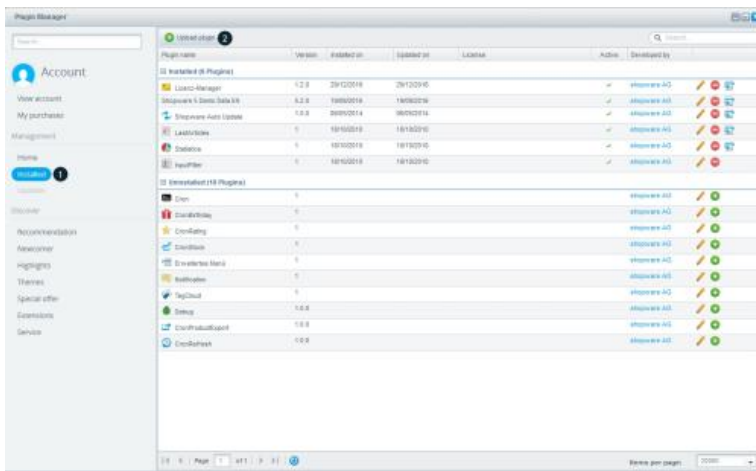


A popup will appear, enabling you to download a plugin that is compatible with your Shopware version (look for bold text in the section "compatible with"):



Check before downloading if your Shopware version is still valid. If not, it is possible you download a plugin version that is incompatible with your Shopware Version, potentially endangering your enterprise and all saved data!

Next open the Plugin Manager, choose "Installed" and click "Upload plugin". Choose the zip file you previously downloaded and upload it to your Shop. The plugin will appear in the plugin list afterwards and can be initially found in "Uninstalled". If you do, you are now ready to ultimately install the plugin and finally put it in a usable state.



## Common error messages

### Your currently used shop domain isn't associated with your shopware account.

This message can appear, when your license does not match your domain. So keep your domain in mind when renting plugins and when you work on your account. If you e.g. license a plugin to the domain **www.mydomain.co.uk** and afterwards want to install the license in a shop called **mydomain.co.uk** this endeavor will surely fail, as the license-domain does not match the installation domain. If this happened, feel free to contact our sales department to get your license renewed.

### License check for module "xxxxxx" has failed.

If you get this message while installing or activating a plugin, the license for the installed plugin is missing in the License Manager. Add a valid license to avoid this message.

**Alternatively** a missing host entry in your shop configuration may cause this problem. In this case, set the host correctly in the [Shop settings](#) under **Configuration > Basic settings > Shop settings > Shops**

### Integrity constraint violation: 1062 duplicate entry 'xxxxxx' for key 'xxxxx'

At the installation, the plugin will add database entries or tables that already exist. This error may occur, if a plugin's installation routine doesn't check for existing tables and database entries. However, if you are not sure what to do or your efforts didn't solve the problem, feel free to contact our support.

## Orders-Exception-2

This error will appear, if you try to download a plugin you already rented in the store. Technically this error can have multiple causes, practically in most cases, the license domain is not equal to the installation domain. Feel free to contact our sales department to get your license renewed.

# Plugin: Migrating from other shop systems to Shopware

# Migrating from other shop systems

With the Migrations plugin, Shopware provides various options to migrate from an existing shop system to Shopware 4 or 5.

The Shopware migration whitepaper with additional tips & tricks you can find here: [Migration whitepaper](#)

## Supported shop systems

The following shop systems are currently supported:

- Magento up to 1.7.0.2 and 1.8.1.0 up to 1.9.3.4
- Magento2 2.1.5 up to 2.1.8
- OXID eShop up to 4.9.7
- xt:Commerce VEYTON 4.0 up to 4.1
- Gambio up to GX 2.7.2.0
- xtModified & xt:Commerce 3.04
- Prestashop 1.4 and 1.5 up to 1.6.1.4
- WooCommerce 2.5.5

Our flexible Import interface allows you to easily maintain all shop data which cannot be migrated using this tool.

You currently use a shop system, which is currently not supported by our migration tool? Then you can get support by our [Shopware partners](#) at migrating to Shopware.

## Overview of migratable fields

	Magento	OXID	VEYTON	Gambio	XTC/XTM	Prestashop	SW3. BETA
<b>Shop properties</b>							
Order status	Yes	Yes	Yes	Yes	Yes	Yes	Yes*
Payment methods	Yes	Yes	Yes	Yes	Yes	Yes	Yes*



Items in stock	Yes	Yes	Yes	Yes	Yes	Yes	Yes*
Customer group prices	Yes	Yes	Yes	Yes	Yes	Yes	Yes*
Graduated prices	Yes	Yes	Yes	Yes	Yes	Yes	Yes*
Search terms	Yes	Yes	Yes	Yes	Yes	Yes	Yes*

\* only partially supported by the current plugin version

\*\* will be imported as a variant by the current plugin version

\*\*\* thumbnails had to be regenerate new via the mediamanager in the backend of shopware

Be sure to always use the most current version of the plugin, which can be downloaded [here](#).

## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

Next, go to **Content > Shop migration**.



## What to do before and after the migration

### Before the migration



- In the backend, go to **Configuration > System info** and check to see if the system requirements have been fulfilled. You may encounter errors if these requirements are not met.
- Database access is required in order for the old shop system to migrate to Shopware 4. The database must either be located locally on the Shopware system, or access must be set up externally.
- Create a standard manufacturer.
- Shared property fields from your old system should already be created in your Shopware installation as a property group set. This is to avoid unnecessary interruptions in the migration process due to the mapping of individual properties.
- Check which customer groups need to be migrated and create them in Shopware 4.
- Check which price groups need to be migrated and create in Shopware 4.
- Check which languages need to be migrated and create them in Shopware 4.
- Activate maintenance mode for the shop that you wish to migrate.
- Language subshops must be activated in advance so that they can be mapped later on.

## After the migration

- Once the migration is complete, first check to see that the number ranges are continuous and adjust them if necessary.

## Starting the migration

Before starting the migration, you should always create a new file and database backup of your Shopware installation. The attributes of your shop will be displayed during the migration process. Each attribute will be return with one of the following messages: **Mapping successful (1)**, **Mapping Optional (2)** or **Mapping urgently required (3)**.

Name	Mapping	
<b>Gruppe: Sprache</b> <span style="float: right;">1</span>		
Deutsch	Deutsch	
English	Englisch	
<b>Gruppe: Preisgruppen</b> <span style="float: right;">2</span>		
Preis A		
Preis B		
Preis C		
<b>Gruppe: Shops</b> <span style="float: right;">3</span>		
OXID eShop 4		

## Step 1: Building links to the shop system

The first step is to select which shop to migrate to **(1)**.

Now create a link to the MySQL database of the new shop. You need to enter a **User name (2)** and **Password (3)** for the MySQL server.

Now add the **Address (4)** and **Standard port (5)** of the MySQL server. If the databases of the destination server and the Shopware installation are on the same server, enter "localhost". Otherwise, the respective names of the servers should be entered here.

Now enter the **Prefix of the database table to be imported (6)**. If you are using a different prefix in your old shop, you can leave this setting on "default".

Lastly, we can select the **Database to migrate to (7)**. If the access data at the top is properly entered, all of the server tables should now be available and listed here. If no databases are listed, check the previously entered access data for the MySQL server.

At the end of the form, you can find the button labeled **Reset current Shopware shop (8)**. This may be necessary, because the migration plugin does not update or replace existing categories or items. If existing categories or items are found, the migration is interrupted with an error message.

Items, item images, customer data, manufacturers, orders and categories will be permanently deleted in this step.

If you do not have the access data of your old shop, you can find it in the administration of your hosting package. Alternatively, there is also the option of contacting your hosting provider directly. If you only have the MySQL dump, import the database into your structure and speak with them locally.

The screenshot shows a web form titled "Shop-Migration" with the following sections and numbered callouts:

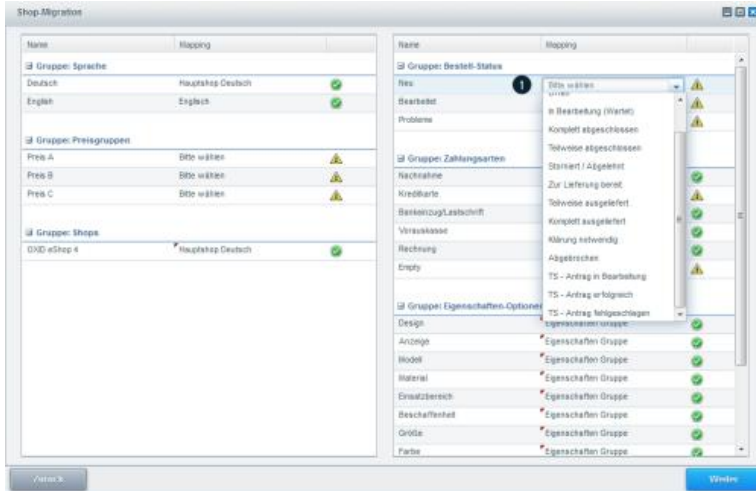
- Wählen Sie ein Profil:** A dropdown menu with "OVO Shop bis 4.7.1" selected. Callout 1 points to this field.
- Datenbank-Einstellungen:** A section for database settings with the following fields:
  - Besutzer:** "root" (Callout 2)
  - Passwort:** "\*\*\*\*" (Callout 3)
  - Server:** "localhost" (Callout 4)
  - Port:** "default" (Callout 5)
  - Prefix:** "default" (Callout 6)
  - Datenbank:** "ovd\_471" (Callout 7)
- Den aktuellen Shopware-Shop zurücksetzen:** A section with several checkboxes:
  - Artikel löschen
  - Kategorien löschen
  - Bilder löschen
  - Produkt-Eigenschaften löschen
  - Kunden löschen
  - Kunden und Bestellungen löschen
  - Bewertungen löschen
  - Hersteller löschenA "Auswahl annehmen" button is also present.
- Gewählte Daten löschen:** A blue button with a callout 8.

## Step 2: Shop migration

After completing the first step, the second now involves importing all important shop settings. By double-clicking in the mapping field, you can open a dropdown field with the settings.

Here you have the possibility of importing attributes/properties, languages, order status, payment types or price groups into your new shop.

The magic mapping supports this step by automatically selecting appropriate Shopware fields for each attribute. This can be used throughout the entire mapping. Each selection can also be changed manually of course.



Keep in mind that when mapping price and customer groups, every group from the source shop can only be mapped once. Mapping multiple times could result in the groups from the source shop being overwritten.

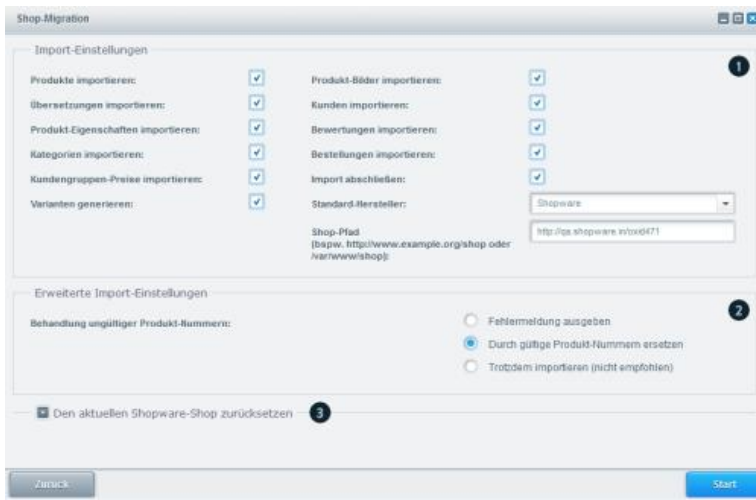
### Step 3: Import settings

In the final step of the migration, you are able to choose the desired settings for the migration. When creating a new item, the manufacturer field is required and so a manufacturer must be selected from the list.

In the box "Shop path to item images (e.g., <http://domain.de/shop>):" specify the path of the old shop.

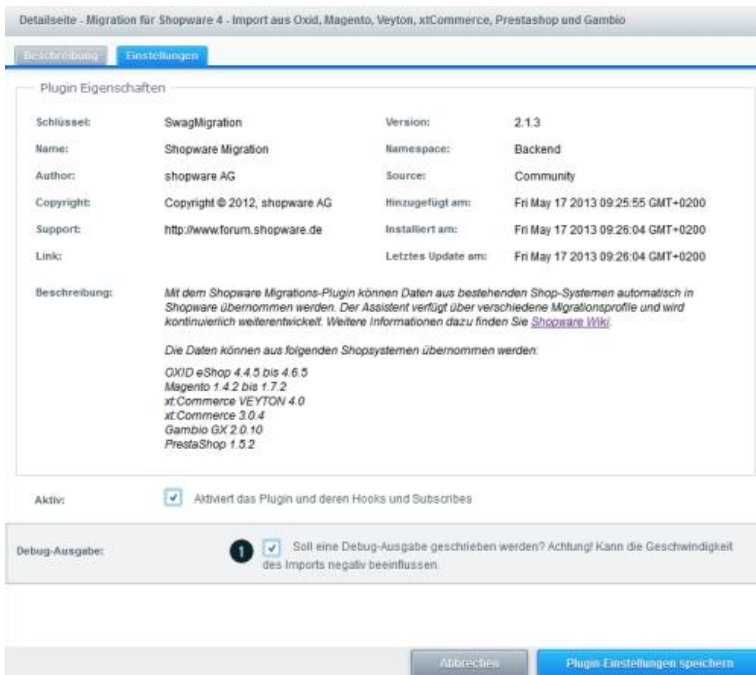
The "Default manufacturer" field is only relevant for items that have no other manufacturers assigned! You will have the possibility to change the manufacturer once the migration is complete.

If items from the old shop system have been assigned a manufacturer, this information will automatically be carried over to Shopware 4.



## Debug mode

The migrations plugin also contains a debug mode. This can be activated in the plugin configuration in the Plugin Manager.



If the debug output is active, all queries will be written to the `/files/migration.log` in the source database. Here you can find, for example, the recently performed actions and an SQL EXPLAIN for the query that defines how the SQL server processed the query (slow file sorts or fast index access) as well as the duration of the query.

This data is useful for identifying non-optimized queries. You may also refer to the following list of indexes in order to speed up queries.

Activating the debug output will negatively affect the performance of the migration script!

# Tips for migration

## Optimizing the MySQL server

A correct configuration of the MySQL server is required for a decent performance.

For the purpose of consistency, the data being imported at different locations must be sorted. For instance, doing so will prevent child entities from being imported before parent entities. This is generally the case for all items and prices. If problems are encountered here, additional indexes can be used or the buffer size of the SQL server can be increased.

The MySQL documentation recommends:

- **Increasing `sort_buffer_size`**
- **Increasing `read_rnd_buffer_size`**

## Optimizing the migrated database

Partial Joins are required for a complete data import. However, in the source database there are no indexes, as these are not automatically imported by the script.

Partial Joins are required for a complete data import, which is possible when the source database contains indexes. Since these are not automatically set by the script, they must be added to the source database.

Create a backup before adding indexes to your source database.

The following is a list of possible additional indexes:

### **Oxid**

#### **Item import:**

```
ALTER TABLE `oxarticles` ADD INDEX `oxid_oxparentid` (`OXID`, `OXPARENTID`)
```

#### **Customer import:**

```
ALTER TABLE `oxobject2group` ADD INDEX `oxobjectid_oxgroupsid` (`OXOBJECTID`, `OXGROUPSID`)
```

### **Veyton**

#### **Item import:**

```
ALTER TABLE `oxarticles` ADD INDEX `oxid_oxparentid` (`OXID`, `OXPARENTID`)
```

## Customer import:

```
ALTER TABLE `oxobject2group` ADD INDEX `oxobjectid_oxgroupsid` (`OXOBJECTID`, `OXGROUPSID`)
```

## XTC, Gambio

### Importing order details:

```
ALTER TABLE `orders_products_attributes` ADD INDEX ( `orders_products_id` )
```

## General tips

After the import, there may be different databases. This is because different shops have different minimum requirements for their respective data.

Here are a few examples:

- **Customer evaluations:** In Shopware, every item can be evaluated once per customer (tracked by email). If the customer made more than one evaluation in the source shop, the extra evaluations will be lost.
- **Customers:** In Shopware it is not possible to register multiple times with the same email address (if valid account are used). Duplicate account will not be imported.

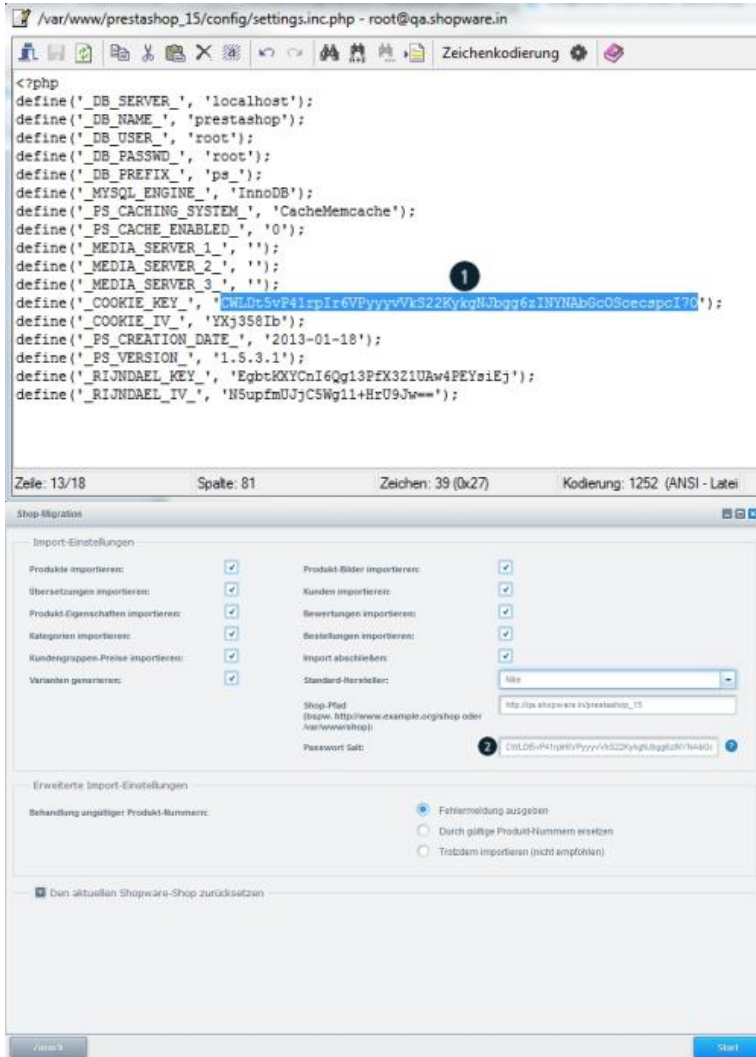
### OXID eShop bis 4.7.1

- **Properties:** Prior to migration, create a group into which all item properties will be migrated from Oxid. If no properties are assigned to an item, then properties from the created group will be automatically assigned.
- **Properties:** In mapping, all existing property options will be displayed. These will only be imported later if at least one item uses the option.
- **Delivery addresses:** Alternative delivery addresses are not imported. This is valid after migration: billing address = billing address.

### Prestashop

- **Configurators:** For technical reasons the items will be transferred directly into configurators.
- **Configurators:** Since there are no weight surcharge configurators in Shopware, this data will be lost.
- **Configurators:** There are no price discount configurators in Shopware. Overcharge < 0 will be ignored.
- **Passwords:** Passwords can only be migrated, if the salt is entered. For the salt, the variable **\_COOKIE\_KEY\_ in der Datei /config/settings.inc.php (1)** is used. Copy the salt and enter it into the **Passwort Salt (2)** field.

If the customers should be able to login with their old passwords after the migration, then the migration tool should not be deinstalled, because the password encoder must remain. After a customer has logged in once, the password is imported and this restriction no longer applies to that customer.



## xtModified & xt:Commerce bis 3.04

- **Delivery times:** Delivery times cannot be imported - they are mapped to the fallback delivery time of Shopware (Configuration > Shopping cart > Item details).
- **Configurators:** For technical reasons the items will be transferred directly into configurators.
- **Configurators:** Since there are no weight surcharge configurators in Shopware, this data will be lost.
- **Configurators:** There are no price discount configurators in Shopware. Overcharge < 0 will be ignored.
- **Delivery addresses:** Alternative delivery addresses are not imported. This is valid after migration: billing address = billing address.

## Gambio bis GX 2.0.10

- **Delivery times:** Delivery times cannot be imported - they are mapped to the fallback delivery time of Shopware (Configuration > Shopping cart > Item details).
- **Configurators:** For technical reasons the items will be transferred directly into configurators.
- **Configurators:** Since there are no weight surcharge configurators in Shopware, this data will be lost.
- **Configurators:** There are no price discount configurators in Shopware. Overcharge < 0 will be ignored.
- **Delivery addresses:** Alternative delivery addresses are not imported. This is valid after migration: billing address = billing address.

## Magento

- **Properties:** Prior to migration, create a group into which all item properties of Magento will be migrated.
- **User-defined properties:** These are imported and appear in the attribute mapping. If this should be migrated, appropriate attribute fields must be created in Shopware beforehand.

## Veyton

- **Properties:** Item properties are not imported.
- **Delivery addresses:** Alternative delivery addresses are not imported. This is valid after migration: billing address = billing address.

## WooCommerce

- **Paymentmeans:** Can not be imported, because the data structure is not compatible. Here the default value "prepayment" is used.
- **Manufacturer:** Because WooCommerce does not use suppliers the default supplier is used.
- **Customer numbers:** Because WooCommerce does not use customer numbers Shopware will create individual ones.
- **Customer group prices:** Because WooCommerce does not provide customer groups you can not import customer group prices.
- **Graduated prices:** WooCommerce does not support graduated prices so only the first price is imported.

## FAQ / common issues

### General: items are assigned to the wrong categories

If this is the case, the category tree must be rebuilt in the Shopware performance module.

### Per request only 1 data element is migrated



If the migration is only processing 1 element per step you probably have a performance issue on the server. Raise the `max_execution_time` in the php-settings of your server significantly. The read of the elements is very slow and it could occur that the migration plugin has no time left while preparing the data. In this case the migration plugin imports one order and then calls for a new request.

## **Magento: SQLSTATE(HY000): General error: 1116 Too many tables; MySQL can only use 61 tables in a join**

This happens, when too many magento attribute tables will be joined, due to technical limitations of MySQL the server will crash.

**Possible solution:** Changing `\Shopware_Components_Migration_Profile_Magento::getProductSelect:#` With the method `getAttributes()` the selected attributes will be joined and later be attached to the item query in `createTableSelect()`. The return value in `getAttributes()` can be individualized, that only the needed attributes will be loaded.

Alternatively the attributes will be identified by the following criteria:

```
AND et.entity_type_code='catalog_product'  
AND ea.frontend_input!=''  
AND (ea.is_user_defined=1 OR ea.attribute_code IN ('visibility', 'meta_description', 'meta_title'))  
AND ea.attribute_code NOT IN ('cost', 'manufacturer')
```

If you, say, set the field "frontend\_input" for not needed attributes to "", no attributes should be selected.

## **XTC/Gambio: Items will be migrated without description**

If your items will be migrated without name and description, this is mostly connected with language shops. If your, say, german language shop your main shop, the Migration will think, that Showpare is configured the same. If this was not happened, Migration cannot assign the description to the items and puts them as translation.

Here you have 2 possible solutions:

- Change the main shop to "german", you have to change the main category and the language to german for this.
- Change in your source shops table **languages** the field **sort\_order**, that the english language has a lower value than the german. Here we recommend to work in a copy of the database or that you made a backup before!

After this adjustment the items should assign correctly.

## **Plugin: PayPal**

# General Information

The PayPal plug-in enables you to offer direct online payment (optionally through Express Checkout) as well as payment by installments, pay upon invoice and other payment methods.

These additional payment methods are made available to you via two different products of the PayPal company, which you can find in the PayPal plugin. The new variant for the provision of additional payment methods is called **PayPal Checkout**. In order to be able to use PayPal Checkout, you have to be activated once. You can find more information on this in the section [Configuring the API settings](#) under the item **Authorise**.

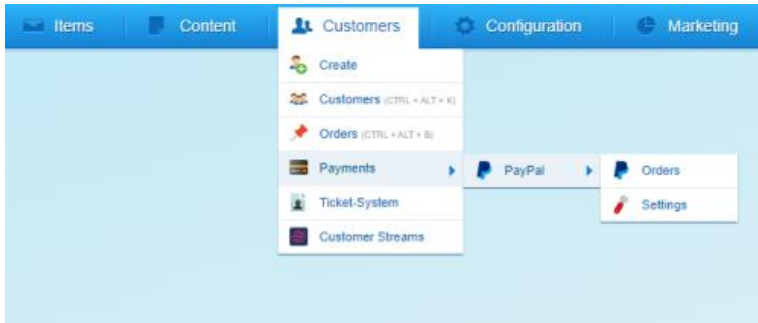
The old variant is called **PayPal Plus**, but it is no longer possible to activate it.

The [PayPal Express](#) plugin is not required separately. The functionality there is included here in the plugin.

# Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

After installing the PayPal plug-in, you will find the modules **Orders** and **Settings** belonging to the plug-in in the backend under **Customers > Payments > PayPal**.

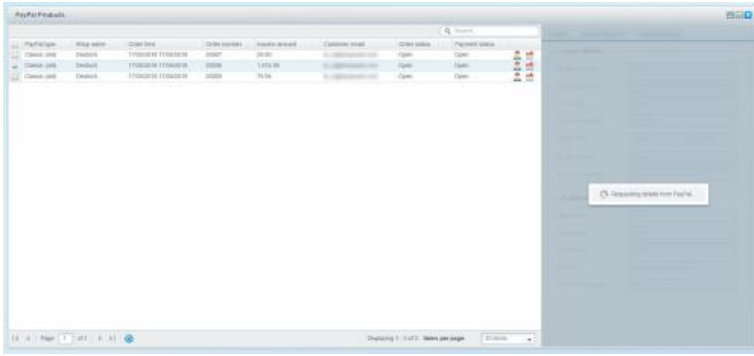


# Compatibility to previous PayPal plug-ins

The plug-in PayPal offers you the possibility to transfer old orders to the new order overview module. This way all your PayPal orders will be displayed in the order overview of the new plug-in and you can part with the old PayPal plug-ins.

The orders that were processed with the old PayPal or PayPal Plus Plug-in will then appear in the new order overview and will be assigned to the correct payment method. As you can see, migrated orders are added with the addition "(old)". In addition, you will find a note about this compatibility mode in the order details, as not all information is displayed, e.g. for an order that was processed via the PayPal Plug-in. This includes e.g. the transaction history.

To take over your orders, you must first uninstall the previous PayPal plug-ins. Then you can open the order overview: All previous orders are now already stored, no further steps are necessary to transfer them.



Please verify the steps on a test system and make a backup, prior to changing the live system. This will give you a easy overview what to expect and a way to roll back the system.

Accepted orders can be refunded as usual, but the payment process only shows the most current state will be displayed.

Only transactions of type "Sale" are supported. In the settings of the previous PayPal Plug-in, this corresponds to the option "Complete payment immediately (Sale)" for payment completion.

The current PayPal Plug-in is not compatible with any of the previous PayPal Plug-ins! It can therefore not be used with PayPal Express, PayPal Plus or PayPal Installment Payment in parallel. So please make sure to uninstall these plug-ins first when using the current PayPal Plug-in. Please make sure that all orders have been accepted before you delete the old PayPal plug-ins completely. This way you can avoid possible data loss.

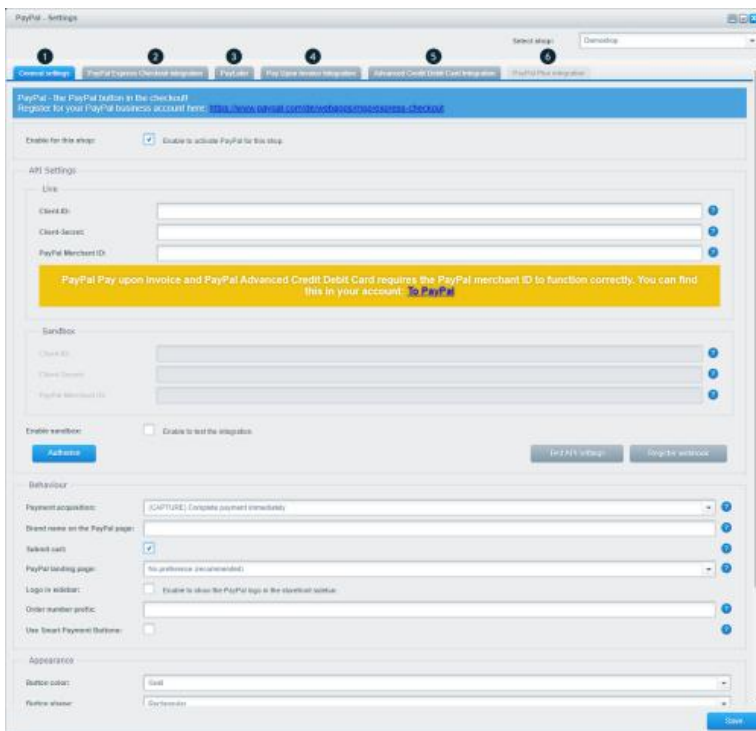
## Initial setup

After you have installed the plug-in, you can configure it in the PayPal module under **settings**.

## Overview

The configuration module of the PayPal plug-in is divided into four areas, each of which can be accessed using the tab at the top of the window:

- **General settings (1)**
- **PayPal Express Checkout integration (2)**
- **PayLater (3)**
- **PayPal Pay Upon Invoice Integration(4)**
- **PayPal Advanced Credit Debit Card Integration (5)**
- **PayPal Plus integration (6)**



In the tab General Settings you can set the API settings for PayPal in addition to the general settings for the behaviour and error handling of the plug-in.

## Activation and shop selection

The PayPal settings can be configured for each shop using the drop-down menu **Select Shop (1)** in the upper right corner. So you have the possibility to define different settings for sub shops and language shops.

To use PayPal in your shop, you have to activate PayPal with the checkbox **Enable for this shop (2)**.



## Configuration of the API settings

In the next step you have to enter your PayPal access data received from PayPal.

**Client-ID (1):** Here you enter the PayPal REST-ID This is used by the plugin to authenticate itself with the PayPal API.

**Client-Secret (2):** At this point you enter the REST-API client secret, which the plug-in also uses to authenticate with the PayPal API.

**PayPal Merchant ID (3):** The ID is necessary for the **PayPal Pay Upon Invoice Integration** and **PayPal Advanced Credit Debit Card Integration**. You can find the exact ID in your account.

**Enable sandbox (4):** Check this box if you just want to test the PayPal integration. Please note that the sandbox environment has its own access data.

**Authorise (5):** Here you will be redirected to PayPal's registration page to automatically receive Client ID, Client Secret and PayPal Merchant ID.

**Test API settings (6):** With the help of this button you can test the access data you have entered. The result of the test will be displayed directly in the backend by a message at the top of the screen.

**Register webhook (47):** The registration of the webhook can be triggered manually at this point. Normally, the webhook is automatically transmitted and set up. More information can be found in the next section.

## Configuration of the Webhooks

Webhooks are a web technology similar to push notifications. This allows PayPal to send updates about your transactions to your Shopware shop even after the fact.

Since PayPal Plus has been replaced by PayPal Checkout, the plugin implementation does not receive webhooks. If you no longer use PayPal Plus, you can skip the following section.

Please go to the website [developer.paypal.com](https://developer.paypal.com) and log in with your PayPal account. There you will find the menu item "My Apps & Credentials" in the "Dashboard" area. If you select your app from the REST API apps stored there, you will be taken to the Webhooks area. To add the Webhook, click on "Add Webhook".

The Webhook URL must have the following format: `https://example.com/PaypalUnifiedWebhook/execute`. This is your domain with shop addition, if available. This URL corresponds to the Notify-URL, but differs in the addition "webhook". Regarding the spelling, you can use both "CamelCase" and "snake\_case". With the setting "Event Types", "All Events" must also be activated.

## Classic PayPal

By entering the API data and activation in the tab Basic Settings, you use the classic PayPal for your shop. Thus your customers are able to pay for their orders with their PayPal account.

PayPal also offers other payment methods, for example the PayPal Shortcut (Express Checkout), but also

other payment methods such as credit card or purchase on account. The entirety of payment methods is summarised under the term PayPal Checkout (and formerly PayPal Plus).

Please note that some settings in the tab Basic Settings do not only apply to the classic PayPal, but also to PayPal Plus or Express Checkout, if they are activated.

## Configuration

Under Behaviour in the tab Basic Settings you configure the following settings:



### Payment acquisition (1):

- **(CAPTURE) Complete payment immediately:** Payment is automatically collected immediately
- **(AUTHORIZE) Delayed payment collection:** Payment is only authorized . The collection must be made separately.

**Brand name on PayPal page (2):** The text stored here will be displayed as brand name on the PayPal payment page.

**Submit cart (3):** Here you can select whether the shopping cart should be transferred to PayPal. This is strongly recommended to improve PayPal's risk assessment.

**PayPal landing page (4):** Here you can choose whether the PayPal landing page should display the registration form or the login screen.

**Logo in sidebar (5):** If you activate this option, the PayPal logo will be displayed in the sidebar of your storefront.

Please note that the following requirements must be met to display your logo on the PayPal site:

- The image must be accessible externally.
- The picture must be accessible under HTTPS
- The image must be one of the following file types: .gif, .jpg, or .png

**Oder number prefix (6):** Here you can determine which text is appended to the original order number, e.g. myShopSW20001. This option is only available if you have activated the previous option "Transfer

order number to PayPal".

**Use Smart Payment Buttons (7):** From plugin version 4.1.3 you can use the smart buttons provided by PayPal. You can familiarise yourself with the look and function of the buttons [here](#).

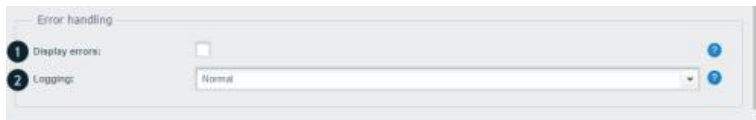
## Error handling

The PayPal plug-in enables you to display error messages and activate logging with the error handling.

**Display errors (1):** Activating this option causes the communication error message to be displayed in the shop.

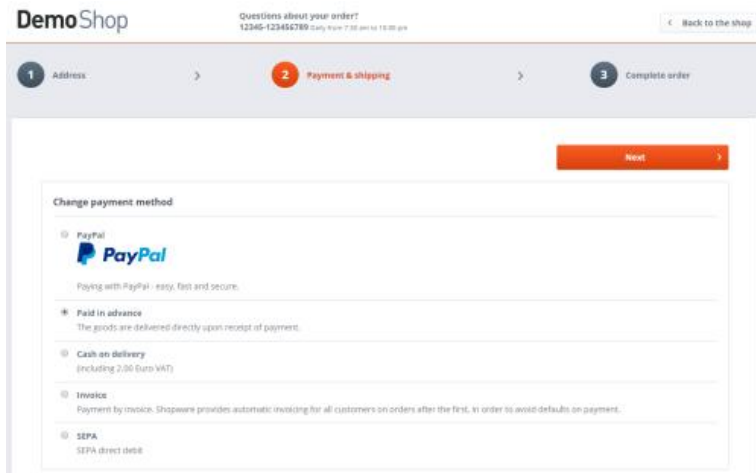
**Logging (2):** At this point you define how strict this logging may be. You have the choice to log only errors (option "Normal") or to log all types of errors (option "Advanced"). All types means in this context that normal events and warnings will be logged in addition to errors.

You can find the log files of your Shopware installation in the directory /var/log. For this plugin the log entries are stored in the file that starts with "plugin\_production-". Every day a new log file is created.



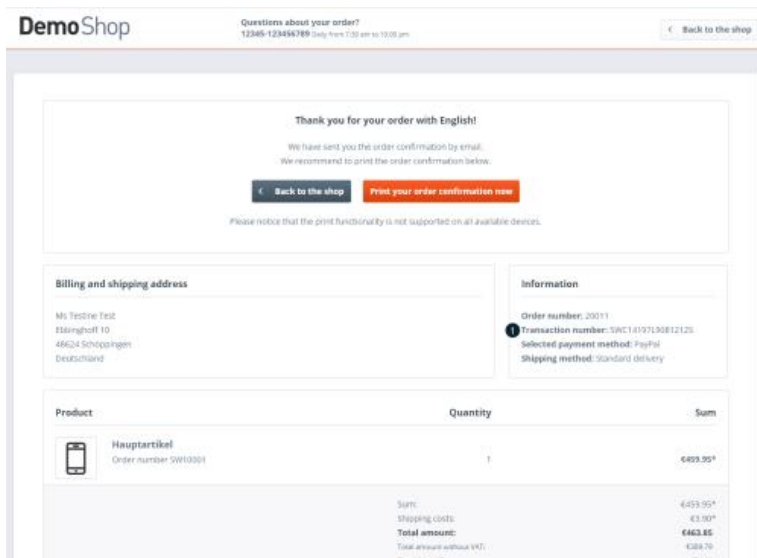
## Frontend view

If you have activated PayPal, your customers will find the following payment method in the order process:

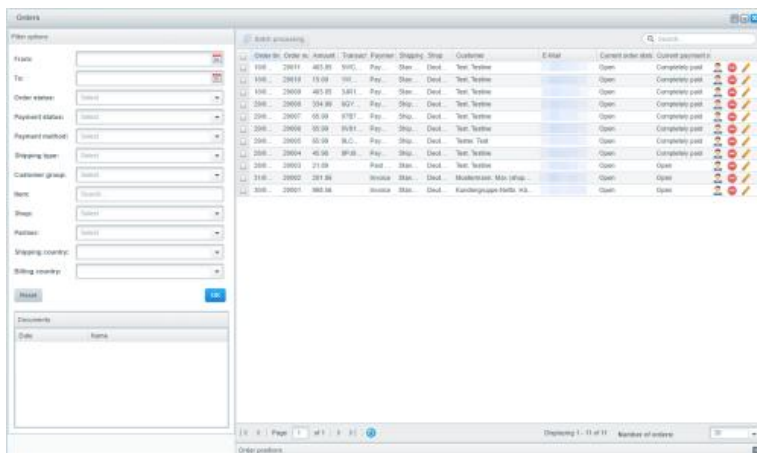


The order completion page remains as usual from Shopware. However, the customer is redirected to PayPal after his click. Here the customer can then log in with his PayPal account.

After the customer has registered and confirmed the order by PayPal, the order is completed. The customer then sees the following page:



Here the customer can find the **transaction number (1)** of his order, which PayPal can use to identify his order. Accordingly, the order appears with this number and the payment status **"Fully paid" (1)** in the order overview in the backend of your shop:



## Backend view

There is a button which redirects to PayPal where you can enter the tracking ID.

## PayPal shipping tracking

With Paypal version 6.0.0 it is possible to transfer the shipping tracking ID of the shipping service provider to Paypal. The customer can then track the shipment of his order via his PayPal account. After successful onboarding you will find in your shipping methods under free text fields the possibility to store a default shipping service provider.



You can find a complete list of possible shipping providers [here](#).

If you now enter a tracking ID of the shipping service provider in the order details, this will automatically be transferred to the customer's PayPal account. There he can monitor the shipment of the order.

## Order overview

The PayPal plug-in offers a display in the standard order module as well as a separate overview of the orders processed by the plug-in. You can find this order overview under **Customers > Payments > PayPal > Orders**. Here you can see which orders were made with which PayPal type (Standard, Express, Plus, Installment).

In the right half of the window you can see the data PayPal has for the respective transaction. They are structured into the areas **Order**, **PayPal transaction** and **Payment history**.

## Refund

If you need to make a refund via PayPal, you can do it in the **Payment history tab (1)** using the **Make a new refund button (2)**.



Once you click on it, a modal window will open where you can enter the amount and the booking number for the refund. You can also use the radiobutton to specify whether the total amount of the order is affected. For example, partial amounts are also possible if only one item from an order is returned.

A screenshot of a modal window titled "New refund". The window has a close button (X) in the top right corner. It contains the following fields and controls:

- "Maximum amount:" text label followed by a text input field containing the value "28.89".
- "Amount:" text label followed by a text input field with up and down arrow buttons on the right side.
- "Total amount:" text label followed by an unchecked checkbox.
- "Booking number:" text label followed by a text input field.
- At the bottom, there are two buttons: "Cancel" (grey) and "Execute" (blue).

Once a refund is made, the order's payment status also changes in the Order module in the backend. The change in payment status of the order changes as follows when a refund is made:

1. The payment status is automatically changed to "Re-crediting" if the total amount is refunded.
2. If only a part of the amount is refunded, the payment status is automatically set to "Partially paid".

## Express Checkout

The plug-in offers the possibility of express checkout. This way your customer does not have to register in the shop for his order, the order will be processed only by his PayPal account.

The express function does not apply to [ESD products](#). These can only be purchased with a customer account.

### Configuration

The configuration of the Express Checkout can be found in the separate tab **PayPal Express Checkout Integration** in the plugin settings. Below are the configuration options:

General settings | **PayPal Express Checkout integration** | PayLater | Pay Later Invoices Integration | Advanced Credit Card Integration

PayPal Express Checkout - the PayPal button on the product detail page for maximum conversion.  
Find more info about the PayPal Express Shortcut here: <https://www.paypal.com/de/webapps/mpp/express-checkout>

- 1 'Pay now' on detail page:  If this option is active, the Express Checkout button will be shown on each product detail page.
- 2 'Pay now' on cart:  If this option is active, the Express Checkout button will be shown on the cart.
- 3 'Pay now' on Off-Canvas/modal cart:  If this option is active, the Express Checkout button will be shown on the Off-Canvas/modal cart.
- 4 'Pay now' on login page:  If this option is active, the Express Checkout button will be shown on the login and register page.
- 5 'Pay now' on listing pages:  If this option is active, the Express Checkout button will be shown on listing pages.
- 6 Button color:
- 7 Button shape:
- 8 Button size:
- 9 Submit cart:  If this option is active, the cart will be submitted to PayPal for Express orders.

**'Pay now' on detail page (1):** Here you can specify whether the PayPal Express button is displayed on the item details page.

**'Pay now' on cart (2):** Here you specify whether the PayPal Express Button should be shown in the shopping cart.

**'Pay now' on Off-Canvas/modal cart (3):** If you activate this option, the Express Checkout button will be displayed in the Off-Canvas/Modal shopping cart.

**'Pay now' on login page (4):** Here you can determine whether the PayPal Express button is offered on the login page.

**'Pay now' on listing pages(5):** If you enable this option, the Express Checkout button will be displayed on listing pages.

**Button colour (6):** This option offers you some colours in which the PayPal Express Button can be displayed. Gold, blue, silver, and black are offered.

**Button shape (7):** Here you set the shape of the PayPal Express Button. You can choose between round and square and set the shape of the PayPal Express Button. You can choose between round and square.

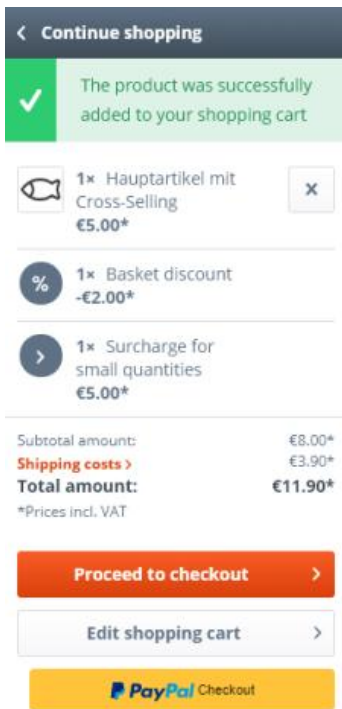
**Button size (8):** This option allows you to specify how large the PayPal Express Button should be displayed. You can choose from small, medium, large, and Responsive.

**Submit cart (9):** Here you can choose whether the customer's shopping cart, i.e. the exact positions of the order, may be transferred to PayPal. If this option is deactivated, only the total amount is transferred.

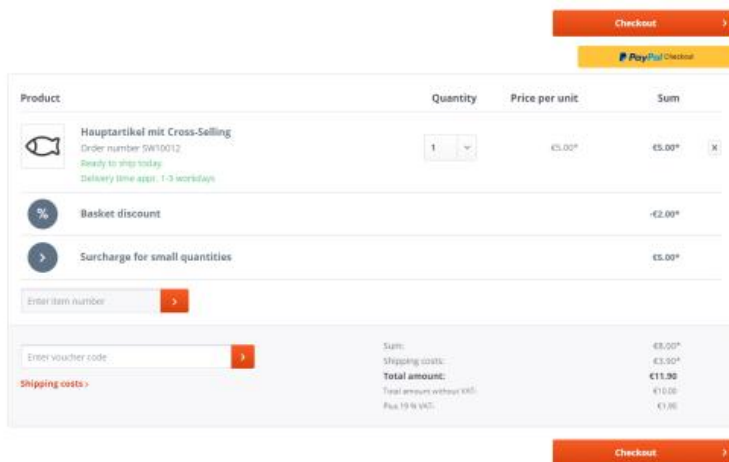
## Frontend view

The ordering process using PayPal Express is similar to the classic PayPal order process. The difference is that your customer does not need to create an account in your store to place an order. Instead, they can log in directly to PayPal with a button and complete the order. This PayPal Express button can be located in the shopping cart on the login page and on the item details page, depending on the configuration.

The Express button in the off-canvas shopping cart looks like this



When your customer edits his shopping cart, the view looks like this:



If your customer wants to register during the order process, an Express button can also be used:

**I'm already a customer.**

Log in with your email address and password

Your email address

Your password

[Forgot your password?](#)

[Login](#)

[PayPal Checkout](#)

**My benefits**

- ✓ Express Shipping
- ✓ Save your user data and settings
- ✓ Overview of your orders and shipping information
- ✓ Manage your newsletter subscription

**I'm a new customer**

First name\*

Salutation\*

Last name\*

Don't create customer account

Your email address\*

Your password\*

Your password must contain at least 8 characters.  
The password is case sensitive.

**Your address**

Street and number\*

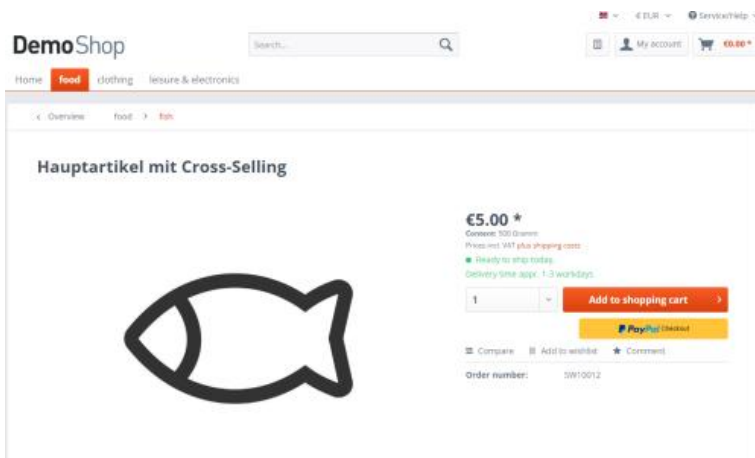
Zipcode\* City\*

Deutschland

The shipping address does not match the billing address

The fields marked with \* are required

Finally, the article itself can be ordered directly over PayPal by clicking on the express button on its detail page:



## PayPal Plus

The PayPal plug-in includes a direct integration of PayPal Plus: You can offer your customers the four most popular payment methods used by German consumers from one source. Besides the classic PayPal, your customers can choose between SEPA direct debit, credit card and pay upon invoice.

Please note that PayPal Plus is no longer available for new activations and that the purchase on account via PayPal Plus has been switched off for PSD2 legal reasons. This is, of course, possible with the successor **PayPal Checkout**.

## Requirements

The product "PayPal Plus" must be activated individually for each merchant. If you have not already done so, apply for the activation [here](#).

Please note that you have to unlock the pay upon invoice separately as well. PayPal Plus is currently only available for retailers in Germany.

## Configuration

You can configure PayPal Plus in the plug-in settings in the tab PayPal Plus Integration. The following configuration options are available:

**Activate PayPal Plus (1):** Check the box to activate the PayPal Plus integration for your selected shop.

**Payment acquisition (2):** This is where you specify when the payment is collected - i.e. when it is completed.

**Restyle payment selection (3):** At this option you can determine whether you want the payment method selection to be in Shopware- or PayPal-typical design. This is explained in detail in the section **Appearance of the payment method selection**.

**Display other payments methods in iFrame (4):** If you activate this option, third-party payment methods are displayed in the Payment Wall iFrame. Select the payment methods you want to display there under **Configuration > Payment Methods > Free text fields > Display in PayPal Plus iFrame**.

**Payment method name (5):** Here you can enter a different payment method name for the frontend, if desired.

**Complete payment method description (6):** Here you can add the payment type description in the front end. The description is displayed in the payment type selection, for example, in the account under the payment type description.

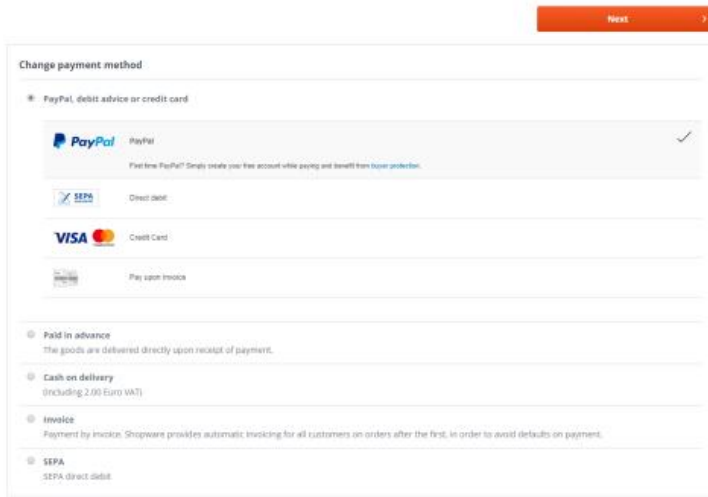


The payment methods purchase on account (PayPal Pay Upon Invoice Integration) and direct debit from PayPal can only be used by German customers. The condition for this is the entry of a **German delivery address**. Otherwise, only credit or debit card and PayPal payment methods are available.

## Frontend view

The order process can be carried out as usual if you want to use the payment options of PayPal Plus. PayPal, direct debit, credit card and pay upon invoice via iFrame are displayed in the payment method selection in the checkout. The prerequisite for this is that the customer has selected PayPal as the payment

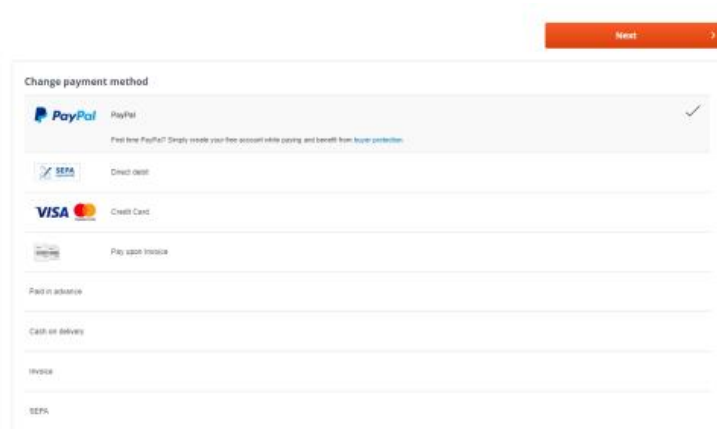
method in his account.



If the customer has already set PayPal as the active payment method, the iFrame is also displayed on the checkout confirmation page.

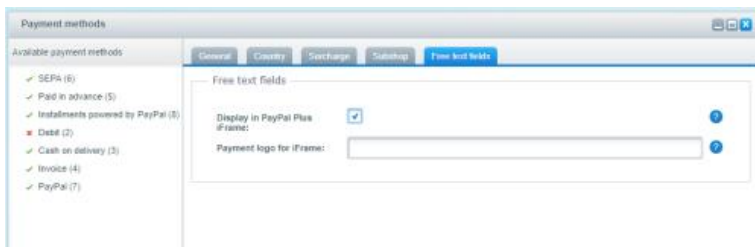
## Appearance of the payment method selection

As mentioned in the **configuration** section, the appearance of the PayPal Plus payment method selection in the PayPal plugin can be customized. More specifically, it is possible to apply the styling of the PayPal Plus payment method iFrame to the entire payment method selection. If you activate the setting **redesign payment method selection** (3), the payment method selection is displayed as follows:

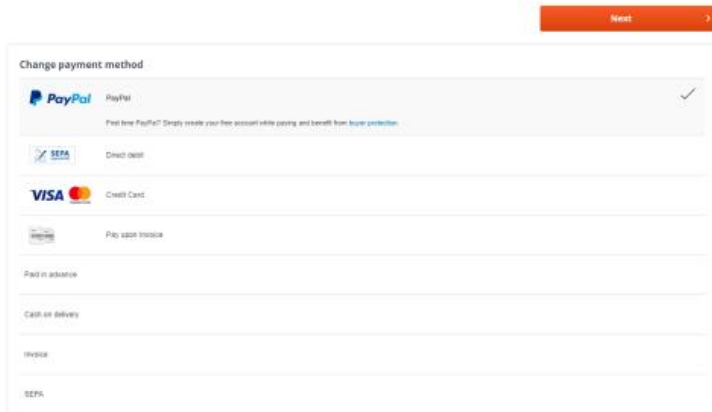


If this option is active, a further configuration option is shown: **Show other payment types in the iFrame** (4).

If you choose this option, the standard payment methods available in Shopware, as well as third-party payment methods, can be within the iFrame of the PayPal Plus payment methods, if set up accordingly. To do this, you must check the **Display in PayPal Plus iFrame** box in the **Free text fields** tab of the desired payment methods under **Settings > Payment Methods**:



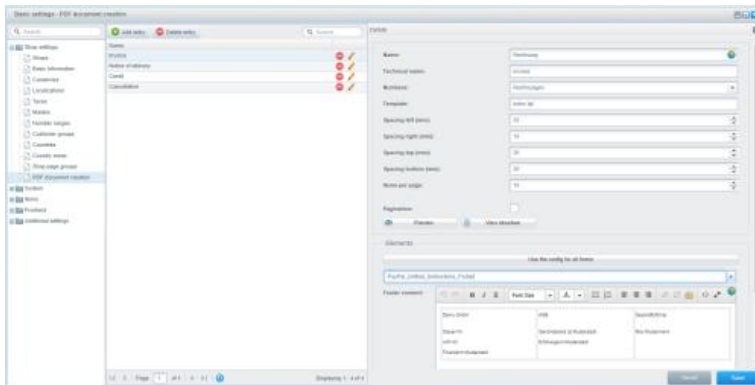
In the frontend it looks like this:



There are payment methods which require additional fields directly in the payment method selection (e.g. the data details for SEPA direct debit). In this case this payment method is not compatible with the setting **display other payment methods in iFrame**. If such a payment type is integrated into the iFrame, its additional fields are not displayed and payments are therefore no longer possible.

## Customizing the document template

If you offer PayPal Plus in your shop, the non standard footer is used, but the **PayPal\_Unified\_Instructions\_Footer**, which has to be adapted first.

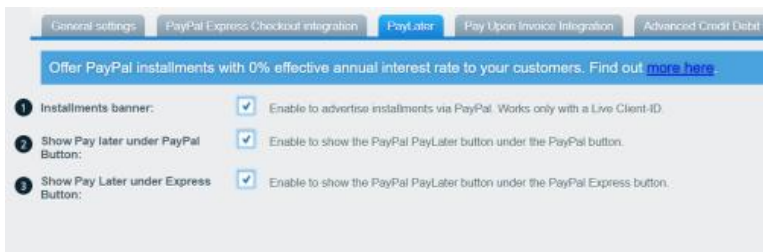


You can customize this under **Basic settings > Shop settings > PDF document creation**. Select the document **Invoice** and open the **element PayPal\_Unified\_Instructions\_Footer** on the right side in the area Elements via the drop down menu.

An editor will open, where you can customize the content of the footer.







In the Pay Later configuration, you can define where information about Pay Later should be offered in your store.

**Installments banner (1):** This banner is displayed in the standard Responsive Theme on the left side of the screen.

**Show Pay Later under PayPal Button (2):** If you activate this checkbox, the Pay Later button will be displayed below the PayPal button in the checkout.

**Show Pay Later under Express Button (3):** If you activate this checkbox, the Pay Later button will be displayed below the PayPal Express button, for example on the product detail page.

Translated with [www.DeepL.com/Translator](http://www.DeepL.com/Translator) (free version)

## Frontend view

It is necessary to accept the cookies of the "Technically Required" category in order to show the PayPal Installment banner. If the cookies were accepted in the past and PayPal Installment was activated later, the cookies must be accepted again so that the cookies for PayPal Installment are also set.

The display of the banner\* in the frontend, which can be clicked:

€386.51 \*

Content: 1 Stück

Prices plus VAT plus shipping costs

● Ready to ship today.

Delivery time appr. 1-3 workdays




☰ Compare    ♥ Remember    ★ Comment

Order number: SW10001

\*Please note that it's only available in German.


After clicking on the banner\*, the calculation of the rates is displayed\*:


## Test Store

KD  4.59,95 EUR

Lieferadresse Kunde Deutschland [Bearbeiten](#)  
Ebbinghoff 10, 48624 Schöppingen

**Jetzt zahlen** Später zahlen

 **Bezahlung nach 30 Tagen** NEU  
Zahlung im Einzugsverfahren geplant für 21. Januar 2023.  
*Wahlweise Nachzahlung am 01.01.2023*

 **PayPal Ratenzahlung**  
Ab 21,12 EUR pro Monat zu 9,99% p.a. eff. Jahreszins.

**Jetzt zahlen**

Vorbehaltlich Kreditwürdigkeitsprüfung.

Dies dient zugleich auch als repräsentatives Beispiel: E-Geld Transaktionsbetrag von 459,95 EUR. Gesamtbetrag von 506,94 EUR zu zahlen in 24 Raten à 21,12 EUR mit einem eff. Jahreszins von 9,99% p.a. und einem festen Sollzinssatz von 9,51% p.a. Kreditgeber: PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxemburg.

[Abbrechen und zurück zu Test Store.](#)

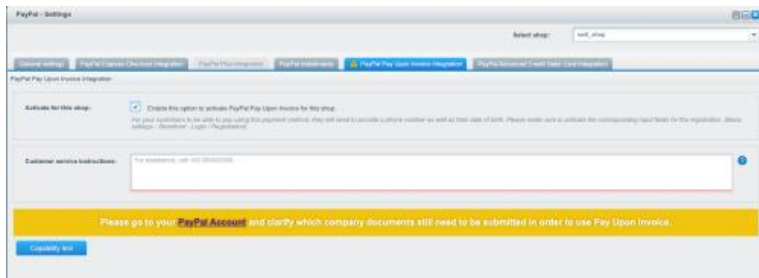
\*Please note that it's only available in German.

In order for your customers to be able to use the new installment payment in your shop, they must select the payment method PayPal in the checkout and log in with their PayPal account. Your customers can then check whether the payment method Installment Payment is displayed.

You can find further information about [PayPal installment payment](#) at PayPal.

## PayPal Pay Upon Invoice Integration

Please note that your PayPal account must be authorised for this payment method to be available to your customers. You can authorise your account in the PayPal settings module.



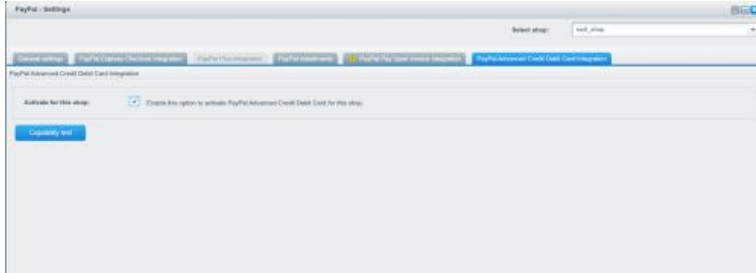
You can use this function to activate PayPal Pay Upon Invoice for your shop.

Please check under **Configuration > Payment methods** that the payment method for PayPal pay upon invoice with the name **SwagPaymentPayPalUnifiedPayUponInvoice** is active if you want to offer

purchase on account. Furthermore, under **Configuration > Shipping costs > Payment methods**, it is necessary to add the purchase on account as **Allowed** for all shipping methods for which the shop customer can pay by PayPal Pay Upon Invoice.

## PayPal Advanced Credit Debit Card Integration

Please note that your PayPal account must be authorised for this payment method to be available to your customers. You can authorise your account in the PayPal settings module.



Here you can activate the advanced credit and debit card integration.

## Frontend view



These two payment methods are now available in the frontend.

## Tips and tricks

### Hide "Direct to PayPal" button

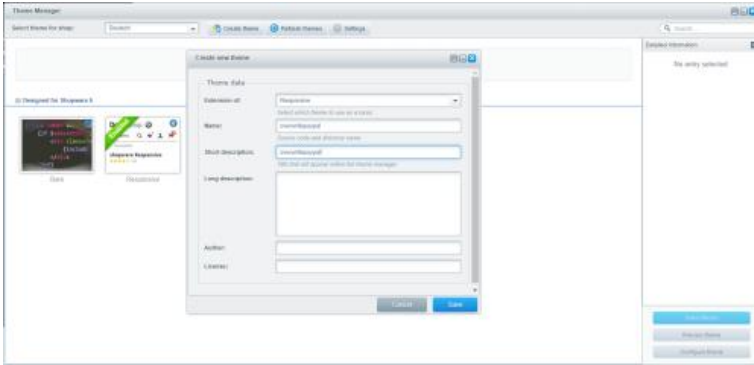
If you would like to hide the PayPal Express button for certain items, you can do so with an individual solution. Here we show you a possible solution that you can implement in your shop.

This solution currently works up to and including version 2.6.5 of the PayPal extension.

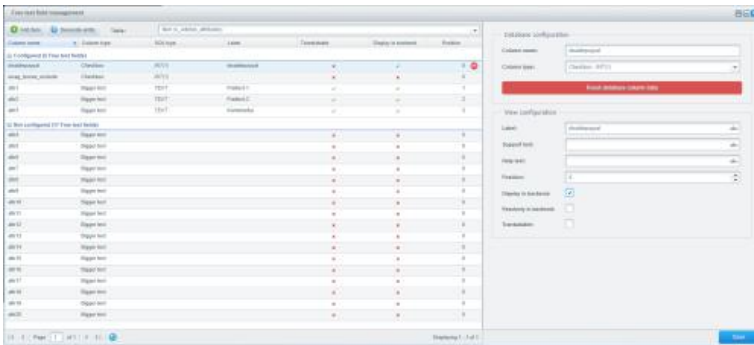
Both the Bare Theme and the Responsive Theme are standard templates that should never be changed, as changes are overwritten during an update. Therefore you must always derive correctly in your own theme.

Make a **backup** before the execution, so that you can restore it if in doubt. Please note that these are adjustments of Shopware and therefore the content of this tutorial is **not officially supported!**

1. In the first step, you should create and assign a new theme, which inherits from the currently used theme in the Theme Manager.  
In this example we derive the theme directly from the Responsive Theme and call it "overwritepaypal".



2. Then you create a new article free text field with the column type checkbox.  
Here we have named the article text field "disablepaypal".



3. Now edit the theme.php in your previously created theme (here under /themes/frontend/overwritepaypal) and write the following into it:

```
protected $injectBeforePlugins = false;
```

It should look something like this:

```
class Theme extends \Shopware\Components\Theme
{
    ...
    protected $injectBeforePlugins = false;
    ...
}
```

4. Then you create the file `buy.tpl` in the directory `/frontend/detail` of your previously created theme (in our example under `/themes/frontend/overwritepaypal/frontend/detail/buy.tpl`) with the following content

```
{extends file="parent:frontend/detail/buy.tpl"}
    {block name='frontend_detail_buy_button_paypal_unified_installments'}
        {if !$sArticle.sConfigurator && !$activeConfiguratorSelection) && $paypalUnifiedEcDet
            {include file='frontend/paypal_unified/express_checkout/button_detail.tpl'}
        {/if}
    {/block}
```

Then you have to empty the cache in the Cache Module. The PayPal button is now hidden for all articles or variants with the attribute "disablepaypal".

To make sure that the PayPal Express Button is also hidden in the Offcanvas shopping cart, you have to make further adjustments in your theme.

To do this, create the file `ajax_cart.tpl` in the `/frontend/checkout` directory of your previously created theme with the following content:

```
{extends file="parent:frontend/checkout/ajax_cart.tpl"}
    {block name='frontend_checkout_ajax_cart_button_container_inner_paypal_unified_ec_button'}
        {foreach $sBasket.content as $item}
            {if $item.additional_details.disablepaypal}
                {assign var="disablepaypal" value="1"}
            {/if}
        {/foreach}
        {if $paypalUnifiedEcOffCanvasActive && $paypalUnifiedUseInContext != null && !$disablepaypal}
            {include file='frontend/paypal_unified/express_checkout/button_cart.tpl' paypalEcAJ}
        {/if}
    {/block}
```

To hide the button in the shopping cart, the file `cart.tpl` must be created in the same directory of your theme. Fill it with the following content:

```
{extends file="parent:frontend/checkout/cart.tpl"}
    {block name='frontend_checkout_cart_table_actions_paypal_unified_ec_button'}
        {foreach $sBasket.content as $item}
            {if $item.additional_details.disablepaypal}
                {assign var="disablepaypal" value="1"}
            {/if}
        {/foreach}
        {if $paypalUnifiedEcOffCanvasActive && $paypalUnifiedUseInContext != null && !$disablepaypal}
            {include file='frontend/paypal_unified/express_checkout/button_cart.tpl' paypalEcAJ}
        {/if}
    {/block}
```

After making the changes you have to empty the cache in the Cache Module again.

## Additional description from version 2.8.1

Under **Configuration > Payment Methods** you can add, edit, activate or deactivate the payment methods used in Shopware. More information about this option can be found [here](#).

For PayPal there is an **additional description** for the frontend in the tab **General**, which contains Javascript with a link.

In version 2.8.1 we changed the text in the **additional description** for the PayPal payment method, because originally there was a JavaScript (for forwarding to PayPal) in it. Since this description text would be inserted by default in the order confirmation mail, this could lead to the fact that the confirmation mail was marked by some mail providers as spam/uncertainty and thus did not reach the end customer.

This JavaScript part has now been replaced in version 2.8.1 But to avoid overwriting your own texts, the text will remain when updating the plugin. Only if you completely reinstall the plugin, the new text will be used.

If you don't reinstall the plugin and simply run the update, you can also change the additional description manually. Add the following text to the additional description:

```
<!-- PayPal Logo --><a onclick="window.open(this.href, 'olcwhatispaypal','toolbar=no, location={link file='frontend/_public/src/img/sidebar-paypal-generic.png' fullPath}
" alt="Logo 'PayPal empfohlen'"></a><br><!-- PayPal Logo -->Bezahlung per PayPal - einfach, so
```

## Read invoice data

If an invoice purchase is made through PayPal, the associated invoice data is stored in the table `swag_payment_paypal_unified_payment_instruction`.

To make this information easier to read, it is also displayed in the backend. You can find it under Customers > Orders in the respective order details. There it is stored in the Communication tab in the Internal Communication field.

The JSON string looks something like this:

```
{"jsonDescription":"Pay Upon Invoice Payment Instructions","orderNumber":"20030","bankName":"D
```

# Plugin: PayPal Express

## Paypal Express

### Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

# Configuration

The screenshot shows a configuration page for a PayPal plugin. At the top, there are tabs for 'DemoShop', 'R3B Shop', and 'English'. The main content area is divided into several sections:

- API Credentials:** Fields for 'API username:', 'API password:', and 'API signature:'. A 'Get API signature now' button is located below the signature field.
- REST-API Client ID:** A field for 'REST-API client ID:' with a 'Get REST API data now' button below it.
- REST-API Secret:** A field for 'REST-API secret:'.
- Activate sandbox mode:** A dropdown menu currently set to 'Yes'.
- API timeout in seconds:** A numeric input field.
- Use CURL (if available):** A dropdown menu currently set to 'Yes'.
- Test the API now:** A button.
- Display error messages:** A dropdown menu currently set to 'No'.
- Alternative shop name for PayPal:** A text input field.
- Alternative language (locale):** A text input field.
- Shop logo for PayPal:** A file selection field with a 'Select own files' button.
- Cart color for PayPal:** A dropdown menu currently set to 'RED/BLACK'.
- Show payment logo in frontend:** A dropdown menu currently set to 'Yes'.
- Payment acquisition:** A dropdown menu currently set to 'Complete payment immediately (Sale)'.
- Billing agreement / activate "Buy it now":** A dropdown menu currently set to 'No'.
- Transfer cart to PayPal:** A dropdown menu currently set to 'Yes'.
- Show express purchase button in basket:** A dropdown menu currently set to 'Yes'.
- Show express purchase button on login page:** A dropdown menu currently set to 'Yes'.
- Show express purchase button in modalbox:** A dropdown menu currently set to 'Yes'.
- Payment state after completing the transaction:** A dropdown menu currently set to 'Completely paid'.
- Payment state after being authorized:** A dropdown menu currently set to 'Reserved'.
- Transfer order number to PayPal:** A dropdown menu currently set to 'No'.
- Add shop prefix to the order number:** A text input field.

- **API username:** Enter your API username which you got from PayPal.
- **API password:** Enter your API password which you got from PayPal.
- **API signature:** Enter your API signature which you got from PayPal.
- **REST-API Client ID:** Enter your REST-API Client ID which you got from PayPal, this is necessary for PayPal Plus.
- **REST-API Secret:** Enter your REST-API Secret which you got from PayPal, this is necessary for PayPal Plus.
- **Activate sandbox mode:** *If you have a PayPal developer account, you can use this sandbox mode with dedicated API credentials.* In the developer mode you got different test users for test purposes. If a real user wants to order with his real PayPal account, this will cause in an error.
- **API-Timeout in seconds:** This defines the API-Timeout in seconds, if the API doesn't respond, the Plugin will wait this time before the connection will be interrupted.
- **Use Curl (if available):** With this config you can let PayPal use Curl, if it's available on your server.
- **Display error messages:** This defines, wheather the PayPal plugin will display errors or not.
- **Alternative shop name on PayPal's site:** This defines an alternative name on the PayPal site. If you leave this config empty, your shop name will be used.
- **Alternative language (LocaleCode):** With this option you can set a deviant language for the PayPal site, if needed. If nothing is set here, your shop language is used.
- **Shop image for PayPal:** Here you can choose your shop logo for the PayPal site. Otherwise no image will be shown.
- **Color of the basket on PayPal:** Here you can define the color of the cart on the PayPal site.



- **Show payment logo in frontend:** This shows the PayPal logo in your Frontend.
- **Payment acquisition:** This setting defines, whether you want to acquire your transaction directly or collect later.
- **Billing agreement / Activate "Buy it now":** To make ESD items or abonnements buyable per 1-Click, activate this setting. This option (Recurring billing) has to be activated for your PayPal account first!
- **Transfer basket to PayPal:** Transfers the cart to PayPal
- **Show express-purchase button in basket:** Shows the PayPal Express button in the cart.
- **Show express-purchase button in modalbox:** Shows the PayPal Express button in the modalbox.
- **Payment state after completing the transaction:** This payment state will be set after the transaction was finished.
- **Payment state after being authorized:** This payment state will be set after the transaction was authorized. This option can only work if you have the option "Billing agreement / Activate "Buy it now"" active!
- **Transfer order number to PayPal:** Transfers the order number to PayPal. This is necessary for some commodities management software.
- **Add shop prefix to the order number:** If you use one PayPal account with more shops, you can avoid multiple order numbers by divorcing the shops by this prefix.

## PayPal in subshops

To be completely independent for subshops the configuration has different configuration tabs for each of your subshops or language shops. If you leave the entries empty, they will be inherited from the main shop. Yes/No settings can be inherited by "Inherit". Just enter the desired data in the depending shop.

If you don't want to use PayPal in your language shops, enter invalid API data into the language shops configuration to "break" the inheritance.

## PayPal Plus

### Introduction

- The product „PayPal PLUS“ has to be activated for each merchant individual, if not yet happened, request the activation at: [www.paypal.de/paypal-plus](http://www.paypal.de/paypal-plus). PayPal PLUS is currently available for German customers only.

### Requirements

To use PayPal Plus, the following requirements have to be met:

- PayPal PLUS must be activated for your account. Please mind that you have to activate payment via invoice separately.
- The PayPal plugin is installed, configured and active.

- The PayPal plugins REST-API Client ID and REST-API Secret must be entered! You get these data from PayPal, you get a guideline in the attached PDF.

## Installation

The [PayPal Plus Plugin](#) is downloadable over the German Shopware store, because English is currently not supported.

## Configuration

The configuration can be made over the plugin settings in the plugin manager or in "*Configuration > Basic settings > Payment methods > PayPal PLUS*":

- **Countries where to display "PayPal PLUS"**: This defines, in which countries PayPal PLUS will be displayed. **Notice**, that debit and invoice currently only work in Germany!
- **Hide payment method chooser in checkout (Shopware 4)**: This option defines, whether the PayPal PLUS payment method chooser is displayed in the checkout of Shopware 4. If you set "No", your customer can change the PayPal PLUS payment method only in the account payment settings.
- **Overwrite payment method name**: Here you can define the name of the PayPal PLUS payment method which your customer will see before he can choose between the PayPal payment methods.
- **Overwrite payment description**: Hereby you can overwrite the payment methods description.

## Configuration of the webhook

It's important to configure the webhook for PayPal PLUS to avoid problems with changing payment states e.g. a transaction is reserved first and has to get "done".

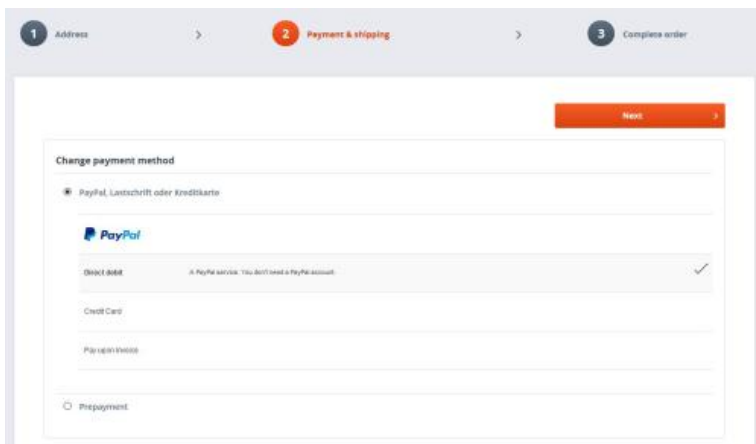
To configure this webhook, open [developer.paypal.com](https://developer.paypal.com), in "Dashboard" you'll find "My Apps and Credentials". If you choose your App from the "REST API Apps", you can find the webhooks there. To add a webhook, click "Add webhook".

As a webhook a URL must be entered which has the following format:

- 'http://www.myShop.de/shop/payment\_paypal/webhook' or 'http://myShop.de/payment\_paypal/webhook'
- It's the base domain URL with shop path if needed.
- This URL corresponds to the notify URL but with "webhook" at the end.

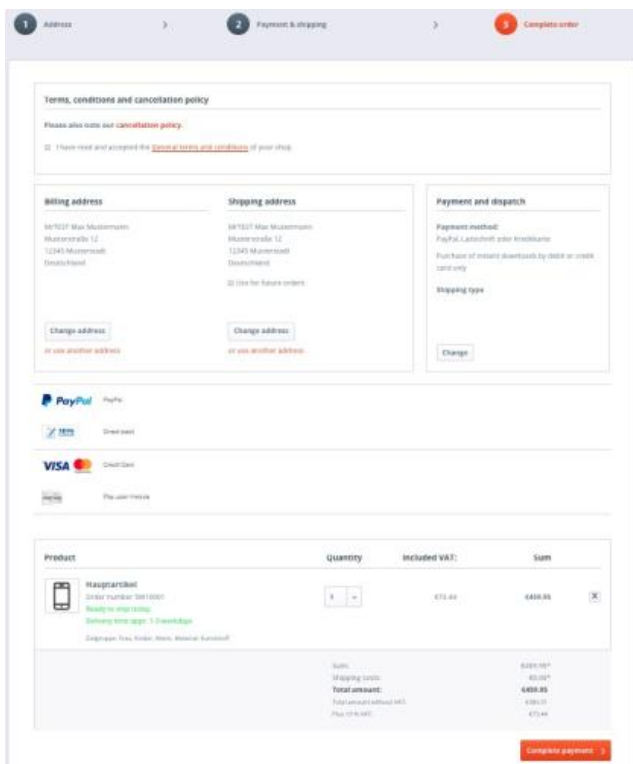
Configuring the "Event Types" you have to configure "All events" also.

## Display in the frontend



The single payment means (PayPal, debit, credit card, invoice) will be displayed in an iFrame in the checkout and replace the Shopware integrated payment means. Requirement for this is, that the customer chooses "PayPal" as payment mean.

The iFrame also has the logic, that if the user still has "PayPal" selected, it will show itself also in "step 3" of the checkout.



## How can I test?

In the sandbox mode you can test with your test credentials, which can be added at <https://developer.paypal.com/>. The easiest way to test this is in the ELV mode, for this you need a real bank code and a random 8 character bank account number.

*Sandbox transactions will be concluded in a test environment, no real bank account will be used. But note, that the test environment may not as stable as the productive environment.*

## **FAQ - error codes**

### **10004**

#### **Transaction refused because of an invalid argument. The transaction id is not valid**

The in-payment could not be confirmed by PayPal, the user has made the payment in his PayPal account, but this could not be verified by PayPal. This may be a technical problem, but can also be a real transaction problem e.g. if the customer's bank account or credit card is not flushed.

For Shopware this transaction is not made, in this case an invalid transaction ID (Express checkout token) will be assigned, which starts with **EC-**. You can find it in **Customers->Payments->PayPal**. Because the payment is not completed, the payment state will be **Open**, in such cases, you should check the in-payment in your PayPal account.

After finishing the order and getting back to Shopware the customer will see a message, that problem occurred with this transaction and PayPal could not assign a valid transaction ID. The user will see the following message: *"An error has occurred and the order could not be finished."*

If this behavior is not desired and you don't want to get invalid PayPal orders, deactivate the config option *"Transfer order number to PayPal"*, with this configuration, the user gets back into the Shopware checkout process and is requested to choose another payment method.

At invalid transaction IDs we recommend to check the **API timeout** first, by default this is set to 60 seconds, if you set it much lower, increase the value gradually until 120-160 seconds. Also deactivate **Transfer order numbers to PayPal**.

## **Authentication / Authorization Failed**

The API credentials are incorrect.

### **10002**

#### **Security error. Security header ist not valid**

The API key is incorrect.

## **Duplicate invoice**

#### **Payment has already been made for this InvoiceID**

The order number range is too small, the order numbers are still assigned in PayPal.

## Shipping Address State Empty

### The field "Shipping Address State" is required

States are not configured, the following countries requires states:

- USA (US)
- Canada (CA)
- (Mainland) China (CN)
- Japan (JP)
- Mexico (MX)
- Brasil (BR)

How to configure the states you can find in our [country settings](#) in the basic configuration.

### Invalid transacionID. Transaction id is invalid

The config option "Only authorioze payments" is active, but not active for your merchant PayPal account.

### Express Checkout PayerID is missing

The option "**Billing agreement**" is active but your merchant Account is not activated for this feature.

### Error in cURL request

#### Operation timed out after 5000 milliseconds with 0 bytes received

This error happens, when the PHP configuration doesn't have a valid set *curl\_opti\_timeout*.

### List of all PayPal error codes

You can find a list of all PayPal error codes at the [PayPal developers](#) site. These codes were displayed over the PayPal plugin in the backend of Showpare. Please note, that these error codes are PayPal error codes, which are disowned by Showpare.

### PayPal Plus: Access not allowed

This message appears always, when the used PayPal PLUS account is not yet enabled for the live environment.

## Don't use PayPal in language-/ subshops

As other plugins too PayPal inherits his settings from the main shop to the language & subshops if no configuration is entered. To disable PayPal in Subshops, just enter invalid API credentials, so that the fallback will be interrupted.

# Plugin: Shopping Advisor

The biggest gap between the brick-and-mortar store and online retail is often the still missing "advisory approach". You can close this gap ideally with our premium plugin "Shopping Advisor".

"Shopping Advisor" is the new version of our Q & A Search Assistant and was completely refurbished. These are the plugins highlights:

- Responsive Design
- Product Stream Integration
- Seamless integration in the Shopware backend
- Visual design grid for step by step advisors
- backend preview for the result listing

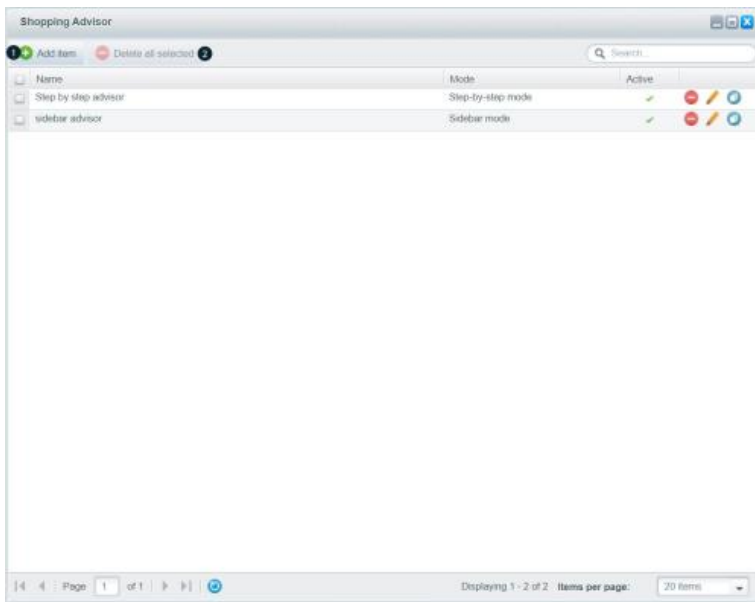
## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

## Interface

You can find the Shopping Advisor after the installation under **Marketing > Shopping Advisor**. If the menu item is not there, reload the backend once.

After opening the plugin you will see the following overview:



When you open the module, an overview of all currently created advisors is displayed. When you open the module for the first time, this list is empty. Accordingly, you have the possibility to **add a new advisor (1)** or to **delete existing advisors (2)**.

## Creating and editing an advisor

### Advisor types

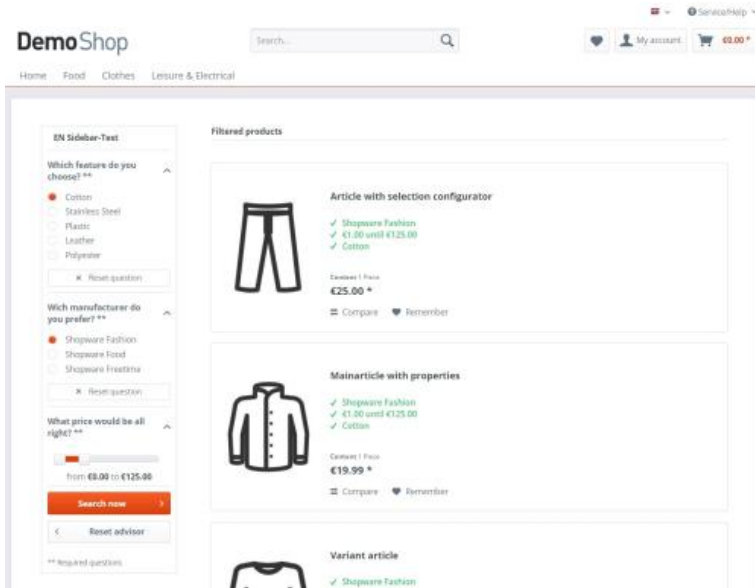
The plugin provides two different concepts, which you can use to create your advisor. After clicking "Add item" you have to decide between "Sidebar advisor" and "Step-by-Step Advisor":



### Sidebar advisor

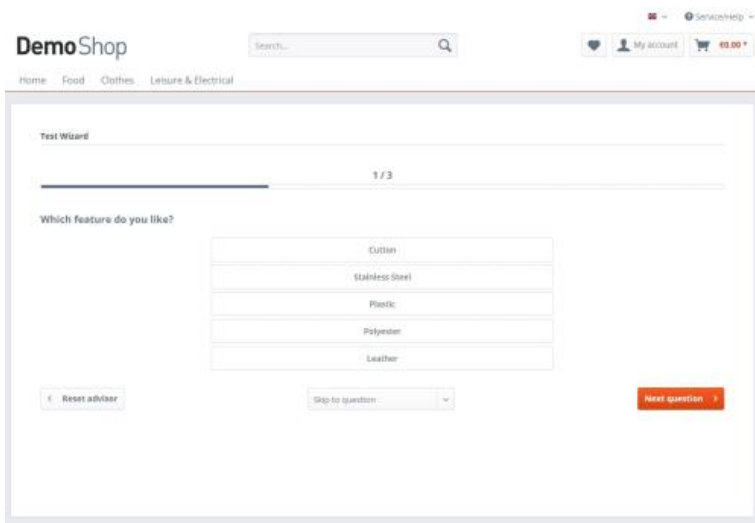
The sidebar advisor is the known concept, you may know from other online shops. Ideal for, e.g. technical product ranges, you are able to ask for specific requirements and show results on the fly to your

customers. This way your customers can specify their results in regard of their needs. The questions or filters used in the advisor will be shown on the left side of your shop, the results will be displayed on the right. In the frontend it will look like this:



## Step-by-step advisor

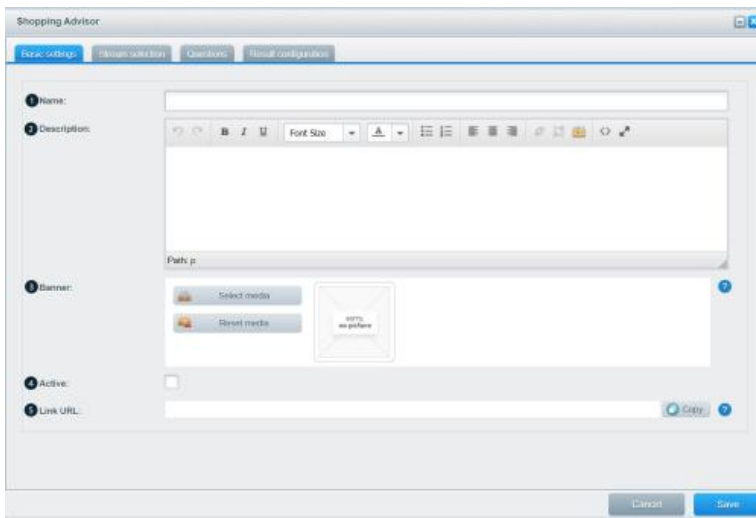
The step-by-step advisor finds its results in single steps, based on a visual supported display of the questions. Instead of simple questions it is possible to use emotional pictures. In the frontend it works this way: First your customer can answer question after question or jump between different questions. Each question will have an own page, at the end your customers will see a result page based on their choices.



## Basic settings

When you create a new advisor and already chose an advisor type, the following menu will open. This is parted in the tabs "Basic settings", "Stream selection", "Questions" and "Result configuration".





In the basic settings you may configure the following data:

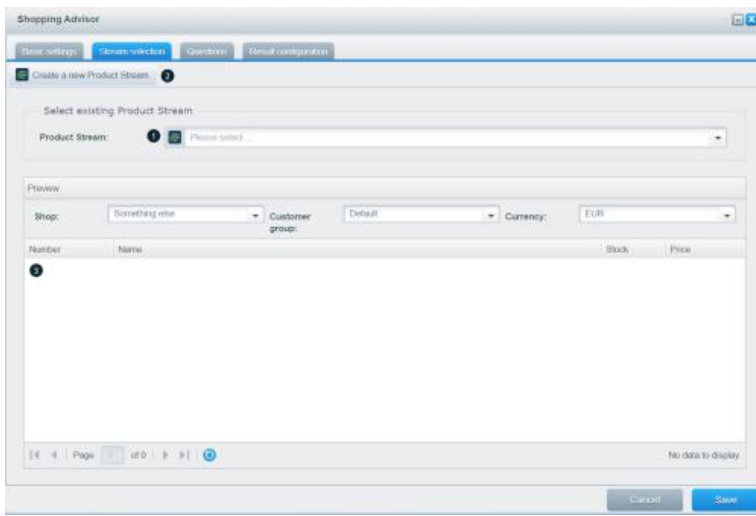
- **Name (1):** Here you enter the name of the advisor, the name will also be used for the advisor's link.
- **Description (2):** This description will be shown at the start of the advisor.
- **Banner (3):** Here you may set a banner which will also be displayed at the beginning of the advisor.
- **Active (4):** This option activates or deactivates the advisor.
- **Link URL (5):** Using this link you can reach the advisor. At this place you can see and copy the url, after you saved the advisor for the first time.

All changes in the tabs of this module can be saved using the "Save" button or drop them using the "Cancel" button.

Before you can save the advisor, you have to configure additional options in the tabs "Stream selection" and "Result configuration"

## Stream selection

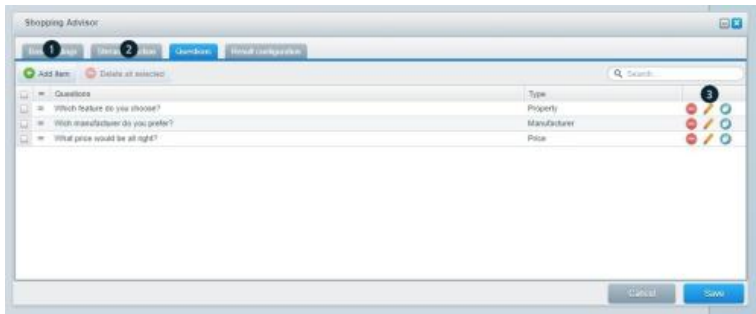
The results shown in the plugin "Shopping Advisor" are based on [Product Streams](#), which were introduced in Shopware 5.1. They provide the base selection of products available in the advisor. Product streams ensure, that your advisor will stay up to date, without taking care of each and every advisor manually. The only thing required are well maintained products. So here it is possible to select a product stream, which provides the advisor's base.



For this you select one of the streams at "product stream" **(1)**, which you want to use for the advisor. If you did not already create the desired product stream **(2)**, you may do so clicking "Create a new product stream". After you selected the desired product stream, the included items **(3)** will be shown in the preview

## Questions

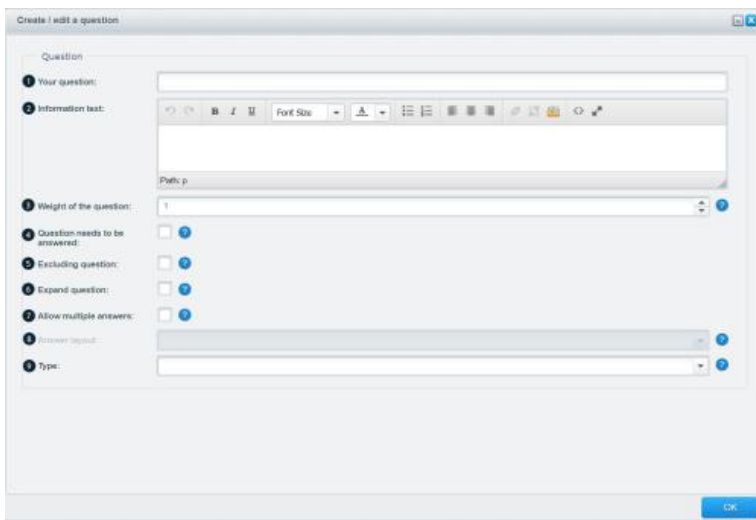
This is the advisors centerpiece, the questions. This is where the actual advising of the customer happens. If you already created questions these will be shown in the overview.



Following the concept already seen in the advisor overview, you may add questions using the button **"Add item" (1)**, or delete existing questions using **"Delete all selected" (2)**. Additionally existing questions can be deleted, edited or duplicated using the **icons (3)**. The order of the questions can be manipulated via drag-and drop.

## Create questions

When you create a new question or edit an existing one, the following module will open.



In the module you can configure your questions:

- **Your question (1):** Place the question you want to ask your customer
- **Information text (2):** Here you can add additional information the customer will see with the question
- **Weight of the questions (3):** You can set the weight of the question. Using this the relevance of the answers in the frontend will be increased and matching articles will be displayed earlier. A higher weight leads to a higher position for fitting products.
- **Question needs to be answered (4):** Questions with this option are required to be answered by the customer, so the advisor can be finished.
- **Excluding question (5):** You can define excluding questions here. This means, that after answering this question, only articles will be shown, which match the question, other articles won't be shown.
- **Expand question (6):** This option is only used in the sidebar advisor and manages, if the question is expanded at the start or not.
- **Allow multiple answers (7):** This option allows the customer to give multiple answers to one question.
- **Answer layout (8):** Here you are able to define, how the answers will look in the frontend. The different option will be explained in detail later on.
- **Type (9):** This gives the option to select the type of your question. It defines the areas regarding the question and automatically influences the answers you may create. Further details will be explained in the segment "Question types".

## Question types

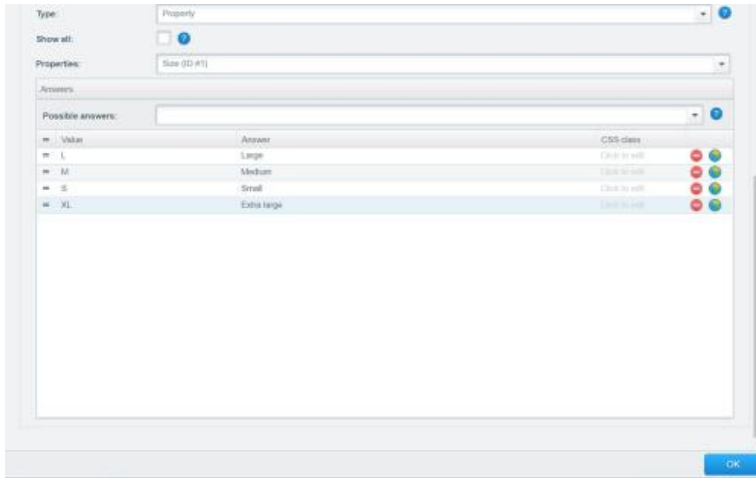
There are four given options you may use to define the type of your question:

- **Attribute:** The answers will be selected from the items attributes. The attribute you want to add needs to be filterable. You can find this setting under [Properties](#) > **groups** > **filterable**.
- **Property:** For this type you can select the answers from the properties available in your shop.
- **Manufacturer:** Here you can use the manufacturers available in your shop.

- **Price:** Here you can define answers regarding the price of the items.

## Questions regarding attributes, properties or manufacturers

When you create questions of this type, a drop down will appear, where you can define the actual option, e.g. which property shall be used. Based on this you can select the answers, you want to use in the advisor.



By clicking on the desired answer, it is entered in the "Answers" area. Here you can assign a different text or a CSS class to it if you wish, or also adjust the order of the answers with Drag & Drop.

The selection of answers depends on the articles and available values in your product stream.

## Price questions

When creating a price question you may select one of the known answer layouts or a price slider. In the first case you may define values as you wish, for the price slider you define minimal and maximal values.

## Answer layout

Here you can customize the appearance of your response options in the frontend. The thumbnail view gives you a first impression of how these options differ from each other.

The first option is the "Single selection - Text". With this selection, only one answer can be specified at a time. In the frontend, these questions appear to the customer as follows:

---

## What manufacturer

- Shopware Fashion
- Shopware Food
- Shopware Freetime

 Reset question

---

This display form is also available for a multiple selection as "multi selection - Text". The look only differs a bit.

---

## What manufacturer

- Shopware Fashion
- Shopware Food
- Shopware Freetime

 Reset question

---

The option "single selection - drop down" is only available for sidebar advisors without multi selection. In the frontend questions with this layout will be displayed this way:

## What manufacturer

Additionally you can use a price slider, which looks like this:

## Select your price range

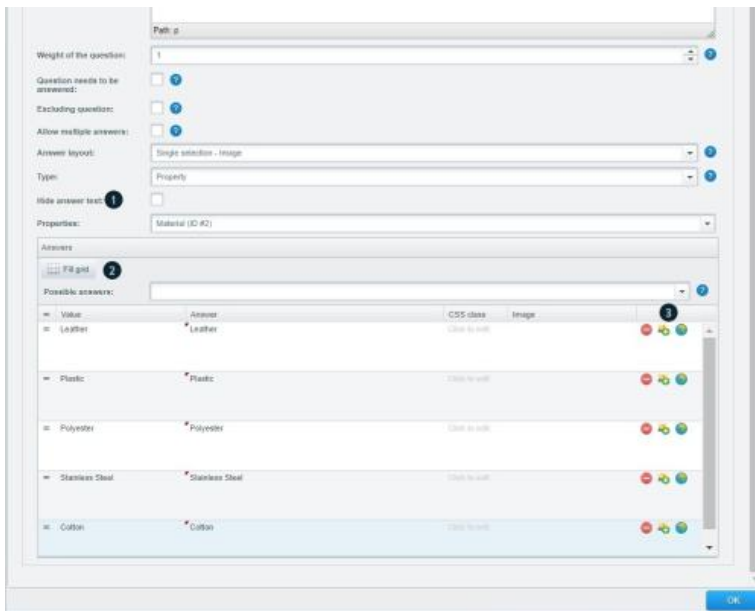


from €0.00 to €250.00

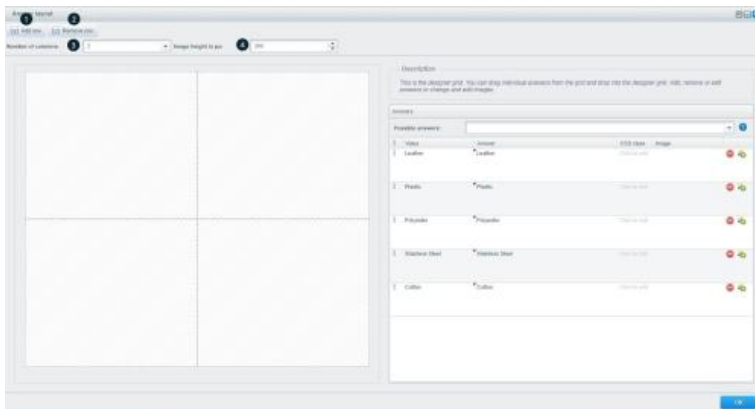
### Image supported questions - Step-by-step advisor

When you create a Step-by-Step advisor, you got the possibility to use another answer layout: "Single selection - Image" provides the option to use a design grid to include emotional image worlds within your advisor.

You got the option to add an image for each answer **(3)**, additionally you can configure, whenever the answer text is shown or not **(1)**.



With the button "Fill grid" **(2)** you open the editor, which you can use to alter the layout of the answers.

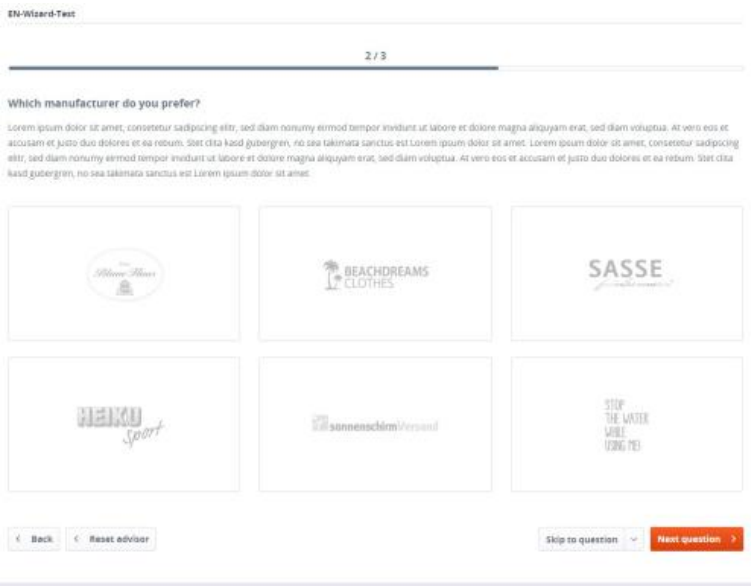


On the left side of the editor you see the layout grid, here you got the chance to alter the grid regarding the following options:

- **Add row (1):** Adds a row to the grid.
- **Remove row (2):** Removes a row from the grid.
- **Number of columns (3):** Sets the number of columns in the grid.
- **Image height in px (4):** Defines the height of images in the grid.

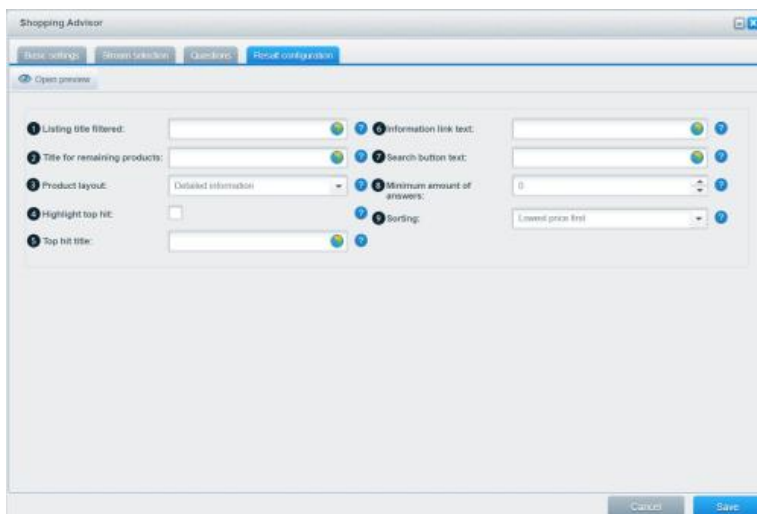
You can easily assign your answers to this grid. You can find these answers in the overview on the right side, from where the answers can be assigned to the grid using drag & drop. If you don't like the order of the answers in the grid, you can also move already assigned answers again. You can also add new answers or edit existing ones in the usual way using the overview of answers available here.

In your frontend the question will look like this, chosen answers will be marked with a check mark.



## Result configuration

The result listing at the end of the advisor can be altered in the tab "Result configuration":



You got the possibility to alter the layout and texts of this listing.

- **Listing title filtered (1):** Here you can specify how the title for the product listing should look like after filtering.
- **Title for remaining products (2):** This sets the title for products without hits.
- **Product layout (3):** This alters the listing layout, further information can be found in the segment "result listing".
- **Highlight top hit (4):** Highlights the highest rated hit.
- **Top hit title (5):** Specific title for the top hit.
- **Information link text (6):** Defines the text for the information link. This link shows the description of a question in a sidebar advisor.



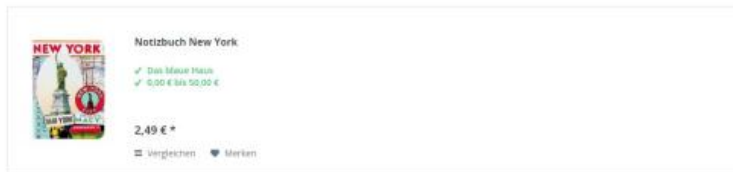
- **Search button text (7):** Defines the text for the search button.
- **minimum amount of answers (8):** Amount of answers, which is needed to show a result
- **Sorting (9):** Sets the sorting which is used as a third factor after hits and weight of questions.

If you define no texts, default texts will be used.

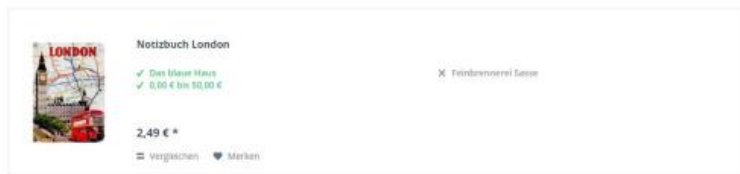
If you use the premium plugin "Advanced Promotion Suite", you have to consider the following: Discounts from this plugin will not be considered in "Shopping Advisor". It may occur, that the sorting of hits will not be displayed correctly.

## Result layout

Under "Product Layout" you can choose between different layouts. Each representation contains a small graphic of the item and a short explanation of the layout. The layout **show matches** shows the matching properties in the result listing.



If you select the **show all** layout, the listing will show all the information, i.e. the matching properties as well as the others.



The following three product layout options are the default layouts of the listings that you know from the categories. However, no additional hits are displayed here.

### Layout Detailed information



### Layout Only important information

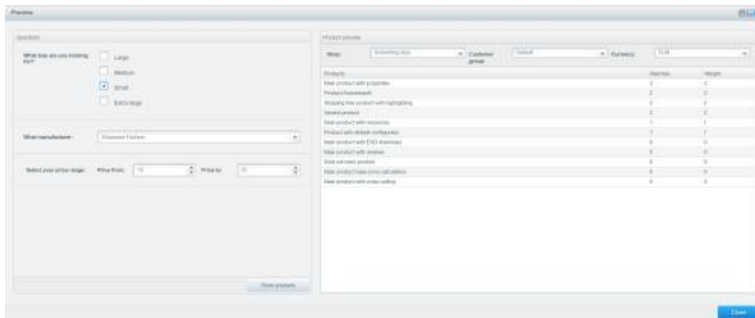


## Layout **Big image**



## Preview

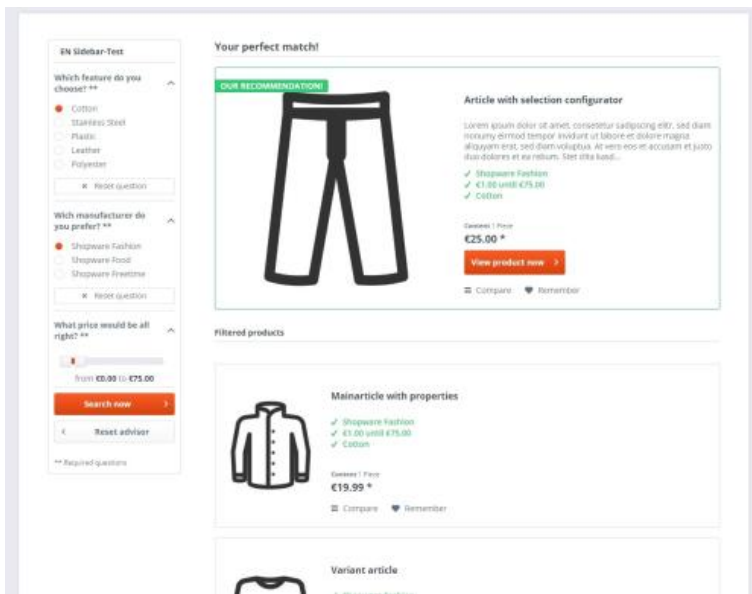
In the preview you can check your advisor, including results and their sorting. For this you can answer the questions on the left side and after a click on "Show products" the results will be displayed.



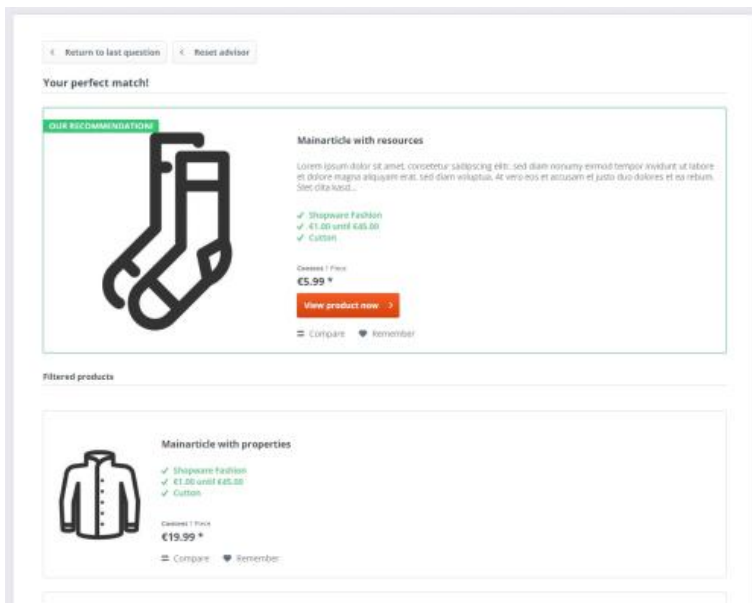
## Result listing in the frontend

The configured result listing will be displayed to the customer like this.

## Sidebar advisor



## Step-by-step advisor



## Forwarding of an advisor and storage with registered customers

The plugin "Shopping Advisor" saves the advisors of your customers in the shop. Accordingly, a registered customer can benefit from the fact that his advisor, including his results, is saved in a user. He can therefore call up an advisor again at a later point in time via the link.

Even if a customer is not logged in, his advisor can be called up again later via an alphanumeric value attached to the advisor's link. So the customer can pass on his advisor with his own answers via the link to a friend, for example, who can then see the answers and add them if necessary.

## Plugin: Ticket system

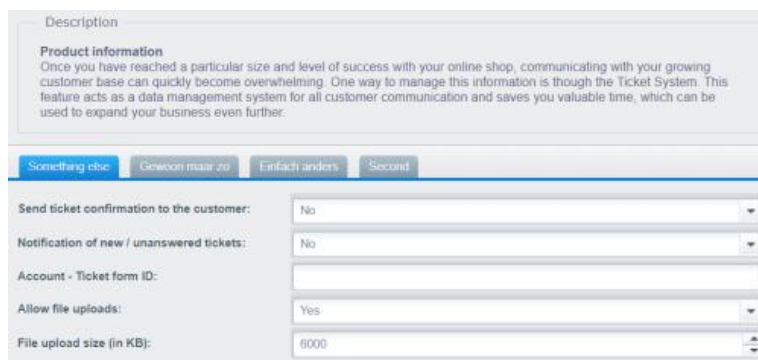
The "Ticket System" plugin lets you manage all communication with your customers centrally in the Shopware backend. All customer enquiries can be listed in a single ticket overview. In this way, communication with your customers remains clear and efficient. In this documentation, we will explain to you how to successfully install and configure this plugin.

## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to **Configuration > Plugin manager > My purchases**. You need to login and click the **refresh** button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under **Settings > Cache/Performance > Clear Shop Cache** and refresh the backend.

## Configuration

After installing the plugin, you can configure it in the plugin configuration in the Plugin Manager or under **Settings > Basic settings > Additional settings > Ticket system**.



Description

**Product information**  
Once you have reached a particular size and level of success with your online shop, communicating with your growing customer base can quickly become overwhelming. One way to manage this information is through the Ticket System. This feature acts as a data management system for all customer communication and saves you valuable time, which can be used to expand your business even further.

Something else Gewoon maar zo Einfach anders Succes

Send ticket confirmation to the customer: No

Notification of new / unanswered tickets: No

Account - Ticket form ID:

Allow file uploads: Yes

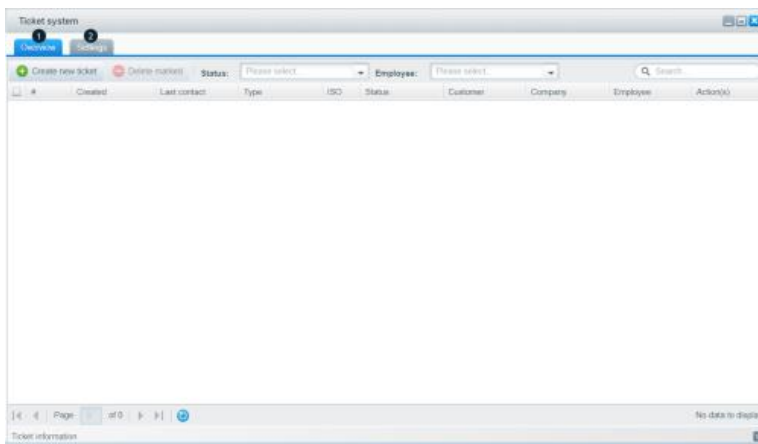
File upload size (in KB): 6000

- **Send ticket confirmation to the customer** Sends a confirmation of receipt to the customer.
- **Notification of new / unanswered tickets** If you as a shop operator want to receive a status e-mail as soon as there is an answer to a ticket or a new ticket, this check mark should be set.
- **My Account - ticket form ID** This setting defines which form should be called up when the customer clicks on "Support Request" in their account.
- **Allow file uploads** Determines whether the client may upload files
- **File upload size (in KB)** With this setting you define the maximum upload file size in KB, e.g. 1024 (1MB) or 2048 (2MB). **Please** note that 0 does not stand for "unlimited".

When using the ticket system, please make sure that you provide the existing forms in your system with a so-called mapping so that the forms are also displayed correctly.

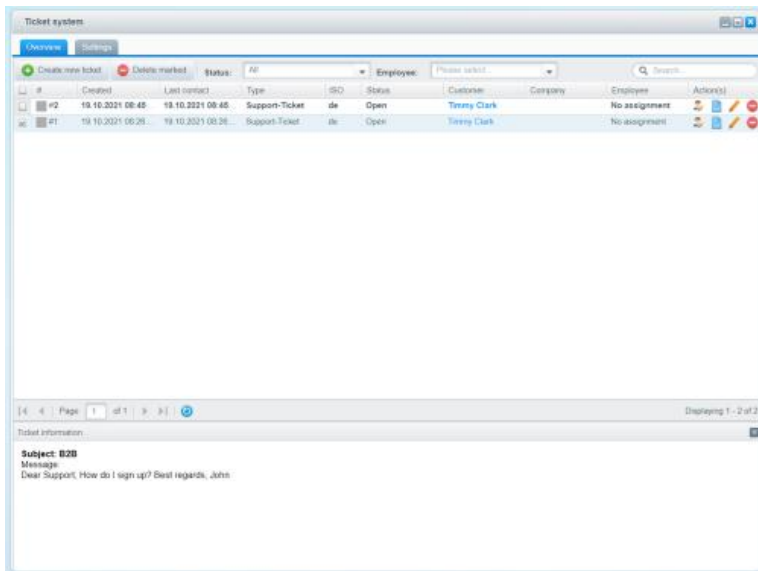
## Interface

The plugin window is basically divided into the two tabs **Overview (1)** and **Settings (2)**.



## Overview

In the "Overview" tab, the customer requests are listed in a structured way.



- **Create new ticket:** Gives you the option to create a new ticket for a customer in the ticket system.
- **Delete selected:** Selected requests can be deleted from the system using this button.
- **Status (pulldown):** Filters the view according to a desired status
- **Staff (pulldown):** Filters the view according to a staff member
- **Search:** In the case of a search query, all relevant fields are searched here.

In the "Action(s)" area you have the possibility to use some functions for a selected ticket. The four functions offered are explained below:

- **Open customer account:** With a click on the customer symbol you can open the customer account of the customer who has made the enquiry
- **Print ticket:** Using the document icon, a PDF can be created from the selected ticket.

- **Edit ticket:** You can edit the selected ticket by clicking on the pencil icon: The ticket is then opened in the corresponding detailed view.
- **Delete ticket:** The selected ticket can be deleted by clicking on the delete icon.

By double-clicking on a line, the respective status of a ticket can be updated from the overview and also assigned to a staff member. In addition, the lower view in the window can be folded out and you can directly view the respective ticket from the overview.

## Variables

Since version 2.1.1 of the plug-in Ticket System, it is possible to access global variables here as well in order to use them in the communication with the customer. These global variables correspond to those that are already available in the e-mail templates module. Included and available are, among others:

### Shop

```
sShop: {$sShop|print_r} sShopURL: {$sShopURL}
```

### Ticket

```
sTicket.id: {$sTicket.id}
sTicket.employee: {$sTicket.employee}
sTicket.originalDate: {$sTicket.originalDate}
sTicket.originalSubject: {$sTicket.originalSubject}
sTicket.originalMessage: {$sTicket.originalMessage}
sTicket.lastAnswerDate: {$sTicket.lastAnswerDate}
sTicket.lastAnswerSubject: {$sTicket.lastAnswerSubject}
sTicket.lastAnswerMessage: {$sTicket.lastAnswerMessage}
sTicket.historyCount: {$sTicket.historyCount}
sTicket.type.id: {$sTicket.type.id}
sTicket.type.gridColor: {$sTicket.type.gridColor}
sTicket.type.name: {$sTicket.type.name}
sTicket.status.id: {$sTicket.status.id}
sTicket.status.closed: {$sTicket.status.closed}
sTicket.status.color: {$sTicket.status.color}
sTicket.status.description: {$sTicket.status.description}
sTicket.status.responsible: {$sTicket.status.responsible}
```

### Customer

```
sCustomer.salutation: {$sCustomer.salutation}
sCustomer.firstName: {$sCustomer.firstName}
sCustomer.lastName: {$sCustomer.lastName}
sCustomer.mail: {$sCustomer.mail}
sCustomer.street: {$sCustomer.street}
sCustomer.zip: {$sCustomer.zip}
sCustomer.city: {$sCustomer.city}
sCustomer.customerNumber: {$sCustomer.customerNumber}
```

### Additional

```
sAdditionalData: {$sAdditionalData|var_dump}
```

### E-Mail-HTML

**Please note:** No "\$" is needed in the syntax of the following two variables.

E-Mail-Header: {emailheader}  
E-Mail-Footer: {emailfooter}

## Edit ticket

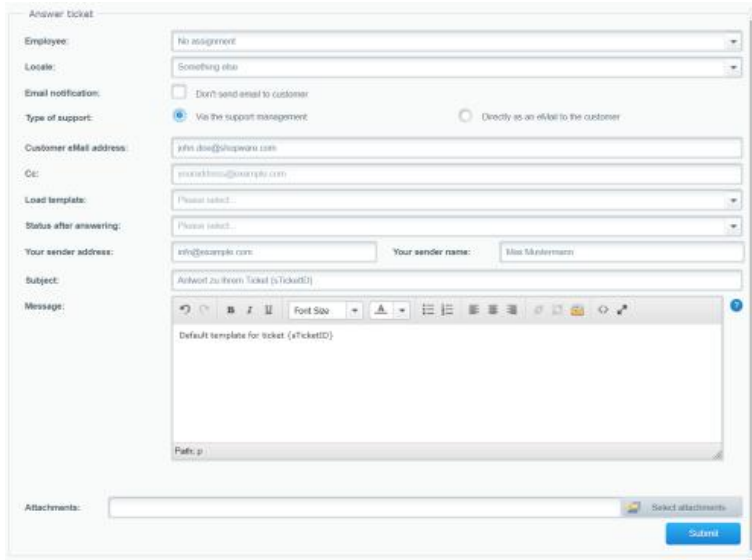
In the detailed view, the actual processing of the request is carried out and the answer is sent. In the upper part you will find the actual message.



The screenshot shows a form titled "Support-Ticket #1". It contains the following fields:

- Subject:** A text input field containing "BOB".
- Message:** A text area containing "Dear Support, How do I sign up?".
- Other fields:** A section with a plus icon and the text "Other fields:". Below it is a **Name:** text input field containing "John Doe".

In the middle part, you can define the relevant settings and the response. You can use templates there and also specify how this answer is to be sent. Here, the answer can be sent through the ticket system or, alternatively, the customer can receive the answer directly as an email to their mailbox.



The screenshot shows a form titled "Answer ticket". It contains the following fields and options:

- Employee:** A dropdown menu with "No assignment" selected.
- Locale:** A dropdown menu with "Something else" selected.
- Email notification:** A checkbox labeled "Don't send email to customer" which is unchecked.
- Type of support:** Two radio buttons: "Via the support management" (checked) and "Directly as an email to the customer" (unchecked).
- Customer eMail address:** A text input field containing "john.doe@shopware.com".
- Cc:** A text input field containing "max.mustermann@example.com".
- Load template:** A dropdown menu with "Please select" selected.
- Status after answering:** A dropdown menu with "Please select" selected.
- Your sender address:** A text input field containing "info@example.com".
- Your sender name:** A text input field containing "Max Mustermann".
- Subject:** A text input field containing "Antwort zu Ihrem Ticket ({ticketID})".
- Message:** A rich text editor with a toolbar and a text area containing "Default template for ticket ({ticketID})".
- Attachments:** A section with a "Select attachments" button and a "Submit" button.

## Staff

In this field you can assign the ticket to a staff member.

## Shop

You can select a shop here if you want to work with shop-specific templates. This setting serves as a filter so that under "Load template" you can only select the templates for the shop.

## Email notification

If you tick this box, the ticket creator will not be sent any notifications regarding their request.

## Support method

- **support management**

With this support method, the ticket creator only receives a notification that an answer to their ticket is available. Registered customers receive the content of the email template "Customer notification - registered" with the indication that a reply is available in their "My account" area in the support administration. For unregistered users, the e-mail template is "Customer notification - unregistered". This template sends a URL where the complete ticket history can be viewed and the customer can reply.

If you use "Order without customer account" in the shop, you should always send the correct template to your customer, otherwise quick orderers (customers without customer account) will not be able to see the answer, as it is only available in the account. Here you should either always use the correct template, or add a direct link to your template, which your customer can also view without logging in. The variable for this is: **{sTicketDirectUrl}**

- **Directly as an email to the customer**

You can choose this support method to send your answer directly to the customer by email. This is especially helpful if you have customers without a customer account in the shop who cannot access the account.

## Customer email address

This field is pre-filled with the customer email address. The optional status email also goes to this address.

## Cc

If you want to send the answer to a mailbox in CC, you can enter the corresponding email address here.

## Load template

All available templates or, if filtered, templates available for the shop are listed here. If a template is selected in the pulldown, it is loaded directly into the editor. If you have already prepared an answer in the editor, this content will be lost.

## Status after answer

Here you can decide what status the enquiry has after it has been sent. For example, enquiries can be closed directly after processing so that the customer can no longer respond to the enquiry.

## Your sender address / name

At this point, the displayed sender name and the email address used can be specified.

## Subject / Message



Here you can enter both a subject for the answer and the answer itself.

## Attachments

In this section, you have access to the media management in Shopware and can add attachments to your answer there. The recipient can access these attachments in the support history and download them.

In the frontend you can also offer the customer the option of attaching uploads to a request. To do this, the desired form must be equipped with an additional field under "**Contents > Forms**", which has the type "**Upload**". There, in the column "Options", further file extensions can optionally be excluded for an upload. Example specification: bmp;png

## Support ticket attachments and ticket history

Here you can view the previous ticket history. If uploads have also been made in the ticket history, you can also access each file at this point.

Ticket support attachments			
Attachment			
Ticket history			
Date	Sender	Subject	attachments

## Settings

In the tab "Settings", the settings regarding the ticket system can be adjusted.

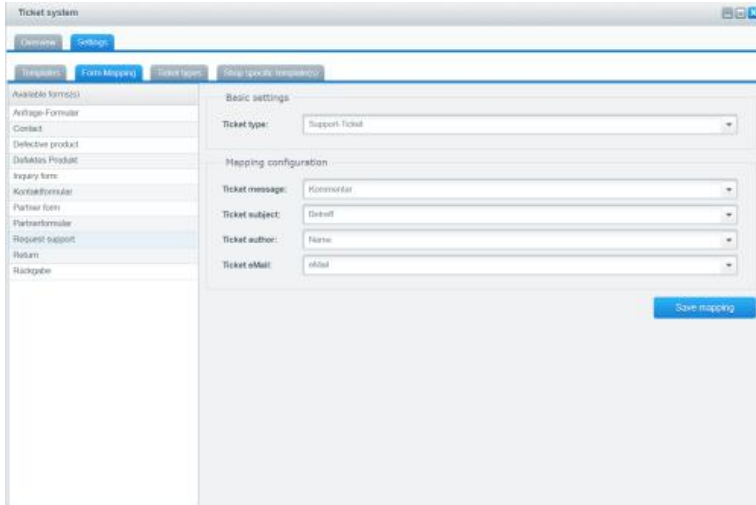
## Email templates

In this area you can adapt the existing templates according to your wishes and also create further templates so that you can work optimally with the ticket system.

The screenshot shows the 'Ticket system' settings page in Shopware. The 'Settings' tab is active, and the 'Templates' sub-tab is selected. On the left, a list of available templates is shown, including 'Something else', 'Customer notification - registered', 'Customer notification - unregistered', 'Default template', and various 'FWA Return Policy' and 'Notification' templates. The main area is titled 'Create / edit template' and contains a form with the following fields: 'From address' (input: info@example.com), 'From name' (input: My sender name), 'Subject' (input: A local response is available), 'Internal description' (input: Notification - Answered Ticket), 'HTML output' (checkbox: Send the email as an HTML email), and 'Locale' (dropdown: Something else). Below the form is a text editor with a preview of the email content: '1. There is a reply for the ticket [s{ticketID}] for you.' At the bottom, there are 'Create template' and 'Delete template' buttons on the left, and a 'Save template' button on the right.

## Form mapping

Mapping is mandatory so that the fields of the forms can be written into the corresponding database fields. Without mapping, the system will not be able to assign the individual fields.



The screenshot shows the 'Form Mapping' configuration page in a 'Ticket system' application. The interface is divided into two main sections. On the left, there is a list of 'Available forms' including: Available form, Anfrage-Formular, Contact, Defective product, Defektes Produkt, Inquiry form, Kontaktformular, Partner form, Partnerformular, Request support, Retain, and Rückgabe. On the right, there are 'Basic settings' and 'Mapping configuration'. The 'Basic settings' section includes a 'Ticket type' dropdown menu set to 'Support ticket'. The 'Mapping configuration' section includes four dropdown menus: 'Ticket message' set to 'Kommentar', 'Ticket subject' set to 'Betreff', 'Ticket author' set to 'Name', and 'Ticket eMail' set to 'eMail'. A 'Save mapping' button is located at the bottom right of the configuration area.

Select the respective form from the left view and assign it to the respective available fields on the right side. Further fields from the forms that cannot be assigned are displayed as further additional fields in the ticket details.

## Ticket type

In this item, you can create different ticket types and also assign them by colour. This allows you to categorise the tickets and thus obtain an optimal overview of all tickets in the ticket overview. The respective ticket type can be assigned under the form "Mapping".

## Shop specific template(s)

Under this item, separate email templates can be defined for additional shops. In addition, it is possible to duplicate an existing email templates so that they can be adapted for another shop and thus serve as a template.

When writing a reply to a ticket, you can select the shop and then access the email templates filtered by shop in the following pull-down menu.

## Widget

The ticket system also provides a widget that makes it easy to get an overview of the current tickets. More information about the [widgets](#).

## Plugin: VAT ID-validation

With this interface we allow you to validate VAT-IDs from intern and abroad countries. With the previous interface of the Federal Central Tax Office it was not possible to validate VAT-IDs from Germany. Additionally a request was only possible if you yourself had a valid German VAT-ID. To also allow international customers to validate the correctness of VAT-IDs we have created this new Plugin based on the European interface. Further information about this interface you can be found here: [VIES VAT number validation](#)

## Installation and configuration

### Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh the backend.

### Plugin configuration

After the successful installation you can start the configuration of the interface. For this you can either edit the plugin in the plugin manager or use the menu **Additional settings > VAT Validation** in the basic settings.

Basic settings - Vat-ID-Validation

Description

This plugin validates the VAT-ID of business customers

The validations are:

1. on the registration of a new customer
2. on changing the billing address
3. on each login

If a VAT-ID is invalid, it will be removed from customers billing address.  
The same happens, when the validation service is not available.  
If the validation of a VAT-ID of an existing customer fails, you can get informed by an email, validate the Vat-ID manually and as the circumstances require re-enter it to the customer data.  
The validation of the VAT-ID can be set required for business customers.

With this Plugin you can opt a simple as well as a qualified confirmation request.  
You also can order an official mail confirmation, if you have a german Vat-ID and customers 'Vat-ID is foreign.

In each other case, a "really" qualified confirmation request isn't possible.  
If the requested EU member state returns the address data for a VAT ID, it will be compared by the plugin with customers inputted address data.  
Attention: Not every member state returns the address data (i.p.e. Germany)! In this cases there will also be a simple validation!

You can get further information about this following the links:

- [Federal Central Tax Office](#)
- [European Commission](#)

Controlling rules | Consent rules | Contact rules

Own VAT ID:

Own email notifications:

Type of API validation:

Official mail confirmation:

Exceptions for the adv. API validation:

Mark VAT number for corporate clients in Europe as mandatory field:

Reset Save

- **(1)** Please enter you own VAT-ID here.
- **(2)** In this option you can define, if you want to get a notice for an invalid registration. This can e.g. be done by changing the configuration.
- **(3)** The extended validation can only be done if you as a shop owner have a German VAT-ID. The request is done with the Federal Central Tax Office and might validate the address data depending on

the country.

- **(4)** The official confirmation notice is send by mail and can be activated optionally. Further information for this can be found on the homepage of the [Federal Central Tax Office of Germany](#)
- **(5)** If the entry of the VAT-ID is mandatory, you can choose countries that the VAT-ID is not mandatory for in this field. In not-EU-countries there is no VAT-ID, so those are automatically excluded from the compulsory statement.
- **(6)** Here you can Mark the VAT ID number as mandatory for corporate clients in Europe.

## Registration with simple validation

You can see and change all error messages occurring in the frontend in the snippet management. You find the snippets in the namespace `/frontend/swag_vat_id_validation/`

### Possible error messages:

- The provided VAT ID is too short.
- The provided VAT ID is too long.
- The provided VAT ID has an incorrect country code.
- The provided VAT ID contains incorrect characters.

For this you have to mind that there are different ways of presentations in the frontend. On the one hand there is an error message that is validated right after the entry. This one is displayed next to the field on the right. On the other hand there is an error message atop of the area after you send the form.

## Registration with extended validation

For the extended validation you must have a German VAT-ID. This has to be entered in the plugin configuration first. After activating the extended check you can get many different error messages:

### Possible error messages:

- The provided VAT ID is invalid or does not match the provided address.
- The provided VAT ID is not registered in the associated EU member state.
- The provided VAT ID is not valid until %s.
- The provided VAT ID was only valid between %s and %s.
- The provided VAT ID doesn't match the structure of this EU member state's VAT IDs.
- The provided VAT ID doesn't match the digit check rules that apply to this EU member state's VAT IDs.
- The provided VAT ID contains incorrect chars.
- The provided VAT ID has an incorrect country code.

- Your VAT ID has only been approved for taxing intra-EU transactions. You are not allowed to place confirmation requests.
- Your German VAT ID is invalid. A confirmation request is not possible. Contact the Federal Central Tax Office in Saarlouis for more information.
- The provided VAT ID has also been associated to another user. Your request could not be processed. Please try again later.
- The validation of a German VAT ID is not supported.
- Your German VAT ID is invalid. It has to start with 'DE' followed by 9 digits.
- Your request does not contain all needed information for a simple confirmation request.
- Your request does not contain all needed information for an extended confirmation request.
- An error occurred while processing the data for the requested EU member state, and your request could not be processed.
- An extended confirmation is not possible at the moment.
- An error occurred while processing the extended confirmation request.
- An error occurred while processing your request for an official mail confirmation. You will not receive one.
- We are not able to process your request at the moment. Please try again later.
- Currently your request cannot be answered by the associated EU member state

The extended validation is only available for customers with an international VAT-ID or EU-member-countries. A validation of national VAT-IDs is not possible.

Please note that the error codes come directly from the official systems, Shopware has no influence on the verification or its result.

You can find more information on the audit on the website of the [federal central tax office of Germany](#) in the section Questions and Answers..

## **VAT-ID in an existing customer account**

If you activate the extended validation afterwards the validation is also done for existing customer accounts in the login process. If the previously entered address is wrong the customer gets one of the following messages:

- The provided company name doesn't match the provided VAT ID
- The provided street and street number don't match the associated VAT ID
- The provided zip code doesn't match the associated VAT ID
- The provided city doesn't match the associated VAT ID

The fitting snippets can be found in the namespace frontend/swag\_vat\_id\_validation/main.

It is not possible to complete an order with an invalid ID at any time..

## E-Mail when deleting the VAT-ID

If the verification of an already deposited ID fails, you will be informed by e-mail about the removal of the ID.

This mail can be changed in the backend. For this you find the template at **Configuration > Email templates** in the area "System emails" with the name "sSWAGVATIDVALIDATION\_VALIDATIONERROR".

## Links / Further information

- [German federal central tax office - Confirmation of foreign VAT identification numbers](#)
- [German federal central tax office - technical information](#)
- [European Commission - Validation of the VAT number](#)

# Shopware ERP powered by Pickware

With the new Shopware ERP powered by Pickware, elementary merchandise management functions are now available to you centrally in the backend. This powerful merchandise management system is integrated directly and free of charge into the Professional Edition and Professional Plus. So you don't need any interfaces or double data storage anymore - all data is maintained and managed centrally in Shopware ERP powered by Pickware. It also adds many useful functions to your shop that make your daily work easier. These include a supplier order system, a stock overview, detailed evaluation options and the ability to correctly map partial cancellations.

[Pickware ERP Helpcenter with documentation](#)

# Plugin: VAT change / reduction

## Introduction

This plugin helps you easily change the tax rate. You can change multiple tax rates at once.

## Installation

This extension can be found in our [Shopware Store](#), the easiest way to find a specific plugin is the search-bar. Complete the order process and login to the backend of your store. Navigate to Configuration > Plugin manager > My purchases. You need to login and click the refresh button. Your new extension is now listed and can be installed. After installing the extension go to the menu entry installed and refresh. Activate the extension. Finally delete the cache under Settings > Cache/Performance > Clear Shop Cache and refresh

the backend.

## New menu entry

You will find a new menu item under Settings > Basic Settings with the name % Change Taxes.

### It is not possible to call up the module

If it is not possible to call up the module after installing the plugin, this may be due to missing user rights. Please check under **Settings > User administration** in the tab **Resources & permissions** whether the entry swagtax incl. the assigned **read** is active for the respective roles.

You can find more information on user administration [here](#).

## Changing the tax rate

**Change taxes**

**Information**

[Link to the documentation](#)

You can use this function to adjust existing tax rates. To make this as easy as possible, a wizard will guide you through several steps. Finally, you can determine whether the changes should be made immediately or at a scheduled time.

First select whether you want to keep the gross prices and thus change the net prices.

If the check mark is not set, the net prices will not be changed.

Note: If customer groups inherit prices from other customer groups, this inheritance remains. If you change prices of the source customer group, the prices of the inheriting customer group will also change!

**Settings**

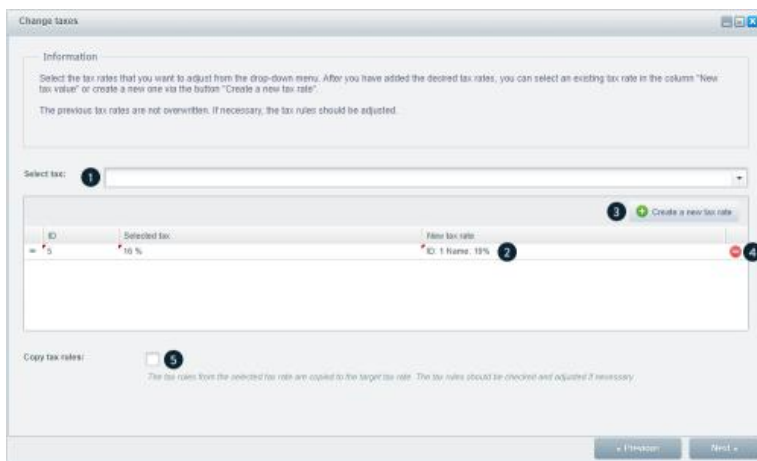
- 1 Keep gross prices:**  In order to maintain gross prices, the net prices are changed. If you use net prices in the product (along for example with B2B customer groups), these will also change.
- 2 Also adjust pseudo prices:**  The pseudo prices are also recalculated on the basis of the given tax rate.
- 3 Adjust vouchers:**  Also adjust the tax rate for the voucher calculation.
- 4 Adjust discounts:**  Also adjust the tax rate for the discount calculation.

Next >

First, you can make some basic settings for the tax rate changes:

- **Keep gross prices (1):** Select this option if you want to continue to display the same gross prices in the shop. In this case, the net prices will be adjusted so that they, together with the new tax rate, result in the previous gross price. If you do not activate the option, the net prices are retained and the gross price changes accordingly by the difference of the new tax rate.
- **Adjust pseudo prices (2):** Activate this option to adjust the pseudo prices of your articles as well.
- **Adjust vouchers (3):** Here you can define whether the tax rates for the calculation of vouchers should also be adjusted.
- **Adjust discounts (4):** Define whether the tax rate for the discount calculations should also be adjusted.

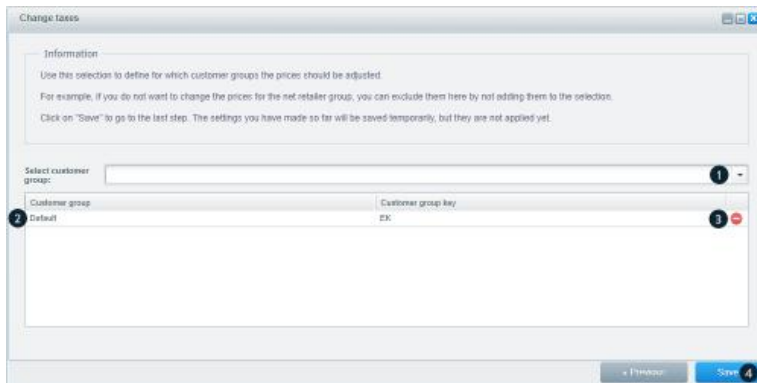
Clicking on Next will take you to the next step.



First select which tax rates you would like to adjust **(1)**. All tax rates available in the shop are displayed here (you can manage these in the *basic settings under Shop settings > Taxes*). The selected tax rates are then displayed in the **lower list (2)**. Here you can now select the new tax value to be used instead of the previous tax rate. Here, too, the rates stored in the system are available for selection. In other words, the tax rate is changed. A new tax rate is only required if the rates previously entered in the system are not sufficient. In this case you can create another tax rate by clicking on the button **Create a new tax rate (3)**.

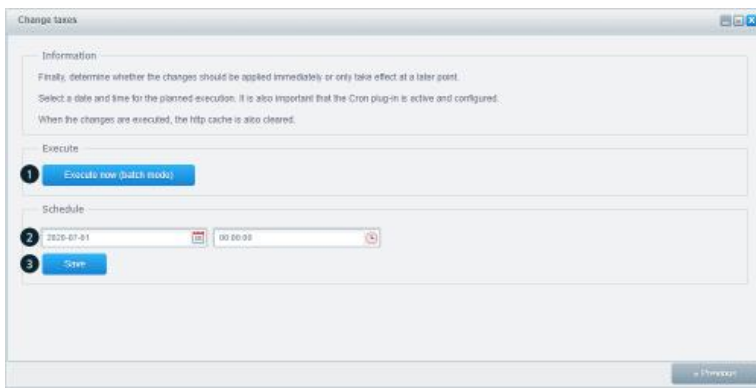
If you want to remove a tax rate already added for the change, this is possible via the **red button (4)**. Optionally, you can select whether the additional tax rules within a tax rate should be copied into the new tax rate **(5)**.

Click on the Next button to proceed to the next step.



Select the customer group you want to change from the **drop-down menu (1)**. The customer group you **selected (2)** is displayed below. You can add several customer groups at once. If you want to remove a customer group you have added, click on the **remove icon (3)**. When you are satisfied with your selection, click **Save (4)** to continue.





In the last step, you have the option to change the tax immediately. To do this, click on **Execute now (batch mode) (1)**. Alternatively, you can select a **specific date and time (2)**. When you have entered the date and time you want to change the tax rate, click on **Save (3)**. You can then close the window.

If you choose the option to schedule the date, the cron plugin and [cronjob](#) must be activated.

## Orders & Documents

The plugin does not change the tax rates from existing [documents](#) and existing orders. For the creation of documents, the tax rate at the time of the order is still used.

So if you create an invoice for an order before the changeover, the old tax rate is still used by default. If you want to create the invoice with the new tax rate, you can change this manually.

To do this, select the new tax rate for shipping in the **Order Details** on the **Overview** tab in the **Edit Order** section. Then select the new tax rate for the items in the Items tab.

Finally, you can now create the document with the new tax rate in the Documents tab.