PRESTASHOP

# Deep Newsletter Module

# User Guide: Installation and

# Configuration

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# I.  Introduction

## 1.1 Background

In the establishment of an e-commerce store with Prestashop solution, the use of a system for sending newsletter is interesting for several reasons.

First of all, sending a newsletter allows to keep in touch with customers by sending them by mail the latest of the site (new products, new promotions,...), which allows to retain them.

The possibility of increasing the traffic of a shop, via the links in the newsletter, is also an advantage.

## 1.2 Purpose of this document

This document is designed to describe the installation and configuration of the "D*eep Newsletter*" module, developed by the Deepevening Company as a module for Prestashop online store solution.

## 1.3 Has who is intended this document?

This document applies to all persons having an online shop with Prestashop solution (or wishing to put one in place) and acquired the "*Deep Newsletter*" module. This person will then make a full use of the features that offers this module.

# II. Description of features

The "*Deep Newsletter*" module allows you to send a mail, which you have entered content, to different recipients (visitors registered, clients).

This module is provided with a "Subscription to the newsletter" block, allowing the (non-client) visitor to your store to subscribe to your newsletter. This block is intended to replace the "Newsletter" block provide by the Prestashop solution, because the module "*Deep Newsletter*" block is a bit more customizable.

If you already use the "Newsletter" block provide by the Prestashop solution, the "*Deep Newsletter*" module will reuse the existing list of subscribers. To do this, we recommend that you do not uninstall the "Newsletter" block provide by the Prestashop solution (your subscribers would be deleted), but only disable it.

The main features of this module are:

- Creation of multilingual newsletter
- Ability to save the newsletters as a model for reuse
- Product models generation: the module creates automatically the content of your newsletter with products from your catalog, based on the settings that you choose
- Two modes for sending: by web interface or in background
- Ability to limit the number of sending per minute (to avoid sending bulk mail problems with some hosters)
- Ability to unsubscribe from the newsletter for subscribers
- Record of the last delivery report
- Statistics on sending newsletter with tracking of clicked links from the newsletter

# III. Module installation

## 3.1 Requirements

Being developed for the Prestashop solution, the "*Deep Newsletter*" requires a fully functional online store based on this system.

This module has been tested and works on Prestashop 1.2, 1.2.5, 1.3, 1.3.5, 1.4 and 1.4.5.1 (the last official version at the time of this writing).

In order to install and configure this module, it must obviously be have access to the "Administration" section of the shop. If the user rights management is in place, make sure to have access to the tab "Modules" of the administration area.

For sending newsletters, your e-mail sending configuration of your shop has to be operational. To verify (and test) your setup, go to the tab "Preferences", subheading "Emails", of the "Administration" section of your store.

The generation and save feature of models requires to have rights to write in the directory "modules" of your Prestashop store. We invite you to contact your hosting provider for more information.

Finally, the use of the "Background" mode for sending your newsletter requires the ability to run PHP scripts in command line. Here again, we invite you to contact your hosting provider for more information.

## 3.2 Reminders

The Prestashop solution is based on a modular system which allows you to add additional functionality, through an interface dedicated to this. The "*Deep Newsletter*" module uses this system and so, use the same installation way as any other module.

The purpose of this document is not to describe the use of modules in the Prestashop solution so, we refer you to the official documentation that you can find at the following address: http://www.prestashop.com/fr/downloads/

## 3.3 Installation

For the purposes of this document we will consider that our shop is available at:
http://localhost/prestashop.

The area of administration will be available at:
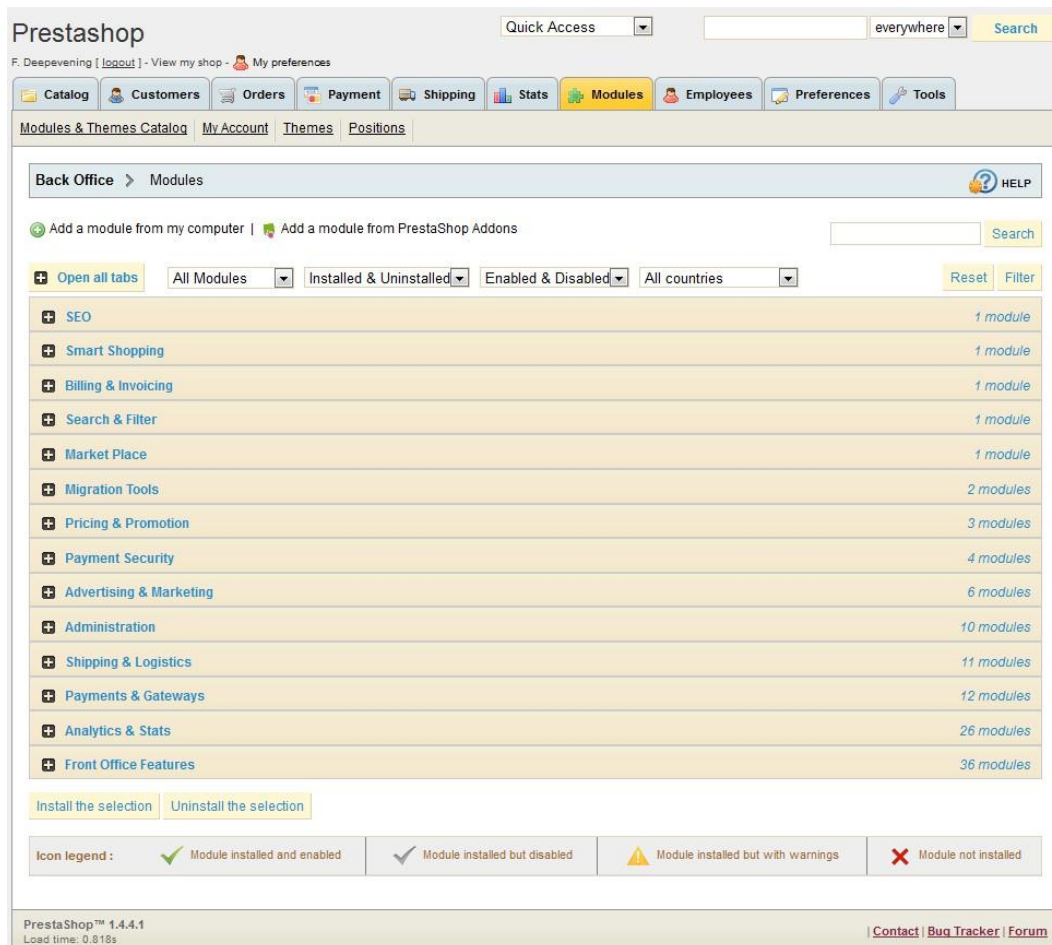http://localhost/prestashop/admin123/.

_Note:_ for obvious security reasons it is advisable not to have a simple name (admin123) for access to the area of administration of your shop.

The Prestashop solution offers two ways to load a module:

- From the "Modules" tab of the admin area page
- From the files tree of your Prestashop store

## 3.3.1 Loading through the area of administration

First go to the "Modules" page by clicking on the tab of the same name.

At the top of this page, click on the link "add a module from my computer". The area appears as follows:
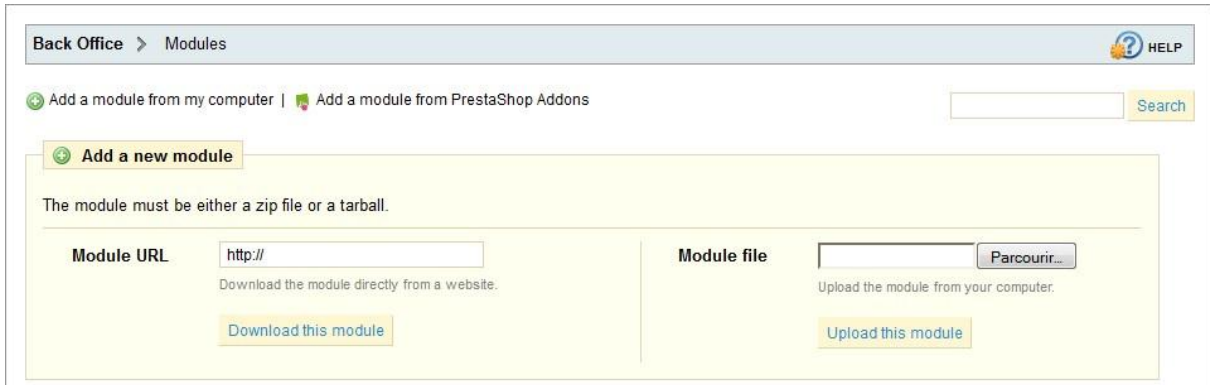


To install the module, the "*deepnewsletter.zip*" file is required. It has provided during the acquisition of the module.

In the right box ("the module file"), click on the "Browse" button.
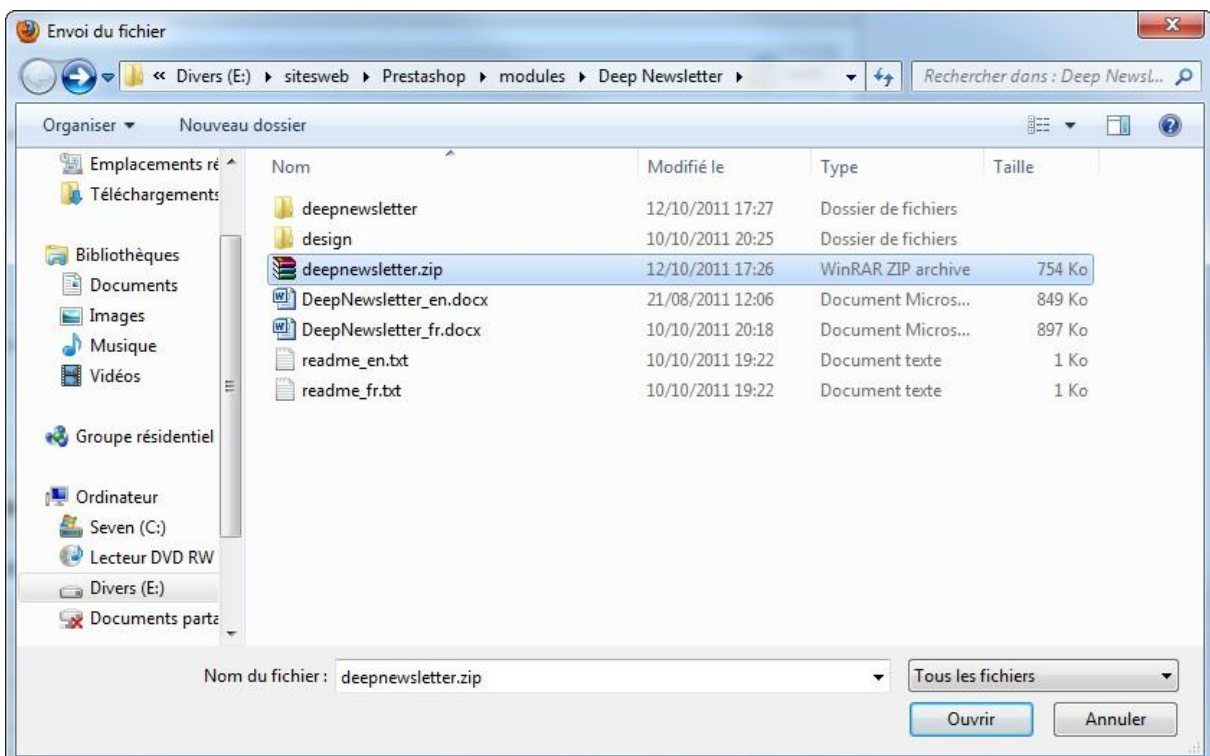


In this dialog box, select the "*deepnewsletter.zip*" file, and then click on the "open" button. Once the file selected, click on the "Upload this module" button below the "Browse" button in the previous screenshot.

The "*Deep Newsletter*" module is then loaded into the modules list.

To find it, you can either use the search function of the "Modules" page by typing the name " *Deep Newsletter* " (the first 3 letters should be sufficient to display it), or unfold the "Front Office Features" category.

Then, the "*Deep Newsletter*" module appears confirming that the module has been loaded:



## 3.3.2 Loading by the files tree of the shop

Another way to load the "*Deep Newsletter*" module, is to unzip the "*deepnewsletter.zip*" file, provided during the acquisition of the module, using a program such as Winzip, Winrar, 7-Zip, or even Windows.



Once this done, you get a directory named "*deepnewsletter*" containing all the files and directories necessary for the proper functioning of the module. We must then copy this directory, and placed in the "modules" directory of your shop, next to all other modules in your Prestashop store.

Then, go to the admin area of your store (in our case http://localhost/prestashop/admin123/) and display the "Modules" page by clicking on the tab of the same name.

To find the module, you can either use the search function of the "Modules" page by typing the name "*Deep Newsletter*" (the first 3 letters should be sufficient to display it), or unfold the "Front Office Features" category.

Then, the "*Deep Newsletter*" module appears confirming that the module has been loaded:
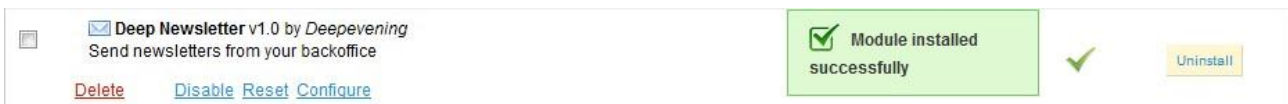
### 3.3.3 Installing the module

The installation is very simple. A click on the "Install" button makes the "*Deep Newsletter*" module to be operational (with default options).

> **Deep Newsletter** v1.0 by *Deepevening*
> Send newsletters from your backoffice
> Delete
> ✕    Install

PrestaShop then confirm the installation of your new module:

> **Deep Newsletter** v1.0 by *Deepevening*
> Send newsletters from your backoffice
> Delete    Disable Reset Configure
> ☑ Module installed successfully    ✓    Uninstall

To be sure, go to the homepage of your store (in our case http://localhost/prestashop):
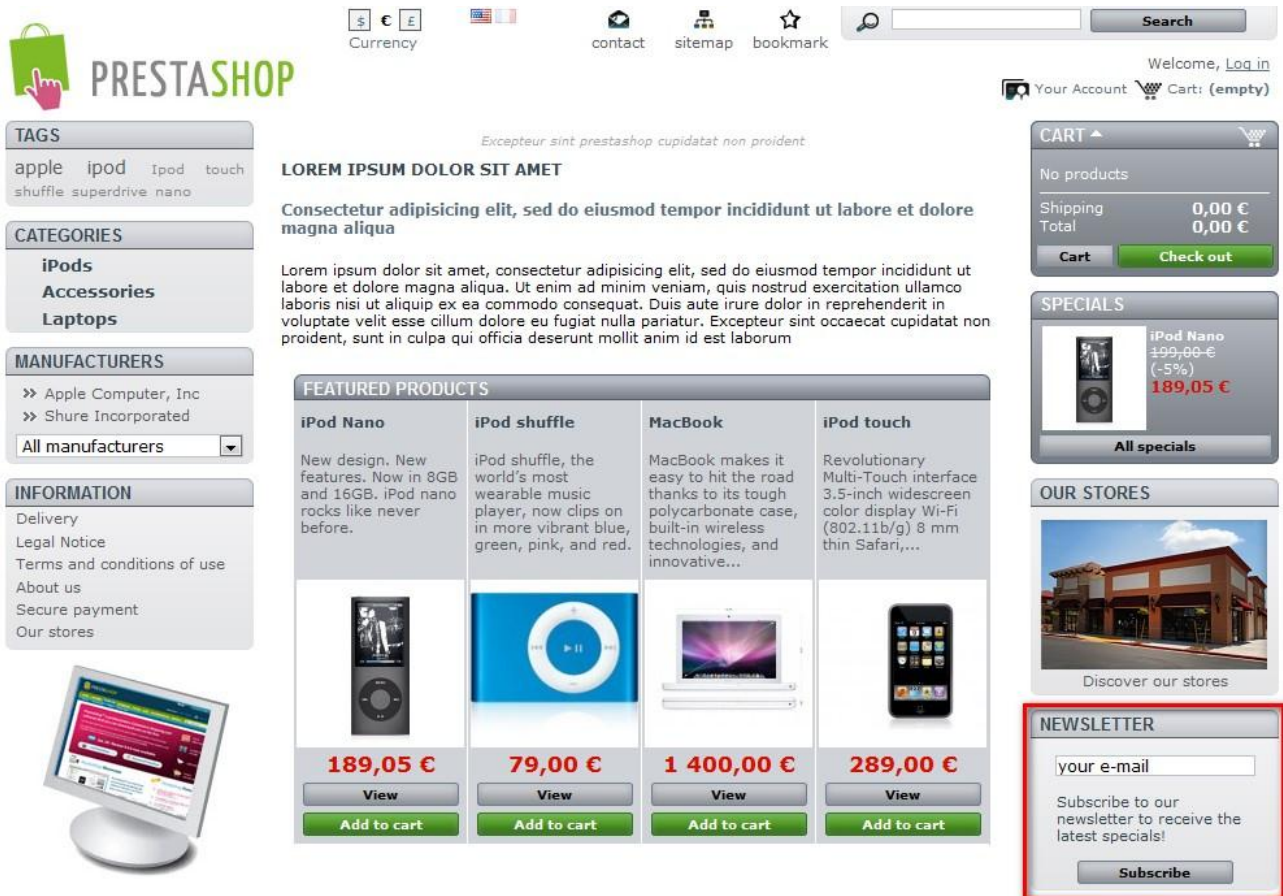
We note that the newsletter subscription block has been installed on the home page of our store. However, this module has been added following the other modules on the home page. To improve the ergonomics and the subscriptions number to the newsletter, we recommend that you place this module wherever you want (using Live Edit for example). We refer you to the official documentation of Prestashop to change the order of modules (http://www.prestashop.com/fr/downloads/).
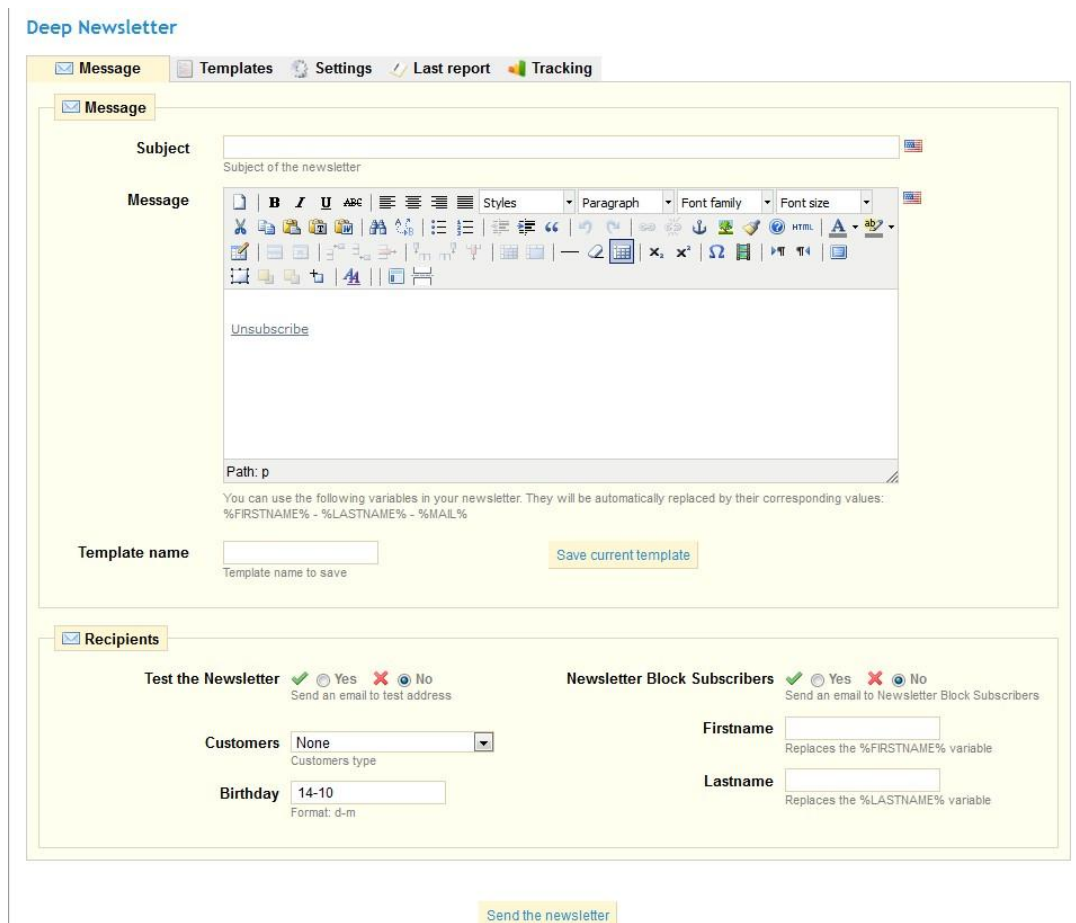
# IV. Module configuration

To begin, go to the admin area of your store (in our case http://localhost/prestashop/admin123/) and display the "Modules" page by clicking on the tab of the same name.

Search the "*Deep Newsletter*" module, by using the "Modules" page search function by typing the name "*Deep Newsletter*" (the first 3 letters should be sufficient to display it), or unfold the "Front Office Features" category.

The "*Deep Newsletter*" module appears:



A click on the "Configure" button displays the module configuration page:

The admin section of the "*Deep Newsletter*" module has been translated into English and French and it automatically displays the correct language according to the language used for the management of your shop. However, it is possible to create new translations for other languages through the translation system of the Prestashop solution (for more information, see the official documentation of the Prestashop solution: http://www.prestashop.com/fr/downloads/)).
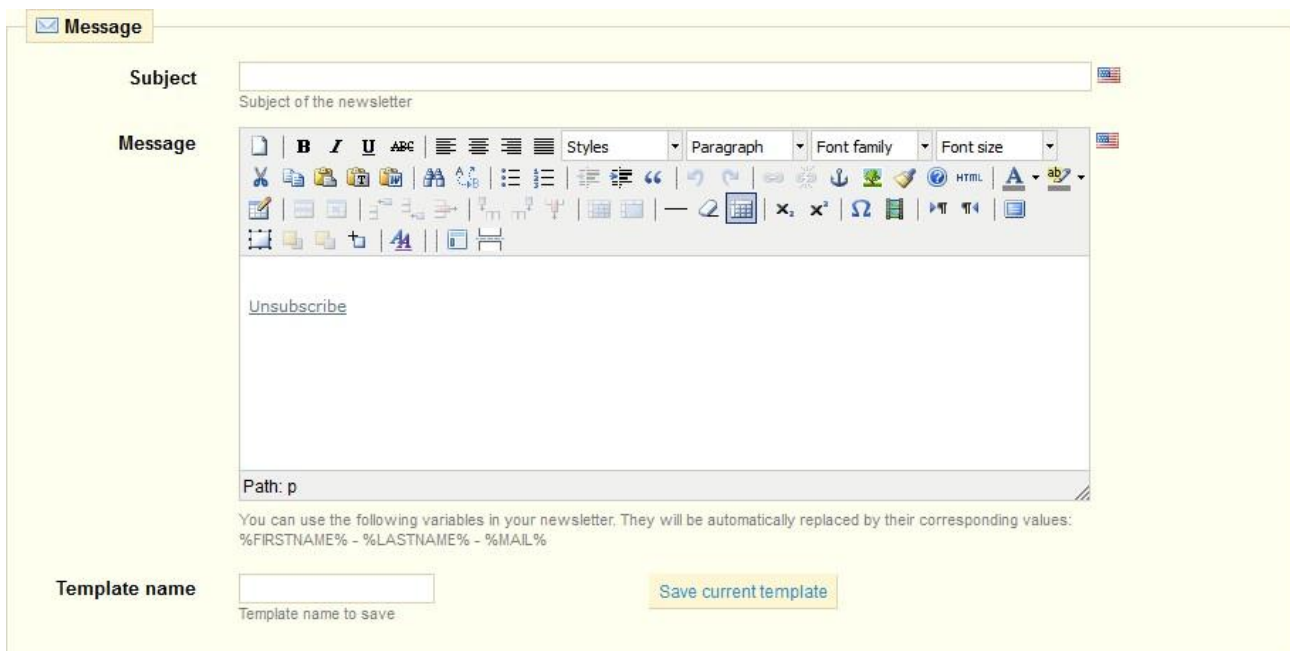
On the module configuration page, there are five tabs: Message, Templates, Settings, Last report and Tracking. All changes of module settings will be saved when a new tab will be opened.

Any time you can send your newsletter by clicking on the button "Send the newsletter" at the bottom page of each section.

In this section, we detail each tab by tab feature.

## 4.1 Message tab

This tab consists of two sections: Message and recipients.



The "Message" part allows writing your newsletter. To do this, you have a "Subject" field and a field "Message". These two fields are multilingual. By clicking on the flag on the right of the field, you access the same fields but for different languages.

Please note that the multilingual functionality only makes sense with the customers of your store because it cannot know the language of simple visitors. The solution Prestashop doesn't manage the language of customers but their country, the correct version of the newsletter will be sent to visitors according to their country.

The "Template name" field as well as the associated button ("Save current model") allows saving the content of your newsletter for later reuse. Please note that the "*Deep Newsletter*" module automatically saves the contents of the last newsletter sent.

To use a template that you saved, start by clicking forward message editor last icon:
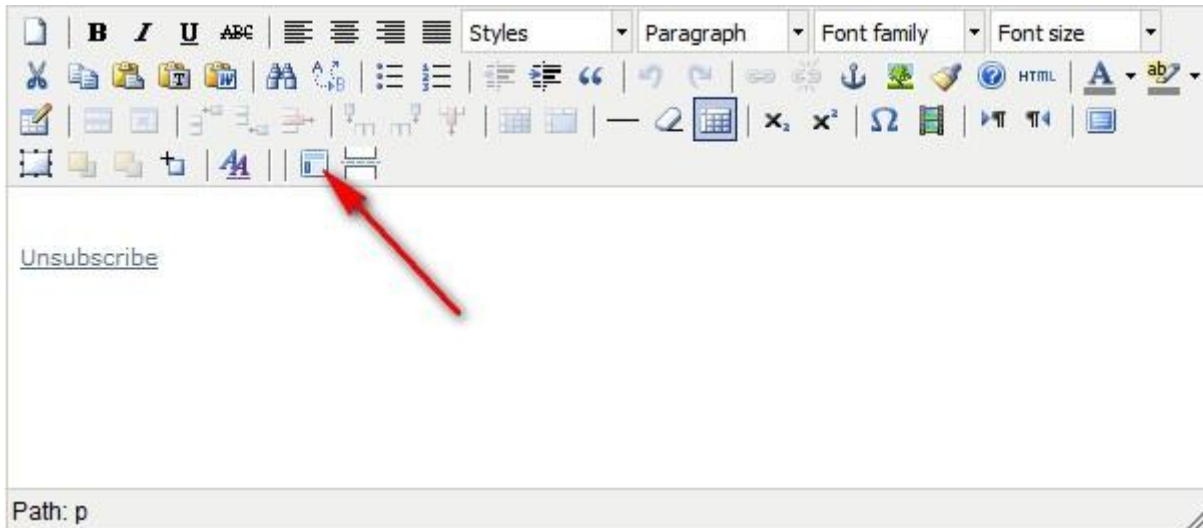


A dialog box is then displayed:
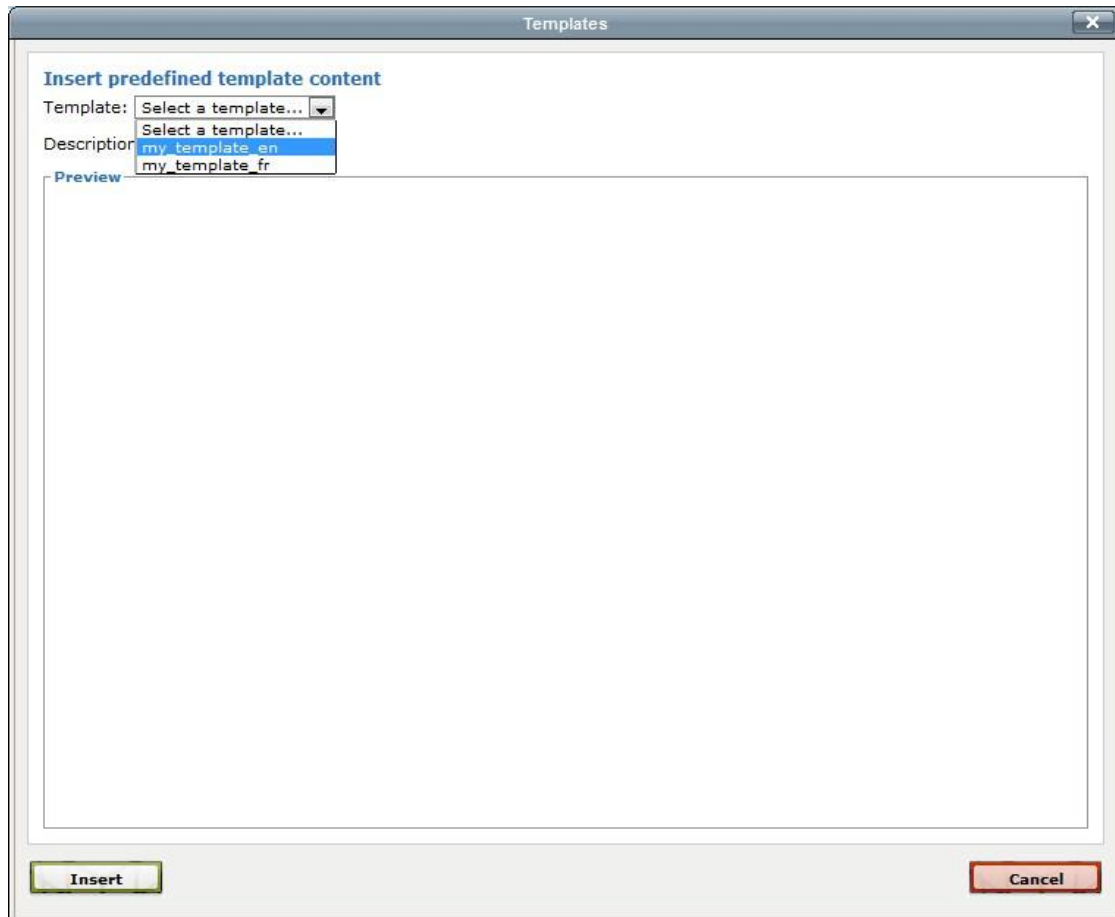
In the drop-down list "Select a template", the name of your model should appear. By selecting it, the content of your template appears in the preview area.



Then, you have just to click on the "Insert" button to have the content of you template in the "Message" field:

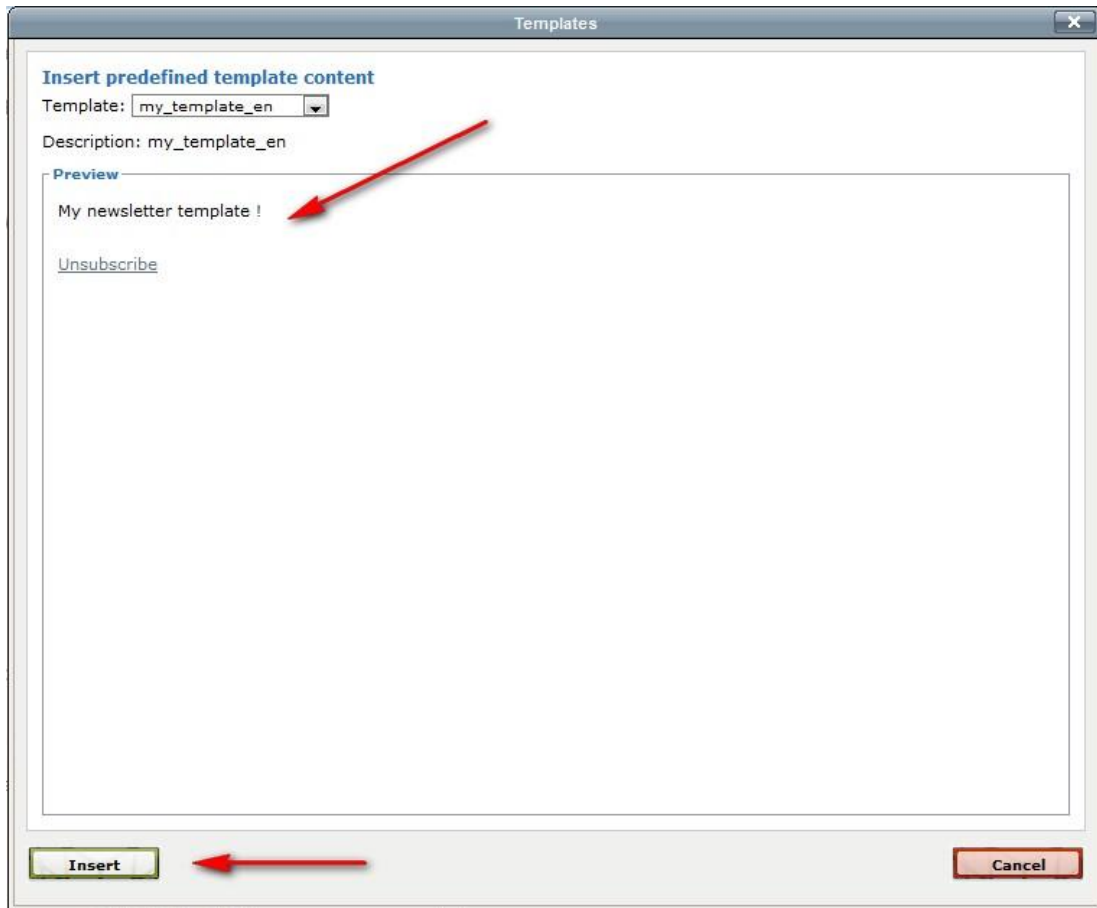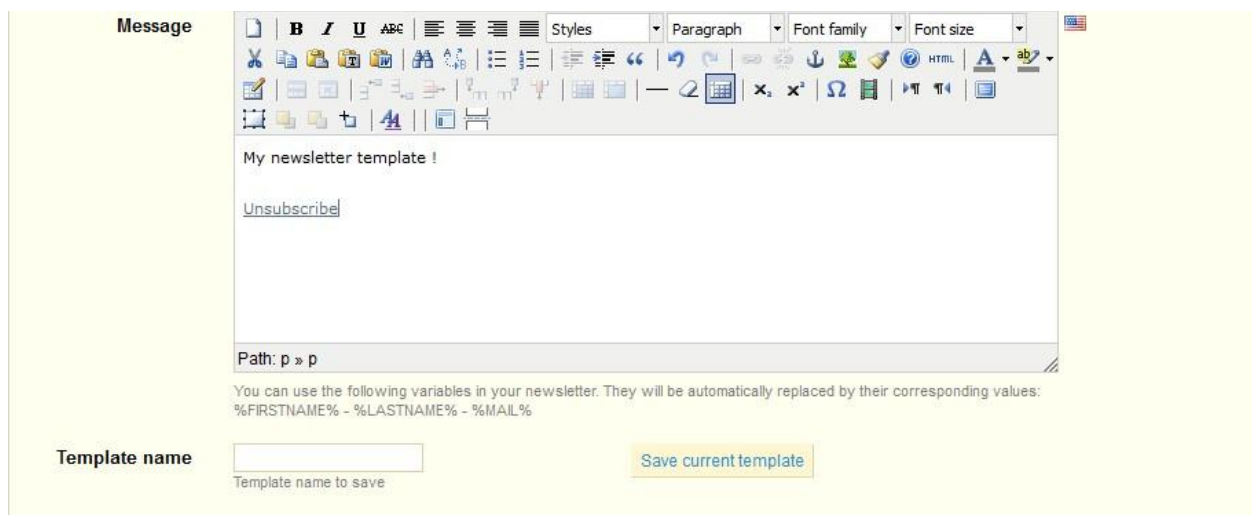It is recommended that you do not use special characters (e.g. accentuated letters, spaces, punctuation signs ...) in the name of your models. The generation may not work.

To save a newsletter as a model, you must have the rights to write in the directory "modules" of your store. Contact your hosting provider for more information.



The "Recipients" section allows choosing the recipients of your newsletter. The "Test the Newsletter" parameter allows sending your newsletter to an e-mail address that you set on the "Settings" tab.

The "Subscribers to the Newsletter block" parameter allows sending newsletter to visitors who subscribe to your newsletter via this block on your site.

The "Customers" drop-down list allows selecting the customer's type who will receive the newsletter. You can choose:
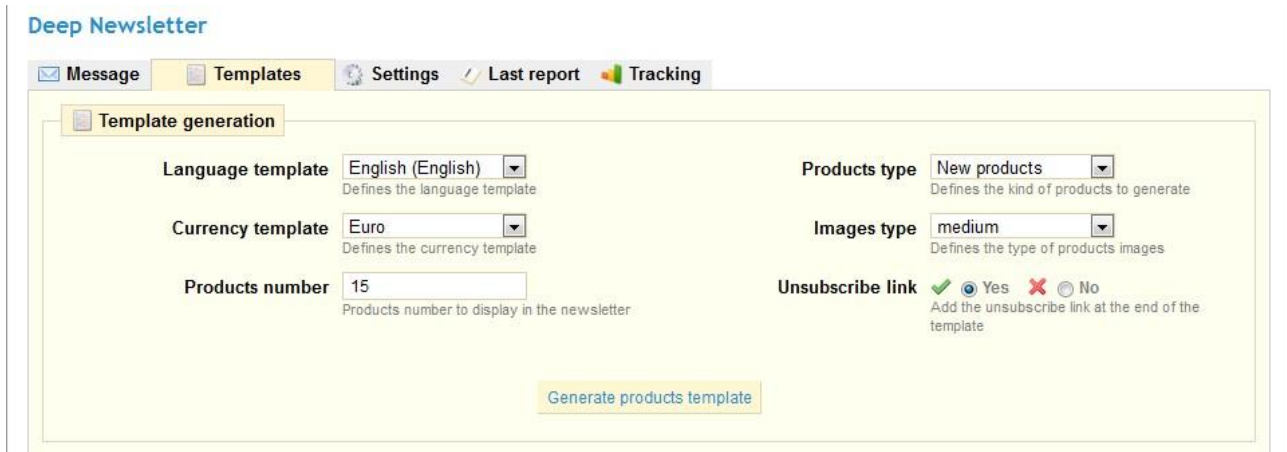
- "All customers",
- "Newsletter Block Subscribers": customers who subscribed to your newsletter,
- "Customers birthday": customers whose birthday date is filled in the field "Birthday" (by default, the date of the day)

The "First name" and "Name" fields are useful when you send your newsletter to "Newsletter Block Subscribers". If you use %FIRSTNAME% or %NAME% variables in your newsletter, they will be automatically replaced by what you entered in these two fields. The "First name" and "Name" fields are not used if you send your newsletter to your customers. In this case, if you use the variables %FIRSTNAME% or %NAME% in your newsletter, they will be replaced by the full name of your customers.

Another variable is usable in your newsletter: %MAIL%. Like the other two, it will be automatically replaced by the mail of the recipient.

You can use these variables in the object or in the body of your newsletter.

## 4.2 Templates tab



This tab allows generating products templates based on those present in your store. You can choose the language of your template, the currency used and the products number to display in your newsletter.

The "Product Type" field allows you to display products of your choice:

- New products
- Specials
- Best sales
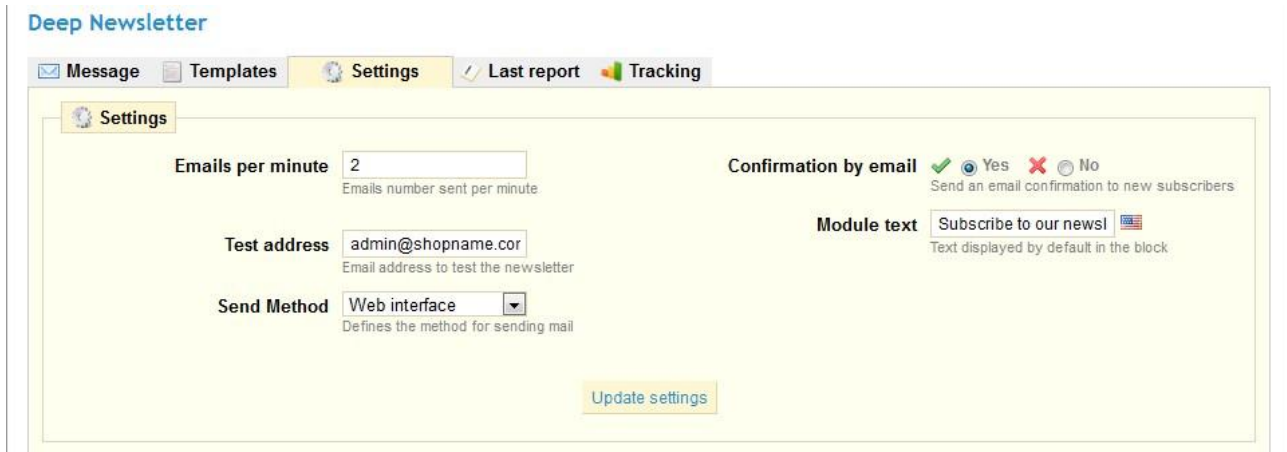
The "Image Type" field allows changing the size of the images of your products. To view or define new image sizes, go in the "Preferences" tab, subheading "Images" of the back office of your shop.

Finally, the "Unsubscribe link" option add, at the end of your newsletter, a link allowing your subscribers to unsubscribe themselves.

Once all the information is filled, simply click on the button "Generate products template", to use it.

To use your products template, the way is the same for use saved models. We therefore refer you to the previous section (4.1 Message tab).

## 4.3 Settings tab



This tab allows setting the newsletter sending.

The field "Email per minute" limits the number of sending e-mail by minute, so that your host does not consider your mail as spam. We recommend that you send 2-3 emails per minute (120 to 180 per hour) to avoid this kind of disadvantages. The Deepevening Company cannot be held responsible for issues with your hosting provider on the newsletter sending.

The field "Test address" allows configuring the e-mail address to use to test your newsletter.

The "*Deep Newsletter*" module offers two methods for sending your newsletter:
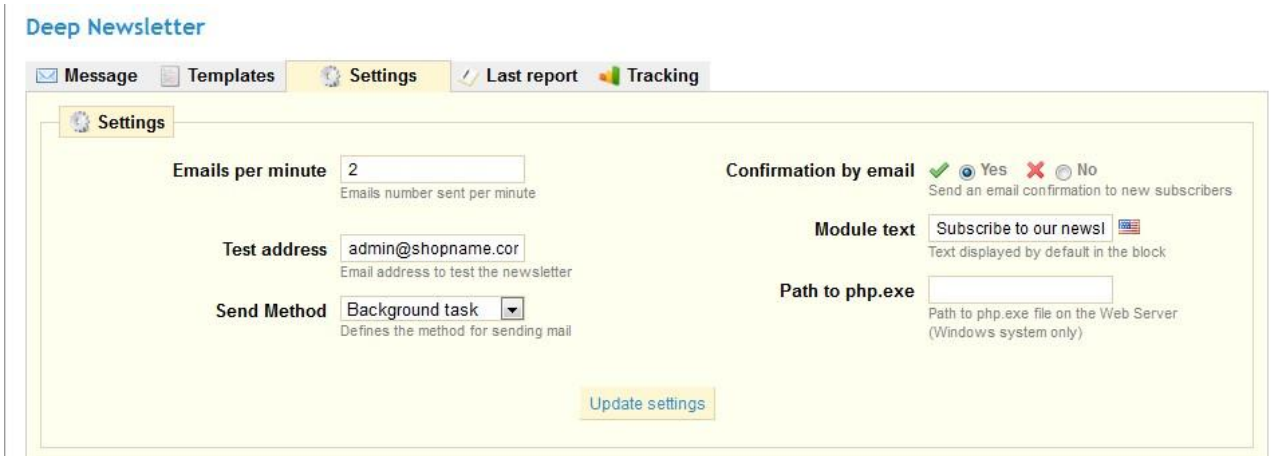
- Web Interface
- Background task

"Web Interface" method is the simplest to use. It requires no special configuration. The disadvantage is that you have to keep the browser window opened for sending the newsletter to all your recipients. This method is advised for sending to a low number of recipients, or if you cannot use the "background task" method.

The "Background task" method requires to run PHP in command-line (e.g. as a CRON task). We invite you to contact your hosting provider for more information.

The "*Deep Newsletter*" module has been tested on Linux and Windows environments. If your site is hosted on a Linux (most cases) system, you have nothing special to configure.

If you use a server under Windows system (e.g. for performing tests on your local server), you have to fill the "Path to php.exe" field, which appears when you select "Background task" in the drop-down list "Send method":



For example, you can fill "c:\wamp\php\php.exe". This corresponds to the path to your "php.exe" file. In our example, the "php.exe" file is located in the "php" directory, which itself is located in the "wamp" directory, which is in the "C" drive. Of course, this is only an example and you must enter the path to the "php.exe" file according to your configuration.

This sending method depending on your configuration, we cannot guarantee that it will work on your system.

The "Text module" field allows changing the text displayed, by default, on the Newsletter block on your site. This field is multilingual. You can access other languages by clicking on the flag at the right.
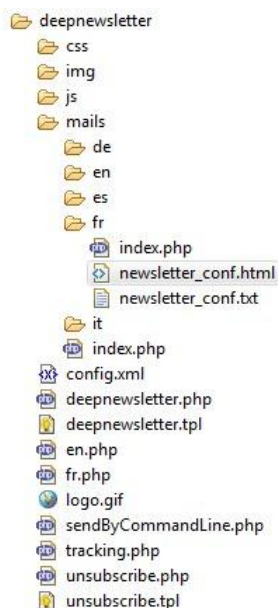


The "Confirmation by email" parameter allows visitors subscribing through the "Newsletter" block, on your site, to receive a confirmation of their subscription by e-mail. Html (and text) file corresponding to the confirmation mail is in the "deepnewsletter/mails" directory, and then in the subdirectory of the language (en, fr, es...). These files are the same shape as those present in the directory "mails" of your store. Therefore, you can change the subscription confirmation email sent to your subscribers.

Finally, the "Update Settings" button saves your changes. If you open a new tab without clicking on it, your settings are also saved.

## 4.4 Last report tab

**Deep Newsletter**

| ✉ Message | Templates | ⚙ Settings | ✎ Last report | 🔊 Tracking |

**✎ Delivery report of 2011-10-14 at 17:18:21**

| Firstname | Lastname | E-mail | Status |
|-----------|----------|--------|--------|
| Mailer | Test | webmaster@deepevening.fr | Success |
| | | Total sent | 1 |
| | | Total successfully | 1 |
| | | Total failure | 0 |

When a sending is not in progress, this tab shows you the last delivery report, with the list of all the recipients, as well as the newsletter sent number, the successful sending number and the unsuccessful sending number. If you have not yet sent a newsletter, this report is empty.

If a sending is in progress, this tab displays the state of sending. If you use the "Web Interface" method (for more information, see subsection *4.3 Settings tab*), the report will be automatically updated, and you have to keep this tab (or page) opened to send the newsletter to all your recipients.

**Deep Newsletter**

**✉ Delivery report of 2011-10-14 at 18:09:50**

| ⚠ Sending in progress. Please, wait... |

| Firstname | Lastname | E-mail | Status |
|-----------|----------|--------|--------|
| Mailer | Test | webmaster@deepevening.fr | Success |
| | | Total sent | 1 |
| | | Total successfully | 1 |
| | | Total failure | 0 |

If you use the "Background task" method, you don't have to keep this tab (or page) opened to make the shipment. Back on the tab, the report will display the progress of sending.

**Deep Newsletter**

| ✉ Message | Templates | ⚙ Settings | ✎ Last report | 🔊 Tracking |

**✎ Delivery report**

| ⚠ Sending in progress. Please, wait... | Refresh |

| Firstname | Lastname | E-mail | Status |
|-----------|----------|--------|--------|
| | | Total sent | 0 |
| | | Total successfully | 0 |
| | | Total failure | 0 |

A click on the "Refresh" link will allow you to refresh the page. The report will then update. After sending, the waiting message (in red) will disappear and the report will display all of the results.

**Deep Newsletter**

✉ Message ☐ Templates ⚙ Settings ✎ Last report ▮ Tracking

✎ Delivery report of 2011-10-14 at 17:50:13

| Firstname | Lastname | E-mail | Status |
|-----------|----------|--------|--------|
| Mailer | Test | webmaster@deepevening.fr | Success |
| | | test@deepevening.fr | Success |
| | | | |
| | | Total sent | 2 |
| | | Total successfully | 2 |
| | | Total failure | 0 |

## 4.5 Tracking tab

**Deep Newsletter**

✉ Message ☐ Templates ⚙ Settings ✎ Last report ▮ Tracking

▮ Tracking

| Statistics | |
|------------|---|
| Total number of subscribers | 2 |
| Total number of newsletters sent | 5 |
| Total number of clicks from newsletter | 0 |

Reset statistics

**No informations available**

The Tracking tab displays statistics on the number of subscribers (visitors + customers), the number of newsletters sent and the number of persons having clicked on links in your newsletter. The "Reset statistics" button resets the number of newsletters sent and the number of persons having clicked on links.

If at least one person clicked on this link in your newsletter, a table will appear containing a list of all the links clicked as well as the number of corresponding click.

**Deep Newsletter**

Message   Templates   Settings   Last report   **Tracking**

**Tracking**

| Statistics | | |
|---|---|---|
| Total number of subscribers | 2 | Reset statistics |
| Total number of newsletters sent | 11 | |
| Total number of clicks from newsletter | 4 | |

| Url | Click number |
|---|---|
| http://localhost/prestashop/en/music-ipods/1-ipod-nano.html | 1 |
| http://localhost/prestashop/en/modules/deepnewsletter/unsubscribe.php?action=1 | 2 |
| http://localhost/prestashop/en/music-ipods/2-ipod-shuffle.html | 1 |

These statistics allow to know if your newsletter are interested or not for your visitors, or what are the pages or the most visited products by your newsletter subscribers for example. This allows testing the impact of your newsletter, and you can make changes on it, if you think it's necessary.

# V. Additional information

## 5.1 Useful files

You can customize the Newsletter block and the unregister page module of the module, so you can adapt them to your theme. To do this, you have two .tpl files in the directory of the module "*Deep Newsletter*" (/ modules/deepnewsletter):

- Deepnewsletter.tpl: file corresponding to the Newsletter block
- Unsubscribe.tpl: file corresponding to the unsubscribe page

These files are "Smarty templates" and are editable in the same way as any other page of your store, located in the /themes directory.

For design changes on the two files above, the deepnewsletter.css CSS file is available in the/modules/deepnewsletter/css directory.

The "*Deep Newsletter*" module uses email templates of your store for the header and the footer of your newsletter. Your logo will be automatically used (to change it, go on the tab "Preferences", submenu "appearance" of the back office of your store).

To modify the header and footer of your newsletter, you have to edit "newsletter.html" and "newsletter.txt" files in the directory /mails of your shop (subdirectory: the language that you want to change).

## 5.2 About tracking feature

Insert links in your newsletter are automatically tracked by the "*Deep Newsletter*" module, to save statistics (available on the Tracking tab).

To make your links work, they must have an absolute path, so, they must begin with "http://" followed by the address of your page.

# VI. Support

Our team did its best to develop the "*Deep Newsletter*" module. Despite the many tests that we were able to do so, some bugs, unknown at the present time, can be presents in this application.

In order to develop this module and provide a quality service, we provide full support for our creations.

Don't hesitate to contact us at the address: webmaster@deepevening.fr

You can use this email address to tell us of any dysfunction, ask for more information, or simply give your opinion on the future developments of this module. We will answer you as quickly as possible.

Thanks for using the "*Deep Newsletter*" module for Prestashop solution and good sales!