amasty

For more details see how the Push Notifications for Magento 2 extension works.

Guide for Push Notifications for Magento 2

With Magento 2 Push Notifications, get higher conversion rates and, thus, increase profits by reinforcing contacts with your target customers. Send attractive push notifications to trigger repeat purchases and maintain customers' loyalty.

- Contact your customers via their web-browsers;
- Customize notifications to make them irresistible to customers;
- Gather statistics to make data-driven decisions;
- Motivate customers to subscribe for notifications (the easiest one-click process);
- Keep your customers timely informed: they will instantly see notifications

- The extension is not compatible with Apple mobile platforms;
- Push notifications don't work with Safari browser on Mac;
- The module is also not compatible with EDGE browser.

Database Installation

To install the GeoIP database, go to **Stores → Configuration → Amasty Extensions → GeoIP Data**.

Download and Import

Download   Import   Completed
                                    26%

[global]

Last Imported: 2019-03-20 17:14:14

Download and Import

Import
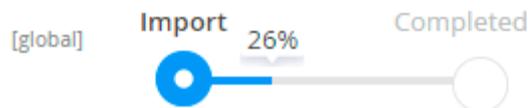
Import   Completed
          26%

[global]

var/amasty/geoip/GeoLite2-City-
Blocks-IPv4.csv
var/amasty/geoip/GeoLite2-City-
Blocks-IPv6.csv
var/amasty/geoip/GeoLite2-City-
Locations-en.csv

Import

Databases are required for the correct work of the module. Also you need to install php bcmath or gmp extension on your server.

You can get the databases automatically or import your own data.

Hit the **Download and Import** button to make the extension download the updated CSV dump file and import it into your database automatically.

To import the files from your own source, use the **Import** option. Path to the files should look like this (the part 'var/amasty' should be replaced with your folders' names):

```
var/amasty/geoip/GeoLite2-City-Blocks-IPv4.csv
var/amasty/geoip/GeoLite2-City-Blocks-IPv6.csv
var/amasty/geoip/GeoLite2-City-Locations-en.csv
```

In the Import section, the **Import** button is grayed out by default. It will be available right after you upload the CSV files. The red error notification will switch to green success notification when the

import is completed.

Debug Mode

You can enable IP forcing, which makes it possible to set a specific IP address that will be used instead of the visitor's real IP address when determining geolocation. The feature is useful while configuring or testing the extension.

Debug

Enable Force IP
[global]

Yes

Force IP Address
[global]

192.0.2.1

You can set IP address for testing. Please be careful to avoid issues on production.

Enable Force IP - set to *Yes* to replace the real IP address.

Force IP Address - specify the address to use instead of a real one.

General Settings

To configure the extension, please, go to **Stores → Configuration → Amasty extensions → Push Notifications**.

General Settings

Enabled [global]	Yes ▼
Firebase API Key [store view]	AAAAElsqmWA:APA91bGI4ZLE7KeOYqd9sOaiXrRY8tNq
	Please follow the Guide to get an API key.
Sender ID [store view]	78838929760
	Please follow the Guide to get a Sender ID.

Design Settings

Default Logo [global]

X

Amasty

Browse...

Allowed file types: jpg, jpeg, gif, png. Recommended width to height ratio is 1:1 (e.g. 360*360px, 720*720px).

In the **General Settings** section, enable the extension and enter the **Firebase API Key** and **Sender ID** in the appropriate fields.

Please, follow the Guide to learn how to get an API key and Sender ID.

In the **Design Settings** section, insert an image/logo that will be displayed in push notifications by default (unless you upload another image while configuring a campaign).

In the **Prompt (Subscription Pop-up) Settings** section, specify the next settings:

Enabled - enable the prompt message (subscription pop-up) to collect customers' consents for the subscription. The subscription process does not require any customers' info.

Customers will get your notifications only after they leave their consents to receive them (subscribe).

Enable prompt for - configure display options for different devices. Uncheck Mobile and Tablet, if the subscription pop-up prevents viewing the site's content on these devices.

Prompt text - specify the text you want to display in the subscription pop-up. Make it as attractive to customers as possible (for example, offer them to subscribe to get special deals) - on this step your aim is to motivate customers to leave a consent for getting notifications.

Prompt Position - adjust the settings to put the notification pop-up in the proper position, where it

won't hide other elements of your site.

Show delay (seconds) - set up the time interval between a page load and the subscription pop-up appearance.

Set the frequency of prompt display for the same customer - choose how frequently to show the prompt to those who haven't subscribed yet. Available frequency:

- Every Time
- Hourly
- Daily
- Weekly

Show the prompt on all pages - enable if you want to show the subscription pop-up on each page of your store website. Otherwise, list the pages to place the prompt on in the following field - **Pages to show the prompt on**. Place each page on a separate line.

Here's the example of how the subscription pop-up will be displayed to customers:

In the **No Spam** section, specify the **Max. number of notifications per customer daily**. This feature is designed to protect your notifications from being regarded by customers as spam.

Campaign Creation

To launch a campaign or manage the existing ones, go to **Marketing → Campaigns**.

On the campaigns grid:

- Have a complete picture of your campaigns - easily detect active/inactive, scheduled and passed campaigns;
- See and analyze the results of past campaigns - see the number of subscribers, the number of received notifications and the number of clicks in the context of each campaign;
- Choose to edit any campaign in case of need;
- Send test notifications.

To create a new campaign, click the **New Campaign** button.

New Campaign

👤 demouser ▾

← Back　　Delete　　Send Test Notification　　Clone Campaign　　Save and Continue Edit　　**Save**

General ⌃

Name * | New Arrival

Schedule to * | 02/16/2019 12:0 📅

Segmentation Source * | Use Customer Groups (Default) ▾

Please mind, that Customer Segments Source is available when Amasty 'Customer Segmentation' extension is installed. Only registered users from a segmentation will receive push notifications.

Customer Groups
```
NOT LOGGED IN
General
Wholesale
Retailer
```
Leave empty to apply campaign to all customer groups.

Store View *
```
All Store Views
  Main Website
    Main Website Store
      Default Store View
```

Local Time: 2019-08-30 10:05:23

Active * ⚪ No

In the **General** section, specify the next fields:

Name - give a name to your campaign;

Schedule to - choose the date and time (accurately to seconds) to launch your campaign;

Segmentation Source - this option allows to segment customers by groups (you may apply campaign to particular groups of customers);

Customer Groups - specify customer groups to show push notifications to, or leave the field empty to apply campaign to all customer groups;

Add **Magento 2 Customer Segmentation** to accurately specify customer segments for push notifications.

Store View - define store views to which you launch the campaign;

Active - enable or disable the campaign.

Now, let's proceed to the **Notification Settings** section.

Message Title - specify the title for push notifications - formulate the core incentive;

Message Body - specify the body text for push notifications;

Logo image - insert an image/logo you want to display in the campaign's notifications (when not inserted, the default logo will be used);

Pop-up notification URL - provide the link you want to direct your subscribers to;

UTM parameters for tracking - specify UTM parameters to track your visitors and understand how they interact with your store pages.

Analytics dashboard

For profound analyses of campaigns held, check the Analytics Dashboard located at **Marketing → Dashboard**.

Use the statistics gained to improve your campaigns and maximize profits. The data available:

- The number of clicks and a click-through rate for each campaign individually (in the **Latest Campaigns** section);
- The total amount of clicks for all campaigns;
- The total amount of subscribers;
- The total amount of finished campaigns.

Subscribers

To see all the subscribers with the accompanying data, go to **Marketing → Subscribers**.

Get and analyze all the necessary information about your subscribers (your main target audience), e.g. their location, source, store view, the date of the subscription, etc.

Cron Tasks List

Magento 2 Push Notifications extension is preintegrated with Cron Tasks List to provide store owners with an opportunity to track and manage all cron tasks running in the website background.

To view all scheduled and executed cron tasks, go to **System → Cron Tasks List**

Run all cron tasks and generate their schedule by clicking the 'Run Cron' button. Also you can delete separate tasks in bulk, apply filtering and sorting options when it is needed.

Cron Tasks List

Find out how to install the Push Notifications extension via Composer.