



# Magento Extension User Guide

For Magento 1 (Drip Extension v1.5.0) and Magento 2 (Drip Extension v1.5.0)

Target the right customers, with the right message, at the right time. Drip takes the gold mine of customer data in your Magento store and enables personalized, relevant, revenue-driving marketing campaigns.

With Drip + Magento, you can capture lost sales, make product recommendations, collect product reviews, and more -- all to build **better relationships**, enable **more sales**, and **grow your business**.

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- **Cart Abandonment:** Capture lost revenue from customers who have abandoned their cart.
  - **Browse Abandonment:** Track the products customers view to tailor email content and drive purchase behavior.
  - **Re-engagement:** Bring customers who haven't purchased recently back to your store.
  - **Welcome Series:** Trigger a series of emails to new customers introducing them to your brand and your products.
  - **Customer Service Survey:** Ask customers who have recently interacted with your brand for feedback.
  - **Product Review:** Product reviews create valuable social proof for your products. Trigger emails to customers asking for a review.
  - **Social Share:** Word-of-mouth is your best marketing. Ask your customers to share a photo with your product on their social media account.
  - **Next Sell:** Recommend an adjacent or complementary product after a customer completes a purchase.
  - **Replenishment:** When a customer purchases a product that needs replenishment, automatically follow up to prompt a repurchase.



## Installation Instructions

There are two versions of the extension, one for Magento 1, one for Magento 2. Both include the same functionality.

To install either version, [log in](#) to your Drip account and:

1. Click the three dots in the upper-right of the screen (☰).
2. Navigate to **Integrations**, then click **Ecommerce** on the left.
3. Click **Magento**. From there, follow the on-screen instructions.

## Event Specs

Below is the list of Drip events and features included with the Magento extension.

1. **Customers**
  - a. Customer created
  - b. Customer updated
  - c. Customer deleted
  - d. Customer logged in
2. **Cart**
  - a. Created a cart
  - b. Updated a cart
3. **Orders**
  - a. Placed an Order
  - b. Updated an Order
  - c. Fulfilled an Order
  - d. Refunded an Order
  - e. Canceled an Order
4. **Products**
  - a. Viewed a Product
5. **Wishlist**
  - a. Added item to wishlist
  - b. Removed item from wishlist
6. **Newsletter**
  - a. Sync to Drip



## 7. Setup

- a. Site Tracking
- b. Historical Sync



## Customers

### Customer created

Within 1 minute of a new customer being created in Magento (including if the new customer is created in a checkout or order), the extension will:

- Push the following data to Drip using the Subscribers REST API endpoint:
  - Email Address
  - IP Address (if available)
  - Browser User Agent (if available)
  - Time Zone in Olson format (if available)
- The following as custom fields:
  - first\_name
  - last\_name
  - birthday (if available)
  - gender (if available)
  - magento\_source (one of the three options below)
    - storefront
    - admin
    - api
  - magento\_account\_created
  - magento\_customer\_group
  - magento\_store
  - accepts\_marketing (if available)
    - "yes" if customer has subscribed to Magento newsletter, "no" otherwise
- Push the following data to Drip using the Events REST API endpoint:
  - action: "Customer created"
  - email: customer's email address
  - Properties:
    - source = magento
    - version = the Magento store and Drip extension versions



## Customer updated

Within 5 minutes of an existing customer being updated in Magento, the extension will:

- Push the following data to Drip using the Subscribers REST API endpoint:
  - Same as for Customer created above.
- Push the following data to Drip using the Events REST API endpoint:
  - action: "Customer updated"
  - email: customer's email address
  - Properties:
    - source = magento
    - version = the Magento store and Drip extension versions

## Customer deleted

Within 5 minutes (or less) of an existing customer being deleted in Magento, the extension will:

- Push the following data to Drip using the Events REST API endpoint:
  - action: "Customer deleted"
  - email: customer's email address
  - Properties:
    - source = magento
    - version = the Magento store and Drip extension versions

## Customer logged in

Within 1 minute of a customer logging in to their Magento account, the extension will:

- Push the following data to Drip using the Events REST API endpoint:
  - action: "Customer logged In"
  - email: customer's email address
  - Properties:
    - source = magento
    - version = the Magento store and Drip extension versions



## Cart

### Created a cart

- Triggers:
  - If the user is logged in, and they add something to their shopping bag
  - If the user is not logged in, after they enter their email address in and leave the input field
- Given one of the triggers above, the extension will push the following data to Drip using the [Cart Activity REST API endpoint](#):
  - action: "Created a cart"
  - email: customer's email address
  - Properties:
    - provider = magento
    - person\_id = Drip's unique identifier for the person record
    - action = placed
    - cart\_id = the Magento internal cart ID for the person's cart
    - occurred\_at = the timestamp of the cart's creation or update (used primarily for historical data syncing)
    - grand\_total = the total amount of the cart, after any discounts
    - total\_discounts = the total discount amount of the cart
    - currency = the alphabetic ISO 4217 code for the currency
    - cart\_url = url to the customer's cart in Magento
    - version = the Magento store and Drip extension versions
    - line\_items = <passed as an array with the following included per line item>
      - product\_id (from Magento)
      - product\_variant\_id (if applicable, from Magento)
      - sku
      - name
      - brand (if customer has a custom attribute called "brand" defined, this goes here)
      - categories (comma-separated list of all Magento subcategories applied to this product)
      - price



- quantity
- discount
- total (line item total after quantity and discount)
- product\_url (the Magento store URL for the product)
- Image\_url (hosted on the Magento store)

### Updated a cart

- Triggers:
  - Updating quantity of an existing cart
  - Adding/removing items from an existing cart
  - Adding/remove a discount from an existing cart
  - Adding/removing shipping from an existing cart
  - Adding/removing tax from an existing cart
- Given one of the triggers above, the extension will push the following data to Drip using the Cart Activity REST API endpoint:
  - action: "Updated a cart"
  - email: customer's email address
  - Properties:
    - Same as for "Created a cart" above.



## Orders

### Placed an order

Within 1 minute of an order being created, the extension will:

- Push the following data to Drip using the [Order Activity REST API endpoint](#):
  - email = customer's email address
  - provider = magento
  - order\_id = Magento's internal ID for this order
  - order\_public\_id = Magento's customer facing ID for this order
  - grand\_total = total amount the customer agreed to pay, including taxes, shipping, and discounts
  - total\_discounts = total discounts across all items in the order
  - total\_taxes = total tax on the order
  - total\_fees = any additional fees
  - total\_shipping = total shipping charges on the order, if applicable
  - currency = the alphabetic [ISO 4217](#) code for the currency of the order
  - items\_count = the number of unique items in the order
  - magento\_source = the source of the order, which will be one of:
    - Storefront
    - Admin
    - API
  - version = the Magento store and Drip extension versions
- items = an array with the following included per item:
  - product\_id = a unique identifier for the product as stored in Magento
  - sku = the product SKU
  - name = the product name
  - brand = the product's brand, vendor, or manufacturer
  - categories = an array of categories (e.g. shoes, vitamins, books, videos)
  - price = the price of a single product
  - quantity = the quantity of the item ordered
  - discount = the discount on the item, taking quantity into account. For example, a \$2.66 discount per item would be \$5.34 if that item was of quantity 2
  - taxes = the taxes on the items, taking quantity into account like "discount"





above.

- fees = any additional fees on the items, taking quantity into account like “discount” above.
- shipping = the shipping cost on the items, taking quantity into account like “discount” above.
- total = the line item total after quantity, discount, taxes, fees, and shipping.
- product\_url = the Magento store URL for the product
- image\_url = the product’s image URL, as stored and hosted on Magento
- billing\_address
  - label = the label describing the billing address
  - first\_name = the first name on the billing address
  - last\_name = the last name on the billing address
  - company = the company on the billing address
  - address\_1 = the billing street address
  - address\_2 = additional line of the billing street address
  - city = the billing address city
  - state = the billing address state
  - postal\_code = the billing address postal code
  - country = the billing address country
  - phone = the phone number associated with the billing address
- shipping\_address
  - label = the label describing the shipping address
  - first\_name = the first name on the shipping address
  - last\_name = the last name on the shipping address
  - company = the company on the shipping address
  - address\_1 = the shipping street address
  - address\_2 = additional line of the shipping street address
  - city = the shipping address city
  - state = the shipping address state
  - postal\_code = the shipping address postal code
  - country = the shipping address country
  - phone = the phone number associated with the shipping address



## Updated an order

Within 1 minute of an order's state being set to something other than Complete, Refunded, or Canceled, the extension will:

- Push the following data to Drip using the [Order Activity REST API endpoint](#):
  - Everything in "Placed an Order" plus:
    - `order_state`: Magento's order state for the order
    - `order_status`: Magento's order status for the order
- If the "grand\_total" property is different from that in the "Placed an Order" event, the Drip person's LTV will be updated accordingly.

## Fulfilled an order

Within 1 minute of an order's status being set to "Order Shipped" or "Complete", the extension will:

- Push the following data to Drip using the [Order Activity REST API endpoint](#):
  - Everything in "Placed an Order" plus:
    - `fulfillment_state` = <"Partially\_fulfilled" or "Fulfilled" depending on if all items on the order have been fulfilled.>
- The Drip person's LTV will be updated to match the new "grand\_total".

## Refunded an order

Within 1 minute of an order having a credit memo applied against it, the extension will:

- Push the following data to Drip using the [Order Activity REST API endpoint](#):
  - Everything in "Placed an Order" plus:
    - `refund_amount` = the amount refunded against the order
- The `refund_amount` will be subtracted from the Drip person's LTV.

## Canceled an order

Within 1 minute of an order's status being set to "[Cancelled](#)", the extension will:

- Push the following data to Drip using the [Order Activity REST API endpoint](#):
  - `order_id` = Magento's internal ID for this order
  - `canceled_at` = the timestamp of order cancellation in [ISO-8601](#) format
- The total amount of the order will be subtracted from the Drip person's LTV.



## Products

### Viewed a Product

Within 1 minute of a product page being viewed (even if email address is unknown), the extension will:

- Push the following data to Drip using the Track method of Drip's Javascript API:
  - Action:
    - Viewed a product
  - email: customer's email address (if known)
  - Properties:
    - product\_id (from Magento)
    - sku
    - name
    - brand (if customer has a custom attribute called "brand" defined, this goes here)
    - categories (comma-separated list of all Magento subcategory names applied to this product)
    - price - All values in cents (e.g. \$12.00 = 1200). If a non-USD currency, it will be whatever the smallest denomination is.
    - compared\_at\_price (if available) - All values in cents (e.g. \$12.00 = 1200). If a non-USD currency, it will be whatever the smallest denomination is.
    - currency
    - product\_url (the Magento store URL for the product)
    - Image\_url
    - source = magento
    - version = the Magento store and Drip extension versions
  - In order to do this, [Drip's Javascript snippet needs to be installed](#) on all product pages. See the Setup section for more details.



## Wishlist

### Added item to wishlist

Within 5 minutes of an existing customer adding an item to a wishlist (no matter which wishlist it is), the extension will:

- Push the following data to Drip using the Events REST API endpoint:
  - email: customer's email address
  - Properties:
    - product\_id (from Magento)
    - categories (comma-separated list of all Magento subcategories applied to this product)
    - brand (if customer has a custom attribute called "brand" defined, this goes here)
    - name
    - price - All values should be in cents (e.g. \$12.00 = 1200). If a non-USD currency, it should be in whatever the smallest denomination is.
    - currency
    - image\_url
    - source = magento
    - version = the Magento store and Drip extension versions

### Removed item from wishlist

Within 5 minutes of an existing customer removing an item to a wishlist (no matter which wishlist it is), the extension will:

- Push the following data to Drip using the Events REST API endpoint:
  - email: customer's email address
  - Properties:
    - product\_id (from Magento)
    - categories (comma-separated list of all Magento subcategories applied to this product)
    - brand (if customer has a custom attribute called "brand" defined, this goes here)
    - name



- price - All values should be in cents (e.g. \$12.00 = 1200). If a non-USD currency, it should be in whatever the smallest denomination is.
- currency
- image\_url
- source = magento
- version = the Magento store and Drip extension versions



## Newsletter

### Sync to Drip

When a new email address is added to Magento's Newsletter group:

- A new person record will be created in Drip via a "Customer created" event (see "Customer" section earlier in this document)
- A Drip custom field of "accepts\_marketing" will be added to that person record, and set to "yes"

When an existing email address is removed from Magento's Newsletter group:

- The matching Drip person record will be unsubscribed from all mailings
- The matching Drip person record will have their custom field of "accepts\_marketing" set to "no"



## Setup

### Site Tracking

In the extension's settings in Magento, there is a prompt for Account ID. When a customer enters that and clicks to "Save":

- [Drip's Javascript snippet](#) is appended to every public-facing Magento page.
- Whenever a new page is created, the Javascript snippet is automatically added within 5 minutes.

### Historical Sync

In the extension's settings in Magento, there are two buttons, one to sync customer history, the other to sync order history.

- If the button to sync customers is clicked, a Drip person record will be created for each Magento Customer and Newsletter subscriber, and a Drip tag of "Synced from Magento" will be added, as well. No automations will be triggered.
- If the Magento record is part of the Newsletter group, a Drip custom field called "accepts\_marketing" will be created, and set to a value of "yes". If the Magento record is *not* part of the Newsletter group, that "accepts\_marketing" custom field will be set to "no".
- *Be sure to sync customers before syncing orders. Otherwise, orders associated with people not yet in your Drip account will fail to sync.* When the button to sync orders is clicked, "Placed an Order" events will be performed for each Magento order. An "occurred\_at" event property will be sent to Drip to make sure the order is placed appropriately on the associated person's timeline. No automations will be triggered.
- Only orders without "Fully Cancelled" and "Fully Refunded" statuses will be imported.
- Due to Drip's rate limits, Customers and Orders sync at a maximum of 50,000 records per hour.

### Log Settings

- Enabling "Debug Mode" will log all Drip-extension related requests and responses to `var/log/drip/apiclient/drip.log`.