

ensighten

ShopSocially Implementation Guide

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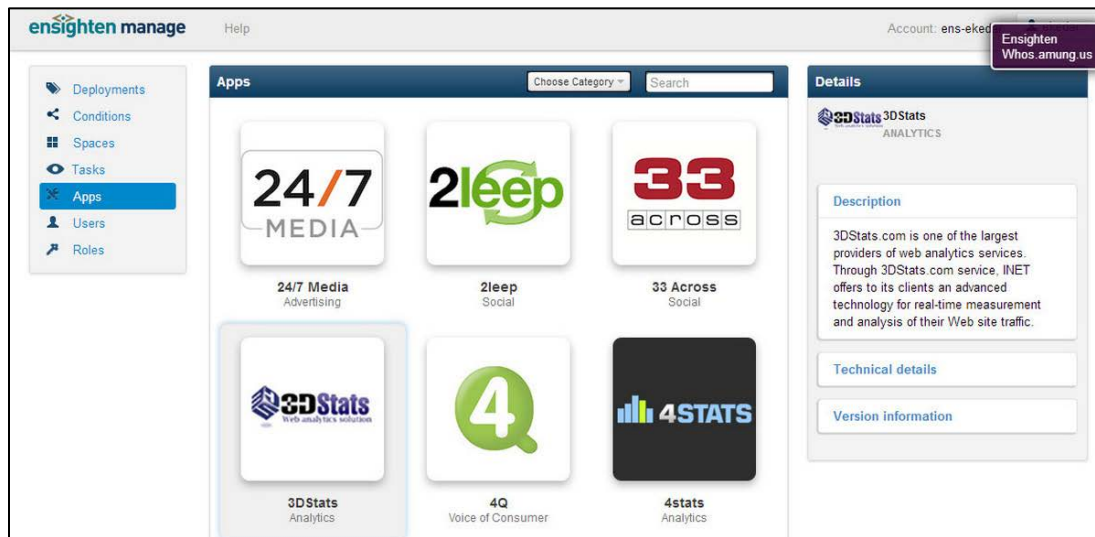
Introduction

An *app* is a wizard that guides you through the process of preparing the tags that will be deployed to your site. The wizard guides you through the process of configuring the tags, specifying the conditions under which those tags are fired on the website, and saving the deployment information.

Within the workflow for creating deployments, the activity of configuring apps includes 4 essential steps:

1. Configure the App
2. Select Conditions
3. Name the Deployment
4. Review and Save

You can view the apps available to you by logging into your Enighten Manage account at <https://manage.ensighten.com> and selecting **Apps**. The **Apps** area lists the apps that are available for your deployments, and the **Details** area provides you with information describing any app you select on the page:



When you click **Configure** on a selected app, a wizard guides you through the steps to configure and deploy that app.

ShopSocially App

We will explore the **ShopSocially** app. ShopSocially is an onsite social commerce platform that contains multiple social apps for eCommerce sites. Examples of these apps include Ask-a-Friend, purchase sharing, fan acquisition, shopping community and more.

Locate the **ShopSocially** app in the **Apps** area:




To begin configuring this app to prepare it for deployment, click **Configure**.

CONFIGURE THE APP

In the **Configure** dialog, begin by selecting a tag type. You can choose either a basic or advanced tag. In this case choose a **ShopSocially Basic Tag**. Specify your **ShopSocially Partner ID** you received when you created your ShopSocially account, and click **Next**:

Step 1: Configure the App Step 2: Choose Conditions Step 3: Name Deployment Step 4: Review & Save

 **ShopSocially**
Social

Please identify which features you'd like to use and Ensignten will dynamically create a form to enable those features.

Please select a tag type

ShopSocially Basic Tag

ShopSocially Basic Tag

Basic Cart Information

E-commerce related properties.

* ShopSocially Partner ID: ⓘ

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Alternatively, you could have selected a **ShopSocially Advanced Tag**. In this case, you must also specify shopping cart information and a cart property mask. The basic shopping cart information includes variables for the Order ID, Revenue, Order confirmation page, and Shopping cart object:

Basic Cart Information

E-commerce related properties.

* ShopSocially Partner ID:	<input type="text" value="12345678123456781234567812"/>	<input type="button" value="i"/>	
Order ID:	<input type="text" value="orderJS"/>	<input type="button" value="JavaScript"/> <input type="button" value="v"/>	<input type="button" value="i"/>
Revenue:	<input type="text" value="revenueJS"/>	<input type="button" value="JavaScript"/> <input type="button" value="v"/>	<input type="button" value="i"/>
Order confirmation page:	<input type="text" value="pageJS"/>	<input type="button" value="JavaScript"/> <input type="button" value="v"/>	<input type="button" value="i"/>
* Shopping cart object:	<input type="text" value="cartObject"/>	<input type="button" value="i"/>	

In the **Cart Property Mask** section, there are a few required and optional object properties for you to specify. For more information, see the [W3C eCommerce standard for carts](#). The `cartObject` array must contain item objects, each having the following required and optional properties:

Cart Property Mask

Identify your e-commerce JS object properties.


* Product page URL:	<input type="text" value="productpage"/>	<input type="button" value="i"/>
* Product image URL:	<input type="text" value="productimage"/>	<input type="button" value="i"/>
* Product title:	<input type="text" value="title"/>	<input type="button" value="i"/>
Product currency:	<input type="text" value="currency"/>	<input type="button" value="i"/>
Product Price:	<input type="text" value="price"/>	<input type="button" value="i"/>
Quantity:	<input type="text"/>	<input type="button" value="i"/>

Click **Next**.

CHOOSE CONDITIONS

In the next step, choose the conditions for which you would like the tag to fire. By default, it's set to the **Global** condition, which will effectively fire your tag on every single page. You can also choose to pick any pre-existing conditions or create a new one by clicking **New Condition**. To fire the tag synchronously, you must use the **Global** condition.

Step 1: Configure the App **Step 2: Choose Conditions** **Step 3: Name Deployment** **Step 4: Review & Save**



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Where and when would you like to deploy this tag? ⓘ

New Condition ⓘ

Conditions

- ?ensightenVT=1
- ?ensightenVT=1 2
- ensighten vt
- Test Condition

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Global


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Once you have set the condition(s), click **Next**.

NAME THE DEPLOYMENT

In this step, you name your deployment. You can also add information about the deployment, select any dependencies, and choose the execution time (the default is **Immediate**). To fire the tag synchronously, you must set the execution time to **Immediate**.

Step 1: Configure the App **Step 2: Choose Conditions** **Step 3: Name Deployment** **Step 4: Review & Save**



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Please name, categorize, and select any tag dependencies and choose an execution time below. This information will make it easier to find your deployment later

Name Deployment: ⓘ

Space: ⓘ

Comments: ⓘ

▼ **Advanced options**

Dependencies: ⓘ


Execution Time: ⓘ

Once you have completed this step, click **Next**.

REVIEW AND SAVE

In final step, review the generated tag code and conditions, and click **Save**:

Step 1: Configure the App | **Step 2: Choose Conditions** | **Step 3: Name Deployment** | **Step 4: Review & Save**

 Deployment Name: **mydeployment**
Space Name: **dev**
App Name: **ShopSocially**
Dependencies:
Execution Time: **Immediate**

Tag Basics

Generated Tag Code

```
1 window._ssq = [];  
2 var _ss_div = document.createElement('div');  
3 _ss_div.style.width = '1px';  
4 _ss_div.style.height = '1px';  
5 _ss_div.style.display = 'none';  
6 document.body.appendChild(_ss_div);  
7 Bootstrapper.loadScriptCallback('//shopsocially.com/js/all.js', function() {  
8   var obj = window['cartObject'];  
9   var prop = ["productpage", "productimage", "title", "currency", "price"];  
10  window.ss_mi.init({  
11    order_id: orderJS,
```

Selected Conditions

Global

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