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
- Compliance with WCAG 2.2 level AA requirements (for Hyvä Theme)

- 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.

Magento 2 Push Notifications extension is compatible with **Hyvä Theme**.

Hyvä compatibility (**including WCAG compliance**) is available only as a part of an active product subscription or support subscription and requires installing the '*amasty/module-push-notifications-hyva*' package, which you can find in composer suggest.
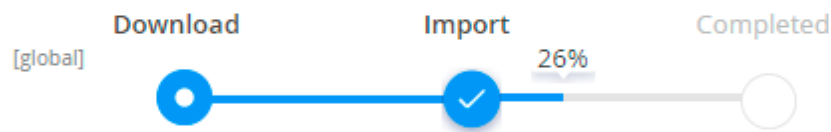
In **Push Notifications FAQ** you can find answers to the most popular questions about the extension functionality.

Database Installation

This product includes GeoLite2 Data created by MaxMind, available from 24.10.2023 (last update date).

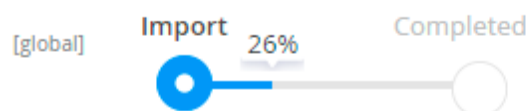To install the GeoIP database, go to **Stores → Configuration → Amasty Extensions → GeoIP Data**.

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Download and Import

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.

IP Database Update Settings

The database included in the extension was last updated on October 24, 2023. To keep the IP database current, you can update it using one of two methods.

Please note that regardless of the updating method chosen, you need to import the IP database first.

Refresh IP Database - select the appropriate method for refreshing the IP database:

* **Manually** - to manually upload the updated database files;
* **Update via Amasty Service** - to update the database automatically and regularly via Amasty Service, which is complimentary for you *until August 2024*.

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.

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 ⌃

⚠ If you were using Firebase Legacy API, please follow this guide to migrate to Firebase Cloud

Messaging API V1: https://firebase.google.com/docs/cloud-messaging/migrate-v1

Enabled
[global]

Yes ▾

Firebase Project ID
[store view]

fir-ab005

Sender ID
[store view]

362051357031

Please follow the Guide to get a Sender ID.

API Key
[store view]

AIzaSyBBl5yN6px3kNm8-Uw5t3qPvRz6

App ID
[store view]

1:362051357031:web:ba15931019f792

Firebase Json Config File Path
[store view]

/fir-ab005-firebase-adminsdk-rtzk3-fd2

Please, make sure to start the path with a slash if a file is stored inside your root Magento folder, e.g. /test-filename.json or /pub/test-filaname.json

Design Settings ⌃

Default Logo
[global]

Browse... X

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

Please note that the extension requires the **google/apiclient** library. It can be installed via composer

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by running composer require *google/apiclient:^2.15.0 –with-all-dependencies*
Firebase completely ceases support for the Cloud Messaging API Legacy functionality in June 2024 and requires migration to the **HTTP v1 API** at the earliest opportunity. As this Magento 2 Push Notifications extension integrates with Firebase, it will be switched to **HTTP v1 API** functionality starting from the **1.6.0** version. Therefore, after updating the extension to version 1.6.0 or above, it's necessary to reconfigure the extension just once as outlined below. This reconfiguration is crucial to continue sending push notifications using the extension.
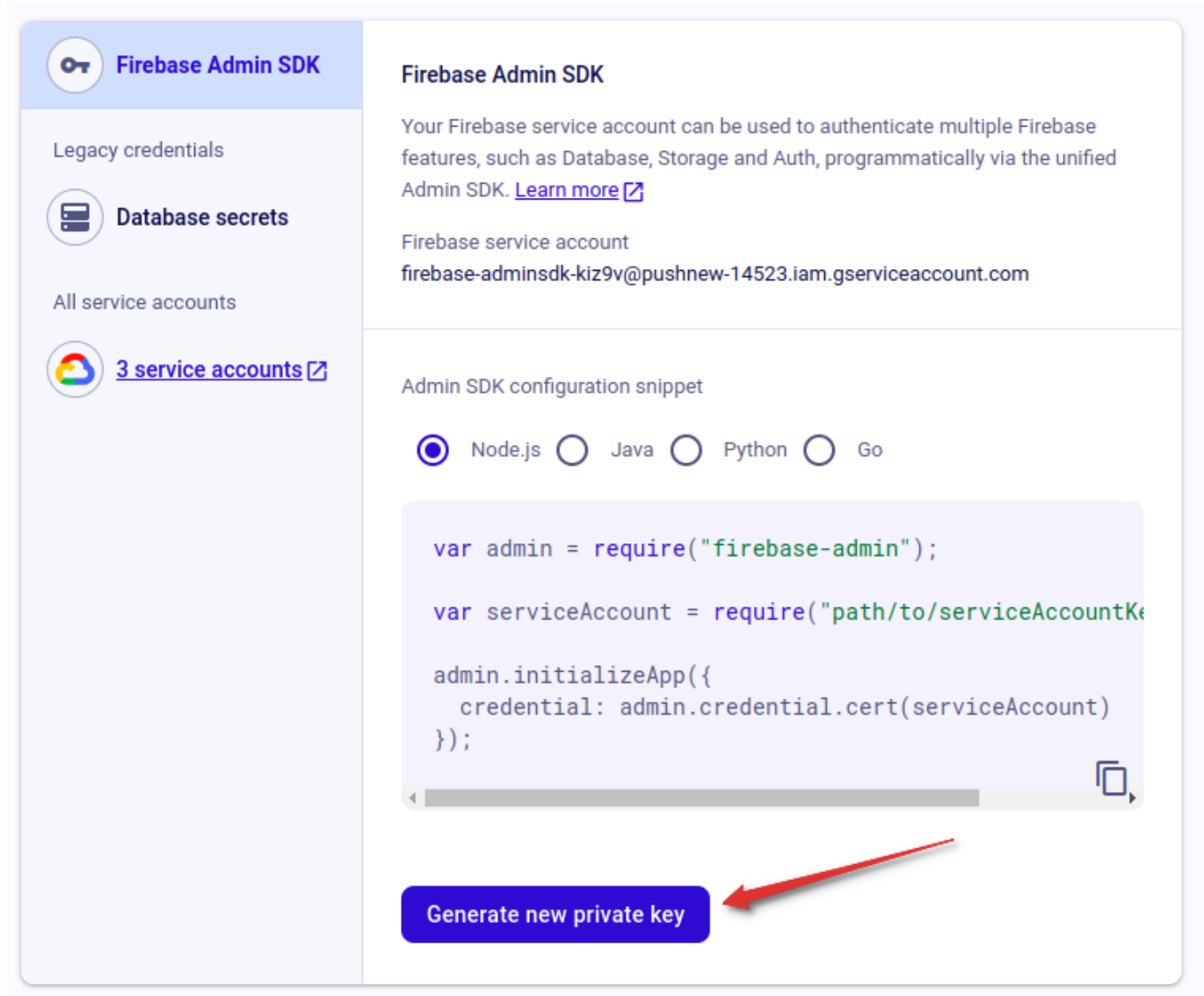
In the **General Settings** section, enable the extension and enter the **Firebase Project ID**, **Sender ID**, **API Key**, **App ID**, and **Firebase Json Config Path** in the appropriate fields.

To get these details, navigate to your Firebase Console account and take the following steps:

1. Add a new project or open the existing one;

2. Go to **Project Overview → Project Settings**:
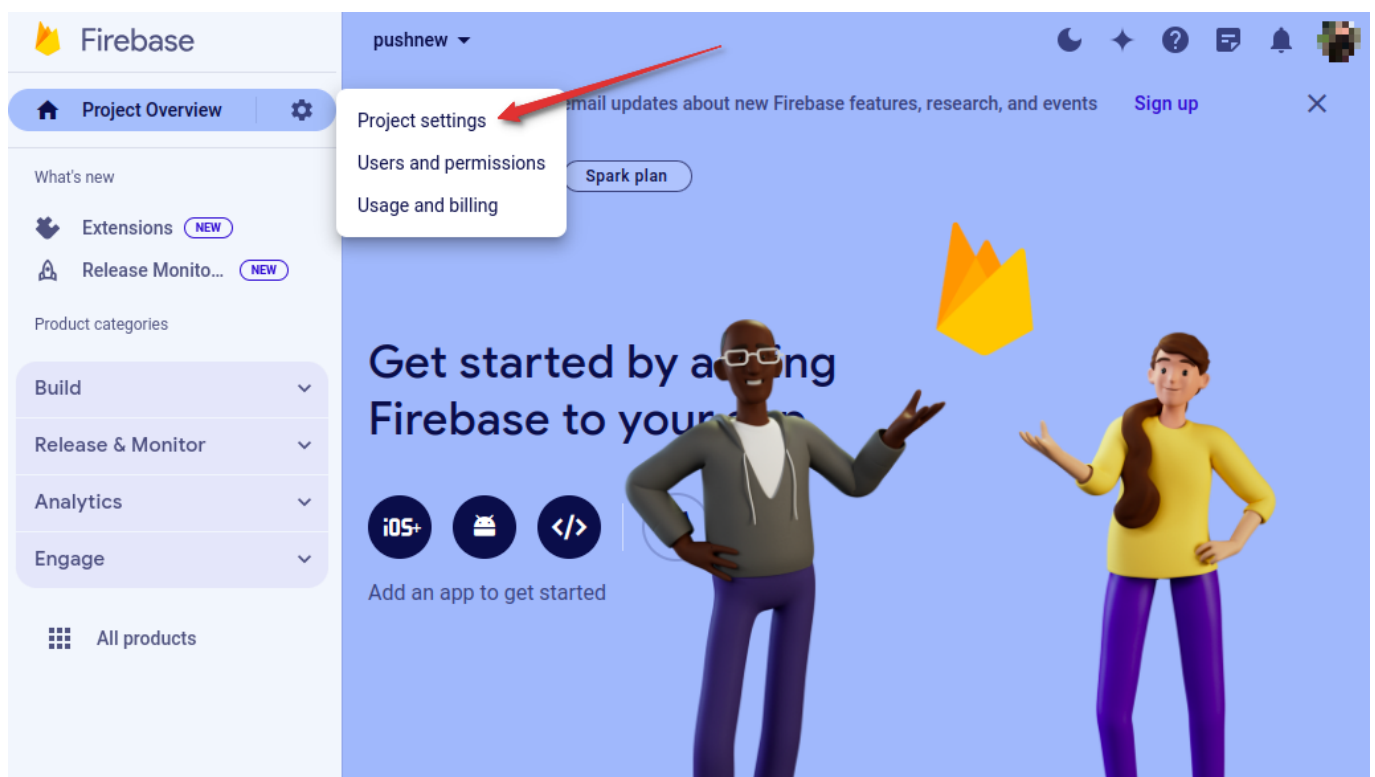
3. Open **Service Accounts** tab and click the **Generate new private key** button:

4. Once the file is downloaded, upload the key to your Magento root folder and specify the path in the **Firebase Json Config File Path** setting of the extension, starting with a slash (/);

5. Then, go back to the **Project Settings** and open the **Cloud Messaging** tab:

6. Copy the **Sender ID** and insert it into the corresponding setting in the extension;

7. After this, find and copy the **Project ID** in the **General tab** of the Firebase Console. Paste it into the **Project ID** field;

8. The next step is to register your app in the **General tab** of the Firebase Console:
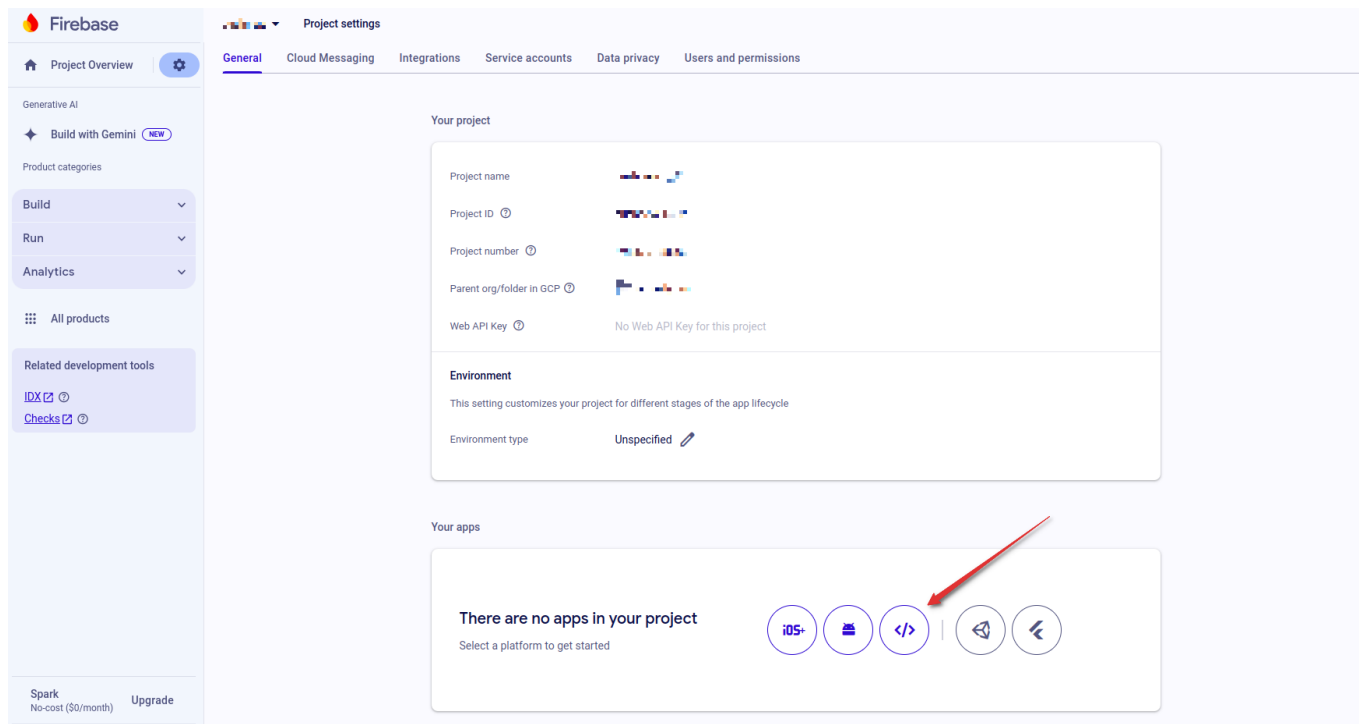
9. Finally, find and copy the **apiKey** and the **appId** and insert them into the appropriate fields of the extension (**API Key** and **App ID**).
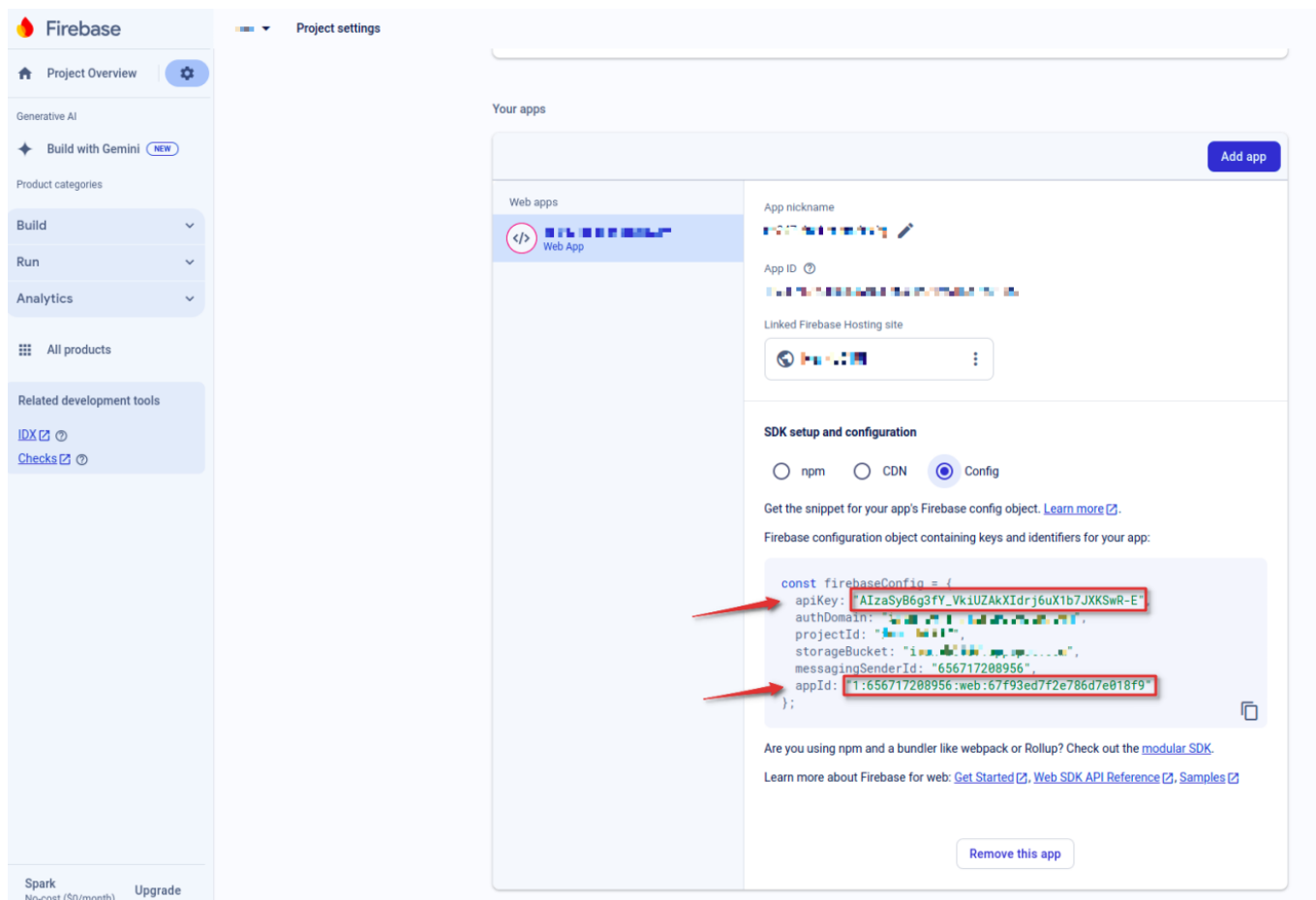
In the **Design Settings** section, insert an image/logo that will be displayed in push notifications by default (unless you upload another image while configuring a campaign).

Prompt (Subscription Pop-up) Settings

Prompt (Subscription Pop-Up) Settings ⌃

Enabled [store view]	Yes ▾
Enable Prompt for [store view]	Desktop Tablet Mobile
Prompt Text [store view]	Do you want to be among first to r
Prompt Position [store view]	Bottom Center ▾
Show delay (seconds) [store view]	2 The time interval between a page load and the subscription pop-up appearance
Set Frequency of Prompt Display for the Same Customer [store view]	Every time ▾ Choose how frequently to show the prompt to those who haven't consented yet
Show Prompt on All Pages [store view]	Yes ▾

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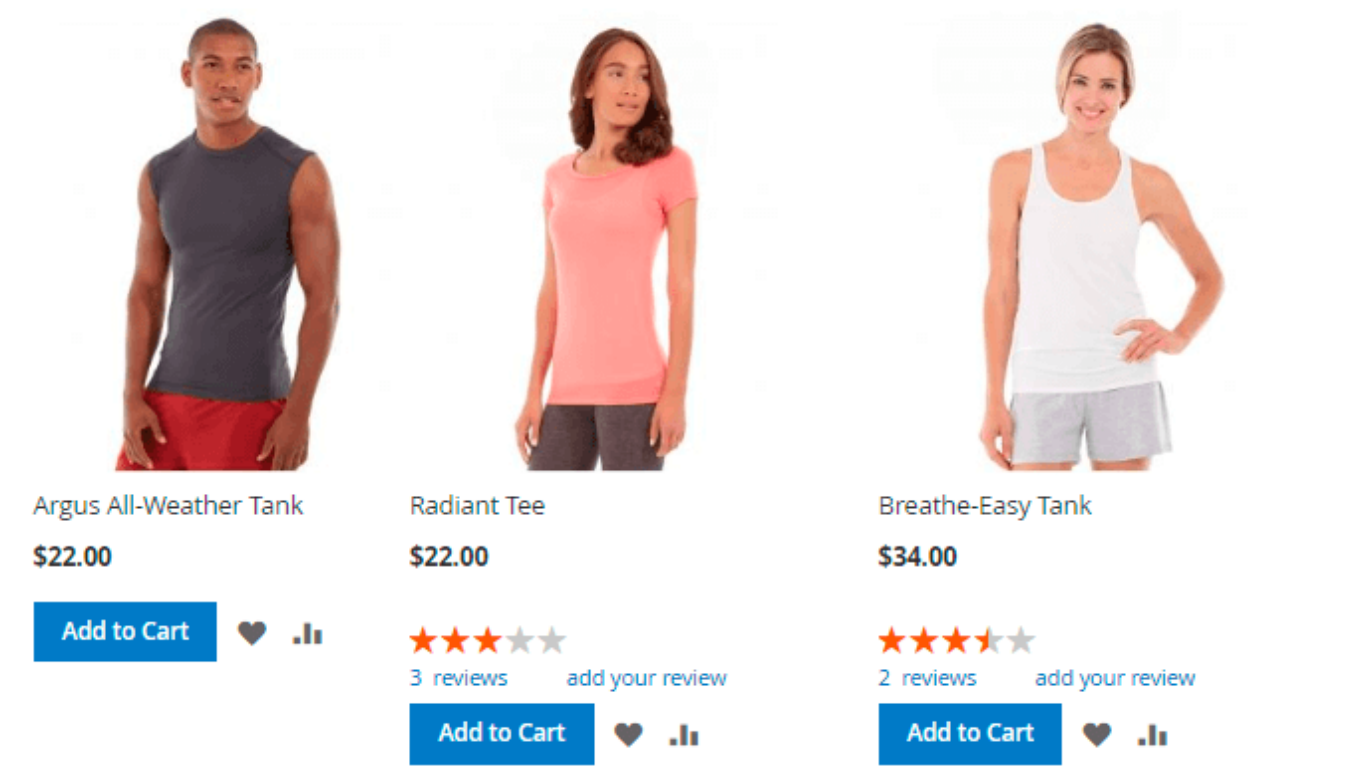
Show delay (seconds) - set up the time interval between a page load and the subscription pop-up appearance.

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:

No Spam

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**.

Manage 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.

Manage Subscribers

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

Run Cron

Last Cron Activity: 20 seconds ago

Filters   Default View ▼   Columns ▼

Actions ▼   652 records found

20 ▼ per page   <   1 of 33   >

	ID	Job Code	Status ↑	Created At	Scheduled At	Executed At	Finished At
☐	1038	sales_grid_order_shipment	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
☐	1058	sales_grid_creditmemo_async	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
☐	1078	sales_send_order_emails	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
☐	1098	sales_order_invoice_emails	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
☐	1118	sales_send_order_shipment	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
☐	1196	indexer_reindex_all_invalid	SUCCESS	Mar 18, 2019 5:47:13 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:21 AM	Mar 18, 2019 5:47:21 AM
☐	1200	indexer_update_all_views	MISSED	Mar 18, 2019 5:47:13 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:21 AM	Mar 18, 2019 5:47:21 AM
☐	1018	sales_grid_order_invoice_async	SUCCESS	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:47:00 AM	Mar 18, 2019 5:47:20 AM	Mar 18, 2019 5:47:20 AM
☐	1024	sales_grid_order_invoice_async	PENDING	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:53:00 AM		
☐	1025	sales_grid_order_invoice_async	PENDING	Mar 18, 2019 5:47:11 AM	Mar 18, 2019 5:54:00 AM		

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