MAGENTO EXTENSION
Version 1.0

LATEST CHANGES

Version 1.0   11/12/2019   First version of the document

INDEX

INSTALLATION

To install the 360NRS extension, access **Find partners & extensions**.

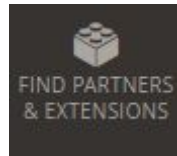

Illustration - Find partners & extensions menu

Click on **Visit the Magento market** at the bottom of the page.

Illustration - Marketplace

In the search bar write "360nrs" and press enter.

Illustration - Marketplace

Illustration - Search results

Then it sends us to a screen with all the extension information and a button to add to the cart.

360NRS SMS M2
by Net Real Solutions S.L.U.

★★★★★ 0 (0)

Edition
Open Source (CE) ▼

Your store version
2.3 (Open Source (CE)) ▼

TOTAL: **$0.00**

Add to Cart

Compatibility

Magento Platform   Open Source (CE)

Add to Cart

Illustration - Add to cart

1 Item in Cart   Cart Subtotal :

$0.00

Proceed to Checkout

Illustration - Proceed to checkout

CONFIGURATION

CONFIGURE EXTENSION

After installing, it will appear in the extension in the menu. We click on "Configure extension" to link it to our 360NRS account.
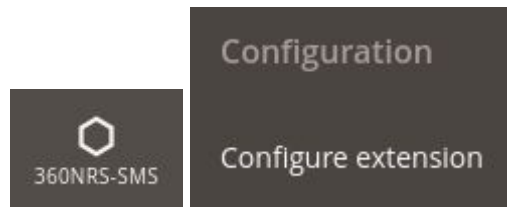

Illustration - Configuration menu

360NRS account configuration screen will appear, where you will have to enter your user and api key.

Illustration - Initial setup screen - 360NRS account

Field	Description	Required
API key	API key for the 360NRS platform	Yes
Custom sender	Sender's text, formed of 15 numbers or 11 alphanumeric characters.	No
Admin mobile phone	Phone that will receive the SMS for the administration events	No

Table - Configuration Fields

ACCOUNT

To check the balance, add balance or view invoices, access the Account menu.
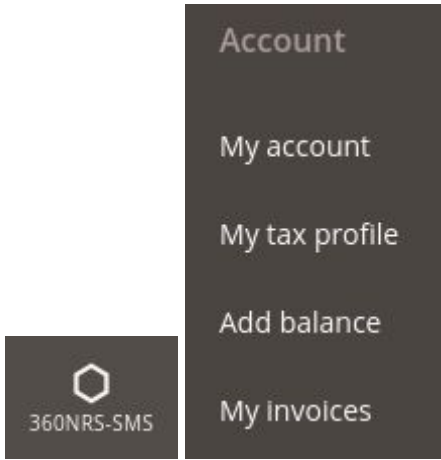
Illustration - Account menu

MY ACCOUNT

In the **My Account** section you can review the following 360nrs user data, the username, the balance, if you have the validated tax profile, the email and the country.

Illustration - My account

MY TAX PROFILE

To be able to add balance in the account it is necessary to fill in the tax profile information.

Illustration - Add tax profile

ADD BALANCE

To send SMS with the 360nrs extension you need to have a balance in your account.

Once your profile is validated, when accessing the add balance menu the following page will appear:

Account

Add balance

Illustration - Add balance

When clicking on continue, a confirmation screen appears showing the total value with VAT and rate.

Account

Add balance

Illustration - Confirm balance top-up

By clicking confirm, send us to the payment screen:

Illustration - Payment

When entering payment information, if everything goes well, a successful payment message appears where you can view and download the invoice:

Illustration - Successful payment

MY INVOICES

In the section **My invoices** you can see a list of all invoices, view and download in PDF.

Illustration - Invoice list

CONTACTS

The 360NRS extension allows you to send SMS to a defined contact group with criteria.

It also allows you to synchronize your Magento contacts with 360NRS so that you can make other types of campaigns to your Magento contacts on the 360NRS platform.
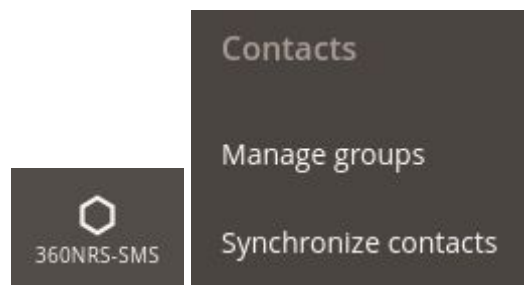
Illustration - Contacts menu

MANAGE GROUPS

In order to send SMS messages from the Magento extension, it is necessary to have a group to send to.

From the **Manage Groups** menu you can create a new group:
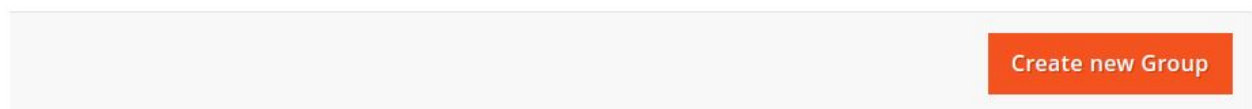
Illustration - Manage group

Clicking **Create new group** sets the group criteria.

Manage groups

Create new Group

Name *	MY_GROUP
Add conditions * Criteria	Select an Option ▾
Conditions *	Countries Spain 🗑
Number of customers	3

Save

Illustration - Create group

One or more conditions can be added. The number of **matches** found will appear in the number of customers.

Each of the fields is explained below:

Field	Description	Required
Name	Group name	Yes

Add conditions	The following criteria can be specified:
	● **Gender:** Male or female.
	● **Age:** Less than, equal to or greater than a number.
	● **Country:** Same as the country of a selector.
	● Province / State: Same as the province / state of a selector.
	● Language: Same as the language of a selector.
	● Subscribed to the newsletter: Yes or No.
	● Number of orders: Less than, equal to or greater than a number.
	● Total spent: Less than, equal to or greater than a number.
	● Half amount per order: Less than, equal to or greater than a number.
	● Days since the last order: Number of days less than, equal to or greater than a number.
	● Days since the last visit: Number of days less than, equal to or greater than a number.
	● **Register date:** Between two dates.
	● **Orders:**
	   ○ Between dates
	   ○ Between amounts
	   ○ From a country
	   ○ From a state
		Yes

	○ From a category	
	○ From a product	
	○ From a category	
	● **Product:** Same as the product of a selector.	
	● **Category:** Same as the category of a selector.	
Conditions	Conditions applied	Yes

Table - Group configuration fields

Once configured, a list will be displayed with the groups where it can be edited and deleted.

Illustration - Groups

In the second step of the SMS sending wizard, one of the groups must be selected.

SYNCHRONIZE CONTACTS

From the Magento extension it is possible to synchronize contacts and then use them in 360NRS campaigns (outside of Magento).

Synchronize contacts

Synchronize your contacts from Magento to 360NRS

Optional fields

You can add the optional fields you want to synchronize. Select the Magento field and click Add. You can change the name that field will have in 360NRS.

Field 360NRS	Magento database table	Magento database field
Select		▾	Add

Required fields

These fields will be synchronized by default.

Field 360NRS	Magento database table	Magento database field
Email	customer_entity	Email
Phone	customer_address_entity	telephone
Country	directory_country	iso2_code

Save

Illustration - Configure synchronization

The email, telephone and country fields are required by 360nrs for synchronization, however it is possible to add optional fields such as name, surname, creation date, etc. and they will also sync with 360nrs within the **MAGENTO** group.

Synchronize contacts

Synchronize your contacts from Magento to 360NRS

Optional fields

You can add the optional fields you want to synchronize. Select the Magento field and click Add. You can change the name that field will have in 360NRS.

Field 360NRS	Magento database table	Magento database field	
firstname	customer_entity	firstname	X
lastname	customer_entity	lastname	X
lastname		▾	Add

Required fields

These fields will be synchronized by default.

Field 360NRS	Magento database table	Magento database field
Email	customer_entity	Email
Phone	customer_address_entity	telephone
Country	directory_country	iso2_code

Save

Illustration - Configure synchronization (optional fields)

Once the save button is pressed, a page will be displayed with the **Synchronize now** button:

Synchronize Now

Illustration - Synchronize now

Pressing the **Synchronize now** button will begin the synchronization process. This process will be done in the background, which means that you can change the page while it is being performed.

Illustration - Synchronizing

Illustration - Successful synchonization

You can re-synchronize or change the synchronization settings at any time.

CAMPAIGNS

To send SMS, send other types of campaigns, view sent campaigns or view statistics, you must access the **Campaigns** menu.
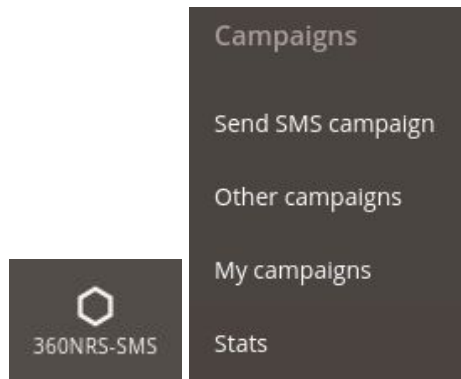
Illustration - Campaigns menu

SEND SMS

From this wizard it is possible to send an SMS to a group of contacts.

Step 1: Campaign name

In step 1 you enter the name of the campaign.

Illustration - Send SMS: Campaign name

Step 2: Group selection

In step 2, the contact group to which the sending is going to be selected is selected.

Illustration - Send SMS: Group selection

Step 3: Message configuration

In step 3 the sender is entered, the encoding is selected and the SMS message is entered.

Illustration - Send SMS: Message configuration

Each field is explained below:

Field	Description	Required
Sender	Sender Text, will consist of 15 numbers or 11 alphanumeric characters.	Yes
Encoding	Possible values are **gsm** and **utf-16**. The "gsm" value for normal sendings with GSM7 encoding and 160 characters per message and the "utf-16 for UCS2 (UTF16) encoding and 70 characters per message.	Yes
Message	Message text In this field you can add Custom Variables, urls created previously, for more information see URL Management menu, finally you can add emojis, the latter available for UTF-16 encoding.	Yes

Table - Send SMS: Message configuration

Paso 4: Advanced options

In step 4, the sending scheduling date (optional) is selected, the expiration date of the sending (optional) is selected or it is indicated whether the SMS will be certified (optional).

Illustration - Send SMS: Advanced options

Each field is explained below:

Field	Description	Required
Scheduled date	Date on which the sending will be made. You must specify a time zone.	No
Expiry date	Date on which the sending will expire. You must specify a time zone. Any SMS that tries to arrive later than that date will be rejected.	No
Certified SMS	Indicates whether the SMS is certified or not. Certifying an SMS has an additional cost. If the SMS is certified it is possible to download the certificates in the My certificates section.	No

Table - Send SMS: Advanced options

Summary

At the end of everything you can see a summary of the shipping data. If everything is correct by pressing the **Confirm** button, the sending will be made. If any data is not correct when you press **Cancel** you can change any of the steps.

Summary

Recipients	Spain: 3 Phones **TOTAL: 3**
Campaign	MAGENTO_TEST123456
Group	MY_GROUP
Sender	MAGENTO
Encoding	Standard (GSM7)
Message	Hi, {FIRSTNAME}
Schedule	
Expiration	Never
Certified SMS	No

Cancel   Confirm

Illustration - Send SMS: Summary

When confirming, the message will be sent and will be shown in the campaign list, where you can check its status and go to its statistics.

OTHER CAMPAIGNS

In addition to SMS campaigns from within Magento, it is possible to carry out other campaigns from the 360NRS platform:

- Basic campaigns

    - SMS campaigns
    - Mailing campaigns
    - Landing page campaigns (SMS with a link that opens as a landing)
    - Text2Speech campaigns (phone call that reproduces a voice message)
    - Push App campaigns (notification that appears in an App)
    - Push Web campaigns (notification that appears on a Web)

- Campaigns of mailing Test A / B
- Automatic campaigns
- Trigger campaigns

In order to create these types of campaigns it is necessary to have synchronized contacts first.

Basic campaign: Normal sending of SMS, email, Landing page, Text2speech, Push App or Push Web to a group of contacts.

Campaigns of mailing Test A / B: Send an email or another depending on some parameters and then compare the results of the statistics and see which version has worked best.

Automatic campaigns: Send automatically when an action occurs, for example, when it is a customer's birthday.

Trigger campaigns: Send a result send another send. For example, send a Text2Speech, if you do not pick up the phone, send an email, if you do not open the email within 2 hours, a SMS will be sent.

Other campaigns

Create your 360NRS campaigns synchronizing your Magento contacts

To create your campaigns in 360NRS you must have your contacts synchronized, Do you want to synchronize now?

ℹ️ Last synchronization 2019-11-28 12:07:17

Basic Campaign

Create a campaign by any marketing channel: SMS, MAILING, LANDING PAGE, PUSH APP, PUSH WEB, VOICE MESSAGES

Create campaign now

Mailing campaign with Test A/B

You have the possibility to test the mailing campaign that has the best performance by doing A / B tests (up to 5 variants to compare, measure and analyze) with a small group of users.

Create campaign now

Automatic Campaign

Create predefined campaigns based on the condition of one or more custom field(s) and 360NRS will synchronize your Magento database just before launching the campaign

Create campaign now

Trigger campaign

Create automated campaigns from a single variable allowing the launch. of successive multichannel campaigns chained: SMS, Mailing, Puss App and Voice Calls.

Create campaign now

Illustration - Other campaigns

Clicking on the **Create campaign button** now for any type of campaign will redirect to the 360NRS platform directly logged in to do that type of campaign from the 360NRS platform.

MY CAMPAIGNS

List of SMS campaigns carried out. It is possible to view the complete statistics by pressing the **Statistics** button.

Illustration - My campaigns

STATS

From the 360NRS extension it is possible to view the complete statistics of each of the campaigns.

Statistics can be displayed by **channel** and by **campaign**.

Statistics by channel: statistics of all SMS campaigns between two specific dates.

These statistics show:

- Graphs of all campaigns between those dates indicating sent, delivered, not delivered, pending, unsubscriptions and cost.
- List of all sendings indicating sent, delivered, not delivered, pending, unsubscriptions and cost.
- Graphs of delivery ratio and unsubscribe ratio.

Illustration - Stats by channel
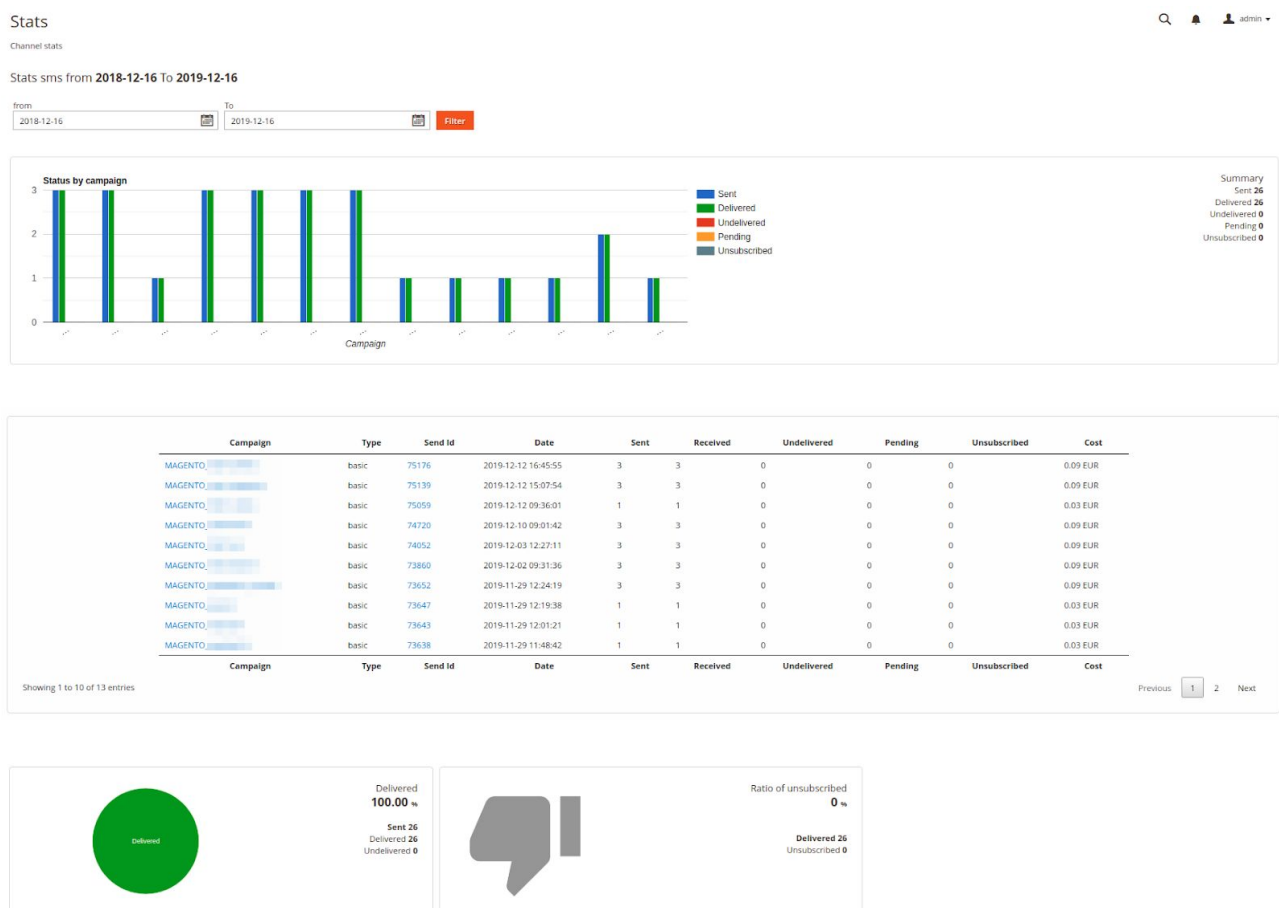
Statistics by campaign: Shows the information of a specific campaign.

These statistics show:

- Campaign Cost
- Campaign graphics indicating sent, delivered, not delivered, pending, low and cost.
- List of shipments of that campaign indicating sent, delivered, not delivered, pending, low and cost.
- Graphics of delivery ratio and casualty ratio.

Illustration - Stats by campaign

EVENTS

Events involve the sending of SMS when transactions are made in the store.

To set them up, go to the 360NRS menu and click on **"Manage events"**.
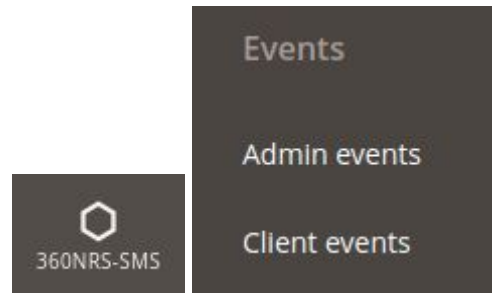

Illustration - Events menu

Two types of events can be set up in the 360NRS-SMS extension (Customer and Admin).

ADMIN EVENTS

These events are SMS that will be sent to the store administrator when a transaction takes place.

To create admin events, you must set up a phone (see Set-up). Otherwise, you will not be able to create an event.
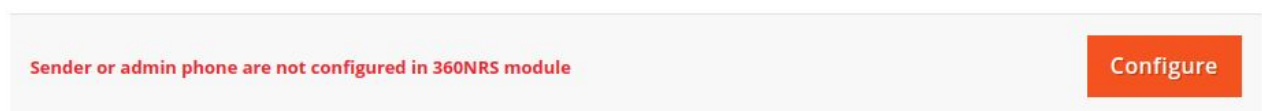

Illustration - Admin events - phone not set up

Pressing **Create new admin event** will display the configuration page.

Ilustración - Eventos Administrador

The event set-up screen will appear.

Illustration - Create admin event

In this section, you can enter or modify the details below:

Field	Description	Required
Active	Event status	Yes
Event	Type of Event. There are nine possible customer events: ● **Order complete:** Event that sends SMS to the customer when they buy an item in the store. ● **Order cancelled:** Event that sends SMS to the customer when they cancel an order. ● **Order sent:** Event that sends SMS to the customer once their items have been shipped. ● **Payment accepted:** Event that sends SMS to the customer once the payment has been processed. ● **Abandoned shopping cart:** Event that sends SMS to the customer when they fail to complete their purchase. SMS are sent after the indicated time. In case no value is specified, 6 hours will be the default time.	Yes
Coding	The possible values are "gsm" and "utf-16". The value "gsm" for normal SMS with GSM7 codification and 160 characters per message, and the value "utf-16" for UCS2 (UTF16) codification and 70 characters per message.	Yes
Message	The message body. In this field, you can add customised variables according to the event you are going to set up. These variables are replaced by the corresponding fields. For more information, see the Customised Fields Table. You can also add previously created urls, for more information see URL Management menu, finally you can add emojis, the latter available for UTF-16 encoding	Yes
Cart abandoned (in hours)	The time lapse to consider the shopping cart as abandoned. In case no value is specified, 6 hours will be the default time. This field only applies to the Abandoned Shopping Cart event.	No

Table - Admin event fields

Custom fields, custom urls and emojis can be added to the message.

After saving, a list of set-up events will appear, which can be updated or deleted.

▢ ▼	Name	Description	Status	Action
☐	Order completed	Order completed	Active	Select ▼
☐	Payment Accepted	Payment Accepted	Active	Select ▼

Illustration - Admin events list

CUSTOMER EVENTS

These events are sent to the customer when they make a transaction in the store.

Illustration - Customer events

Pressing **Create new client event** will display the configuration page.

Create new client event

Create events for your customers to receive SMS when they occur

Illustration - Create customer event

In this section, you can enter or modify the details below:

Field	Description	Required
Active	Event status	Yes
Event	Type of Event. There are nine possible customer events: ● **Order completed:** Event that sends SMS to the customer when they buy an item in the store. ● **Order cancelled:** Event that sends SMS to the customer when they cancel an order. ● **Order sent:** Event that sends SMS to the customer once their items have been delivered. ● **Payment accepted:** Event that sends SMS to the customer once the payment has been processed. ● **Abandoned shopping cart:** Event that sends SMS to the customer when they fail to complete their purchase. SMS are sent after the time indicated in the set-up. In case no value is specified, 6 hours will be the default time.	Yes

	● **Birthday wishes:** Event that sends SMS to the customer on their birthday.		
Coding	The possible values are **gsm** and **utf-16**. The value "gsm" for normal SMS with GSM7 codification and 160 characters per message, and the value "utf-16" for UCS2 (UTF16) codification and 70 characters per message.	Yes
Message	The message body. In this field, you can add customised variables according to the event you are going to set up. These variables are replaced by the corresponding fields. For more information, see the Customised Fields Table. You can also add previously created urls, for more information see URL Management menu, finally you can add emojis, the latter available for UTF-16 encoding	Yes
Cart abandoned (in hours)	The time lapse to consider the shopping cart as abandoned. In case no value is specified, 6 hours will be the default time. This field only applies to the Abandoned Shopping Cart event	No

Table - Customer event fields

Custom fields, custom urls and emojis can be added to the message.

After saving, a list of set-up events will appear, which can be updated or deleted.

☐ ▼	Name	Description	Status	Action
☐	Order Complete	Order Complete	Active	Select ▼
☐	Birthday congratulation	Birthday congratulation	Active	Select ▼

Illustration - List of customer events

OTHERS

To manage the URLs, certificates and prices of SMS you have to access the menu **Others**.
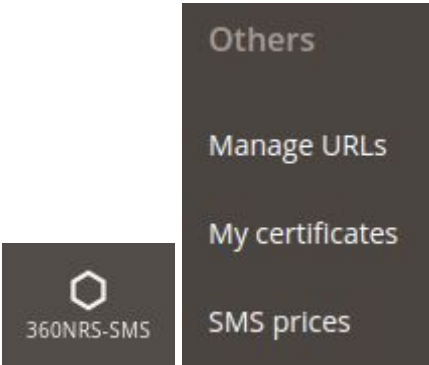

Illustration - Menú otros

MANAGE URLs

From this section you can manage custom URLs that will be shortened to be added to the SMS.
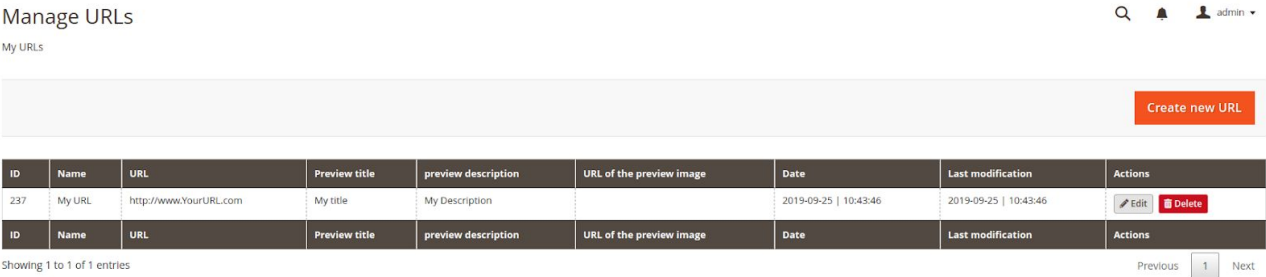

Illustration - Manage URLs

When you press the **Create new URL** button, the following form will appear:

Illustration - Create new URL

Each of the fields is explained below:

Field	Description	Required
Name	URL name to identify it	Yes
Link URL	Full URL	Yes
Title of the preview	For native android devices it is possible to add a title to appear as a preview title	No
Description of the preview	For native android devices it is possible to add a description to appear as a preview description	No
URL of the preview image	For native android devices it is possible to add an image to appear as a preview image	No

Table - URLs fields

MY CERTIFICATES

When the "Certified SMS" box is checked in an SMS campaign, a PDF certificate will be created each time that SMS reaches a contact.

This section contains a list of certificates and can be downloaded in PDF.

Illustration - My certificates

SMS PRICES

In this section you can see the list of SMS prices by country.

Illustration - SMS prices