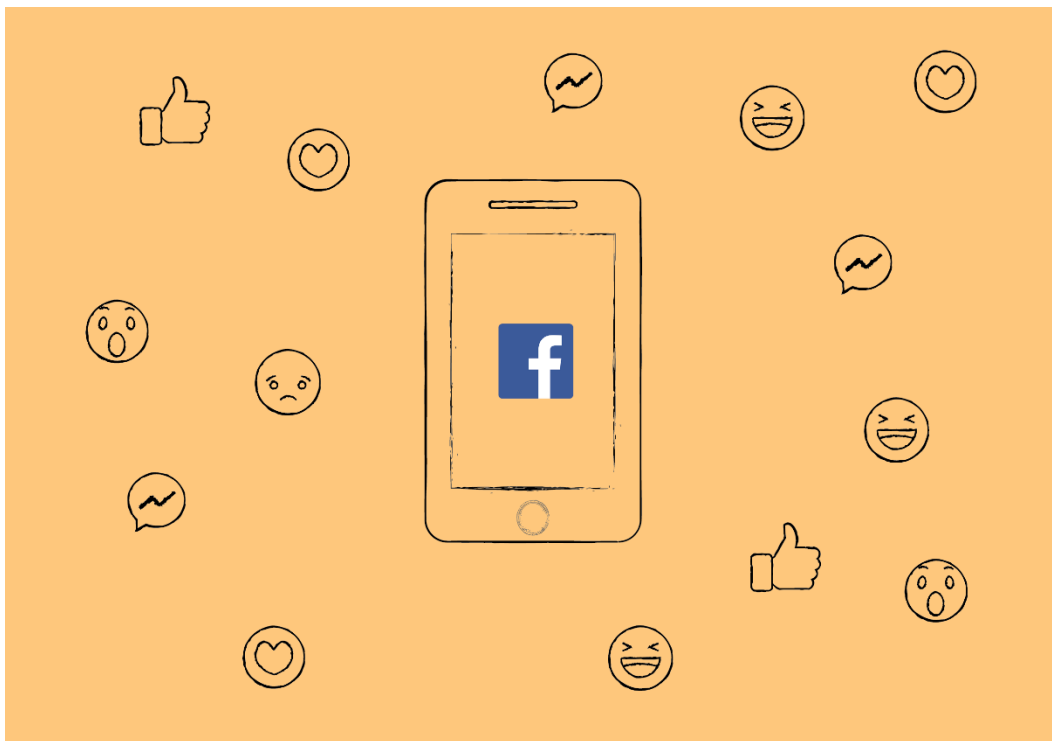


# SIMICART USER GUIDE SERIES

## How to Configure SimiCart Extensions

### CONFIGURE FACEBOOK CONNECT 2.0

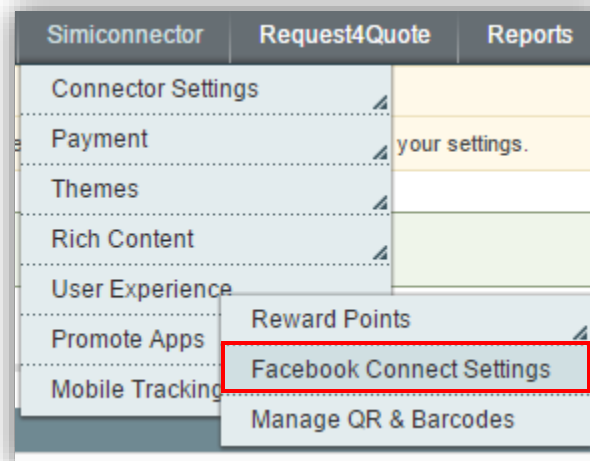
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# 1. FACEBOOK APP INVITES

## 1.1. Configure Facebook App Invites in Magento backend

To configure Facebook App Invites, go to your Magento backend – **Simiconnector** – **User Experience** – **Facebook Connect Settings**



Facebook App Invite Configuration		
Invite Link	<input type="text" value="https://fb.me/"/>	[STORE VIEW]
Image Description Link	<input type="text" value="https://www.simicart.com/"/> ▲ I.e. https://yourdomain.com/logo.png	[STORE VIEW]

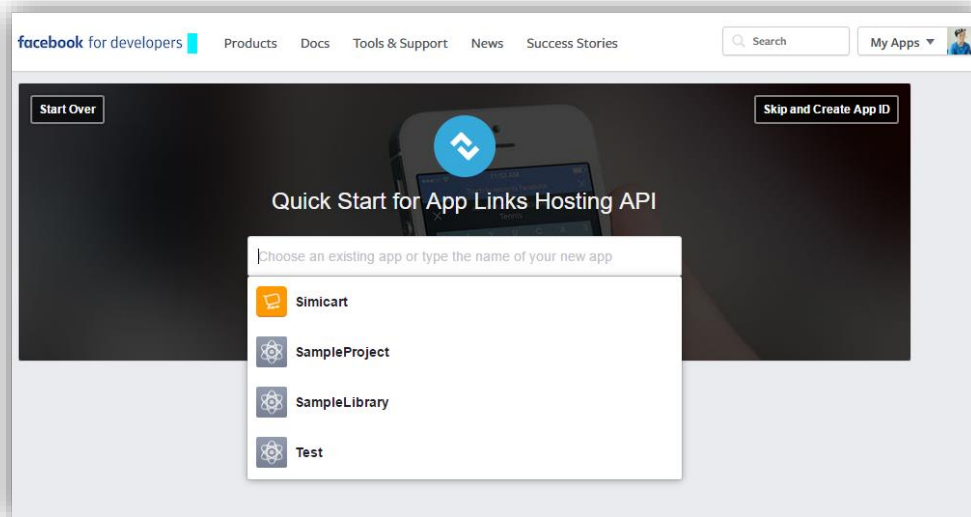
- **Invite Link:** the link you use to invite people to click on, which gets them to your app
- **Image Description Link:** the link to your popup image which shows in your invitation (see below example)



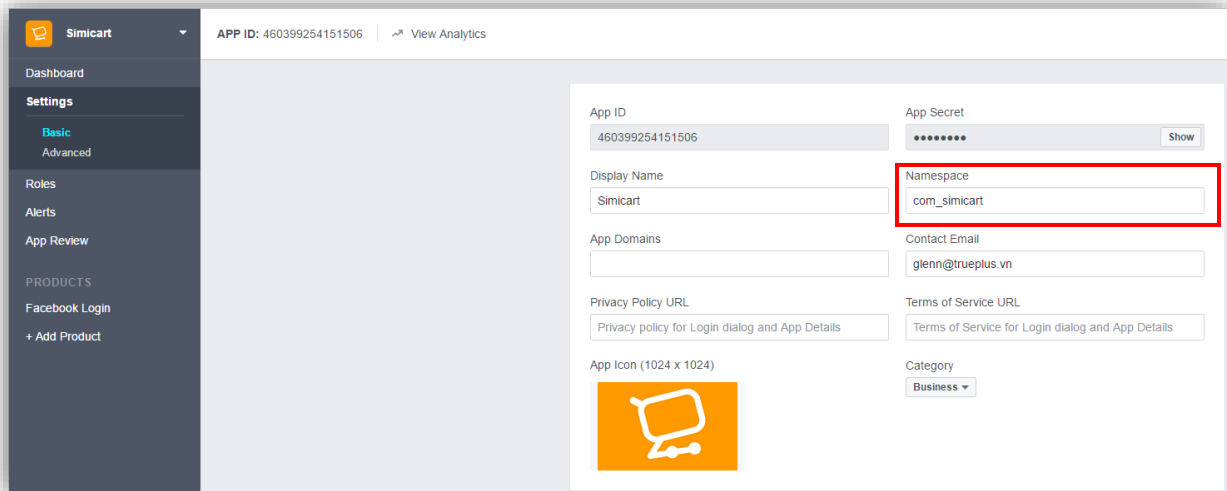
## 1.2. How to get invite link

Invite Link need to be in the format of Facebook App Link. Please follow the steps below to generate Invite Link:

Sign in to your Facebook Developers account. Select your project.

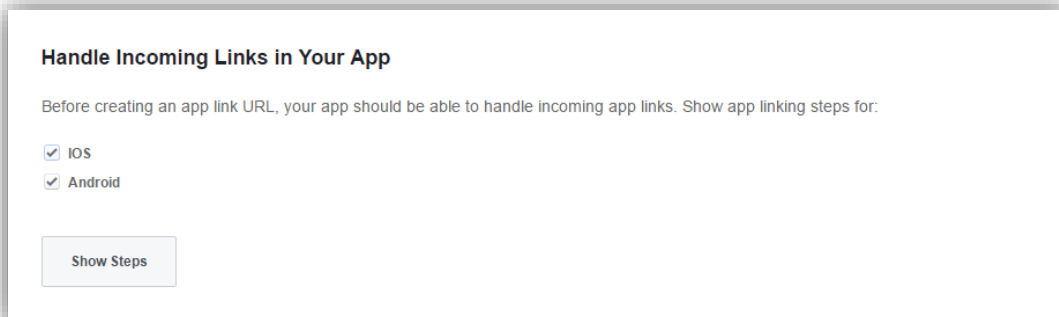


\*\*\*Please note that Namespace is required for your project. You can create your own namespace.



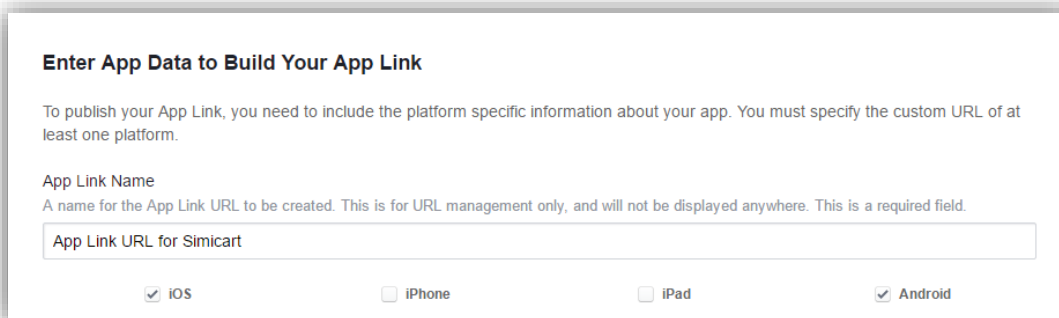
The screenshot shows the Simicart dashboard with a sidebar on the left containing links to Dashboard, Settings (Basic and Advanced), Roles, Alerts, App Review, and PRODUCTS (Facebook Login, Add Product). The main content area displays app configuration for APP ID: 460399254151506. Fields include App ID, App Secret (masked with a Show button), Display Name (Simicart), Namespace (com\_simicart, highlighted with a red box), App Domains, Contact Email (glenn@trueplus.vn), Privacy Policy URL, Terms of Service URL, App Icon (1024 x 1024), and Category (Business).

Select which platform to build your app link.



This section is titled "Handle Incoming Links in Your App". It instructs the user to show app linking steps for selected platforms. Two checkboxes are checked: ☒ IOS and ☒ Android. A "Show Steps" button is located at the bottom.

Select which platform(s) to configure your data.



This section is titled "Enter App Data to Build Your App Link". It explains that platform-specific information is required for publishing an App Link. It includes a required field for "App Link Name" with the placeholder text "App Link URL for Simicart". At the bottom, there are checkboxes for platform selection: ☒ IOS, ☐ iPhone, ☐ iPad, and ☒ Android.

- **Configure data for iOS:**

**iOS Data**

**URL with custom scheme**  
A url with a custom scheme that will open your app. For more information, see the [iOS developer documentation](#). This is a required field if you have an iOS app.

**App Name**  
The name of your app that's suitable for display. This is an optional field.

**App Store ID**  
The app ID for your app in the App Store. This is an optional field.

- **URL with custom scheme** (required): this has the format [scheme]://[Your base URL], where [scheme] is your Identify Key without the dot "." (If your Identify Key is *com.simicart* then your scheme will be *comsimicart*) and [Your base URL] is the URL you entered on SimiCart dashboard
- **App Name** (optional): the name of your app
- **App Store ID** (optional): the app ID for your app in the App Store

- **Configure data for Android:**

**Android Data**

**URL**  
A url with a custom scheme that will open your app. For more information, see the [Android developer documentation](#). This is an optional field, but is highly encouraged to be provided if you have an Android app.

**App Name**  
The name of your app that's suitable for display. This is an optional field.

**Package Name**  
A fully qualified package name for your app. This is used as the ID for your app in the Google Play Store and determines the right app to open on the device. This is a required field if you have an Android app.

- **URL** (required): the same URL as configured in iOS section

- **App Name** (optional): the name of your app
- **Package Name** (required): this is the same as the *Identify key* of your app in SimiCart dashboard. This should be in the reverse domain format. For example: com.simicart

After configuring your data, click **Next**. Your app link will be generated underneath.

**Website Data**

**URL**  
A web url representing your app. This can be set to open a web url if your app is not present on the device. This is an optional field.

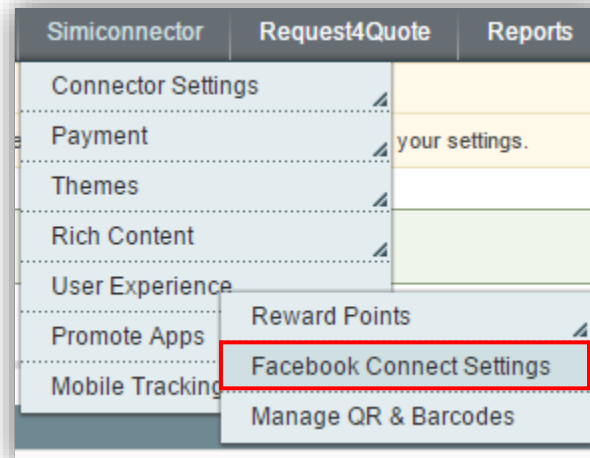
[Next](#)

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Here is the App Link URL you created <https://fb.me/yourfacebookappname>

## 2. FACEBOOK APP LINKS

To configure Facebook App Links, go to your Magento backend – **Simiconnector – User Experience – Facebook Connect Settings**



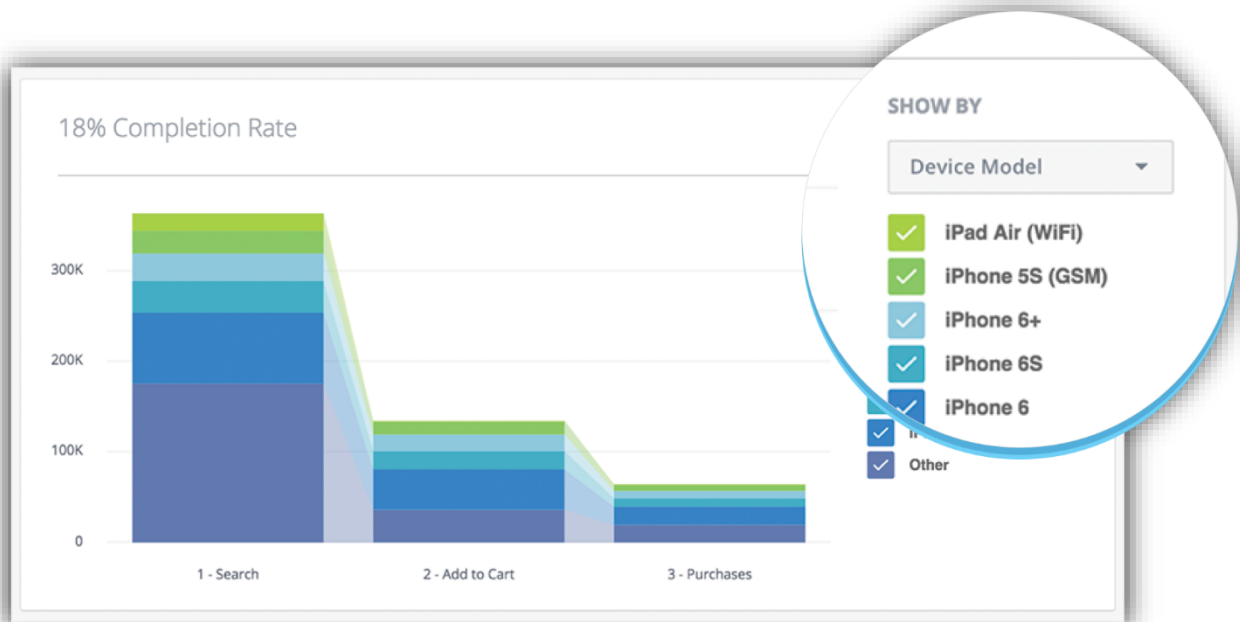
Fill in the same information as on your SimiCart Dashboard.

**\*\*\*Notice:** If you are configuring for your test app, then the Identify Key must be ***com.simicart.enterprise***

Facebook Deep Link Configuration		
Enable	<input type="text" value="Yes"/>	[STORE VIEW]
Identify Key	<input type="text" value="com.simicart.enterprise"/>	[STORE VIEW]
Android App Name	<input type="text" value="SimiCart-Testing"/>	[STORE VIEW]
iOS App Id	<input type="text" value="1045850464"/>	[STORE VIEW]
iOS App Name	<input type="text" value="SimiCart-Testing"/>	[STORE VIEW]

### 3. FACEBOOK ANALYTICS

One of the most used feature of Facebook Analytics is Funnels. You can use funnels to measure your conversion and discover when your customers are having trouble using your app. Also, you can easily see at which steps customers drop off and improve the purchasing flow accordingly.



Source: Facebook Analytics

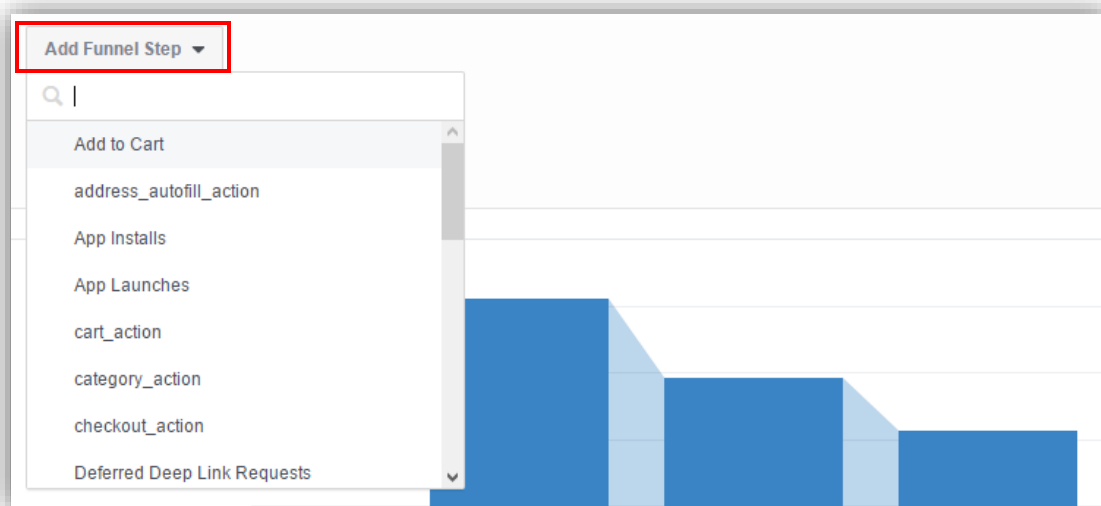
#### HOW TO SET UP FUNNELS

Access your Facebook Analytics account at <https://www.facebook.com/analytics/>. Go to Funnels. On the upper right corner, click "Create Funnel", then follow these steps to set up a new funnel:

##### 1. Add a step

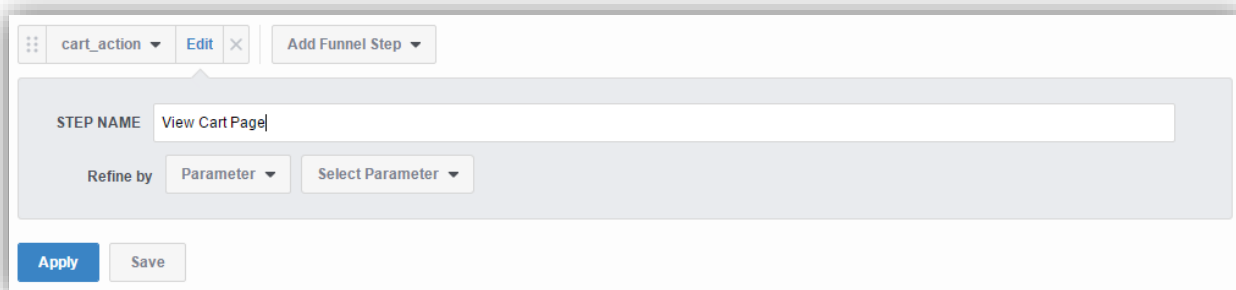
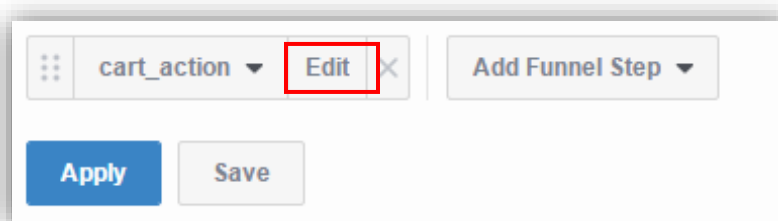
Each step in the funnel is represented by an event. These events are created by SimiCart by default. Pick an appropriate event for your step.



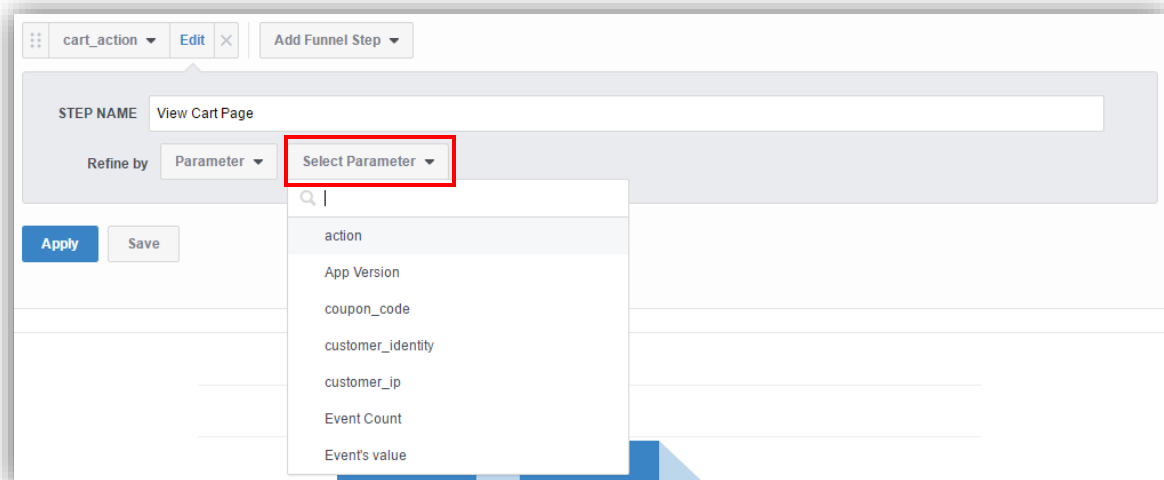


## 2. Name the step

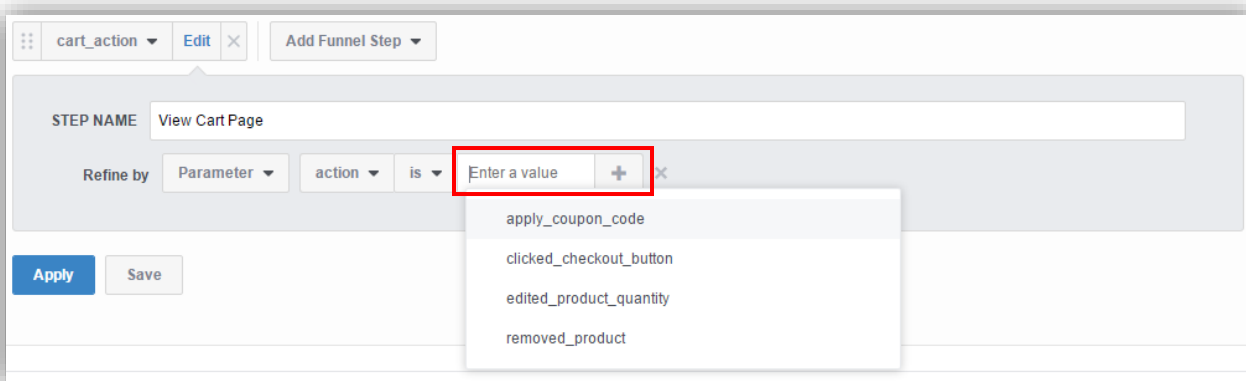
Click “Edit”. Fill in your step name.



## 3. Pick a property for the event



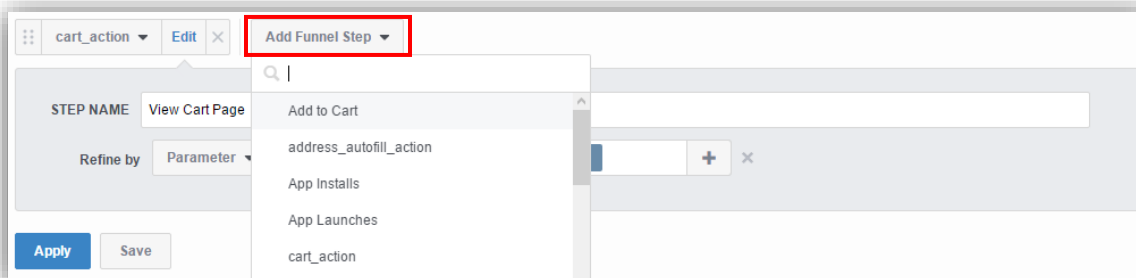
#### 4. Pick a value for that property



Click "Save". Now you have finished creating a step in your funnel.

#### 5. Add more step(s)

Complete your funnel by creating consequent steps. If you are confusing and not sure which steps to conclude in your funnel, you can refer to our suggested funnels below.



## SUGGESTED FUNNELS

If you find it hard to create your own funnels, please follow our sample funnels below. The example is in the format **[event1] : [property1] : value1 → [event2] : [property2] : value2 → ...**

### 1. Actions on Cart: See customer interaction on Cart page

#### a. How many users edit product quantity on Cart page

**[page\_view\_action] : [action] : viewed\_cart\_screen → [cart\_action] : [action] : edited\_product\_quantity**

#### b. How many users remove product on Cart page

**[page\_view\_action] : [action] : viewed\_cart\_screen → [cart\_action] : [action] : removed\_product**

#### c. How many users apply coupon on Cart page

**[page\_view\_action] : [action] : viewed\_cart\_screen → [cart\_action] : [action] : apply\_coupon\_code**

### 2. Actions on Order Review page: See user interactions on Order Review page

#### a. How many users edit address on Order Review page

**[page\_view\_action] : [action] : viewed\_order\_review\_screen → [checkout\_action] : [action] : edited\_address**

#### b. How many users apply coupon on Review Order page

**[page\_view\_action] : [action] : viewed\_order\_review\_screen → [checkout\_action] : [action] : apply\_coupon\_code**

### 3. Purchase flow (registered customers): the purchase flow of existing customers

**[Add To Cart] → [page\_view\_action] : [action] : viewed\_cart\_screen → [cart\_action] : [action] : checkout\_as\_existing\_customer → [page\_view\_action] : [action] : viewed\_login\_screen → [page\_view\_action] : [action] : viewed\_order\_review\_screen → [Purchase]**

**4. Purchase flow (new customers):** the purchase flow of newly registered customers

[Add To Cart] → [page\_view\_action] : [action] : viewed\_cart\_screen → [cart\_action] : [action] : checkout\_as\_new\_customer → [page\_view\_action] : [action] : viewed\_address\_book\_detail\_screen → [page\_view\_action] : [action] : viewed\_order\_review\_screen → [Purchase]

**5. Purchase flow (guest):** the purchase flow of unregistered customers

[Add To Cart] → [page\_view\_action] : [action] : viewed\_cart\_screen → [cart\_action] : [action] : checkout\_as\_guest → [page\_view\_action] : [action] : viewed\_address\_book\_detail\_screen → [page\_view\_action] : [action] : viewed\_order\_review\_screen → [Purchase]

**6. Purchase flow from Home Screen:** customers' purchase flow from Home Screen

[page\_view\_action] : [action] : viewed\_home\_screen → [page\_view\_action] : [action] : viewed\_category\_screen → [page\_view\_action] : [action] : viewed\_product\_list\_screen → [page\_view\_action] : [action] : viewed\_product\_screen → [Add To Cart] → [page\_view\_action] : [action] : viewed\_cart\_screen → [page\_view\_action] : [action] : viewed\_order\_review\_screen → [Purchase]

**7. Purchase flow from Category:** customers' purchase flow from Category Screen

[page\_view\_action] : [action] : viewed\_category\_screen → [page\_view\_action] : [action] : viewed\_product\_list\_screen → [page\_view\_action] : [action] : viewed\_product\_screen → [Add To Cart] → [page\_view\_action] : [action] : viewed\_cart\_screen → [page\_view\_action] : [action] : viewed\_order\_review\_screen → [Purchase]

**8. Logged in customers:** how many users successfully logged in to their accounts from the Login Page

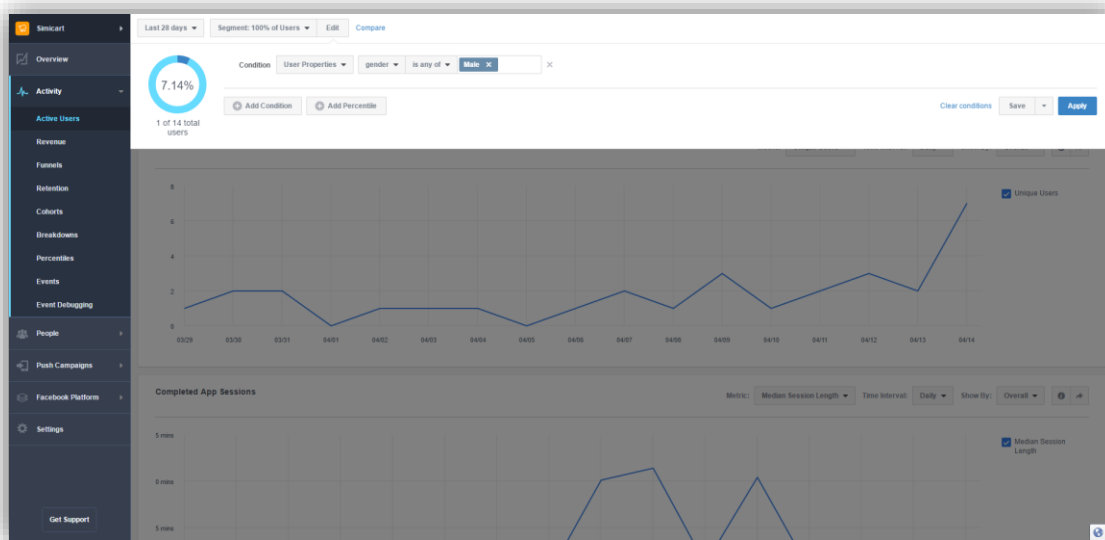
[page\_view\_action] : [action] : viewed\_login\_screen → [login\_action] : [action] : login\_normal

**9. Registered customers:** how many users successfully registered an account from the Register Page

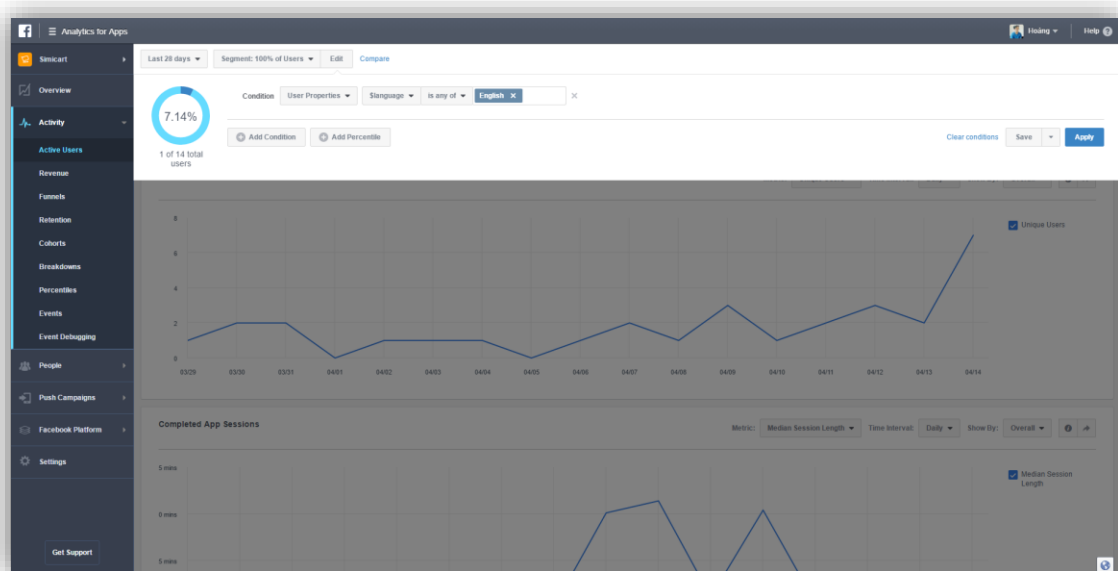
[page\_view\_action] : [action] : viewed\_register\_screen → [register\_action] : [action] : register\_success

## 10. Purchased customer segmentation: segment customers by their genders, languages, currencies, or countries

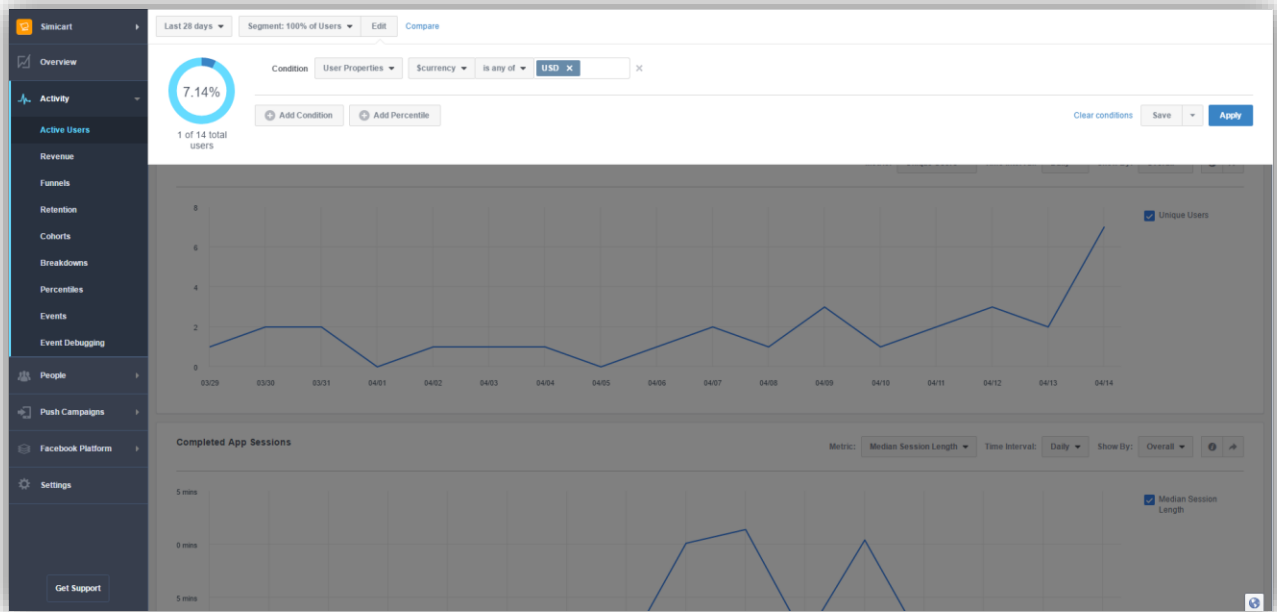
Segment by gender



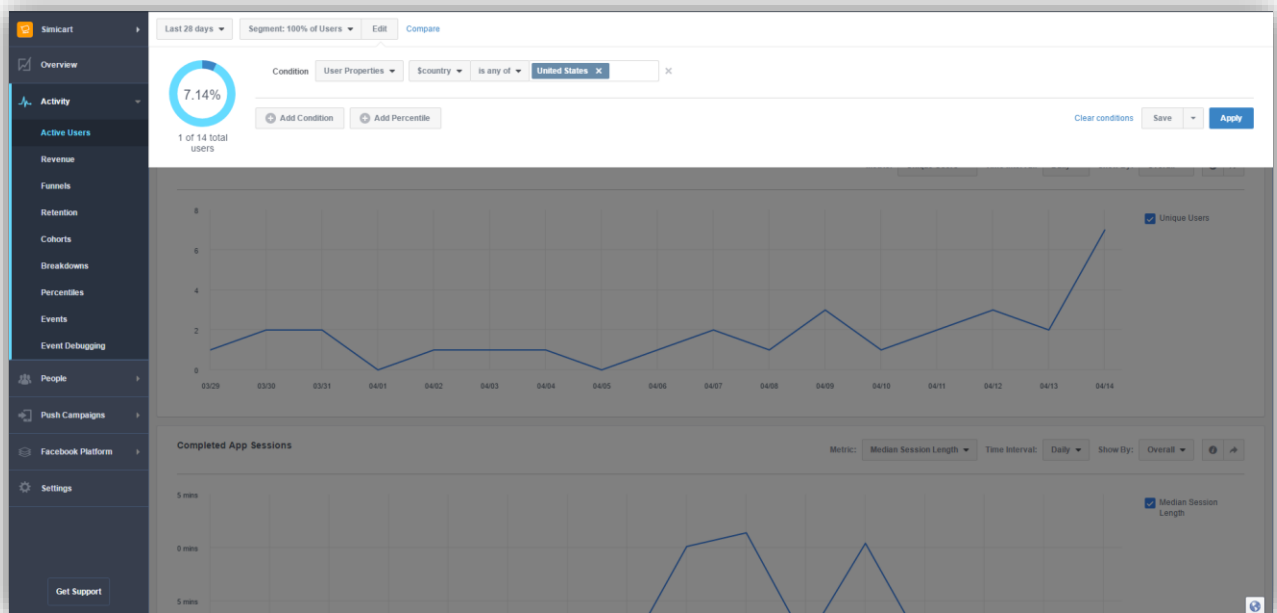
Segment by language



## Segment by currency



## Segment by country



## AVAILABLE EVENTS

Please refer to the below table for detailed information of available events along with their properties and values.

[page\\_view\\_action](#)

[product action](#)

[products action](#)

[category action](#)

[menu\\_action](#)

[home action](#)

[cart action](#)

[checkout action](#)

[register\\_action](#)

[profile\\_action](#)

[login action](#)

[logout action](#)

[forget password action](#)

[order\\_history\\_action](#)

[order history detail action](#)

[setting\\_action](#)

[notification history action](#)

[address\\_book\\_action](#)

[address\\_detail\\_action](#)

[address autofill action](#)

[barcode action](#)

[facebook connect action](#)

[contact\\_us\\_action](#)

[reward point action](#)

[wishlist action](#)

[Purchase](#)

[Add To Cart](#)

Event	Property	Description	Value
page_view_action		I want to see all of the view action when customer visit any page.	
	Action	This is the action that customer did on screen	1)viewed_home_screen 2)viewed_category_screen 3)viewed_product_screen 4)viewed_product_list_screen 5)viewed_cart_screen 6)viewed_order_review_screen 7)viewed_order_history_screen 8)viewed_order_detail_screen 9)viewed_login_screen 10)viewed_address_book_screen 11)viewed_profile_screen 12)viewed_register_screen 13)viewed_setting_screen 15)viewed_address_book_detail_screen 16)viewed_my_reward_screen 17)viewed_store_locator_screen 18)viewed_notification_history_screen 19)viewed_my_wishlist_screen 20)viewed_contacts_us_screen

			21)viewed_product_more_info_screen 22)viewed_profile_screen 23)viewed_forget_password 24)viewed_contact_us_screen 25)viewed_my_reward_screen 26)viewed_reward_history_screen 27)viewed_reward_setting_screen 28)viewed_store_locator_screen 29)viewed_store_detail_screen 30)viewed_wishlist_screen
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	{products_name}		
	{category_id}		
	{category_name}		
	{product_id}		
	{product_name}		
	{order_id}	This is increment_id	
<b>product_action</b>		I want to see all of customer's action on <b>product details</b> page	
	action	The action that customer did	2)added_to_cart 3)clicked_share_button 4)rated_product 5)clicked_option_button Cherry 8)showed_images_screen 22)selected_product_description 23)selected_product_tech_specs
	customer_identity	This is the customer's identity (email or visitor id)	
	theme		1)default 2)cherry
	product_name	Product's name	
	product_id		
	qty	Product's Qty	
	sku	product's sku	
	product_price		
<b>products_action</b>		I want to see all of customer's action on <b>product list</b> page	
	action	The action that customer did	1)selected_product 2)added_to_cart 3)clicked_add_to_cart_button 4)got_more_product



			5)changed_product_list_style 6)filtered_product 7)sorted_product
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	category_id		
	{products_name}	Product list name	
	{product_name}		
	product_id		
	product_list_style		1)list 2)grid
<b>category_action</b>		I want to see all of customer's action on category page	
	action	The action that customer did	1)clicked_view_all_button 2)selected_product 3)selected_category
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	{category_name}	category_name	
	{category_id}		
	{sub_category_name }		
	{sub_category_id}		
	{product_name}		
	product_id		
<b>menu_action</b>		I want to see all of customer's action on menu	
	action	The action that customer did	1)clicked_menu_item
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	{menu_item_name}		
<b>home_action</b>		I want to see all of customer's action on home page	
	action	The action that customer did	1)selected_banner 2)selected_product_list 3)selected_product 4)selected_category
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	theme		1)default

			2)matrix 3)zara
	{banner_title}		
	{banner_type}		1)product 2)category 3)web
	{banner_id}		
	{product_name}		
	{category_id}		
	{category_name}		
	{product_list_id}		
	{product_list_name}		
<b>cart_action</b>		I want to see all of customer's action on cart page	
	action	The action that customer did	1)clicked_checkout_button 2)edited_product_quantity 3)removed_product 4)saw_product_detail 5)apply_coupon_code 6)checkout_as_existing_customer 7)checkout_as_new_customer 8)checkout_as_guest
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	{product_id}		
	{product_name}		
	{coupon_code}		
<b>checkout_action</b>		I want to see all of customer's action on checkout page	
	action	The action that customer did	1)edited_address 2)saved_shipping_method 3)saved_payment_method 4)apply_coupon_code 5)clicked_place_order_button 6)place_order_successful
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	{shipping_method}		
	{payment_method}		
	{coupon_code}		
	{grand_total}		

<b>register_action</b>		I want to see all of customer's action on register page	
	action	The action that customer did	1)clicked_register_button 2)register_success
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	{customer_name}		
	{customer_email}		
<b>profile_action</b>			
	action		edited_profile
	customer_identity		
	customer_ip		
<b>login_action</b>		I want to see all of customer's action on login page	
	action	The action that customer did	1)login_with_facebook 2)login_normal
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	{customer_name}		
	{customer_email}		
<b>logout_action</b>			
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
<b>forget_password_action</b>			
	action		reset_password_completed
	customer_identity		
	customer_ip		
<b>order_history_action</b>			
	action		selected_order
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	order_id		
<b>order_history_detail_action</b>			
	action		clicked_reorder_button
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	order_id		
<b>setting_action</b>			
	action		1)changed_store

			2)changed_store_view 3)changed_currency
	customer_identity		
	customer_ip		
	store_id		
	store_view_id		
	currency_code		
<b>notification_history_action</b>			
	action		1)selected_notification
	customer_identity	This is the customer's identity (email or visitor id)	
	customer_ip	This is the customer's IP	
	notification_id		
	notification_title		
<b>address_book_action</b>			
	action		1)selected_address 2)deleted_address
	customer_identity		
	customer_ip		
	address_id		
<b>address_detail_action</b>			
	action		1)added_new_address 2)edited_address
	customer_identity		
	customer_ip		
<b>address_autofill_action</b>			
	action		1)clicked_autofill_button 2)clicked_location_on_map
	customer_identity		
	customer_ip		
	latitude		
	longitude		
<b>barcode_action</b>			
	action		scanned_product
	customer_identity		
	customer_ip		
	product_id		
<b>facebook_connect_action</b>			
	action		clicked_facebook_connect_button
	customer_identity		
	customer_ip		
	product_id		
	product_name		
	sku		

<b>contact_us_action</b>			
	action		1)selected_contact_by_email 2)selected_contact_by_message 3)selected_contact_by_phone 4)selected_contact_by_website
	customer_identity		
	customer_ip		
<b>reward_point_action</b>			
	action		1)loaded_more_store 2)selected_store 3)call_to_store 4)email_to_store 5)view_store_map 6)clicked_store_maker 7)get_directions_to_store
	customer_identity		
	customer_ip		
	store_name		
<b>wishlist_action</b>			
	action		1)share_wishlist 2)saw_product_detail 3)added_to_cart 4)removed_product 5)loaded_more_product 6)share_product
	customer_identity		
	customer_ip		
	product_id		
<b>Purchase</b>		Default purchase event provided by Facebook Analytics	
<b>Add To Cart</b>		Default add to cart event provided by Facebook Analytics	

-----THE END-----