

Integrating Fanplayr Smart & Targeted Offers with Nexternal

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The integration of Fanplayr into your Nexternal store is simple! Just follow these easy steps:

1. Activate a Fanplayr account by giving them a call at (855) 326-7529.
2. Request the Account Key from your Fanplayr account representative.
3. Log into your Nexternal account, and paste the appropriate code snippets (found below) in the appropriate fields (see below for details). If you need help you can always contact your Nexternal account manager, whose information can be found at the top of the Settings section in your Nexternal Order Management System.
4. Click the "Finish" button to save.

Once this is done these code snippets will be used by Fanplayr to track, capture and analyze user behavior, as well as monitor and analyze conversions. They will also allow the display of targeted offers to your users.

Note: All information is sent over SSL (secure HTTPS connection) to the Fanplayr servers.

Adding Fanplayr

User tracking code must be inserted in Nexternal's "Tracking Code" and "Order/Affiliate Addendum" fields. These can be found by going to *Settings*, then clicking "Edit" at *Policies, Addenda, and Disclaimers*.

The screenshot shows the Nexternal administrative interface. On the left is a navigation menu with 'Settings' highlighted. The main content area is titled 'Settings' and contains several sections: 'General Information' (with an 'Edit' button), 'Primary Contact', 'Billing Contact', and 'Site Options' (with an 'Edit' button). To the right of the 'Site Options' section is a list of settings for 'Policies, Addenda, and Disclaimers', each with a status indicator (red X or green checkmark) and a 'Preview' button. The settings are: Privacy Policy (X), Allocation Explanation (Zero) (X), Upsell Overlay Addendum (X), New/Edit Customer Addendum (X), Gift Certificate E-Mail Explanation (checkmark), Ship To/Bill To Addendum (X), Tracking Code (checkmark), Order Confirmation E-Mail Addendum (X), Gift Certificate E-Mail Addendum (X), and Invoice/Packing Slip Addendum (X).

You will then find the text box areas to insert the tracking code (following page). Here's what those fields look like:

The screenshot shows two input fields. The first is labeled 'Tracking Code (optional)' and has a large empty text box. Below it are radio buttons for 'Tracking Code Position' with 'End of Head' selected, and checkboxes for 'Include Top Frame', 'Include Order Page', 'Include Tell a Friend', and 'Allow Preview'. The second field is labeled 'Order/Affiliate Addendum (optional)' and has a large empty text box. Below it are radio buttons for 'Disclaimer Position' with 'End of Body' selected, and a dropdown menu for 'Encoding' set to 'JavaScript'.

Code Snippet #1: Tracking Code (for User Tracking within Nexternal pages)

Please note that before placing the following code snippet into Nexternal, you will need to replace your *account key* (given to you by your Fanplayr account representative), and your specific *domain* in this code. The text requiring these modifications is in **RED** below.

```
<script type="text/javascript">
(function(w,f,c){ w[f] = w[f] || {}; w[f][c] = w[f][c] || {};
  w[f][c].account_key = '< account_key >';
  w[f][c].store_domain = '< store_domain >';
})(window, 'fanplayr', 'config');
</script>
<script type="text/javascript" src="https://s3.amazonaws.com/fanplayr-
assets/adaptors/nexternal/nexternal-user-tracking.min.js"></script>
```

account_key: The Account Key supplied by Fanplayr eg '9d91fc171c616ebf50c9808fa9d4c05a';

store_domain: The main domain that your store runs on. If your Nexternal store is running on "http://store.yourcompany.com" then your store domain for this code would be "yourcompany.com".

Order/Affiliate Addendum (Order Tracking)

The following code must be added to the Order Tracking field in Nexternal. Before adding the following code please make sure that the *Encoding* has been set to "JavaScript". The *account_key* and *store_domain* should be set the same as above.

```
<script>
(function(d, w){

  w.fanplayr = w.fanplayr || {};
  w.fanplayr.config = w.fanplayr.config || {};

  // fanplayr staging
  w.fanplayr.config.account_key = '< account_key >';
  w.fanplayr.config.store_domain = '< store_domain >';

  // tracking variables from template
  var fd = {};

  fd.orderId = 'ORDER_NO';
  fd.orderNumber = 'ORDER_NO';
  fd.subTotal = ORDER_SUBTOTAL;
  fd.total = ORDER_NET;
  fd.discount = DISCOUNT_TOTAL;
  fd.orderEmail = "EMAIL";
  fd.firstName = "FIRST_NAME";
  fd.lastName = "LAST_NAME";
  fd.customerEmail = "EMAIL";
  fd.customerId = 'CUSTOMER_NO';
  fd.shipping = parseFloat(SHIPPING_TOTAL + '') || 0;
  fd.tax = parseFloat(SALES_TAX_TOTAL + '') || 0;

  var products = [];
  FOR_EACH_PRODUCT(
  products.push({
```

```

    id: 'PRODUCT_NO',
    qty: PRODUCT_QUANTITY,
    name: "PRODUCT_NAME",
    sku: "PRODUCT_SKU",
    catId: '',
    catName: "PRODUCT_CATEGORY",
    price: parseFloat(PRODUCT_PRICE + '') || 0
  });
)
fd.products = JSON.stringify(products);

w.fanplayrData = fd;

// add fanplayr script
var x = d.getElementsByTagName('script')[0];
var s = d.createElement('script');
s.async = true;
s.src = 'https://s3.amazonaws.com/fanplayr-assets/adaptors/nexternal/nexternal-order-tracking.min.js';
x.parentNode.insertBefore(s, x);

}(document, window));
</script>

```

Tracking on website pages other than the Nexternal store pages

Many Fanplayr clients would like to track users on their entire site and not just their store pages. For this reason, you may also display our widget on web pages that are not a part of your Nexternal store and not hosted on Nexternal's servers.

To accomplish this you will need to add the following tracking code to your website (non-Nexternal) pages (normally in the header or footer) and add an extra variable as follows:

```

<script type="text/javascript">
(function(w,f,c){ w[f] = w[f] || {}; w[f][c] = w[f][c] || {};
  w[f][c].account_key = '< account_key >';
  w[f][c].store_domain = '< store_domain >';
  w[f][c].custom_apply_to_cart_url = '< store_page_url >';
})(window, 'fanplayr', 'config');
</script>
<script type="text/javascript" src="https://s3.amazonaws.com/fanplayr-
assets/adaptors/nexternal/nexternal-user-tracking.min.js"></script>

```

store_page_url: Any page on your store that has a cart on it eg.

“http://store.yourcompany.com/storefront.aspx”.