



eMailChef Module for PrestaShop

eMailChef is the most user-friendly email marketing platform for online businesses. It offers a complete set of tools and an intuitive interface that makes your newsletters simple to create and enjoyable to read.

PrestaShop is an open source CMS used to create e-commerce sites. It was founded in 2007 and was built entirely for the development and management of e-commerce.

In this manual you will find instructions for correctly configuring and using PrestaShop's eMailChef module.

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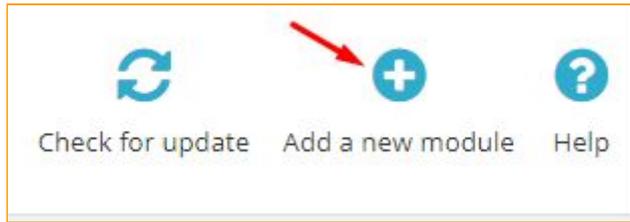
Minimum requirements and installation

To use the module correctly, make sure that your version of PrestaShop is between 1.6 and 1.6.1.15 (the current release for version 1.6, published July 3, 2017).

Module installation

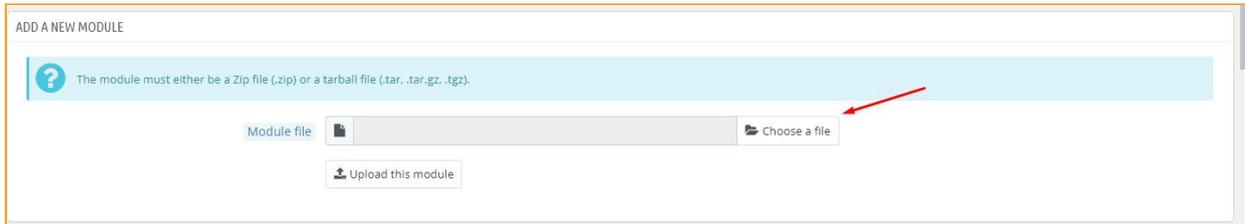
You can download the PrestaShop module as a zip file free from eMailChef.com. To install the file, log in as an administrator in PrestaShop's backend and click **Modules** in the side menu.

a) Next, click the **"Add a new module"** icon at the top right of the page.

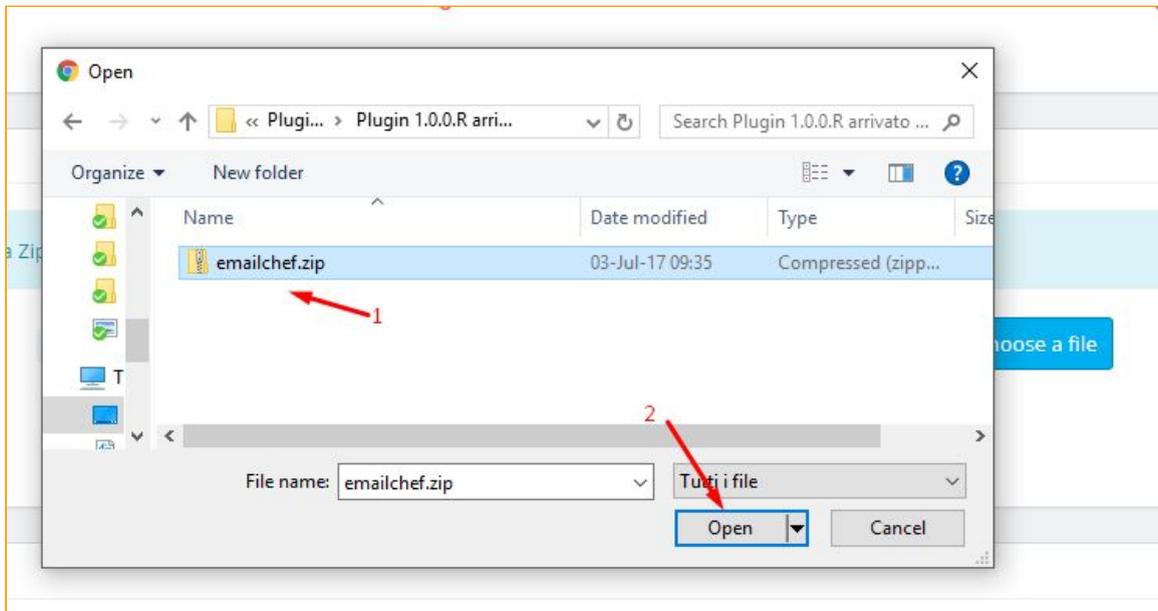


At the bottom of the page, you will see an "add a new module" section.

b) In the "Add a new module" section, click the button marked "Choose a file".

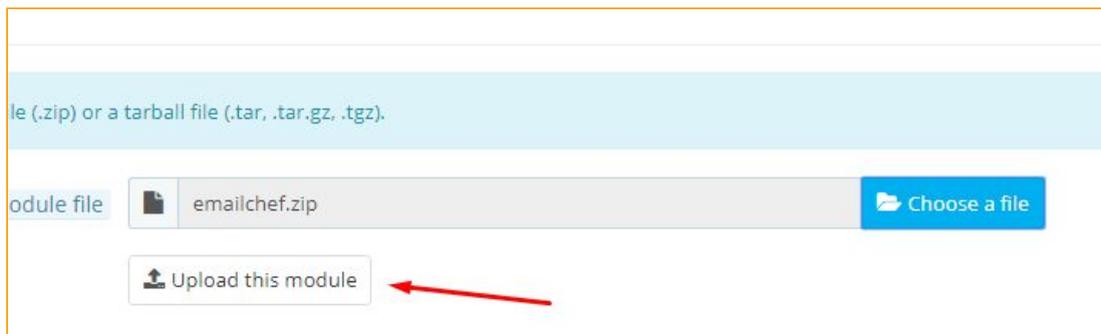


c) A window will pop up to help you locate the downloaded file.

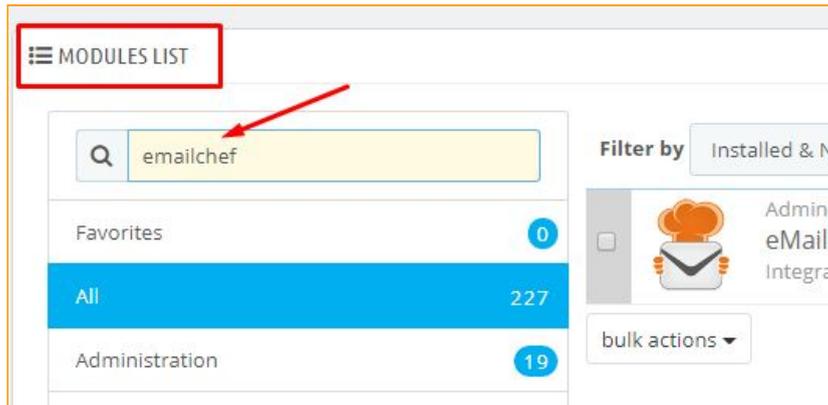


Select the downloaded zip file and click "Open".

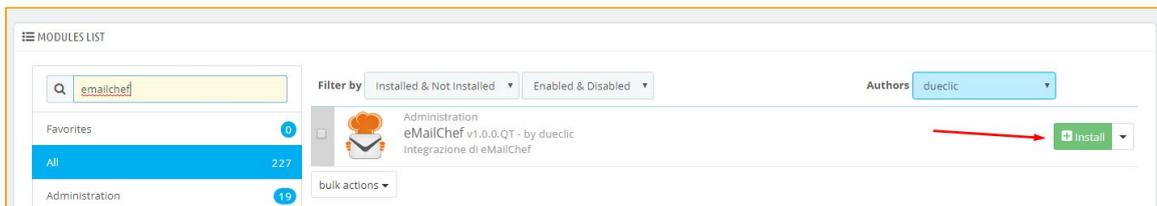
d) Click the button marked "Upload this module".



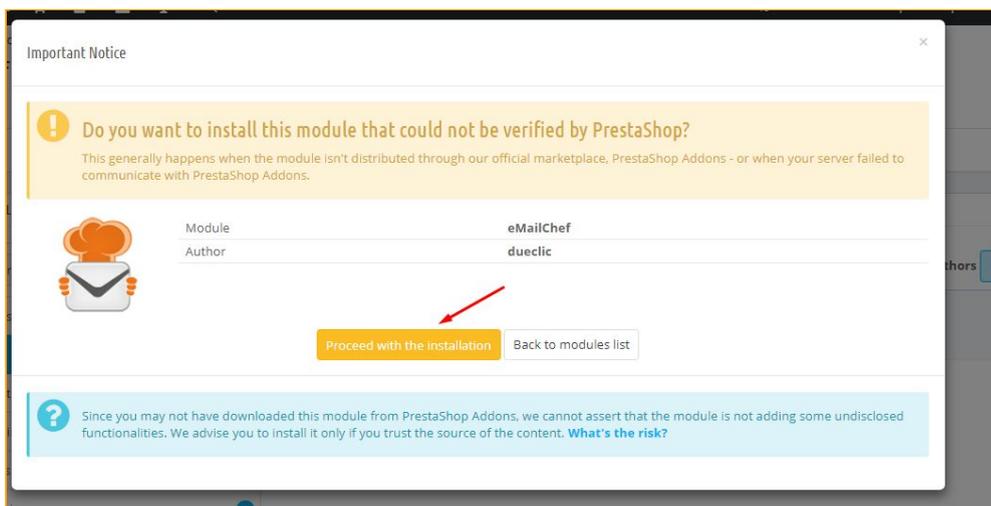
e) The "modules list" section contains a search field. In the search field, type "emailchef".



f) When the module is displayed, press the "Install" button.



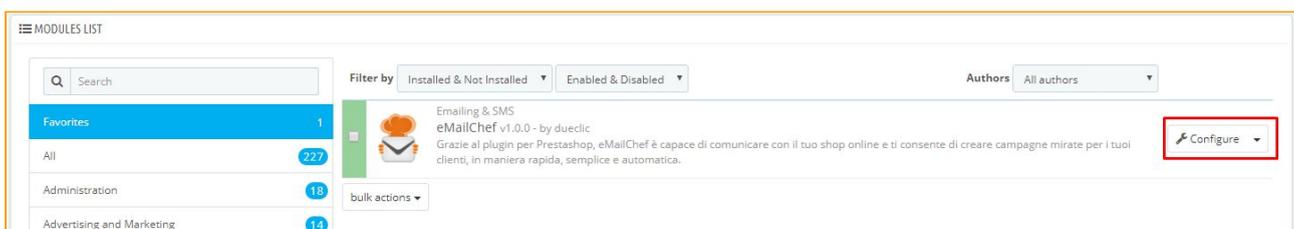
g) Because the module is still not published in the Prestashop store, a window will pop up asking you to confirm installation. Click "Proceed with the installation".



Once the installation is complete, the module will open in the configuration wizard.

N.B.:

To access the configuration wizard after the first installation, click "**Modules**", then filter the results for **Modules installed**. In the box that provides information about the module **eMailChef**, click "**Configure**".



Configuration

The configuration wizard will guide you through the the following steps:

1. Language selection
2. Authentication
3. List selection
4. Opt-in policy selection (optional)
5. Save configuration and export data

1) Language Selection

The module is currently available in English and Italian. Select the language you wish to use from the Language drop-down menu.

Once you have made your selection, a message in your chosen language will confirm your selection and ask if you want to reload the configuration page.

In order not to lose your changes, we recommend that you select your language before configuring other parameters.

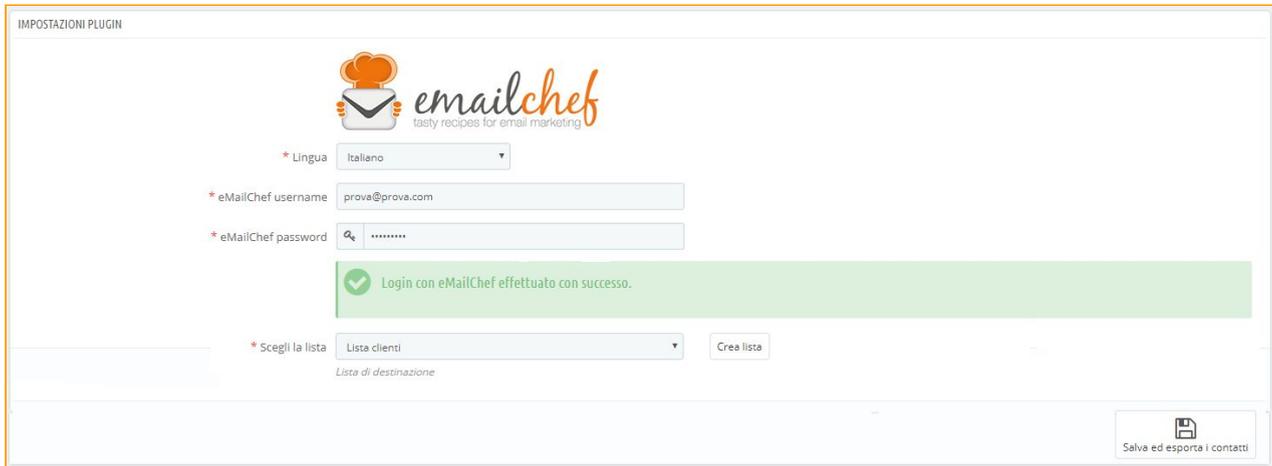
2) Authentication

Entering your eMailChef authentication data will allow you to use the module with the eMailChef platform. Authentication is conducted using your eMailChef account username and password. You will then be able to synchronize the module with eMailChef, choose one of your lists or create a new one.



Once you have entered your eMailChef username and password, click outside the fields or press “enter” to begin the check.

If the credentials are correct, a verification message will be displayed in green. You will then be able to choose a list in your eMailChef account or create a new list to place in the index.



If the credentials are incorrect, a message will be displayed in red and you will be invited to try again.



3) Choosing a list

You can synchronize an existing list or create a new list.



If you choose to **Create a New List** you will need to give the list a name that you have not previously used on eMailChef. You may also enter a description for the new list.

A status message will ask you to confirm that you want to create the new list within the assigned eMailChef account.

A second status message may last a little longer and will initialize all the custom fields needed for the new list.

4) Opt-in policy selection (optional)

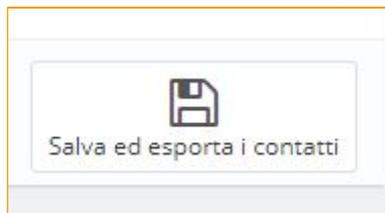
The module offers account holders with eMailChef's "Executive policy" a choice of two opt-in policies:

1. The **double opt-in** policy available to all eMailChef accounts;
2. The **single opt-in** policy available to users with an Executive account.

If you do not have an Executive account you will not be able to select a policy type and will be automatically assigned the double opt-in policy.

5) Save configuration and export data

To complete the configuration, click the button marked "**Save and export contacts**".



The module configurations will be saved to PrestaShop. If you have selected a list already present in your eMailChef account, new Custom Fields will be automatically added inside the list and if some custom field with a same placeholder already is present will be used for data input.

The first export of contacts to the selected list on eMailChef will initiate.

Initial synchronization

Initial synchronization will take place automatically as soon as you click the **Save and export contacts** button on the configuration page.

Two messages will notify you that the configuration has been saved and that a background process is synchronizing the PrestaShop customers to the selected eMailChef list.

The initial synchronization process may take some time depending on the number of customers in the Store. During this time, however, the module remains active and any orders will be sent to the eMailChef list.



Synchronization of customers and orders

The synchronization of customers and orders takes place automatically using the Hooks provided by PrestaShop. These allow data transfer to the selected eMailChef list to take place instantly and without bothering the customer.

Synchronization of abandoned carts

The synchronization of abandoned carts is always automatic.

According to PrestaShop's rule, unconverted orders will pass from a state of **Not ordered** to a state of **Abandoned Cart** after 24 hours.

At the end of this period, data related to abandoned carts will automatically be synchronized to the selected destination list on eMailChef.