pricemonitor
by patagona

Installation Guide

Magento-Extension „Pricemonitor"

Magento®

1.9.x

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Index

1. Installation
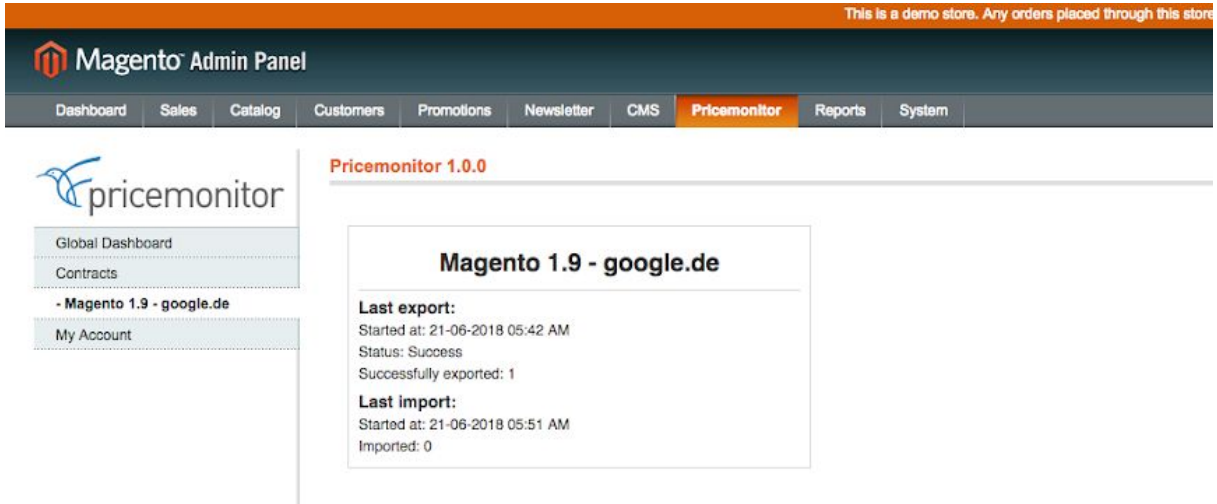
We will provide you with the necessary data for the installation of the Magento extension. Please contact our sales team at kontakt@patagona.de

Once the installation is complete, you will find the extension in the main navigation of your Magento Store and you can start configuring it.

2. Configuration

2.1. Dashboard

After entering the access data (which is provided by Patagona) you get access to the plugin and can start with the configuration. Once the first synchronization has been completed, detailed information about the data exchange will be provided on the dashboard: For uploading the products to the Pricemonitor as well as extracting the price recommendations from the Pricemonitor.
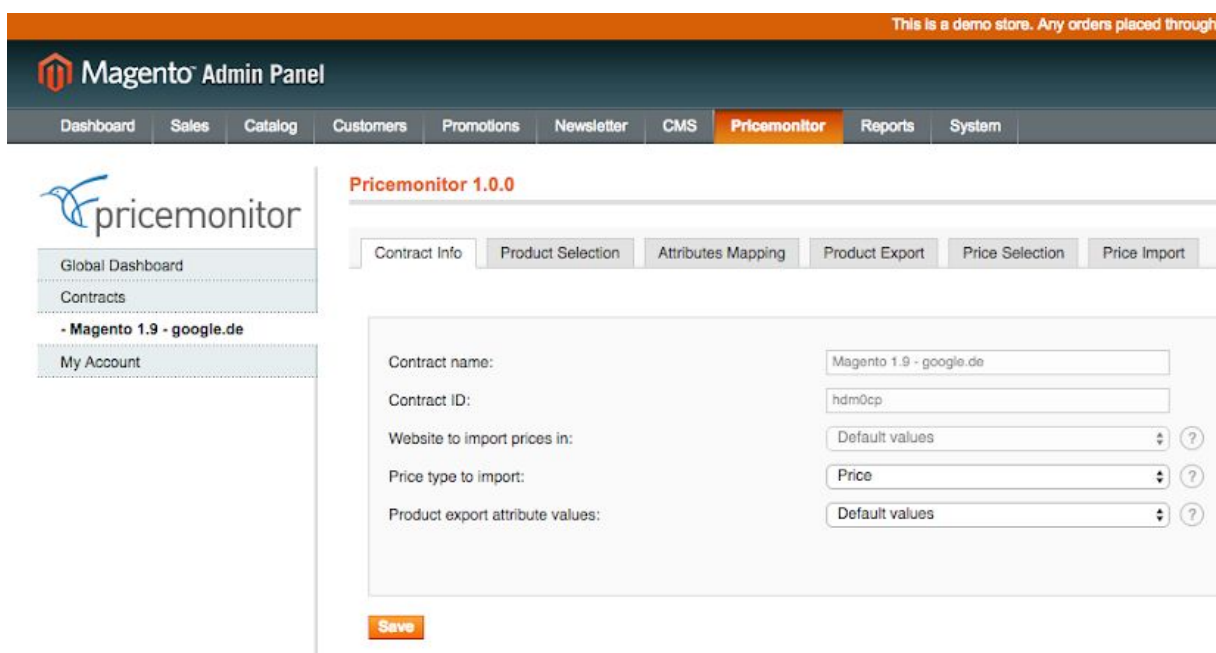
2.2. Contracts

"Contract data" is not editable and is loaded automatically to the system. Depending on the individual situation for different platforms and marketplaces, this applies for different contracts.

Thus, for each contract the target customer group can be determined in Magento.
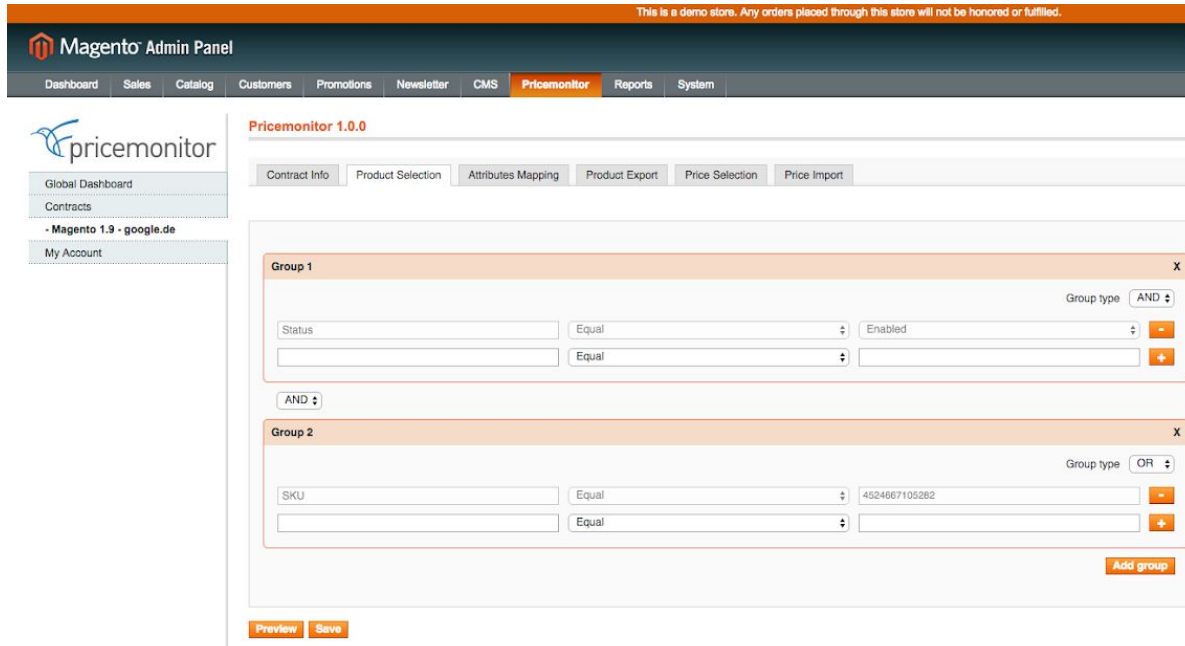
2.3. "Contract info"

Under „Contract info" you can select the targeted customer group for each contract. For example, the selected customer group will be "Shop Customers" or "Google.". This means, the price calculation and price recommendation is active for the selected customer group.

In case you have more than one customer group, e.g. ebay customers or amazon customers in addition to your shop customers, there will be existing several contracts at the same time. The customer group settings need to be selected for each contract.

2.4. "Product Selection"

Depending on your assortment you can either select all your products in your shop to be repriced or you can define only a selection of products to be repriced. Under the section "Product selection" you may define which products will be uploaded to Pricemonitor.
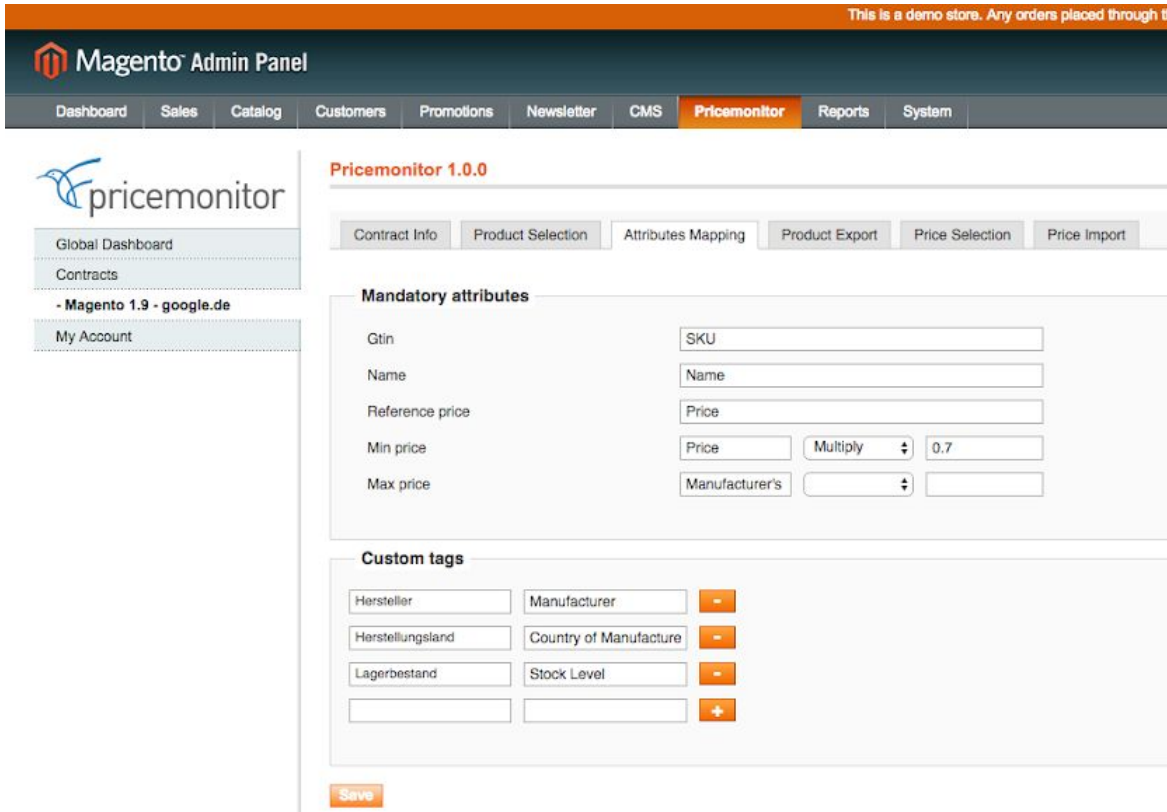
In order to define item selections you may create several groups (filter). Therefore, all Magento standard data fields are available by default as well as the self-configured "custom fields". We recommend to set up a custom field as "checkbox" and to mark those products in there that are supposed to be selected for price optimization.

Once you have a criteria which helps you select your products, you define the conditions for selection based on the criteria. For example, in the first group includes all products with GTIN/EAN greater than 0 (which means basically every product which has a GTIN/EAN) AND all products that are active in your shop. In addition, the second narrows the (same) selection further down to only products with criteria manufacturer "Garmin" or "Shimano". You add the filter via the green "plus-button".

Conditions: Via "Group type" you define the condition of your filter. Take care if you define and AND/OR filter. If you define more than one filter at the same time, you can choose if products need to meet both criteria (AND) or just one (OR) on filter level as well as on group level.

6

2.5. "Attributes mapping"

Under "Attributes mapping" you define mandatory fields which are necessary to be completed for the repricing process. The determination of minimum prices and maximum prices is obligatory.

For the minimum and maximum prices, we recommend to set up two "custom fields" (decimal) at the product level. You also may be able to set up a formular to calculate these prices. The formular must be linked somehow to the reference price. For example "min-price = reference price * 0.8" and "max-price = reference price". Take note, the formular will applied then for all products.

In addition to the mandatory attributes, you can define custom attributes such as price strategies via tags. Therefore you chose tags / custom fields you defined in advance. For example you may use the tag "manufacturer" in order to use the information for the price recalculation. Price intervals and target position will be adjustable according to the tag.
Some typical custom tags may be:

- Manufacturer
- Stock
- Article numbers (by default, only IDs are transferred; the article number simplifies the search later)
- …

Example: Price strategies based on tags

The example above shows that for all products of manufacturer "Shimano" a rounding strategy ("round to 95 Cent") is applied. For other manufacturers, alternative rounding strategies can be determined. "Otherwise" / "Ansonsten" defines the general case when no strategy is set based on a tag. Do not forget to click on the "Save"-Button after you made your changes.

By the way: The selection of products does not only have to be based on the tag "manufacturer" – there are plenty of possibilities to find your own set of repricing strategies depending on your individual requirements and goals. In our german blog, we inform regularly about how different price strategies may look like. Also we are happy to assist you.

2.6. "Product export"

Under "Product export" the desired time interval is determined. The time interval defines the time at which the products are regularly uploaded to Pricemonitor or when to add new products. There is also the possibility to manually trigger the export via the button "Export now".
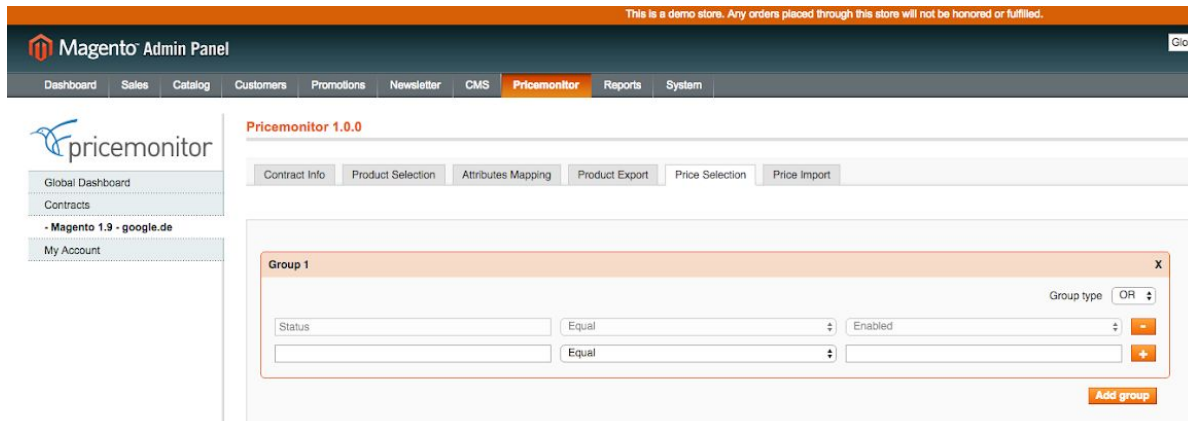
Exports are recommended to be set between 3.00 and 5.00 am. If your product assortment changes more than once a day, the data exchange might be scheduled in higher frequency than just once a day.

By default, price recalculation takes place once a day. For a particular group of articles it can be worthwhile having them monitored and recalculated in a higher frequency. Get in contact with us in order to talk about dynamic monitoring.

Every data exchange is logged in the Plugin itself. There will be provided a link which leads you to the log for each data exchange which contains information about the products imported and about errors for failed product imports.

2.6.1. ”Price selection“

Under "Price selection" you assign for which articles the recommended prices should be played back.

This can be particularly useful if you want to automate the price optimization exclusively for a part of the product range but to monitor more than the specific range of products in order to examine your own position, your competitors and the market situation.
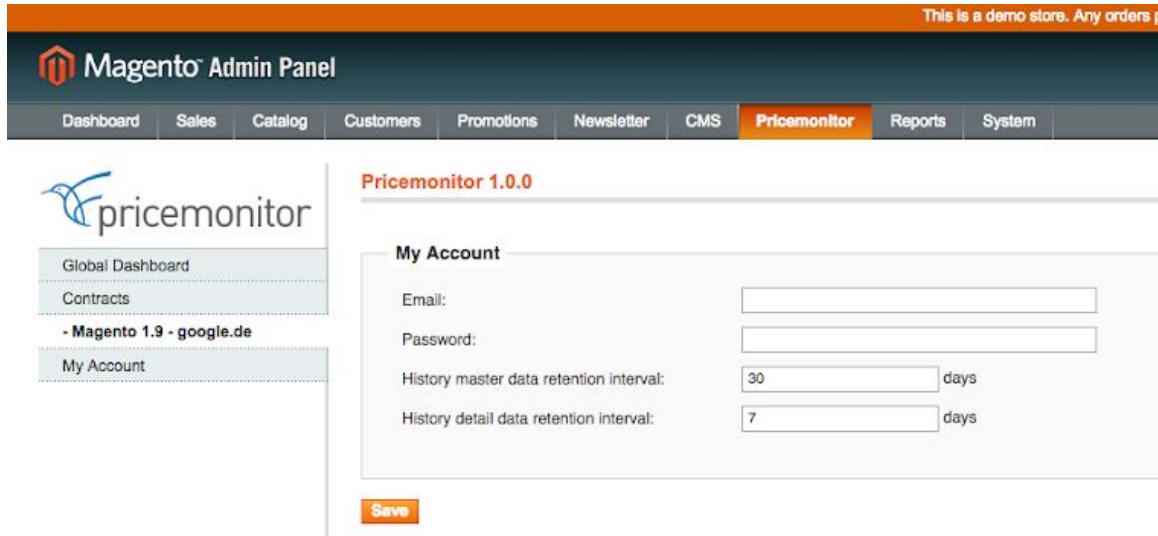
2.6.2. "Price import"

Under "Price import" you activate the price import. As soon as the calculation has been completed new price recommendations are automatically imported. This feature is not available during test phase. But the import can be initiated manually during test phase via the button "Import now".

Every data exchange is logged in the Plugin itself. There will be provided a link which leads you to the log for each data exchange which contains information about the prices imported and about errors for failed price imports.

The export from Magento Shop to Pricemonitor and the import of the recommended prices are separated from each other on purpose.

2.7. My Account

No further settings need to be made under "My Account". In the standard system, the master logs are stored for 30 days and detail history for 7 days. If necessary, these periods can be increased.

3. Support

If you need help or have any questions, please do not hesitate to contact us. For inquiries, please use our ticket system at www.patagona.de/support.

We are here for you!

Your Patagona Team