

Bronto Integrations

Contents

Overview	3
Customer Integration	3
Bronto Administration.....	3
Configuration.....	4
Order Integration	6
Bronto Administration.....	6
Configuration.....	9
Abandon Cart	9
FAQ.....	11

Overview

Bronto is a third party Marketing Platform which can be used to send bulk email campaigns and email marketing automation. There are currently two iSAMS APIs which integrate with Bronto; Customer and Order.

Customer Integration

The Customer Integration allows for customers that have been created in iSAMS to be exported to Bronto. This includes customers added to iSAMS via the Front End site, manually created in iSAMS, or created via a Wizard/Integration.

When the Bronto Customer Integration is enabled, an Interest Group will be created called 'Subscribe.' This interest group can be renamed and functions as a standard Interest Group except it is linked to the Customer Export. If a customer is added to this interest group (front end or iSAMS), their details will be exported to Bronto. This export occurs every minute.

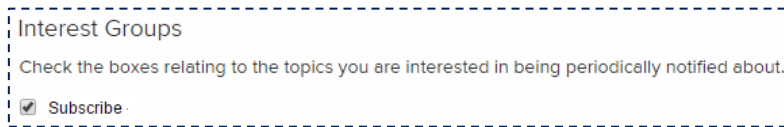


Figure 1

Bronto Administration

Customers who are not added to this interest group are not exported to Bronto.

Customers that have been exported to Bronto can be found under Tables > Contacts > Search Contacts.

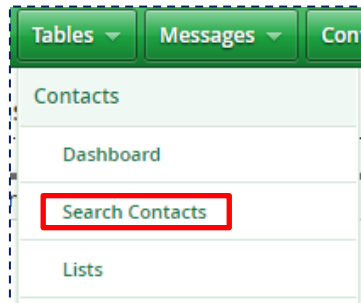


Figure 2

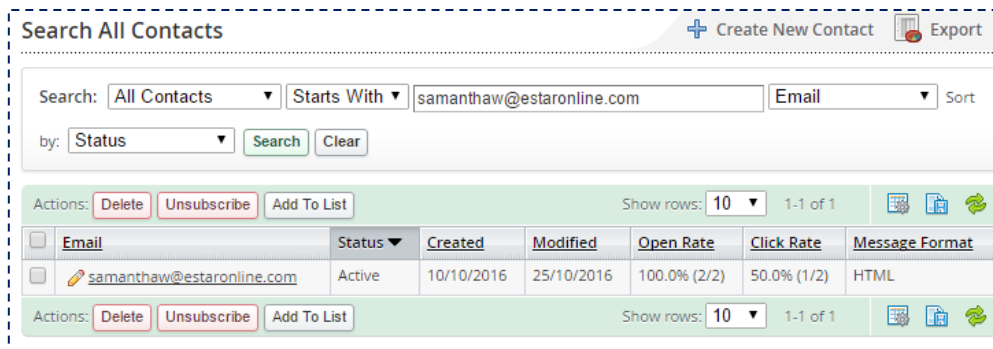


Figure 3

Field	Field Description
Email	Email address against customer in iSAMS.
Status	<p>Onboarding – A customer will be at this status when they are first exported to Bronto.</p> <p>Active – A customer will be at this status once they have had interaction i.e. been sent an email.</p> <p>Transactional - If a customer is created in Bronto for the first time due to them placing an order, they will be at this status.</p> <p>Unsubscribed – If a customer unsubscribes from Bronto emails they will show as this status.</p>
Created	This is the date the customer was first exported to Bronto.
Modified	This is the date the customer was last updated in Bronto, or updated from iSAMS and then exported to Bronto.
Open Rate	This is the open rate of all emails sent to this customer.
Click Rate	This is the rate at which this customer has clicked through to the site from an email.
Message Format	This is the format in which customers receive emails. The majority of customers will receive HTML rather than Text emails.

If a customer’s details are updated in iSAMS / Front End, they will be re-exported and the iSAMS.

Configuration

The configuration for the Customer Integration can be updated under Website > Configuration Manager > Bronto Customer Integration.

Bronto Customer Integration

Welcome to the configuration page for the Bronto Customer Integration.

If you are setting this up for the first time, please contact our Business Services Team for more information on this process and charges that may apply.

Select Satellite: *

Active

Allow Unsubscriptions If ticked, customers who unsubscribe in iSAMS will have their Bronto customer status updated to 'Unsubscribed'.

Soap API Access Token*

Minimum Mobile Length

Customers with a mobile number shorter than this value will not have their mobile number exported to Bronto. A value of zero will disable this check.

Contact email address*

Bronto Field Mappings
 Note: Changes made to mappings here will not be applied until the Update button below is clicked.

Existing Mappings

Bronto fields	iSAMS fields	
First Name	First Name	<input type="button" value="Delete"/>
Last Name	Last Name	<input type="button" value="Delete"/>
Country	Billing Country	<input type="button" value="Delete"/>
iSAMS ID	Customer ID	<input type="button" value="Delete"/>
Mobile Number	Mobile	<input type="button" value="Delete"/>

Figure 4

Field	Field Description
Satellite	If using multiple satellite sites, these can be set up separately in Bronto so emails can be sent from each satellite site.
Active	If ticked, Customers will be exported to Bronto.
Allow Unsubscribes	<p>If ticked, when customers are removed from the Bronto interest group (front end or admin), Bronto will update these customer to 'Unsubscribed.'</p> <p>If not ticked, customers will only be able to unsubscribe from Bronto emails, customers will not be unsubscribed if removed from the interest group.</p>
SOAP API Access Token	Unique token provided by Bronto to link to specific Bronto account.
Minimum Mobile Length	<p>Bronto requires a minimum of 10 digits to be passed for SMS Marketing. This field cannot be seen in Bronto. This field allows a user to enter a minimum length to determine when the field will be exported to Bronto.</p> <p>If the Minimum Mobile Length is set to 10 or more in iSAMS, and a customer enters 9 characters, the field will not be exported to Bronto.</p> <p>If the Minimum Mobile Length is set to 10 in iSAMS, and a customer enters more than 10 characters, the field will export to Bronto.</p> <p>If the Minimum Mobile Length is set to less than 10 in iSAMS (which is less than Bronto's required length) and a customer enters 9 characters, this will result in an export error. An email will be sent to the Error email address, and the customer will not be exported to Bronto.</p>

Note: The minimum mobile length includes the Country and Area code.

Contact Email Address	Any integration errors will be sent to this email address.
Bronto Field Mappings	Fields to be exported from iSAMS to Bronto need to be mapped to existing Bronto Fields.

In order to map Bronto to iSAMS fields for export, click on 'Get Mappings' which will pull a live list of Bronto fields and iSAMS fields.

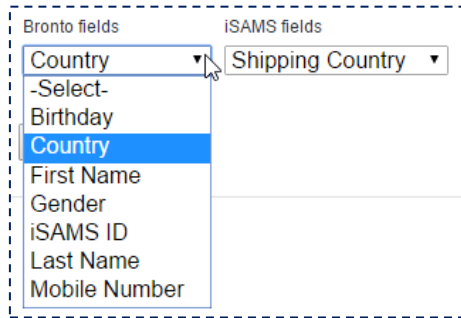


Figure 5

Once a field is mapped, click 'Update' to create this mapping. As Mappings are created one at a time, click back on 'Get Mappings' to create next mapping.

Note: Any custom iSAMS fields such as Birthdate will not be populated in the iSAMS field list.

Note: Bronto fields are set up by an administrator in the Bronto Administration and not limited to those seen in Figure 5.

Order Integration

The Bronto Order Integration exports order information from iSAMS to Bronto for post purchase marketing emails to be sent. This is a one way integration and has no Front End functionality.

Order information will be exported from iSAMS to Bronto once they are at a status of Complete in iSAMS.

If an order is split in iSAMS, the order will only export once the parent and all child orders have reached a status of Complete or Order Voided. iSAMS will only export the original parent order number with all original items against this order number. If items have been deleted or voided, these items will not be exported to Bronto.

Orders that have all parent and child orders at a status of Complete or Order Voided will export to Bronto every hour. If required, this time frame can be configured by eStar.

Bronto Administration

In Bronto, these orders can be found under Tables > Orders.

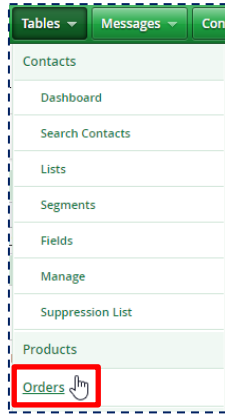


Figure 6

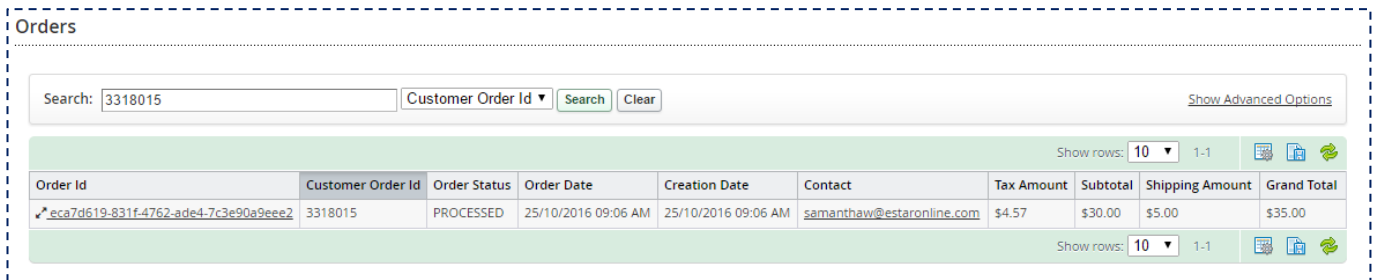


Figure 7

Field	Field Description
Order Id	Unique Bronto Order ID.
Customer Order ID	iSAMS Order ID.
Order Status	All orders from iSAMS will show as 'Processed'.
Order Date	This is the date and time the order was exported to Bronto.
Creation Date	This is the date and time the order was created in Bronto, which will be the same as the Order Date.
Contact	Email address of customer who placed order.
Tax Amount	Total Tax charged on the order as calculated by iSAMS.
Subtotal	Order Total excluding Freight.
Shipping Amount	Fright total charged on order.
Grand Total	Order Total.

If you click into the order in Bronto, this will show information on the items in the order (and child orders if the order was split).

Orders

Order Snapshot:

- Ordered: 25/10/2016 08:50 AM
- Created: 25/10/2016 08:50 AM
- Grand Total: \$144.98

[Switch to Detailed View](#)

Line items: (2 total)

Name: Bormioli Rocco Roma Cappuccino 4pk 220ml
Quantity: 1
SKU: 1061136
Total Price: \$49.99

Name: Hampton & Mason Kent 24 Piece Cutlery Set
Quantity: 1
SKU: 1046783
Total Price: \$89.99

Search: Customer Order Id [Show Advanced Options](#)

Show rows: 10 1-1

Order Id	Customer Order Id	Order Status	Order Date	Creation Date	Contact	Tax Amount	Subtotal	Shipping Amount	Grand Total
70f2deb0-81ed-47f8-b5b6-95b9b2615441	3318014	PROCESSED	25/10/2016 08:50 AM	25/10/2016 08:50 AM	samantha15@estaronline.com	\$18.91	\$139.98	\$5.00	\$144.98

Show rows: 10 1-1

Figure 8

Further information on each item ordered can be found by clicking 'Switch to Detailed View' on the Order Snapshot pane. This will show each item individually.

← Snapshot ×

Complete Order Details:

Order:

- Order Id: 70f2deb0-81ed-47f8-b5b6-95b9b2615441
- Status: PROCESSED
- Contact Id: 172159235
- Ordered: 25/10/2016 08:50 AM
- Created: 25/10/2016 08:50 AM
- Updated: 25/10/2016 08:51 AM
- Currency: NZD
- Tax Amount: \$18.91
- Discount Amount: \$0.00
- Subtotal: \$139.98

Shipping:

- Details: Fastway Briscoes
- Tracking URL:
- Total: \$5.00
- Shipping Date: 25/10/2016 08:50 AM

Grand Total:
\$144.98

Line items: (2 total)

Name: Bormioli Rocco Roma Cappuccino 4pk 220ml
Quantity: 1
Description:
Category: Dining_ & Entertaining/Mugs
Image URL: http://briscoes.dev.isams.net/productimages/medium/1/55253_177795_98226.jpg
Product URL: <http://briscoes.dev.isams.net/dining-and-entertaining/mugs/glass/bormioli-rocco-roma-cappuccino-4pk-220ml-1061136?nav=10501>
SKU: 1061136
Order Date: 25/10/2016 08:50 AM
Created Date: 25/10/2016 08:51 AM
Unit Price: \$49.99
Sale Price: \$49.99
Total Price: \$49.99

Name: Hampton & Mason Kent 24 Piece Cutlery Set
Quantity: 1
Description:
Category: Dining_ & Entertaining/Cutlery
Image URL: http://briscoes.dev.isams.net/productimages/medium/1/20017_46641_40377.jpg
Product URL: <http://briscoes.dev.isams.net/dining-and-entertaining/cutlery/sets/hampton-and-mason-kent-24-piece-cutlery-set-1046783?nav=10513>
SKU: 1046783
Order Date: 25/10/2016 08:50 AM
Created Date: 25/10/2016 08:51 AM
Unit Price: \$89.99
Sale Price: \$89.99
Total Price: \$89.99

Figure 9

Field	Field Description
Name	Product Name
Quantity	Quantity purchased in this order.
Description	Short Description
Category	Catalogue the Product was ordered from on the Front End site.
Image URL	URL for the Item Image i.e. default colour and size image.
Product URL	URL for Product on the Front End.
SKU	Item Barcode/APN as entered in iSAMS.
Order Date	Date and Time the order was exported from iSAMS.

Version: 1.0
Last Updated: 16.11.16

8 | Page

Created Date	Date and Time the order was created in Bronto.
Unit Price	Unit price of the item.
Sale Price	Price charged for the item when the order was placed.
Total Price	Total Price of the item ordered.

Configuration

The configuration for the Order Integration can be updated under Website > Configuration Manager > Bronto Order Integration.

Figure 10

Field	Field Description
Satellite	If using multiple satellite sites, these can be set up separately in Bronto so emails can be sent from each satellite site. This is based on what satellite the order is placed on.
Active	If ticked, Order Information will be exported to Bronto.
REST Integration ID	Unique REST Integration ID supplied by Bronto.
REST Integration Key	Unique REST Integration Key supplied by Bronto.
Contact Email Address	Any integration errors will be sent to this email address.

Abandon Cart

Bronto offer Cart Abandonment tracking and targeting which requires code to be entered in iSAMS per Satellite Site. This script then passes information back to Bronto. This can be used instead of the iSAMS 'Abandon Cart' Email Notifications.

When exporting Abandon Cart orders to Bronto, the Order Retry Link from the bottom of the Order Detail page will be exported to allow the customer to access their cart via a Bronto email.

These orders can be found in Bronto under Tables > Orders.

Note: If you have cart abandonment emails set to auto send from iSAMS under Email Notifications, please update these to not auto send.

Note: There is no visibility in Bronto if an order was imported due to Cart Abandonment.

FAQ

Q. Why has an order not been exported to Bronto?

A. Check that the order is at a status of Complete. If this order has been split, check all child orders are at a status of Complete or Order Voided. Also make sure that it has been over an hour since the order (and child orders) have been completed as orders only export every hour.

Q. If the Integration is not working at a particular time, how will these orders/customers be updated in Bronto?

A. If an integration fails due to connectivity/server outages/maintenance etc, the Integration will retry to send data. This will occur at certain time frames after the initial error; 1 minute, 5 minutes, 10 minutes, 1 hour, 24 hours. If this fails after 24 hours, the error will be logged in the Integration Error record. Error emails will also be sent to the email address in the Configuration Manager setup for each failed retry.