

User Guide

Skrouz Feed

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1 Introduction


IOWEB Skrouz XML Feed is a Magento extension that produces the XML files that are needed by the Skrouz.gr website for inclusion of an e-shop to the Skrouz product search engine. This extension is very configurable and offers many possibilities for the store owner to manage which products they send, helping them in their marketing strategy.

2 Configuration

The configuration options can be found at System -> Configuration -> IOWEB TECHNOLOGIES -> Skrouz Feed

2.1.1 Module Settings

2.1.1.1 XML Filename

XML Filename  Use system value
[store view]

The name of the file that will be created. It will be in the public web directory of your website, so access will be: www.domain.com/pub/filename.xml

2.1.1.2 Security Token

Security Token 
[store view]

You will need to append the token in the feed url in order to access the product feed. This is added for security reasons to prevent DoS attacks.

2.1.1.3 Debug

Debug [store view] ▼

In debug mode the module will log a lot more information.

2.1.2 Skrouz Analytics

2.1.2.1 Skrouz Analytics ID

Skrouz Analytics ID [store view] ? Use system value

This is the skrouz analytics id provided by skrouz. You will have to enter your own.

2.1.2.2 Use GDPR Cookie

Use GDPR Cookie [store view] ?

GDPR Cookie Key [store view] ? Use system value

If your users must provide their consent to collect the information needed from skrouz analytics you can optionally integrate the script with a GDPR Cookie. You can set the name of the cookie and if it's value is true, then the script will run.

2.1.2.3 Ask user for confirmation

Ask user for confirmation [store view] ?

If you can't store a GDPR cookie for like above but you are still required to gather user consent for skrouz analytics then you can ask him every time at checkout to confirm this action. Only works if Use GDPR Cookie is set to no.

2.1.3 Product Selection Settings

2.1.3.1 Availability when product in stock

Availability when product in stock [store view] Αμεση παραλαβή / Παράδοση 1 έως 3 ημέρες ?

Products in stock will show this value as availability.

2.1.3.2 Availability when product is out of stock

Availability when product is out of stock [store view] Κατόπιν Παραγγελίας ?

If you're selling out of stock products you can set an availability value for out of stock products.

2.1.3.3 Include / Exclude Categories

Include Categories [store view]

- 2. Default Category
- 38. What's New
- 20. Women
- |__ 21. Tops
- |___ 23. Jackets
- |___ 24. Hoodies & Sweatshirts
- |___ 25. Tees
- |___ 26. Bras & Tanks
- |__ 22. Bottoms
- |___ 27. Pants

Exclude Categories [store view]

- 2. Default Category
- 38. What's New
- 20. Women
- |__ 21. Tops
- |___ 23. Jackets
- |___ 24. Hoodies & Sweatshirts
- |___ 25. Tees
- |___ 26. Bras & Tanks
- |__ 22. Bottoms
- |___ 27. Pants

This will calculate the products that will be exported to the feed by first creating a collection of the included products and then subtracting the excluded ones.

2.1.3.4 Exclude Products



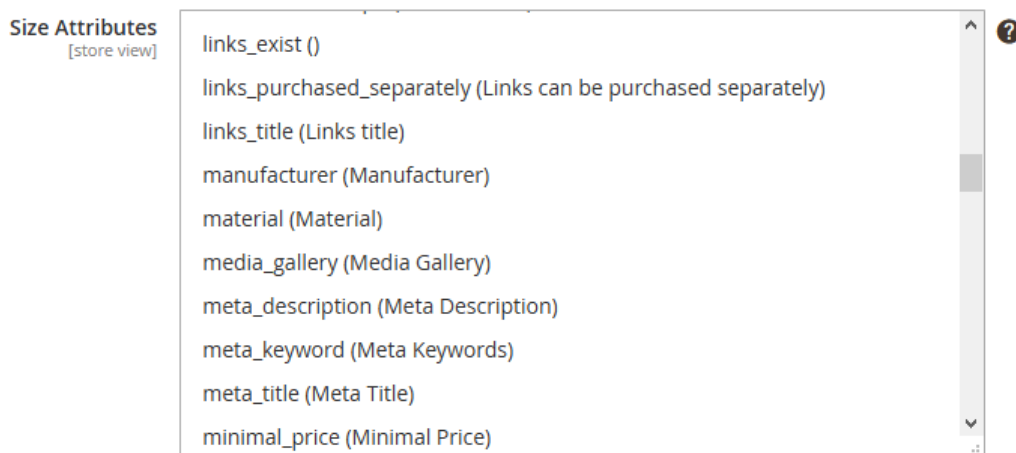
This is a comma separated list of product ids to be removed from selection. E.g.
155,156,175

2.1.3.5 Color Attributes:



The user can select which attributes will be used for color information in the XML as well as to build the child products from configurable ones. If your configurable products are based on different color option, you need to select them all by pressing CTRL + Left Click to each one respectively.

2.1.3.6 Size Attributes:



The user can select which attributes will be used for size information in the XML as well as to build the child products from configurable ones. If your configurable products are based on different size option, you need to select them all by pressing CTRL + Left Click to each one respectively.

2.1.3.7 *Additional Availabilities (upcoming):

In its default behavior, the IOWEB Technologies Bestprice & Skrutz Feed generator module will include the “In Stock” value of the product in the XML file.

For better control though, this extension can use an attribute with the attribute code “availability” and catalog input type for store owner: “Dropdown”.

Your product’s availabilities should be set in the Manage Label/Options tab according to the specifications issued by your provider (Skrutz/Bestprice) and they will be included in the XML.

2.1.4 Performance options

In lower powered servers or VPS’ it’s possible that the user will experience timeouts and due to poor resource management the site might become less responsive. The performance tab contains options that will help alleviate the problem.

Performance

According to the specified options you can adjust performance options to suit your needs

Use pregenerated images (upcoming) <small>[store view]</small>	No	?
Batch size <small>[store view]</small>	50	?
Batch delay <small>[store view]</small>	1	?

There are three options.

2.1.4.1 Use pregenerated images (Upcoming)

When this is set to “**Yes**” the extension will include the Magento pregenerated cached images in the XML file. However if the images have not been uploaded using the Magento uploader then the images will not be pregenerated and will have to be done during the execution which will cause a spike in memory usage. Setting the option to “**No**” will include a direct link to the catalog images.

2.1.4.2 Batch size

Batch size 
[store view]

The script will process the full product collection in batches of the size you specify here. A larger value will decrease execution time but it will also require more resources.

2.1.4.3 Batch delay

Batch delay 
[store view]


This will pause the execution of the script for the duration of the value in the field in seconds (s). That way processing power will be returned to the main application but it will also delay the execution of the generator script. It's an option useful for low powered servers.

3 Usage

To create the XML file manually, the user can browse the page:

https://www.example.com/iowebkroutzfeed/generate/xml?security_token=CHANGEME

You can see a list of available URLs in the section “Usage Tips”

Usage tips 

Short instructions for using the module. For full usage instructions you can view our User Guide included with the Module and also visit our [website](#) and download the latest user guide for your product.

1. To generate the XML for each store view you have to navigate to the following URLs respectively:

```
default -> https://dev7.ioweb.gr/magento/2x/default/iowebkroutzfeed/generate/xml?security_token=CHANGEME
```
2. If you want to have scheduled generation of your XML feed then you should schedule a cron job.
For example:

```
* 30 * * * curl "your-store-url" > /dev/null 2>&1
```

If there are any errors while creating the XML file, they will appear there. To create the XML file in regular intervals, the script must be run from a cron job.

Warning: Depending on the size of your catalog this may take a long time to complete especially when using multiple configurable products with lots of variations.

4 GDPR Compliance

According to Skrouz.gr as of 11/06/2021 you are not required to gather consent for the skrouz analytics script because the user already gives consent on the skrouz.gr page. Therefore, according to skrouz.gr it's safe to include the initialization script to the head of your page

```
<!-- Add the Tracking Script and Connect to your Account -->
<script>
  (function(a,b,c,d,e,f,g){a['SkrouzAnalyticsObject']=e;a[e]= a[e]
  || function(){
    (a[e].q = a[e].q ||
  []).push(arguments);});f=b.createElement(c);f.async=true;

f.src=d;g=b.getElementsByTagName(c)[0];g.parentNode.insertBefore(f,g)
;
  })(window,document,'script','https://analytics.skrouz.gr/analytics
.min.js','skrouz_analytics');

  skrouz_analytics('session', 'connect', 'SA-XXXX-YYYY'); //
Connect your Account.
</script>
```

https://merchants.skrouz.gr/merchants/support/guidelines/analytics_gdpr_privacy

To do so navigate to Content -> Design -> Configuration

Select your store view configuration and in the section Scripts & Stylesheets add the script by switching your skrouz analytics ID



Scripts and Style Sheets

```
<link rel="stylesheet" type="text/css" media="all" href="/pub/css/override.css">
```

```
<script>
  (function(a,b,c,d,e,f,g){a['SkrouzAnalyticsObject']=e;a[e]= a[e] || function(){
    (a[e].q = a[e].q || []).push(arguments);});f=b.createElement(c);f.async=true;
f.src=d;g=b.getElementsByTagName(c)[0];g.parentNode.insertBefore(f,g);
})(window,document,'script','https://analytics.skrouz.gr/analytics.min.js','skrouz_analytics');

  skrouz_analytics('session', 'connect', ██████████);
</script>
```

