SGJC (SiteGenesis JavaScript Controller) Version

PEPPERJAM-SALESFORCE COMMERCE CLOUD INTEGRATION

08.10.21

Presented by

pepperjam®

Contents

Summary

This document provides technical instructions for using the Pepperjam Salesforce Commerce Cloud Cartridge to integrate the Pepperjam Dynamic Advertiser Pixel, Gateway Advertiser and Pixel Tag Container into a Salesforce Commerce Cloud storefront. It also provides access to Advanced Product Feed and Sales Correction Feed for the Pepperjam service.

Glossary

Term	**Description**
SFCC	Salesforce Commerce Cloud
Business Manager (BM)	The primary tool used to configure the SFCC platform and customer storefront
SiteGenesis 2.0 (SG2)	The SFCC default eCommerce storefront

Version

Version	**Last Updated**	**Notes**
V1.0	8/13/2018	Initial version
20.1.1	07/27/2021	Added Custom Tracking Domain
20.1.2	08/10/2021	Updated Integration Guide

1 Component Overview

1.1 Functional Overview

The Pepperjam cartridge enables a merchant to set the Pepperjam Dynamic Advertiser Pixel, Gateway Advertiser and Pixel Tag Container in SFCC and manage each by selecting enable or disable.   The cartridge also generates a product feed. Additionally, an optional order correction feed is generated that shows orders with corrections (like returns).

1.2 Compatibility

The cartridge is designed for Salesforce Commerce Cloud API version 19.9 with controllers. Compatibility Mode: 18.10. It is expected to be backward compatible with older versions of SiteGenesis. The cartridge utilizes the Pepperjam Dynamic Pixel.

1.3 PRIVACY, PAYMENT

The Pepperjam cartridge does not collect and process any user profile information or billing information.

2 Pre-work

Use of the Pepperjam SFCC Cartridge requires credentials from Pepperjam. Please contact your Pepperjam account team or launch team representative to receive:

- Pepperjam Program ID
- Pepperjam Tag ID

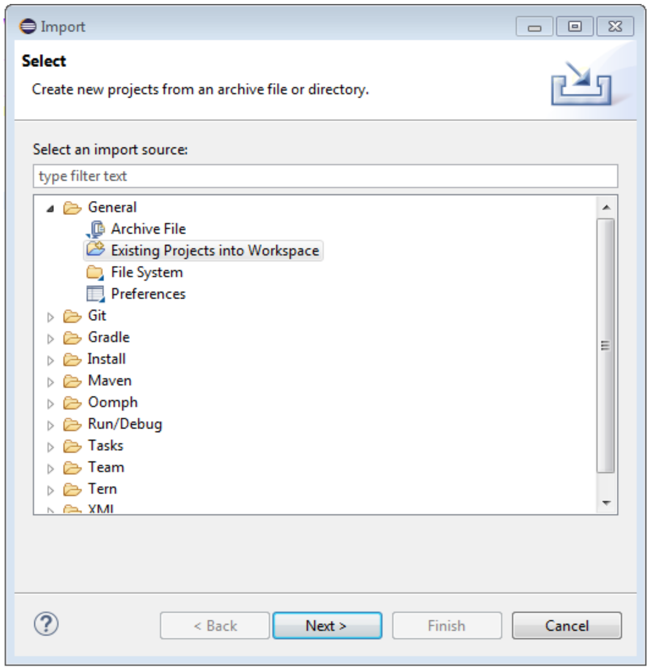
From your internal team:

- To use Custom Tracking Domain functionality, you will need to complete the setup wizard in Ascend as well as make changes with your domain registrar for the specific subdomain. More information about configuring Custom Tracking Domains is available here.
- Optional: If you are setting up the order correction feed, you'll need an FTP site that Pepperjam can pick the feed up from. Therefore, gather these FTP credentials prior to starting.

3 Implementation Guide

3.1 GENERAL IMPLEMENTATION: INSTALLING THE CARTRIDGE ON THE SANDBOX

1. Open UX Studio.
2. Import the downloaded cartridge. On the import screen, select: Existing Projects into Workspace



Import

Select

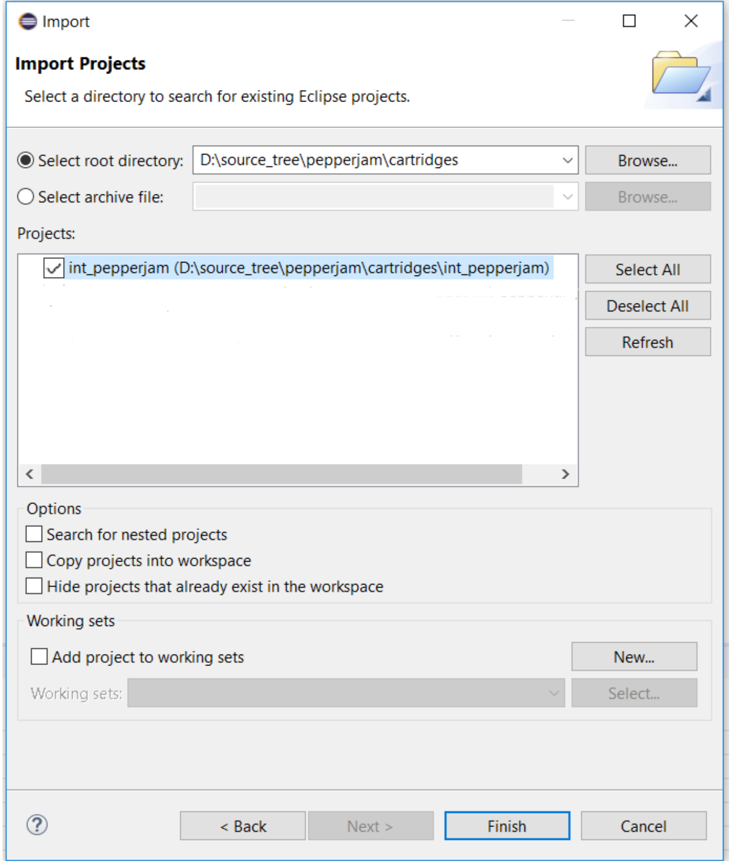
Create new projects from an archive file or directory.

Select an import source:

type filter text

- General
  - Archive File
  - Existing Projects into Workspace
  - File System
  - Preferences
- Git
- Gradle
- Install
- Maven
- Oomph
- Run/Debug
- Tasks
- Team
- Tern
- XML

3. Link the cartridge to the sandbox



Import

Import Projects

Select a directory to search for existing Eclipse projects.

● Select root directory: D:\source_tree\pepperjam\cartridges

○ Select archive file:

Projects:

☑ int_pepperjam (D:\source_tree\pepperjam\cartridges\int_pepperjam)

Options

□ Search for nested projects

□ Copy projects into workspace

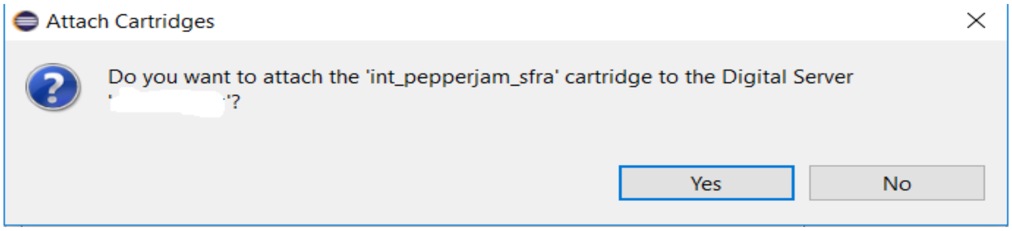
□ Hide projects that already exist in the workspace

Working sets

□ Add project to working sets

Working sets:

4. Select sandbox connection, then Properties. Select Project Reference and check in.



Attach Cartridges

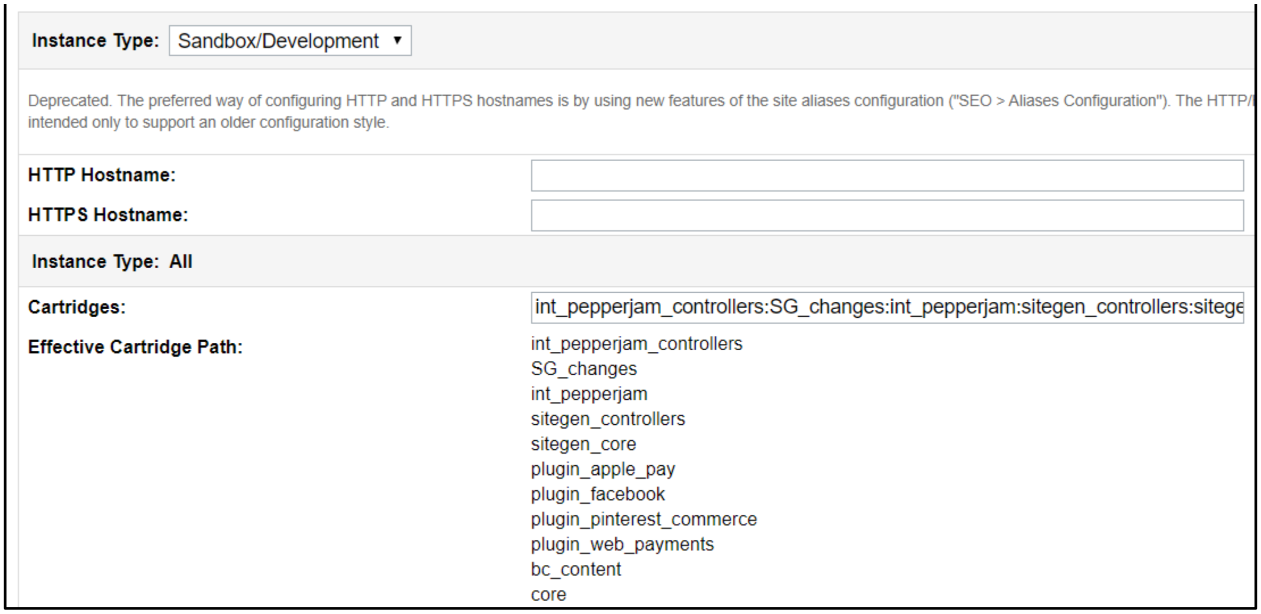
Do you want to attach the 'int_pepperjam_sfra' cartridge to the Digital Server '[redacted]'?

3.2 Set up Business Manager

3.2.1 Manage Sites Settings

Go to Business Manager -> Site -> Manage Sites. Select the correct site, then select **Settings** tab. In the cartridge path add the following line :

int_pepperjam_controllers:sg_changes:int_pepperjam:sitegen_controllers:sitegen_core



Instance Type: Sandbox/Development ▾

Deprecated. The preferred way of configuring HTTP and HTTPS hostnames is by using new features of the site aliases configuration ("SEO > Aliases Configuration"). The HTTP/I
intended only to support an older configuration style.

HTTP Hostname:

HTTPS Hostname:

Instance Type: All

Cartridges: int_pepperjam_controllers:SG_changes:int_pepperjam:sitegen_controllers:sitege

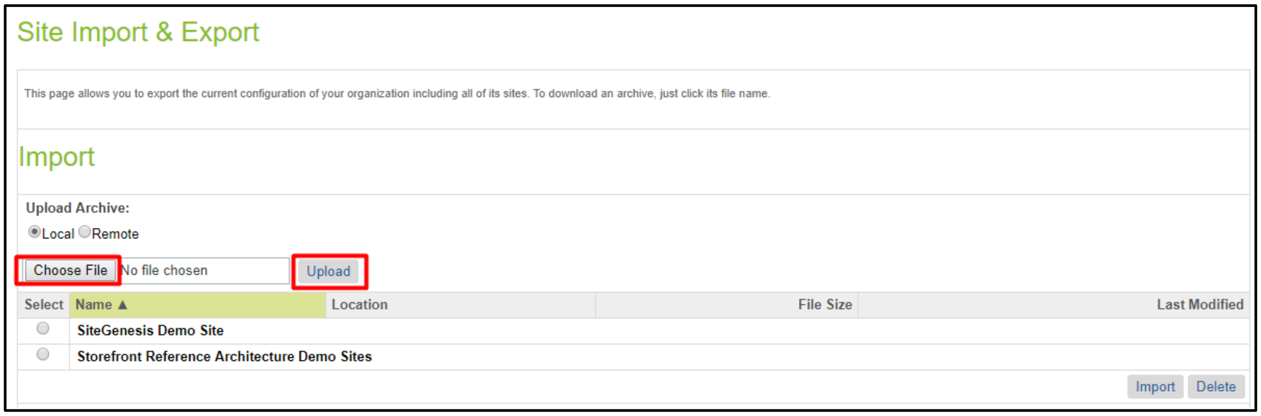
Effective Cartridge Path:

int_pepperjam_controllers
SG_changes
int_pepperjam
sitegen_controllers
sitegen_core
plugin_apple_pay
plugin_facebook
plugin_pinterest_commerce
plugin_web_payments
bc_content
core

3.2.2 Import and Export Settings

3.2.2.1 System Object Type Extensions

Go to Administration -> Site Development -> Site Import & Export. Upload Pepperjam.zip from the metadata folder.



Site Import & Export

This page allows you to export the current configuration of your organization including all of its sites. To download an archive, just click its file name.

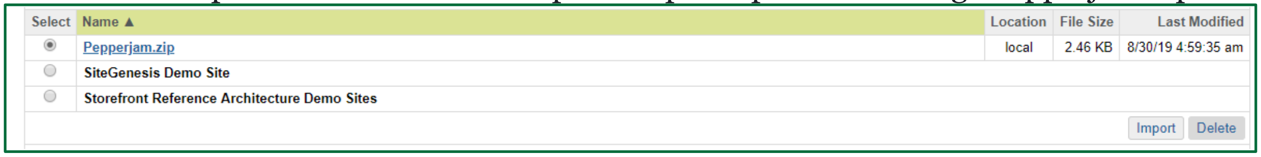
Import

Upload Archive:

● Local ○ Remote

Select	Name ▲	Location	File Size	Last Modified
○	SiteGenesis Demo Site			
○	Storefront Reference Architecture Demo Sites			

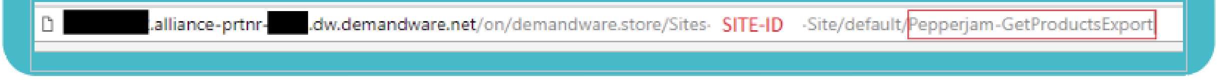
Click on the import button to follow steps to import uploaded settings Pepperjam.zip



Select	Name ▲	Location	File Size	Last Modified
●	Pepperjam.zip	local	2.46 KB	8/30/19 4:59:35 am
○	SiteGenesis Demo Site			
○	Storefront Reference Architecture Demo Sites			

3.2.2.2 Configure Jobs.xml for Product Feed and Order Correction Feed

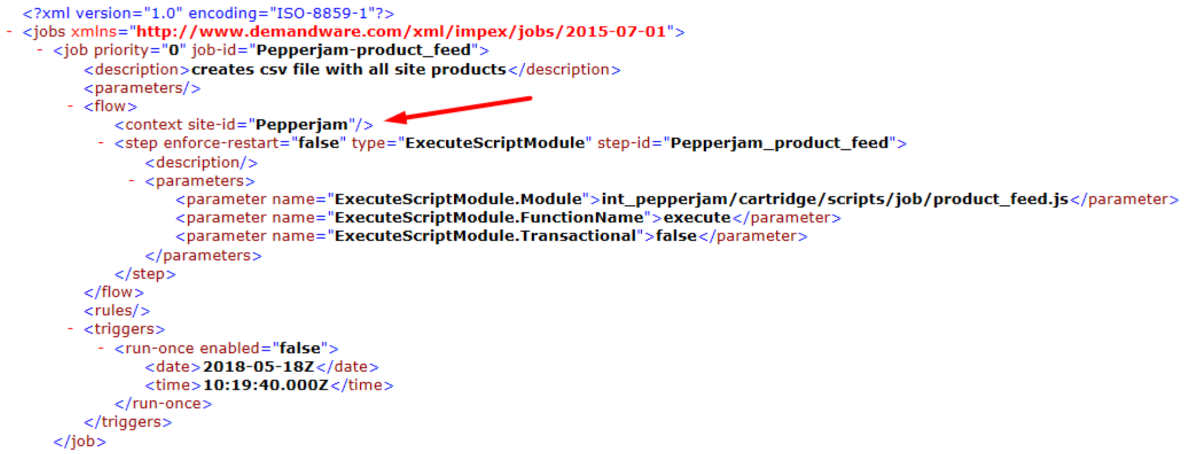
Reference: To get the link for the HTTP GET access to the product feed, add “Pepperjam-GetProductsExport” to your main site address as shown below



[redacted].alliance-prtnr-[redacted].dw.demandware.net/on/demandware.store/Sites- SITE-ID -Site/default/Pepperjam-GetProductsExport

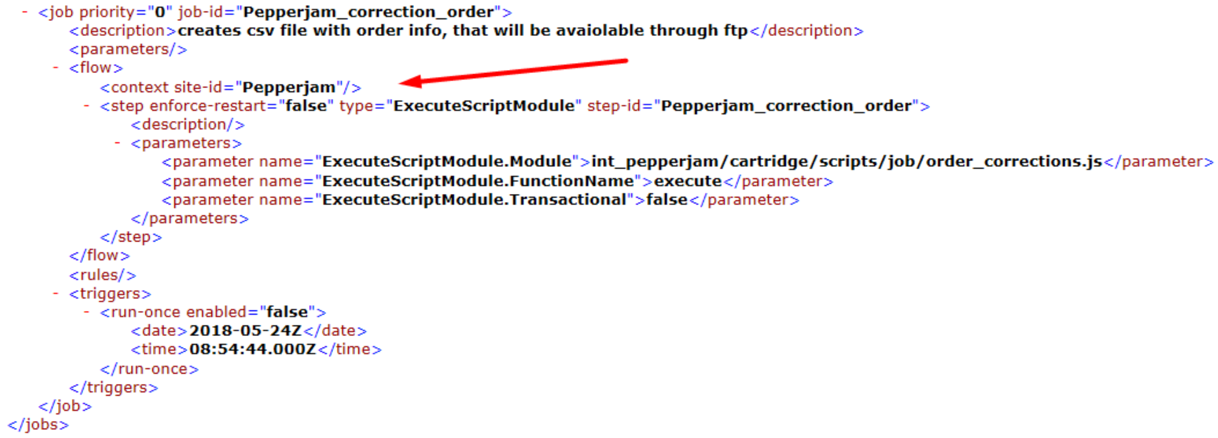
In the metadata folder in the file jobs.xml you need to define your siteID for the Product Feed and Order Corrections Feed jobs as shown below (NOTE: The Order Corrections Feed is Optional).

Product Feed:



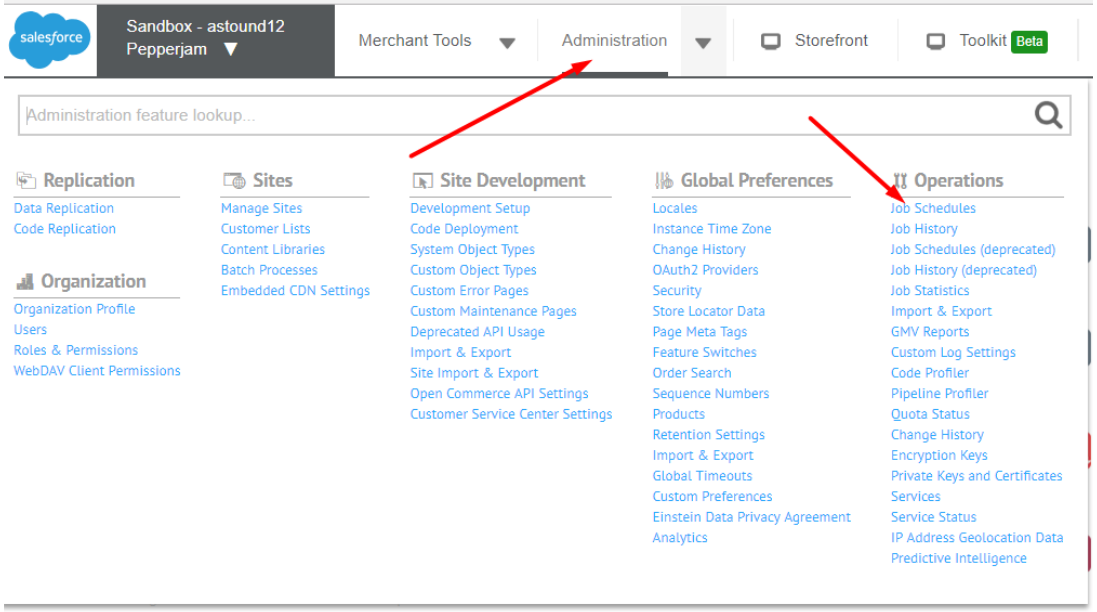
```
  <?xml version="1.0" encoding="ISO-8859-1"?>
- <jobs xmlns="http://www.demandware.com/xml/impex/jobs/2015-07-01">
  - <job priority="0" job-id="Pepperjam-product_feed">
      <description>creates csv file with all site products</description>
      <parameters/>
    - <flow>
        <context site-id="Pepperjam"/>
      - <step enforce-restart="false" type="ExecuteScriptModule" step-id="Pepperjam_product_feed">
          <description/>
        - <parameters>
            <parameter name="ExecuteScriptModule.Module">int_pepperjam/cartridge/scripts/job/product_feed.js</parameter>
            <parameter name="ExecuteScriptModule.FunctionName">execute</parameter>
            <parameter name="ExecuteScriptModule.Transactional">false</parameter>
          </parameters>
        </step>
      </flow>
      <rules/>
    - <triggers>
      - <run-once enabled="false">
          <date>2018-05-18Z</date>
          <time>10:19:40.000Z</time>
        </run-once>
      </triggers>
    </job>
```

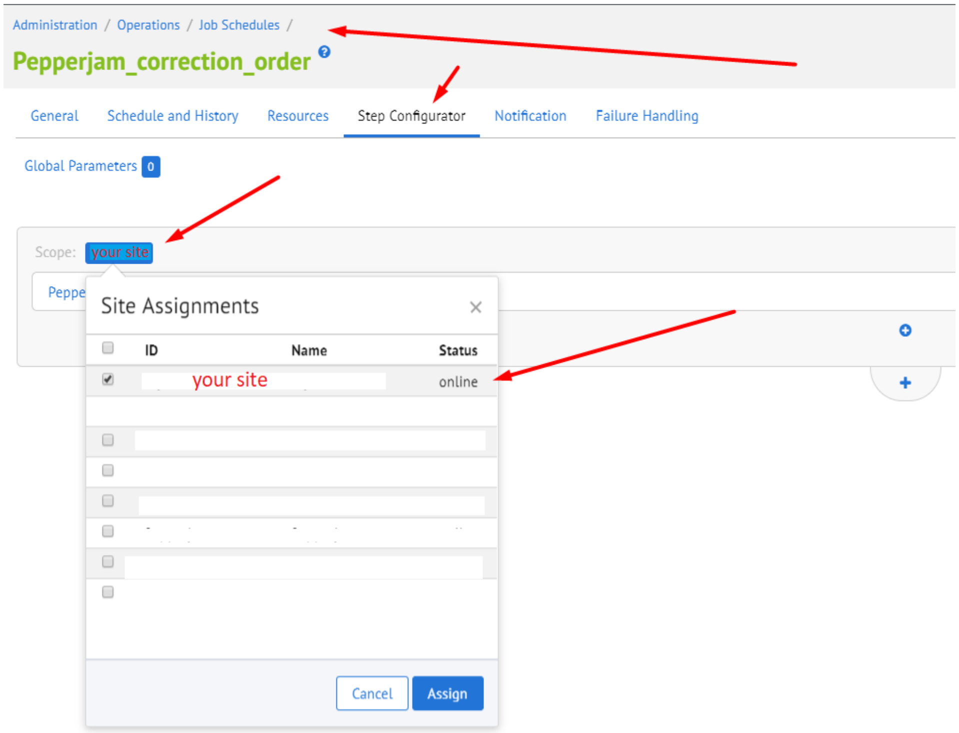
Order Feed (Optional – see section 3.2.3):



```
  - <job priority="0" job-id="Pepperjam_correction_order">
      <description>creates csv file with order info, that will be avaiolable through ftp</description>
      <parameters/>
    - <flow>
        <context site-id="Pepperjam"/>
      - <step enforce-restart="false" type="ExecuteScriptModule" step-id="Pepperjam_correction_order">
          <description/>
        - <parameters>
            <parameter name="ExecuteScriptModule.Module">int_pepperjam/cartridge/scripts/job/order_corrections.js</parameter>
            <parameter name="ExecuteScriptModule.FunctionName">execute</parameter>
            <parameter name="ExecuteScriptModule.Transactional">false</parameter>
          </parameters>
        </step>
      </flow>
      <rules/>
    - <triggers>
      - <run-once enabled="false">
          <date>2018-05-24Z</date>
          <time>08:54:44.000Z</time>
        </run-once>
      </triggers>
    </job>
</jobs>
```

Or you can manually configure these settings in the Job Schedules section within BM after the import of Pepperjam.xml as shown below:





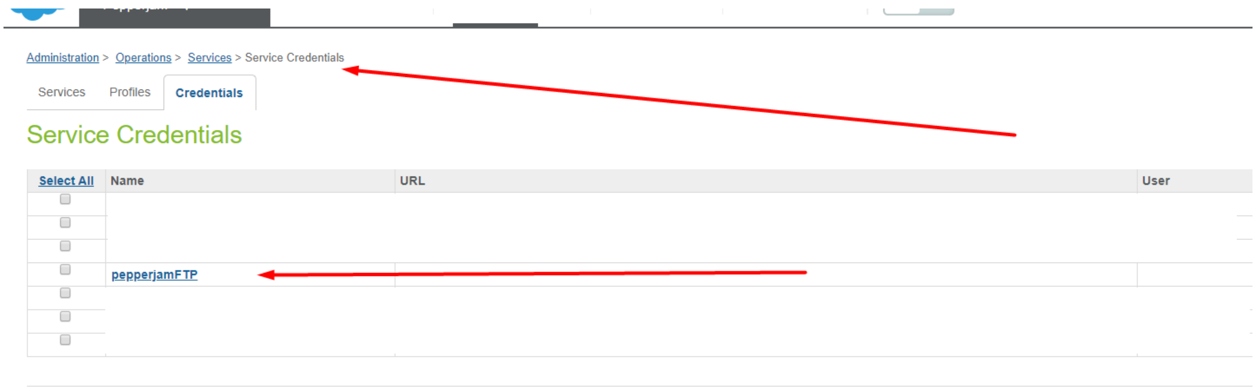
3.2.3 Configure Order Correction Feed (OPTIONAL)

Pepperjam can receive order corrections such as full returns/cancellations to automatic reflect in the network within the transaction locking period to ensure advertisers do not pay commissions on orders that customers returned or were cancelled. The Pepperjam-

Salesforce Commerce Cloud cartridge is able to process full order corrections, but not partial order corrections.

NOTE: If you use the Salesforce Commerce Cloud's Order Management System (called SFCC OMS), then follow the steps below to configure the order correction feed for Pepperjam. For other order management systems, contact your Pepperjam account strategist or Pepperjam launch team representative for more information.

Before beginning this section, make sure you have your FTP credentials ready. In Business Manager go to Administration —> Operations —>Services then choose tab credentials:

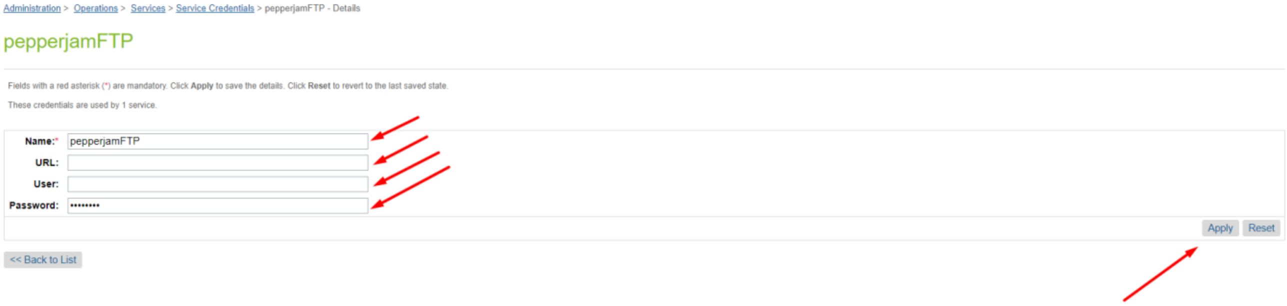


Administration > Operations > Services > Service Credentials

Service Credentials

Select All	Name	URL	User
□			
□			
□			
□	pepperjamFTP		
□			
□			
□			

Choose 'pepperjamFTP' and enter your credentials. Press save.



Administration > Operations > Services > Service Credentials > pepperjamFTP - Details

pepperjamFTP

Fields with a red asterisk (*) are mandatory. Click **Apply** to save the details. Click **Reset** to revert to the last saved state.

These credentials are used by 1 service.

Name:*	pepperjamFTP
URL:	
User:	
Password:	••••••••

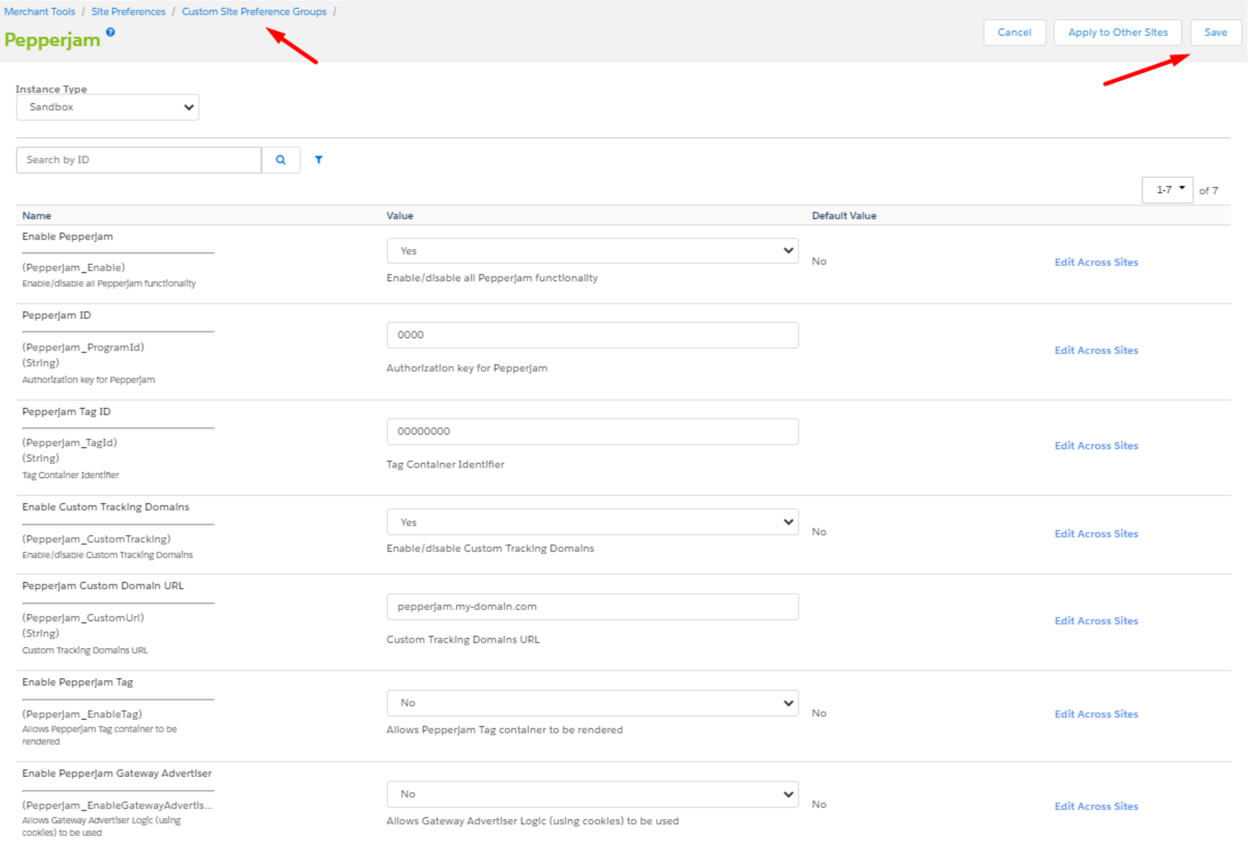
3.2.4 Configure Custom Site Preferences for Pepperjam

Go to Business Manager: Sites -> Your Site -> Site Preferences -> Custom Site Preferences -> Pepperjam.

Name	**Description**
Enable Pepperjam	Turns on\off the Pepperjam integration. Set this value to Yes.
Pepperjam ID	Pepperjam Program ID (PID). You can get this from your Pepperjam account representative or Pepperjam

	launch team member.
Pepperjam Tag ID	Tag ID for the Pepperjam Pixel Tag Container which is provided by Pepperjam. You can get this from your Pepperjam account representative or Pepperjam launch team member.
Enable Custom Tracking Domains	Turns on\off the use of custom tracking domain. If you have completed the Custom Tracking Domain wizard in Ascend, set this value to Yes.
Pepperjam Custom Domain URL	Domain name for Pepperjam Tag and Conversion Pixel. This is the URL that was provisioned as part of completing the Custom Tracking domain wizard. Example: pepperjam.my-domain.com.
Enable Pepperjam Tag	Turns on\off the Pepperjam Pixel Tag Container. This should always be set to Yes
Enable Pepperjam Gateway Advertiser	Turns on\off the Pepperjam Gateway Advertiser. This should always be set to Yes.

Below is an example of how to complete the fields in the administration area. Press save when you are done.


Merchant Tools / Site Preferences / Custom Site Preference Groups /
Pepperjam
Cancel
Apply to Other Sites
Save
Search by ID
1-7 of 7

Instance Type: Sandbox

Name	Value	Default Value	
Enable Pepperjam (Pepperjam_Enable) Enable/disable all Pepperjam functionality	Yes Enable/disable all Pepperjam functionality	No	Edit Across Sites
Pepperjam ID (Pepperjam_ProgramId) (String) Authorization key for Pepperjam	0000 Authorization key for Pepperjam		Edit Across Sites
Pepperjam Tag ID (Pepperjam_TagId) (String) Tag Container Identifier	00000000 Tag Container Identifier		Edit Across Sites
Enable Custom Tracking Domains (Pepperjam_CustomTracking) Enable/disable Custom Tracking Domains	Yes Enable/disable Custom Tracking Domains	No	Edit Across Sites
Pepperjam Custom Domain URL (Pepperjam_CustomUrl) (String) Custom Tracking Domains URL	pepperjam.my-domain.com Custom Tracking Domains URL		Edit Across Sites
Enable Pepperjam Tag (Pepperjam_EnableTag) Allows Pepperjam Tag container to be rendered	No Allows Pepperjam Tag container to be rendered	No	Edit Across Sites
Enable Pepperjam Gateway Advertiser (Pepperjam_EnableGatewayAdvertis... Allows Gateway Advertiser Logic (using cookies) to be used	No Allows Gateway Advertiser Logic (using cookies) to be used	No	Edit Across Sites

3.3 Integrate Pepperjam Settings into Your Storefront

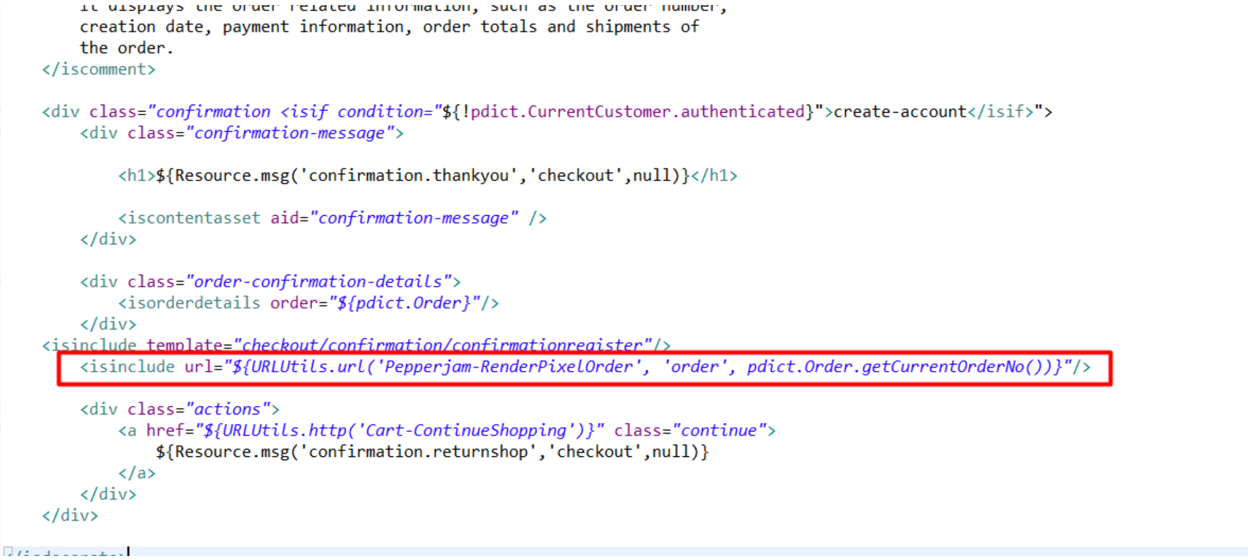
To integrate Pepperjam into your storefront you need to work with a developer on your team to insert code into specific templates in the core cartridge for:

- Pepperjam Dynamic Advertiser Pixel
- Pepperjam Gateway Advertiser Pixel
- Pepperjam Tag Container

3.3.1 Pepperjam Dynamic Advertiser Pixel

For the Dynamic Advertiser Pixel, insert the code below into the checkout/confirmation/confirmation.isml template

```
<isinclude url="${URLUtils.url('Pepperjam-RenderPixelOrder', 'order',
pdict.Order.getCurrentOrderNo())}"/>
```

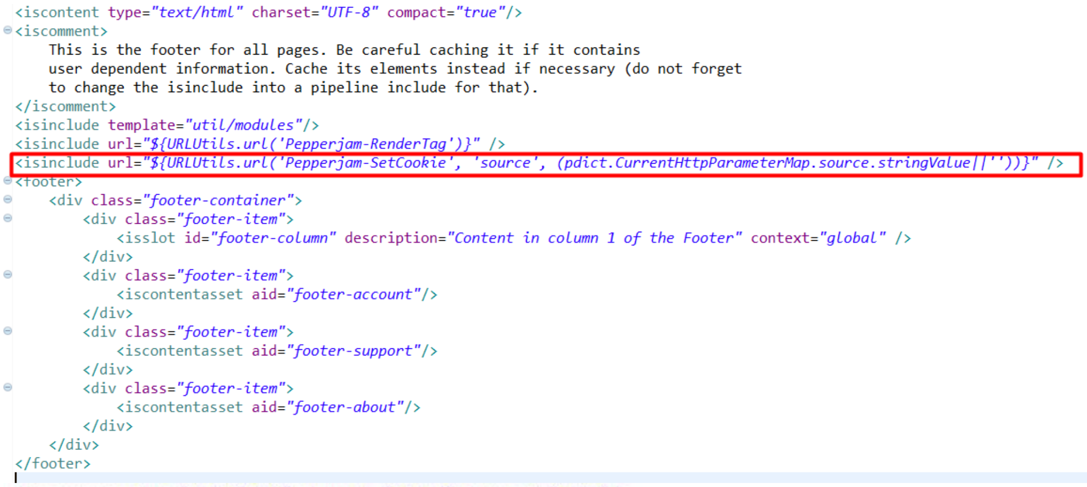


```
        It displays the order related information, such as the order number,
        creation date, payment information, order totals and shipments of
        the order.
    </iscomment>

    <div class="confirmation <isif condition="${!pdict.CurrentCustomer.authenticated}">create-account</isif>">
        <div class="confirmation-message">

            <h1>${Resource.msg('confirmation.thankyou','checkout',null)}</h1>

            <iscontentasset aid="confirmation-message" />
        </div>

        <div class="order-confirmation-details">
            <isorderdetails order="${pdict.Order}"/>
        </div>
    <isinclude template="checkout/confirmation/confirmationregister"/>
        <isinclude url="${URLUtils.url('Pepperjam-RenderPixelOrder', 'order', pdict.Order.getCurrentOrderNo())}"/>

        <div class="actions">
            <a href="${URLUtils.http('Cart-ContinueShopping')}" class="continue">
                ${Resource.msg('confirmation.returnshop','checkout',null)}
            </a>
        </div>
    </div>

</isdecorate>
```

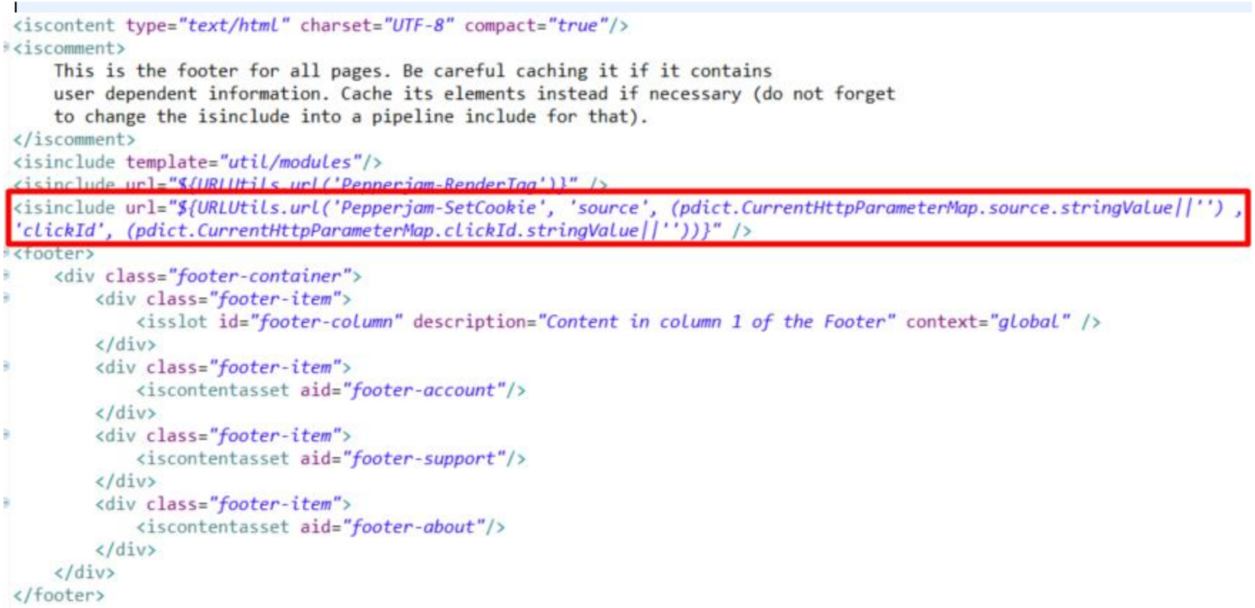
3.3.2 Pepperjam Gateway Advertiser Pixel

For the Gateway Advertiser Pixel, insert the code below into the components/footer/footer.isml template

```
<isinclude url="${URLUtils.url('Pepperjam-SetCookie', 'source',
(pdict.CurrentHttpParameterMap.source.stringValue||'') , 'clickId',
(pdict.CurrentHttpParameterMap.clickId.stringValue||''))}" />
```



```
<iscontent type="text/html" charset="UTF-8" compact="true"/>
<iscomment>
    This is the footer for all pages. Be careful caching it if it contains
    user dependent information. Cache its elements instead if necessary (do not forget
    to change the isinclude into a pipeline include for that).
</iscomment>
<isinclude template="util/modules"/>
<isinclude url="${URLUtils.url('Pepperjam-RenderTag')}" />
<isinclude url="${URLUtils.url('Pepperjam-SetCookie', 'source', (pdict.CurrentHttpParameterMap.source.stringValue||''))}" />
<footer>
    <div class="footer-container">
        <div class="footer-item">
            <isslot id="footer-column" description="Content in column 1 of the Footer" context="global" />
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-account"/>
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-support"/>
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-about"/>
        </div>
    </div>
</footer>
```

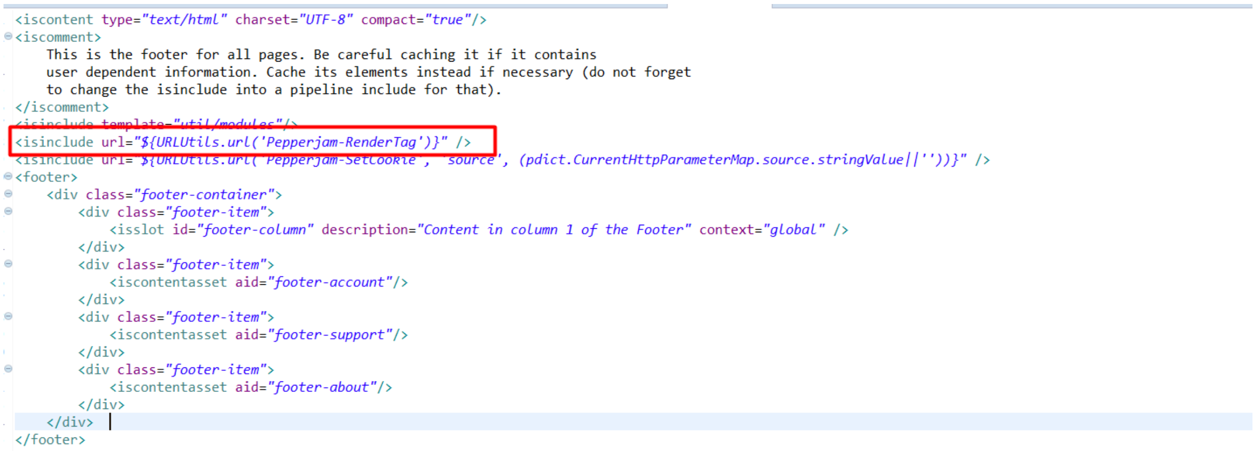


```
<iscontent type="text/html" charset="UTF-8" compact="true"/>
<iscomment>
    This is the footer for all pages. Be careful caching it if it contains
    user dependent information. Cache its elements instead if necessary (do not forget
    to change the isinclude into a pipeline include for that).
</iscomment>
<isinclude template="util/modules"/>
<isinclude url="${URLUtils.url('Pepperjam-RenderTag')}" />
<isinclude url="${URLUtils.url('Pepperjam-SetCookie', 'source', (pdict.CurrentHttpParameterMap.source.stringValue||'') ,
'clickId', (pdict.CurrentHttpParameterMap.clickId.stringValue||''))}" />
<footer>
    <div class="footer-container">
        <div class="footer-item">
            <isslot id="footer-column" description="Content in column 1 of the Footer" context="global" />
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-account"/>
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-support"/>
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-about"/>
        </div>
    </div>
</footer>
```

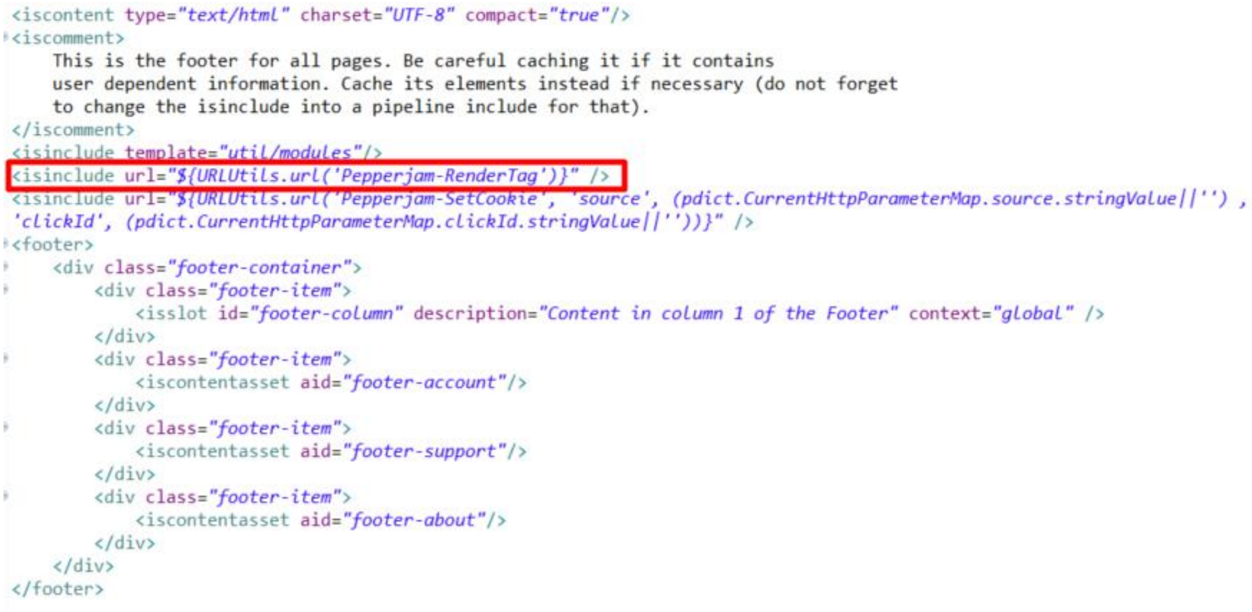
3.3.3 Pepperjam Tag Container

For the Tag Container, insert the code below into the components/footer/footer.isml template above the Gateway Advertiser pixel

<isinclude url="${URLUtils.url('Pepperjam-RenderTag')}" />



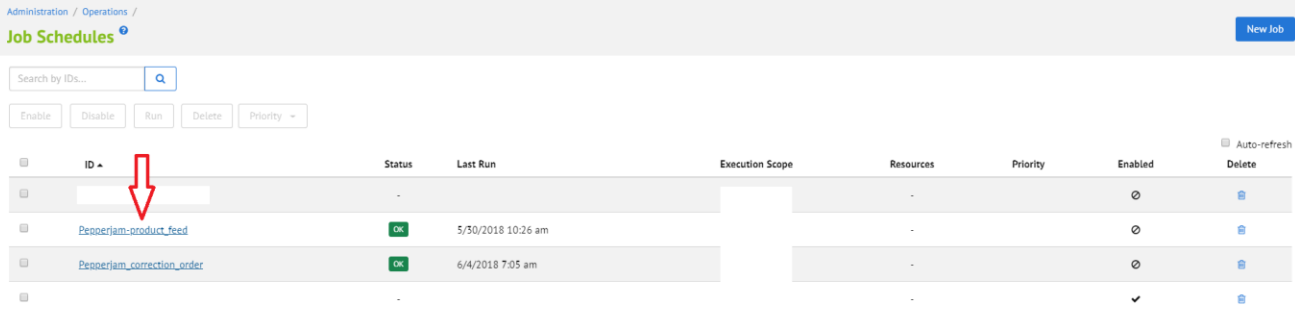
```
<iscontent type="text/html" charset="UTF-8" compact="true"/>
<iscomment>
    This is the footer for all pages. Be careful caching it if it contains
    user dependent information. Cache its elements instead if necessary (do not forget
    to change the isinclude into a pipeline include for that).
</iscomment>
<isinclude template="util/modules"/>
<isinclude url="${URLUtils.url('Pepperjam-RenderTag')}" />
<isinclude url="${URLUtils.url('Pepperjam-SetCookie', 'source', (pdict.CurrentHttpParameterMap.source.stringValue||''))}" />
<footer>
    <div class="footer-container">
        <div class="footer-item">
            <isslot id="footer-column" description="Content in column 1 of the Footer" context="global" />
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-account"/>
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-support"/>
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-about"/>
        </div>
    </div>
</footer>
```



```
<iscontent type="text/html" charset="UTF-8" compact="true"/>
<iscomment>
    This is the footer for all pages. Be careful caching it if it contains
    user dependent information. Cache its elements instead if necessary (do not forget
    to change the isinclude into a pipeline include for that).
</iscomment>
<isinclude template="util/modules"/>
<isinclude url="${URLUtils.url('Pepperjam-RenderTag')}" />
<isinclude url="${URLUtils.url('Pepperjam-SetCookie', 'source', (pdict.CurrentHttpParameterMap.source.stringValue||'') ,
'clickId', (pdict.CurrentHttpParameterMap.clickId.stringValue||''))}" />
<footer>
    <div class="footer-container">
        <div class="footer-item">
            <isslot id="footer-column" description="Content in column 1 of the Footer" context="global" />
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-account"/>
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-support"/>
        </div>
        <div class="footer-item">
            <iscontentasset aid="footer-about"/>
        </div>
    </div>
</footer>
```

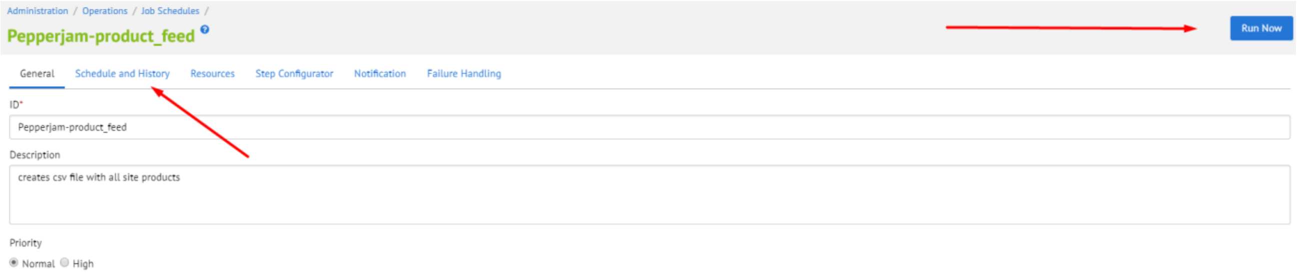
4 Reference: Feed Jobs Run

After all imports of metadata are complete and credentials are configured in site preferences, you can view the jobs run in Business Manager. In Business Manager go to Administration —> Operations —>Job Schedules. Select the job which you want to run:



☐	ID ▴	Status	Last Run	Execution Scope	Resources	Priority	Enabled	Delete
☐		-			-		⊘	🗑
☐	Pepperjam-product_feed	OK	5/30/2018 10:26 am		-		⊘	🗑
☐	Pepperjam_correction_order	OK	6/4/2018 7:05 am		-		⊘	🗑
☐		-			-		✓	🗑

Then click run manually or schedule it as you need in the Schedule and History tab.



ID*
Pepperjam-product_feed

Description
creates csv file with all site products

Priority
● Normal ○ High

5 Testing

Once you are done in your sandbox environment and have tested it, replicate the changes to your production environment following SFCC best practices on replication:

https://documentation.b2c.commercecloud.salesforce.com/DOC1/index.jsp?topic=%2Fcom.demandware.dochelp%2Fcontent%2Fb2c_commerce%2Ftopics%2Freplication%2Fb2c_replication.html

Then, let Pepperjam know the steps above have been completed. They will begin the testing process and verification of the pixel.

6 Support

Along the way, if you need assistance with your implementation, please contact your Pepperjam account strategist or launch team representative.

In cases when service API doesn’t respond, Pepperjam iframe html will still be rendered on a page, error will be displayed in the console, though rest of website functionality (including client side scripts) won’t be disrupted.