

E-Marketing spot feeds

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What this exercise is about

In this tutorial, you will explore the new e-Marketing Spot feeds capability. In addition to feeds, this feature provides support for remote widgets through integration with KickApps. The KickApps integration is not demonstrated in this lab.

You will learn how to enable a feed for an e-Marketing Spot and how to edit the contents of the feed.

This tutorial should take approximately 60 min to complete.

What you should be able to do

After completing this exercise, you should be able to:

- Publish the Madisons Enhancements store archive
- Enable an e-Marketing Spot feed
- Add a feed for an e-Marketing Spot not displayed in the store
- Modify the feed results

Introduction

The following naming conventions are used in the exercises:

Reference Variable	Description
<WCDE_INSTALL_DIR>	WebSphere Commerce Developer installation directory
<WCDE_HOST>	Hostname for WebSphere Commerce Developer

Requirements

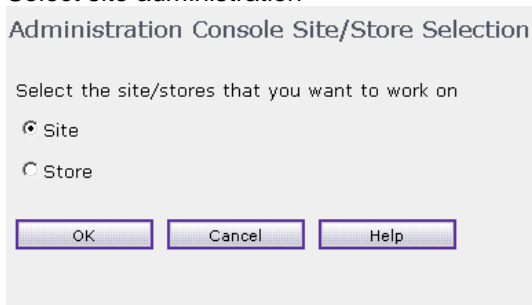
Before beginning this lab, ensure you have:

- Installed WebSphere Commerce V7 fix pack 1
- Installed WebSphere Commerce V7 feature pack 1
- Completed feature enablement
- Published the Madisons.sar file after installing fix pack 1

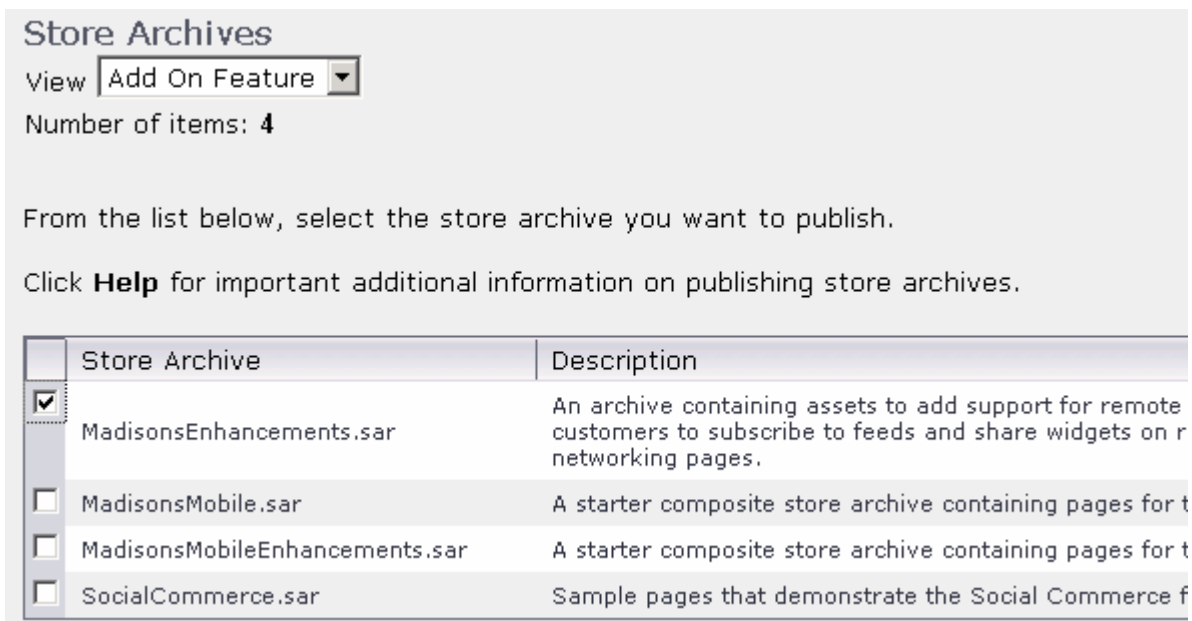
Part 1: Publish the Madisons enhancements store archive

In this part of the lab, you will publish the add-on SAR that adds e-Marketing Spot feed capability to the Madisons store.

- ___ 1. Start WebSphere Commerce Administration Console
 - ___ a. Open the hints and tips page at <WCDE_INSTALL_DIR>/hintsandtips.html
 - ___ b. Launch the WebSphere Commerce Administration Console using the link provided in the **Useful URLs** section
 - ___ c. Log in to the administration console.
 - ___ d. Select site administration



- ___ 2. Publish the Remote Widgets store add-on.
 - ___ a. In the Administration Console menu bar, select **Store Archives > Publish**
 - ___ b. On the next screen, select **Add on Feature** from the View drop down. Select **MadisonsEnhancements.sar** and click **Next**.



___ c. Select **Madisons** as the customer facing store and click **Next**.

___ d. Select **Finish** on the Summary page.

___ 3. Store add-on publishing should take a few minutes. Check the publish status from the menu **Store Archives > Publish Status**


Job Number	Store Archive	Start Time	End Time	Publish Status
11501	MadisonsEnhancements.sar	4/23/10 7:41 AM	4/23/10 7:42 AM	Successful





___ 4. Restart your WebSphere Commerce test server.

___ 5. View the changes after publishing the Madisons Enhancements SAR file.

___ a. Open the Madisons store using the link on the hints and tips page or the URL **http://<WCDE_HOST>/webapp/wcs/stores/servlet/Madisons/index.jsp**.

___ b. You should see a new 'Deals of the Week' e-Marketing Spot on the Home page. This e-Marketing Spot is pre-configured for feeds and displays a 'Subscribe' link. You can click this link to view the feed content in your browser.

Deals of the Week Subscribe 

 Patio Set \$300.00 \$259.99 Add to Cart	 Rattan Chair \$75.00 \$69.99 Add to Cart	 Garden Arbor \$240.00 \$199.99 Add to Cart	 Snack Table \$180.00 \$169.99 Add to Cart
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Part 2: (Optional) Enable multiple wish lists

In this part of the lab, you will learn how to enable multiple wish lists in the Madisons store.

- ___ 1. Log in to the WebSphere Commerce Accelerator for the Madisons store.
 - ___ a. Open the hints and tips page at `<WCDE_INSTALL_DIR>\hintsandtips.html`
 - ___ b. Launch the WebSphere Commerce Accelerator using the link provided in the **Useful URLs** section
 - ___ c. Log in to Accelerator.
- ___ 2. Select the **Madisons** store and click **OK**.
- ___ 3. In the Accelerator menu bar, select **Store > Change Flow**.
- ___ 4. Select the **Wish Lists, Widgets, and Feeds** panel of the Notebook.
- ___ 5. Ensure the **Enable wish lists** check box is checked and choose the **Multiple wish lists** option.

Wish Lists, Widgets, and Feeds

Select the wish list features that customers can use in your store:

Enable wish lists

Single wish list

Customers can create only a single wish list.

Multiple wish lists

Customers can create multiple wish lists with different names.

Customers can share wish lists as widgets on remote sites. Select this check list page.

Wish list remote widgets

Select additional remote widget and feed features that customers can use in your s

Customers can share e-Marketing Spot widgets and subscribe to e-Marketing to enable this capability. In addition, for each e-Marketing Spot, a store deve Subscribe link.

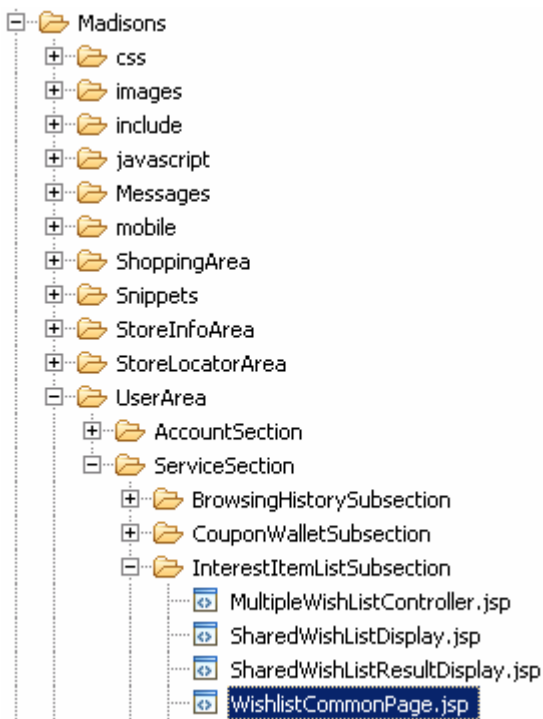
E-Marketing Spot remote widgets and feeds

- ___ 6. Click **OK** to save your changes.

Part 3: Enable an e-Marketing Spot feed using the showFeed parameter

In this part of the lab, you will learn how to enable an e-Marketing Spot feed. You will update the featured products e-Marketing Spot on the wish list page to include a Subscribe link.

- ___ 1. Open the WebSphere Commerce Information Center and navigate to **Samples > Starter stores > Starter Store Enhancements > Remote widgets > Working with remote widgets > Adding a Subscribe link for an e-Marketing Spot feed** and review the documentation on how to enable a feed.
- ___ 2. Open WebSphere Commerce Developer and navigate to the **Stores** project.
- ___ 3. Expand the Stores project to **Stores > WebContent > Madisons > UserArea > ServiceSection > InterestItemListSubsection**.



- ___ 4. Open the file **WishlistCommonPage.jsp**. This file contains the e-Marketing Spots for the Madisons wish list page.
- ___ 5. Enable an e-Marketing Spot feed.
 - ___ a. Search for the e-Marketing Spot name **WishListFeaturedProducts**.
 - ___ b. Just above the title string for the e-Marketing Spot, define the URL that will be used to retrieve the feed contents. Add the following code.

```
<c:url var="feedURL"
value="${restURLScheme}://${pageContext.request.serverName}:${restURL
Port}/${restURI}/stores/${WCPParam.storeId}/MarketingSpotData/WishListF
eaturedProducts">
    <c:param name="responseFormat" value="atom" />
    <c:param name="langId" value="${langId}" />
    <c:param name="currency" value="${currency}" />
</c:url>
```

- ___ c. Add the following two parameters to the e-Marketing Spot import block. The `widgetIconStyle` parameter specifies where the Subscribe link should be placed relative to the e-Marketing Spot.

```
<c:param name="widgetIconStyle" value="top" />
<c:param name="showFeed" value="true" />
<c:param name="feedURL" value="\${feedURL}" />
```


- ___ d. The updated page should look like the following screen capture.





```
<p class="space"></p>
<c:url var="feedURL" value="\${restURLScheme}://${pageContext.request.serverName}:${restURLPort}\${re:
  <c:param name="responseFormat" value="atom" />
  <c:param name="langId" value="\${langId}" />
  <c:param name="currency" value="\${currency}" />
</c:url>
<fmt:message var="titleString" key="WISHLIST_ESPOT_TITLE" bundle="\${storeText}" />
<% out.flush(); %>
  <c:import url="\${jspStoreDir}Snippets/Marketing/ESpot/ContentAreaESpot.jsp">
    <c:param name="storeId" value="\${WCParam.storeId}" />
    <c:param name="catalogId" value="\${catalogId}" />
    <c:param name="langId" value="\${langId}" />
    <c:param name="numberProductsPerRow" value="4" />
    <c:param name="emsName" value="WishListFeaturedProducts"/>
    <c:param name="spotTitle" value="\${titleString}" />
    <c:param name="errorViewName" value="AjaxOrderItemDisplayView" />
    <c:param name="widgetIconStyle" value="top" />
    <c:param name="showFeed" value="true" />
    <c:param name="feedURL" value="\${feedURL}" />
  </c:import>
<% out.flush(); %>
```

- ___ e. Save the file.

___ 6. Test your change.

- ___ a. If you have closed the Madisons store, open it again using the URL **`http://<WCDE_HOST>/webapp/wcs/stores/servlet/Madisons/index.jsp`**. If the store is still open from Part 1, navigate to the Personal Wish List page. If you enabled multiple wish lists in Part 2 you will need to login as a registered shopper.
- ___ b. You should see a new feed icon above the Wish List Featured Products. You have now enabled a feed for this e-Marketing Spot.

Wish List Featured Products [Subscribe](#) 

 White Fabric Roll Arm Chaise \$449.99 Add to Cart	 Spoons and Spatulas \$6.95 \$4.99 Add to Cart	 "Hawthorne" Table Glasses. \$9.99 Add to Cart	 Gold-Trimmed Teapot Set \$82.99 The SKU cannot be purchased at this time.
---	--	--	--

__ c. Click the Subscribe link. You will see the contents of the feed in your browser. The screen capture below is from Firefox.

WishListFeaturedProducts



White Fabric Roll Arm Chaise
Saturday, May 01, 2010 4:16 PM



White Fabric Roll Arm Chaise
~~\$449.99~~

Spoons and Spatulas
Saturday, May 01, 2010 4:16 PM



Spoons and Spatulas
~~\$6.95~~
\$4.99

"Hawthorne" Table Glasses.
Saturday, May 01, 2010 4:16 PM

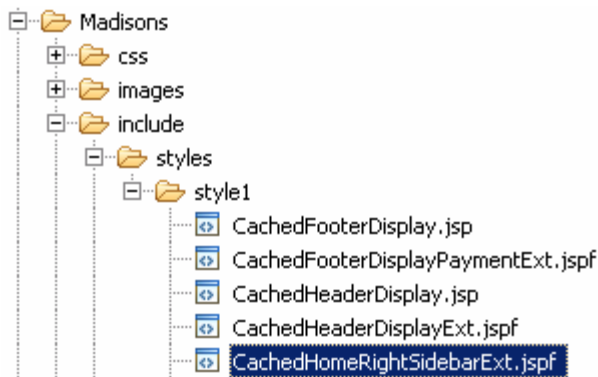


"Hawthorne" Table Glasses.
~~\$8.50~~
\$9.99

Part 4: Add a feed for an e-Marketing Spot not displayed in the store

In this part of the lab, you will add a Subscribe link to the store that is not associated with an existing e-Marketing Spot. Shoppers who subscribe to this feed will receive updates on store coupons and promotions.

- ___ 1. Open WebSphere Commerce Developer and navigate to the **Stores** project.
- ___ 2. Expand the Stores project to **Stores > WebContent > Madisons > include > styles > style1**.



- ___ 3. Open the file **CachedHomeRightSidebarExt.jspf**. This file is used for extensions to the right sidebar of the Madisons home page.
- ___ 4. Add the code shown below. This code defines the URL for the CouponsAndPromotions e-Marketing Spot feed. You will create this e-Marketing Spot in a later part. It then imports the RemoteWidgetButtons JSP to display the Subscribe link.

```
<div class="home_sidebar_container">
  <span>More store coupons and promotions</span>

  <div class="right" id="getWidgetButton">
    <c:url var="feedURL"
value="{restURLScheme}://{pageContext.request.serverName}:{restURL
Port}/{restURI}/stores/{WCPParam.storeId}/MarketingSpotData/CouponsAn
dPromotions">
      <c:param name="responseFormat" value="atom" />
      <c:param name="langId" value="{langId}" />
      <c:param name="currency" value="{currency}" />
    </c:url>
    <c:import
url="{jspStoreDir}Snippets/Marketing/ESpot/RemoteWidgetButtons.jsp">

      <c:param name="showFeed" value="true" />
      <c:param name="feedURL" value="{feedURL}" />
    </c:import>
  </div>
</div>
```

- ___ 5. The updated page should look like the following screen capture.

```
<!--
*****
* This is a JSP fragments for extensions. It is a blank page by default.
*****
-->
<div class="home_sidebar_container">
  <span>More store coupons and promotions</span>

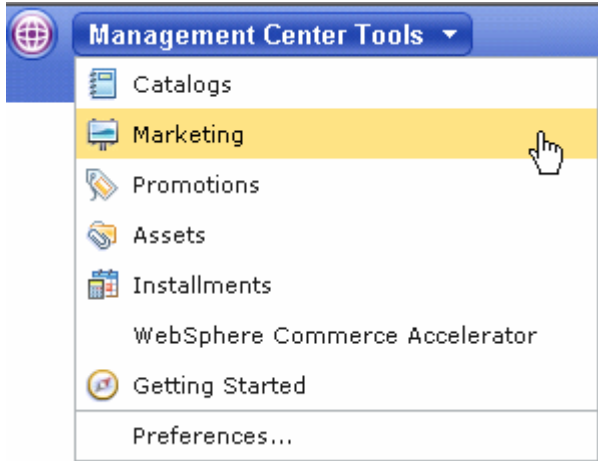
  <div class="right" id="getWidgetButton">
    <c:url var="feedURL" value="&#x24;{restURLScheme}://&#x24;{pageContext.request.serverName}:" /&#x24;
      <c:param name="responseFormat" value="atom" /&#x24;
      <c:param name="langId" value="&#x24;{langId}" /&#x24;
      <c:param name="currency" value="&#x24;{currency}" /&#x24;
    </c:url>
    <c:import url="&#x24;{jspStoreDir}Snippets/Marketing/ESpot/RemoteWidgetButtons.jsp"&#x24;
      <c:param name="showFeed" value="true" /&#x24;
      <c:param name="feedURL" value="&#x24;{feedURL}" /&#x24;
    </c:import>
  </div>
</div>
```

____ 6. Save the file.

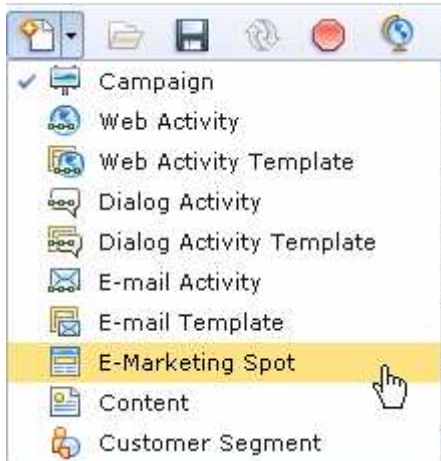
Part 5: Create the e-Marketing Spot for the new feed

In this part of the lab, you will create the CouponsAndPromotions e-Marketing Spot that will provide the feed contents.

- ___ 1. Open the hints and tips page at `<WCDE_INSTALL_DIR>hintsandtips.html`.
- ___ 2. Launch Management Center using the link provided in the **Useful URLs** section and login.
- ___ 3. Open the **Marketing** tool and select the **Madisons** store.



- ___ 4. Select **E-Marketing Spot** from the Create New toolbar button.



- ___ 5. Name the new e-Marketing Spot **CouponsAndPromotions** and check the **Displays content** check box.
- ___ 6. Save and close the new e-Marketing Spot.

*CouponsAndPromotions Save and Close Close

*Name ⓘ




Description

Displays content ⓘ

Displays categories ⓘ

Displays catalog entries ⓘ

Has a widget ⓘ

Find and Add   

Default content ⓘ

* Type	* Name
0 of 0 selected	

Feed URL ⓘ <http://localhost/wcs/resources/stores/10051/MarketingSpotData/CouponsAndPromotions?responseFormat=atom>

Part 6: Create the web activity for the new feed

In this part of the lab, you will create the web activity that delivers the content to the feed.

- ___ 1. Select **Web Activity** from the Create New toolbar button and choose the **Content Recommendation** template.
- ___ 2. Define the web activity general properties as shown in the screen capture

The screenshot shows the 'General Properties' tab of a web activity configuration. The 'Name' field contains 'Recommended promotions'. The 'Description' field contains 'Content for coupons and promotions feed.'. The 'Priority' is set to '100'.


- ___ 3. Select the **E-Marketing Spot** trigger and enter **CouponsAndPromotions** in the text field. Click **Find and Add**.




The screenshot shows the 'E-Marketing Spots' table. The table has columns for '* Type', '* Name', and 'Description'. One row is visible with the name 'CouponsAndPromotions'. A 'Find and Add' button is visible above the table.





* Type	* Name	Description
	CouponsAndPromotions	

0 of 1 selected

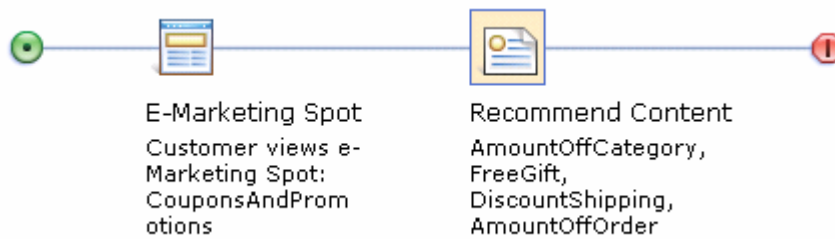
- ___ 4. Select the **Recommend Content** element and add content to display in the feed. Enter the following existing content in the text field and click **Find and Add** after each: AmountOffOrder, DiscountShipping, FreeGift, AmountOffCategory.

 Recommend Content

AmountOffCategory Find and Add   


*Content	* Type	* Name
		AmountOffOrder
		DiscountShipping
		FreeGift
		AmountOffCategory
0 of 4 selected		









___ 5. The completed web activity should look like this.



___ 6. Save and close the web activity.

___ 7. Right click the activity in the Activity list view and select **Activate**.

 Activities - List

* Type	Status	* Name	Description
		Recommended promotions	Content for coupons and promotion feed.
		Apparel category page advertisements	Open Copy Copy to Clipboard Delete Edit Column Select All Deselect All Activate Create new template from activity
		Apparel category recommendations	
		Category page featured products	

Part 7: Test your changes

In this part of the lab, you will test the new feed you have added to the Madisons store.

1. If you have closed the Madisons store, open it again using the URL **http://<WCDE_HOST>/webapp/wcs/stores/servlet/Madisons/index.jsp**. If the store is still open, navigate to Home page.
2. A new feed option for coupons and promotions should be displayed in the right sidebar.

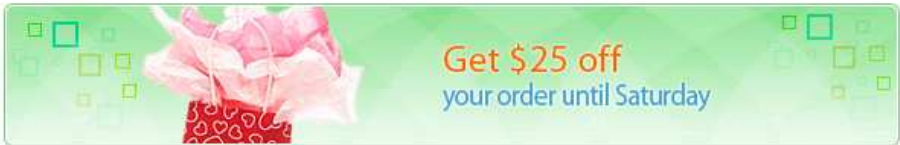
The screenshot displays the Madisons store homepage with several promotional banners and product categories. The main banner at the top left is titled "Celebrate Colour" and offers "\$25 off your order until Saturday" with images of four colorful coffee makers. To the right is a "Spring Savings" banner featuring a woman in a yellow dress. Below these are four product category tiles: "Tableware" (plates), "Kitchenware" (toaster), "Pots" (stock pot), and "Coffee Makers" (espresso machine). Further down are two more banners: "Give the perfect gift. Give a Gift card." and "New Lamp Collection Starting at \$29.99". On the right sidebar, there are three more banners: "E-mail Newsletter Subscribe now!", "Free Shipping on all \$70 purchases.", and "More store coupons and promotions" (highlighted with a red box). At the bottom left, there is a "Deals of the Week" section with a "Subscribe" link and an RSS icon.

3. Click the Subscribe link. You will see the contents of the feed in your browser. The screen capture below is from Firefox. Notice that there is no URL associated with the elements in this feed. The shopper cannot access the Madisons store by clicking on a feed element. In the next part of the lab, you will update the feed data to include a default URL for each element.

CouponsAndPromotions



AmountOffOrder
Saturday, May 01, 2010 4:56 PM



Get \$25 off
your order until Saturday

FreeGift
Saturday, May 01, 2010 4:56 PM



Get a free gift
if you buy before February

DiscountShipping
Saturday, May 01, 2010 4:56 PM



Buy now
and shipping is only \$5

AmountOffCategory
Saturday, May 01, 2010 4:56 PM

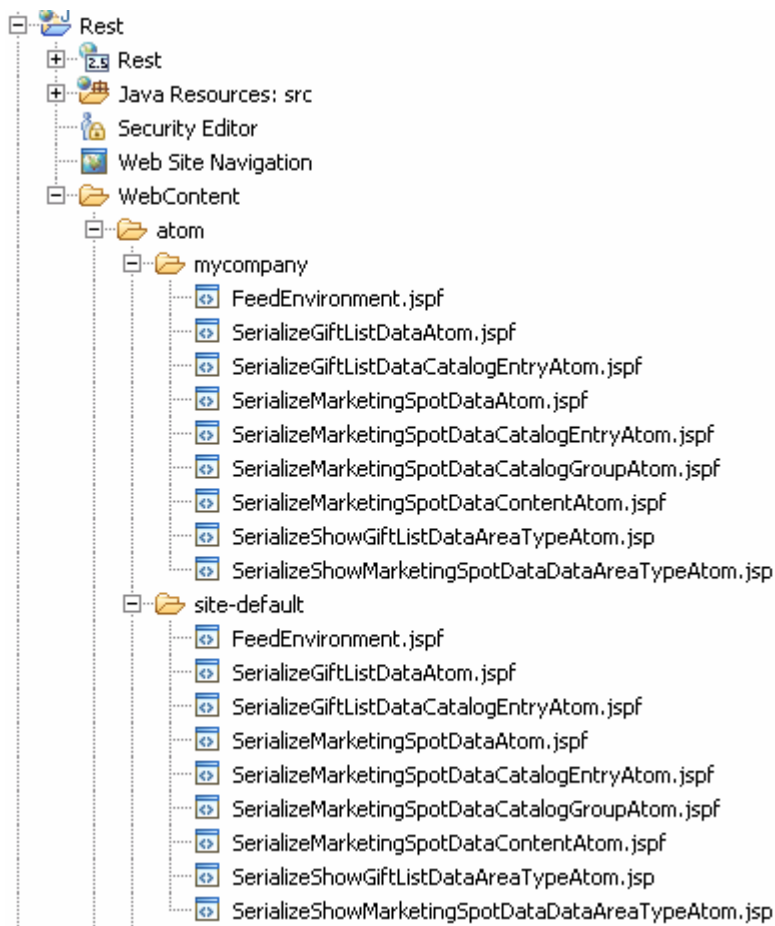


Get \$10 off
your cargo pants purchase

Part 8: (Optional) Modify the feed data

In this part of the lab, you will modify the e-Marketing feed to provide a default URL for each content feed element if one is not defined. This will ensure that a shopper can click any feed element and be directed to the Madisons store.

- ___ 1. Copy the serialization JSPs.
 - ___ a. Return to WebSphere Commerce Developer and navigate to the folder **Rest > WebContent > atom > site-default**. This folder contains the JSPs that convert the result of the e-Marketing Spot service call into an Atom feed.
 - ___ b. Create a new folder called **mycompany** under the **atom** folder. Copy the contents of the **site-default** folder into your new folder.



- ___ 2. . Open the file **mycompany > SerializeMarketingSpotDataContentAtom.jspf**.
- ___ 3. Add a default content URL.
 - ___ a. Search for the variable `contentURL`. This variable stores the value of the URL associated with the content. You should find the following block of code.

```

<!-- Set up the URL to call when clicking on the image. -->
<c:url value="\${urlPrefix}\${marketingSpotData.marketingContent.url}" var="ContentURL">
  <c:if test="\${!empty param.errorViewName}" >
    <c:param name="errorViewName" value="\${param.errorViewName}" />
    <c:if test="\${!empty param.orderId}">
      <c:param name="orderId" value="\${param.orderId}"/>
    </c:if>
  </c:if>
</c:url>

```

- ___ b. Change code so that a default URL is provided if none exists. Your updated code should look like the screen capture below

```

<!-- Set up the URL to call when clicking on the image. -->
<c:set var="tempURL" value="\${marketingSpotData.marketingContent.url}"/>
<c:if test="\${empty tempURL}" >
  <c:set var="tempURL" value="Madisons/index.jsp"/>
</c:if>
<c:url value="\${urlPrefix}\${tempURL}" var="ContentURL">
  <c:if test="\${!empty param.errorViewName}" >
    <c:param name="errorViewName" value="\${param.errorViewName}" />
    <c:if test="\${!empty param.orderId}">
      <c:param name="orderId" value="\${param.orderId}"/>
    </c:if>
  </c:if>
</c:url>

```

- ___ 4. Update the logic to associate the URL to the feed element.
- ___ a. Search for the comment `Display the content image`. The block of code below this comment adds the URL to the feed entry.
- ___ b. Remove the `<c:if>` lines that check whether the content has a URL defined. If there is no specific URL, the default value you set in the previous step will be used. Your updated code should look like the screen capture below.

```

<!--Display the content image, with optional click information. -->
<c:when test="\${(marketingSpotData.marketingContent.mimeType eq 'image')}">
  <c:out value="\<a href="\${TargetURL}\" \${clickOpenBrowser} >" />

```

- ___ 5. Save and close the file.
- ___ 6. Update the Struts configuration to point to the new serialization JSPs.
- ___ a. Navigate to the folder **Rest > WebContent > WEB-INF** and open the file **struts-extension.xml**.
- ___ b. Add the following line to the `<action-mappings>` section
- ```

<action path="/ShowMarketingSpotDataDataAreaTypeAtom/0"
forward="/IBM.WC.Compose/atom/mycompany/SerializeShowMarketingSpotDat
aDataAreaTypeAtom.jsp" />

```
- \_\_\_ c. Save the file.

- \_\_\_ 7. Restart your WebSphere Commerce test server.
- \_\_\_ 8. Test your change.
  - \_\_\_ a. View the coupons and promotions feed again by clicking on the Subscribe link. Each element in the feed should now link back to the Madisons home page.

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## Part 9: What you did in this exercise

In this tutorial you learned how to enable an e-Marketing Spot feed and how to modify the contents of the feed.

You should now understand how to complete the following tasks:

- Publish the Madisons Enhancements store archive
- Enable an e-Marketing Spot feed
- Add a feed for an e-Marketing Spot not displayed in the store
- Modify the feed results