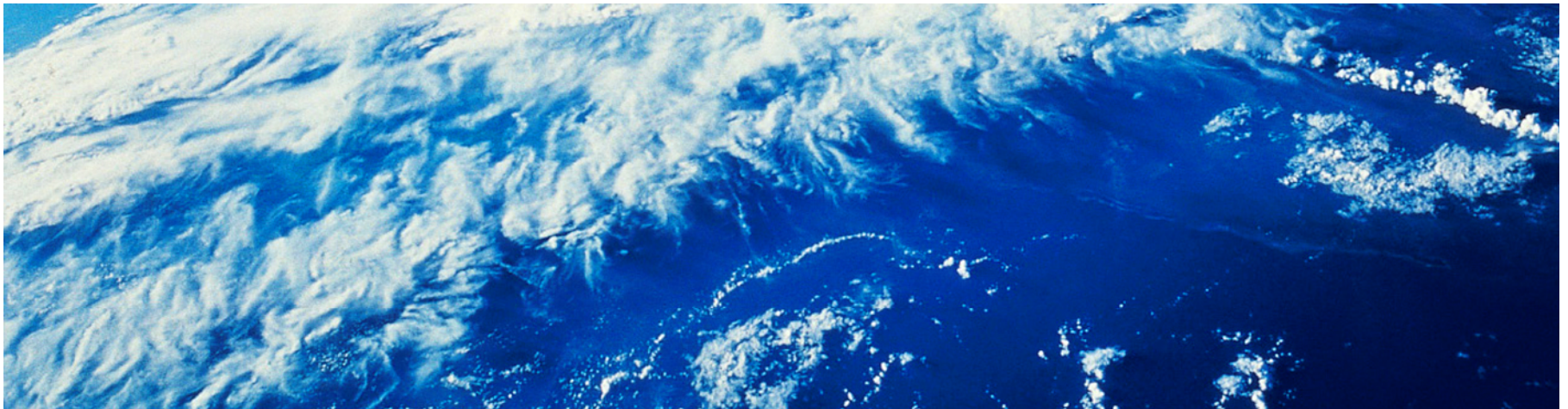


IBM WebSphere Commerce V7 FEP8

Marketing Tool - Current Page Target

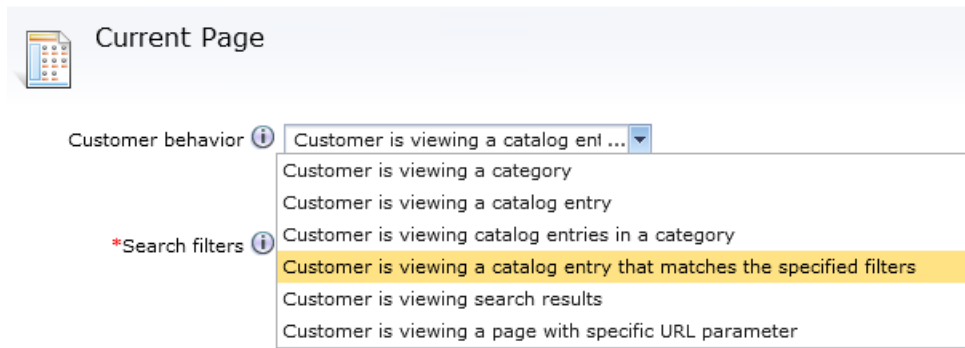


Agenda

- Introduction
- Customization
 - What are typical customization scenarios
- Troubleshooting
 - Common issues and how to PD, trace strings, what to look out for, etc.

Introduction

- Current Page target enhanced to use search rule to evaluate against catalog entries



- Customer is viewing any catalog entries in the category Dresses that are made by the manufacturer Luigi Valenti and have the color attribute with a value of Red or White or Blue, then display an advertisement for 15% off Luigi Valenti evening dresses.

CurrentPage

Save Close

Targets

E-Marketing Spot
Customer views e-Marketing Spot: ProductDisplay Page

Current Page
Viewing catalog entries that match the following filters:
Dresses,
Manufacturer Name, Color

Recommend Promotion
Promotion: 15% of evening dresses
Content: Ad for 15% off Luigi Valenti evening dresses

Actions

Current Page

Customer behavior ⓘ Customer is viewing a catalog ent ...

*Search filters ⓘ

* Type	* Name	* Matching rule	* Value
	Category	Matches the following v ...	Dresses
	Manufacturer Name	Matches one of the follc ...	Luigi Valenti
1,2,3	Color	Matches the following v ...	Blue, Red, White

0 of 3 selected

Branching

Customization

Common customization scenarios will be search-based customizations

1) Adding a new SOLR field to use as a search filter in search rules

See existing tutorial from FEP6,FEP7

http://www-01.ibm.com/support/knowledgecenter/SSZLC2_7.0.0/com.ibm.commerce.developer.doc/tutorial/tsd_search6_intro.htm?lang=en

Must Gather/PD Information:

- wc-server.xml
- WC Developer or Runtime instance?
- <WC.ear>\xml\config\com.ibm.commerce.marketing-fep\wc-admin-component.xml (OOB)
- <WC.ear>\xml\config\com.ibm.commerce.marketing-ext\wc-admin-component.xml (Customer Extended)
- Anything sitting in search indexing table waiting to be indexed?
ie.
 select * from ti_delta_catentry
- Any errors in the Commerce Search logs?
- NIFStack
- Marketing must gather

References

- See [Knowledge Center](#) for more information.

Thank You!

Trademarks, disclaimer, and copyright information

IBM, the IBM logo, ibm.com, Coremetrics, DB2, PowerVM, Rational, WebSphere, and z/VM are trademarks or registered trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of other IBM trademarks is available on the web at "

Copyright and trademark information" at <http://www.ibm.com/legal/copytrade.shtml>

Other company, product, or service names may be trademarks or service marks of others.

THE INFORMATION CONTAINED IN THIS PRESENTATION IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. WHILE EFFORTS WERE MADE TO VERIFY THE COMPLETENESS AND ACCURACY OF THE INFORMATION CONTAINED IN THIS PRESENTATION, IT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. IN ADDITION, THIS INFORMATION IS BASED ON IBM'S CURRENT PRODUCT PLANS AND STRATEGY, WHICH ARE SUBJECT TO CHANGE BY IBM WITHOUT NOTICE. IBM SHALL NOT BE RESPONSIBLE FOR ANY DAMAGES ARISING OUT OF THE USE OF, OR OTHERWISE RELATED TO, THIS PRESENTATION OR ANY OTHER DOCUMENTATION. NOTHING CONTAINED IN THIS PRESENTATION IS INTENDED TO, NOR SHALL HAVE THE EFFECT OF, CREATING ANY WARRANTIES OR REPRESENTATIONS FROM IBM (OR ITS SUPPLIERS OR LICENSORS), OR ALTERING THE TERMS AND CONDITIONS OF ANY AGREEMENT OR LICENSE GOVERNING THE USE OF IBM PRODUCTS OR SOFTWARE.

© Copyright International Business Machines Corporation 2014. All rights reserved.