

# Zinrelo Module Installation on Miva Merchant Store

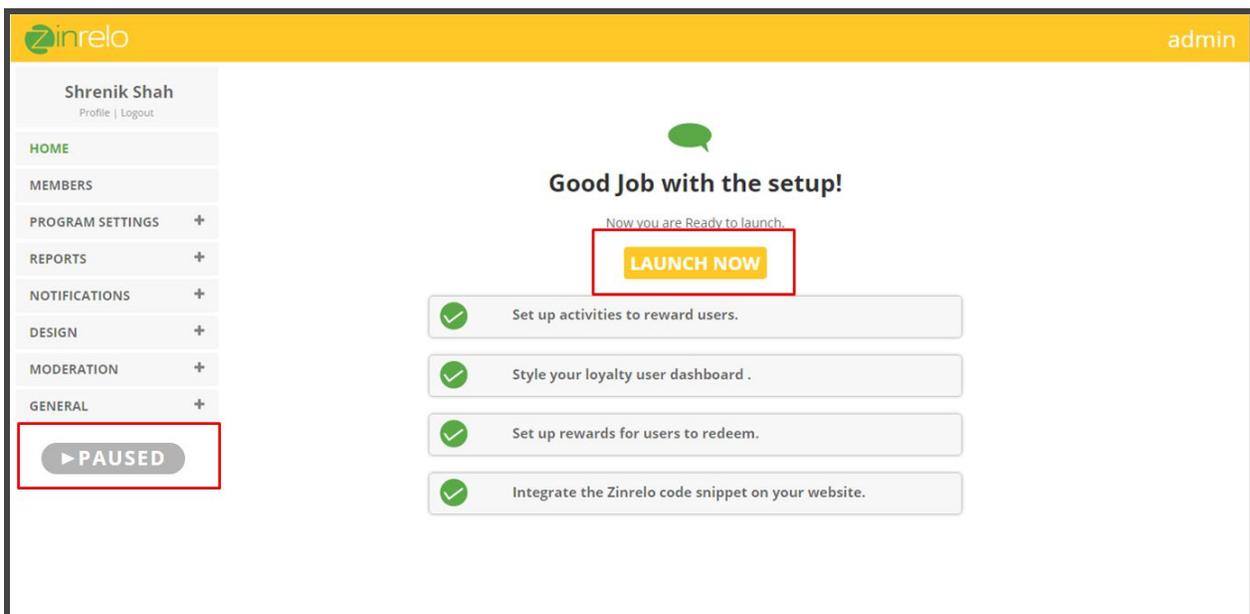
## Instructions:

Setting up Zinrelo on your Miva Merchant Store is a 5 step process

1. Sign up for a Zinrelo Trial and complete the basic setup. (Required)
2. Install the Zinrelo module on your Miva merchant store. (Required)
3. Verify configuration in Zinrelo Admin console and launch your store. (Required)
4. Set up in-cart redemptions. (Optional but recommended)
5. Set up 'Loyalty Points message' on Product Pages (Optional but recommended)

## **1. Sign up for a Zinrelo trial account and complete the basic setup:**

1. To install Zinrelo module on your Miva store you will need to sign-up for a Zinrelo trial account and complete the basic setup if you haven't already - <https://app.zinrelo.com/store/signup>
2. During the basic setup, you can set up the loyalty activities and rewards. If you are unsure of the rewards or don't have coupon code information handy , you can skip the Rewards setup step or add some dummy coupon codes and revisit it later.
3. At the end of this setup, you will land on the home page of Zinrelo Admin Dashboard.

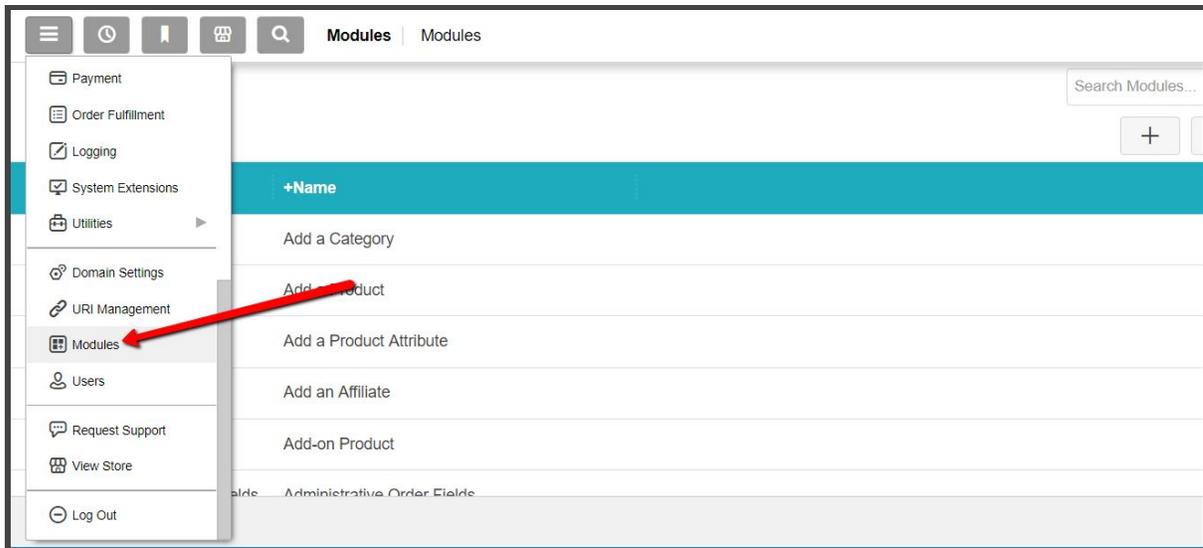


*If you encounter any issues or have any questions during the setup, please reach out to Zinrelo support at [support@zinrelo.com](mailto:support@zinrelo.com).*

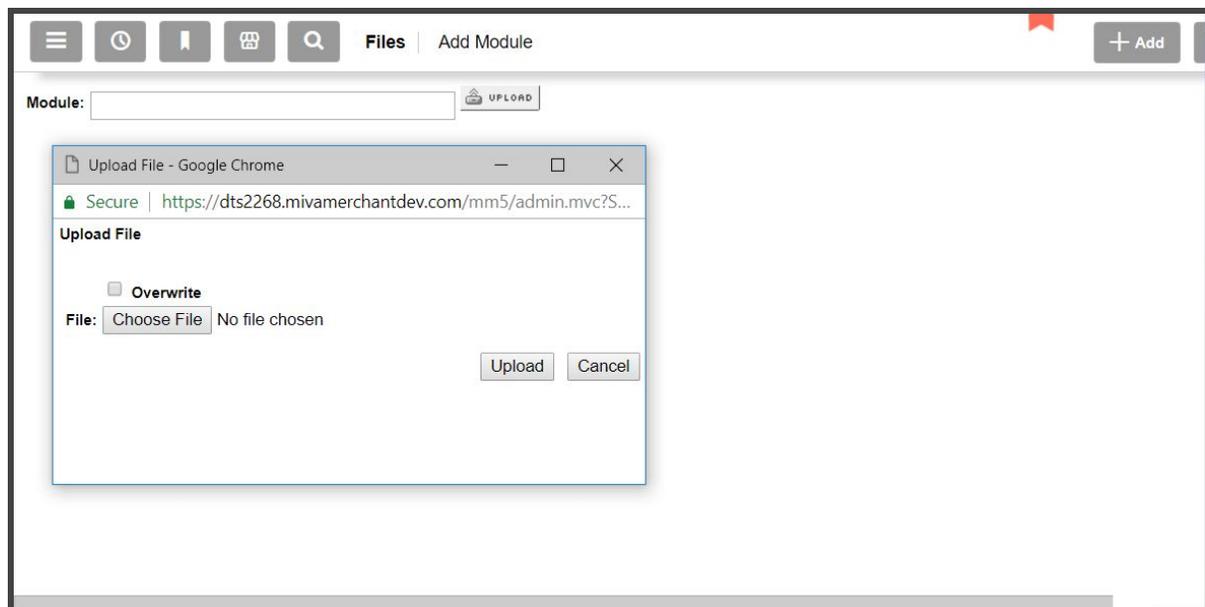
4. On the home page, on the left side navigation panel, go to General -> Settings. Make a note of your **Partner ID and API-Key**. You will need this in the next step after you install the Zinrelo module on your Miva merchant store.
5. Also, on the same General > Settings page, enter the Sign Up URL and Login URL for your stores in the Store Sign Up URL and Store Login URL fields and scroll down to save.

## 2. Install the Zinrelo module on your Miva merchant store

1. Download the Zinrelo module from Miva app store. Navigate to your Miva merchant store admin and login.
2. Once logged in, click on the Menu - scroll down and select "Modules"



3. Click the "+" button at the top right to install your module. Click the "Upload" button and navigate to the file where your module is and upload it.



- If you had previously installed Zinrelo module, enable the "Overwrite" checkbox to update the module.
- Click on Menu button again and scroll up to Utilities. Click on Utilities.
- On the Utility settings screen, click on the ellipsis (...) and then click on Add/Remove modules.
- Search for Zinrelo and click on Install to install the module. After successful installation, the following screen will be displayed.

The screenshot shows the 'Utility Settings' interface for the Zinrelo module. At the top, there is a navigation bar with tabs for 'Template Based Batch Reports', 'Custom Fields', 'Custom Field Groups', 'Google Analytics Settings', and 'Zinrelo' (which is highlighted with a red underline). To the right of the navigation bar are buttons for 'Update', 'Reset', and 'More'. Below the navigation bar, the 'Zinrelo' section is displayed. It includes an 'Enable' checkbox that is checked. There are two input fields: 'Partner ID' containing '4aea95d276' and 'API Key' containing '3aad51cd1415846fafb40384d3b59867'. A dropdown menu for 'Award points for purchase when order status is:' is set to 'Order Placed'. Below these fields, there are two numbered instructions: '1) Order Placed: For orders via website, points will be awarded as soon as an order is placed. For manual orders, points will be awarded when the status of the order is changed to 'Processing'.' and '2) Order Shipped: Points will be awarded when the status of the order is changed to 'Shipped'.'. A 'Note' section follows, stating: '1) Order status changes to 'Processing' when at least one shipment is created for the order. 2) Order status changes to 'Shipped' when all the items in the order have been shipped.'. At the bottom of the form is a 'Save Settings' button. The version number 'Version: 9.1002' is visible in the top right corner.

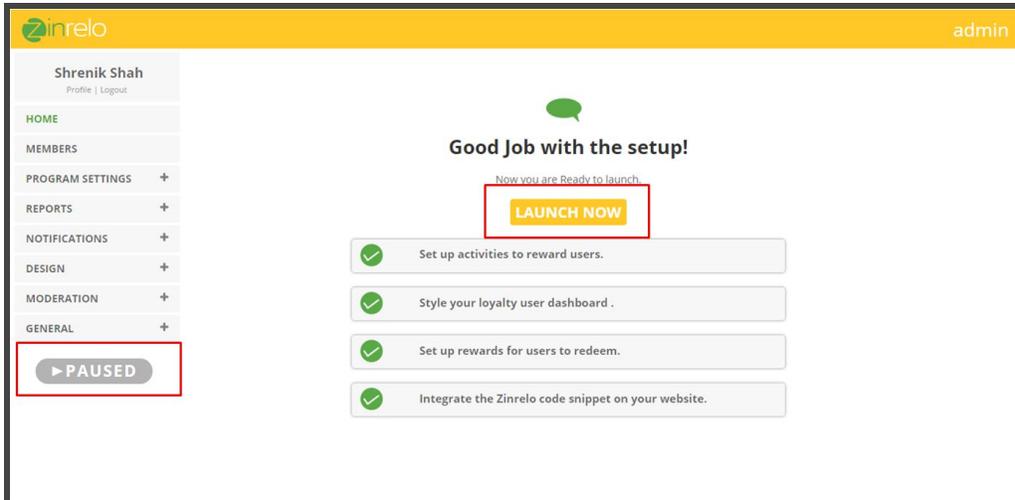
- Enter the Partner ID and API key that you must have procured during the first step.
- If you wish to award loyalty points when an order is shipped, select the "Order Shipped" option from the dropdown. If you wish to award loyalty points immediately when an order is placed, select "Order Placed" from the dropdown.  
**Note:** If you select "Order Placed", for manual orders, points will be awarded when the order status changes to "Processing". In Miva terms, Order status is processing when at least one shipment is created for an order.
- If you do not have the Partner ID and API key, please go back to the [first step](#) and follow the instructions to get your Partner ID and API key.

Should you face any problems while setting up the Zinrelo module on your Miva merchant store, please contact Zinrelo Support at [support@zinrelo.com](mailto:support@zinrelo.com)

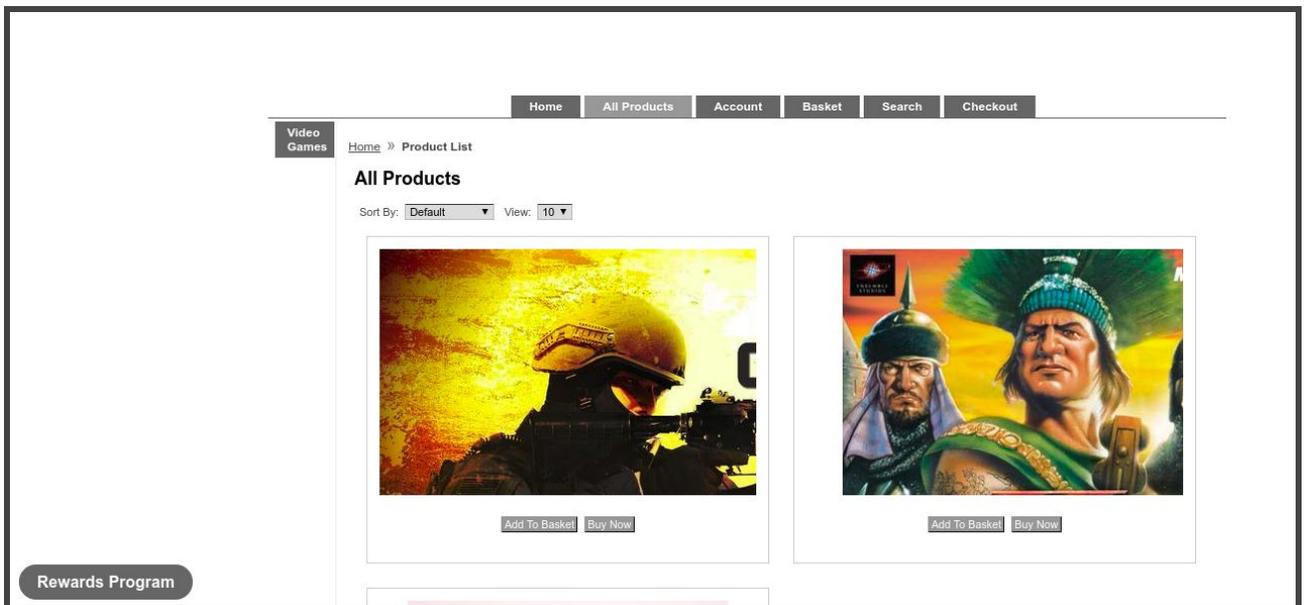
### 3. Verify configuration in Zinrelo Admin console and launch your store.

- Go back to the Zinrelo Admin console - <https://app.zinrelo.com/store/login> and login to your account that you created in the first step.

2. Verify the activities and rewards. If you had not set up rewards during the setup process , generate one-time single use coupons in your Miva store and follow the instructions [here](#) to upload coupons to the reward.
3. Once all the activities have been completed, you are ready to launch your loyalty program.
4. Click on 'Launch Now' to launch the program



5. At this point, you should be able to see a **Rewards Program** tab on your Miva Merchant store as shown in the image below.



6. Congratulations ! You have successfully launched loyalty program for your Miva merchant store.

#### 4. Set up in-cart redemptions (Optional but recommended step)

In-cart redemption of rewards is implemented on the payment page in the checkout process. Enabling users to redeem their rewards in their shopping cart without leaving the purchase flow achieves multiple objectives.

1. Makes redemption easy for users
2. Increases conversion percentage
3. Users get hooked to the loyalty rewards program and come back for more purchases

Follow the steps below to set up in-cart redemptions for your loyalty program.

1. Log into your Miva merchant admin and Click On Menu > User Interface.
2. A list of pages will be displayed. Search for the OSEL page.
3. Open this page in Edit mode and search for

```
<form method="post" action="&mvte:urls:OPAY:secure;">
```

4. Just outside this form, add the following code -

```
<mv:item name="zinrelo" param="rewards"/>
```

5. Click on update to save the edits made to the OSEL page.
6. After this, users will start seeing the reward options on the Checkout page.

With the in-cart redemptions enabled on the checkout page, this is what your users will see -

Item	Qty.	Item Price	Total Price
CSGO - PR-01	2	\$12.00	\$24.00
Coupon: <input type="text"/>	Redeem	Gift Certificate: <input type="text"/>	Redeem
Total:			\$24.00

You have 4479 loyalty points. Redeem points for rewards on this order.

Please select you reward  Redeem

Ship Via:  Estimated Shipping (\$0.00)

No valid shipping methods are available for your order. You will be contacted regarding shipping when your order is processed.

Pay With:  COD

## **Important notes regarding in-cart redemptions:**

- If the user is eligible for any 'Zero-point' rewards ( Zero-point rewards are those where you don't want to deduct any points), these rewards will not be displayed in the dropdown. Such rewards will be automatically applied to the cart.

Here is a use case scenario to elaborate this -

Users who reach the highest tier (Platinum) get Free Shipping for one year. You can then set a Free Shipping reward with '0' redemption points and make it available only for Platinum. In this case, when a user who is on Platinum tier lands on the checkout page, Free shipping will automatically be applied to the cart.

- The dropdown will only display those rewards for which points will be deducted from the available balance.

*If you have any questions regarding the in-cart redemptions functionality, please contact Zinrelo Support at [support@zinrelo.com](mailto:support@zinrelo.com)*

## **5. Set up 'Loyalty Points message' on Product Pages (Optional but recommended step)**

When users visit the product pages on your website, it is a great idea to let them know that they will earn loyalty rewards points for buying that product. This achieves two objectives:

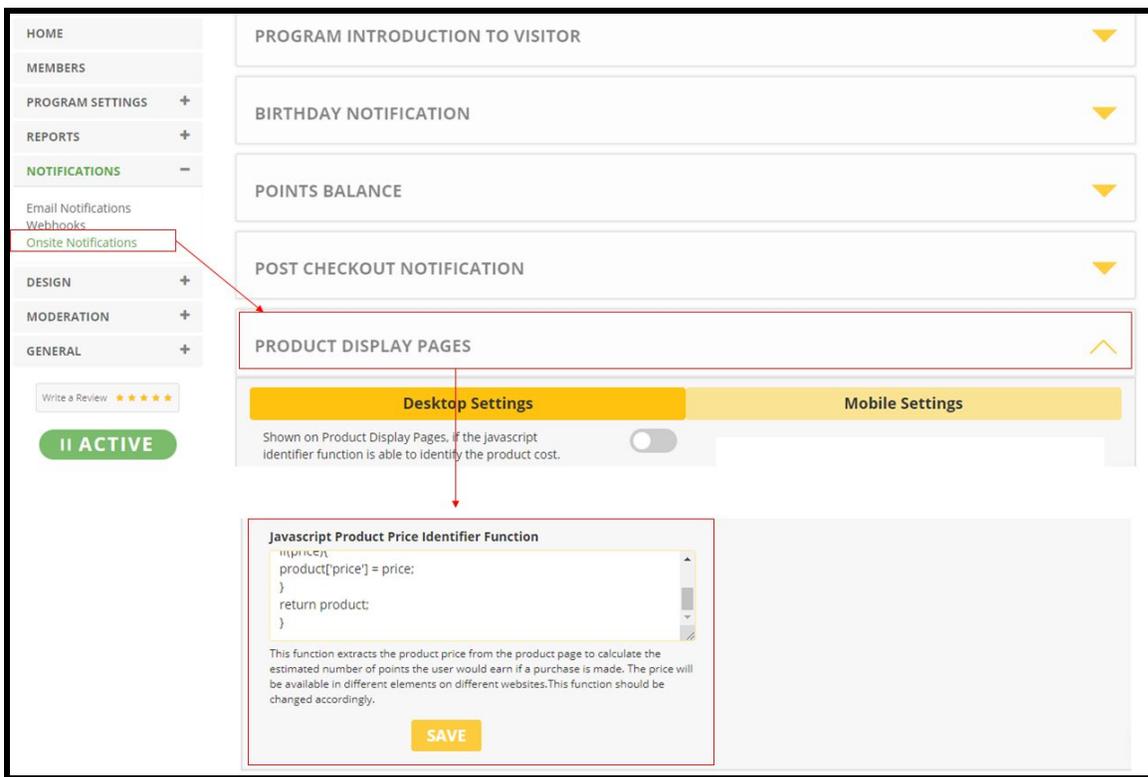
1. Improves the purchase conversion rate
2. Increases awareness of the loyalty rewards program

Follow the steps below to set up the 'Loyalty Points message' on Product pages

1. Log into your Miva merchant admin and Click On Menu > User Interface.
2. A list of pages will be displayed. Search for the PROD page.
3. Open this page in Edit mode. Add the below code where ever you want to display the loyalty points details.

```
<div>
  <span style="float: left;">You will earn&nbsp;</span>
  <div data-zrl-product-points style="float: left;"></div>
  <span>&nbsp;&nbsp;&nbsp;reward points for this purchase </span>
</div>
```

4. Now, go to the Zinrelo Admin Console - <https://app.zinrelo.com/store/login> and login.
5. On the left side navigation panel, navigate Notifications > On-site notifications > Product Identifier javascript

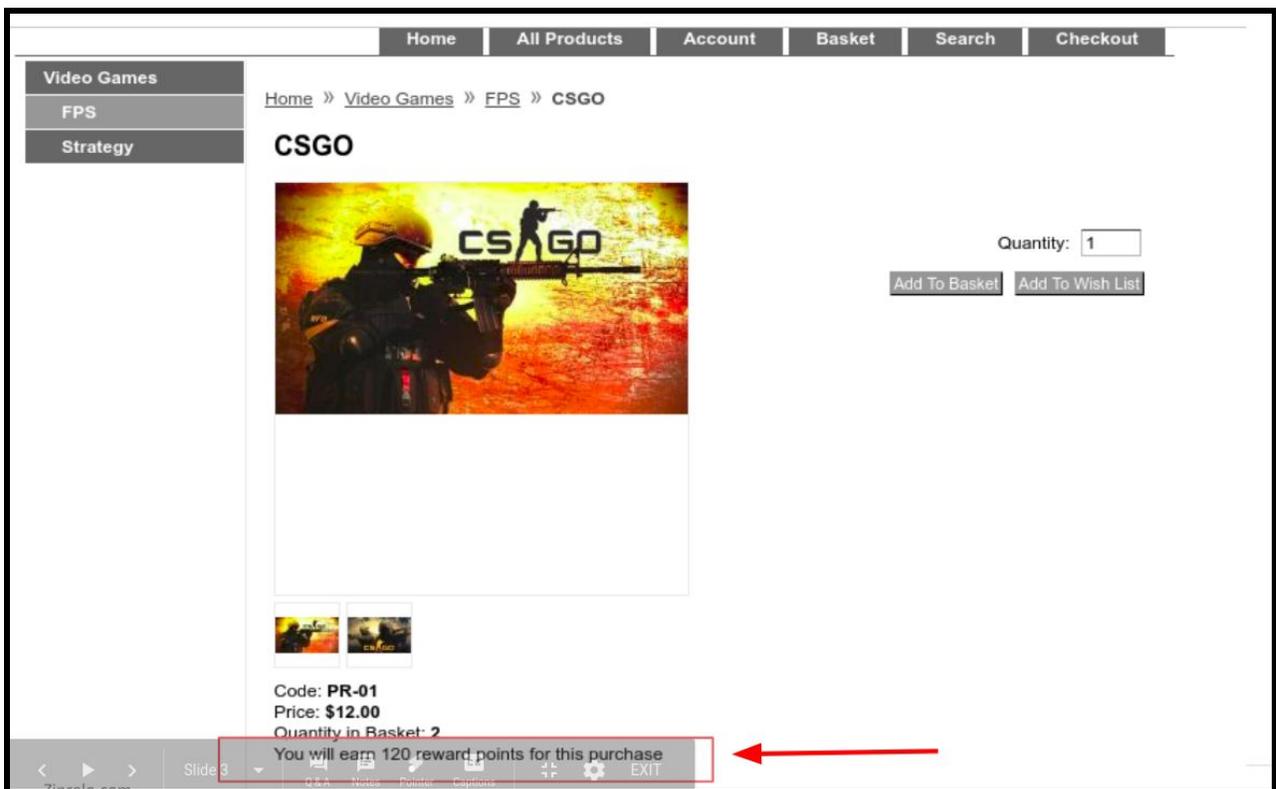


6. Update the Javascript Product Price Identifier function with the code below -

```
zrl_mi.price_identifier = function(){
    var product = {};
    price = miva_product_price;
    category = miva_product_category;
    product_id = miva_product_id;
    if(price){ product['price'] = price;}
    if(product_id){product['product_id'] = product_id;}
    if(category){product['category'] = category;}
    return product;}

```

7. After this, users will start seeing the loyalty points information on the product display pages.



## Additional Resources:

- 1) Zinrelo End User Customer experience - <http://support.zinrelo.com/getting-started-with-zinrelo/end-user-experience>
- 2) Zinrelo Loyalty Program setup - <http://support.zinrelo.com/getting-started-with-zinrelo/loyalty-program-setup-process>
- 3) Zinrelo customer support :  
email : [support@zinrelo.com](mailto:support@zinrelo.com), Phone number : +1 650 701 7759