

Configuring eZ Marketing Automation

In order to configure eZ Marketing Automation please follow these steps:

1. Create new '*ezma.ini.append.php*' configuration file under *settings/override/* directory.
2. Set your Net-Results account credentials for Web Service settings as:

```
[WebServiceSettings]
Username=john.doe@example.com
Password=secret
```

3. Token configuration

- 3.1. Generate token with a following command line:

```
$ md5 -s 'SOME_TEXT'
```

Note: Replace SOME_TEXT with the string you want to use.

- 3.2. Set a newly generated string for Token setting under [SecuritySettings] block:

```
[SecuritySettings]
Token=f7a5d4ca0b2a6cf667fe3da9fc06edff
```

4. Mail authoring feature requires preview configuration.

- 4.1. Set *SiteAccessName* on your settings/override/ezma.ini.append.php file, under [PreviewSettings] block:

```
[PreviewSettings]
SiteAccessName=eng
```

- 4.2. Copy content of the existing administration interface siteaccess folder into a new ezmacontentpicker folder

```
$ cp -rf ezpublish_legacy/settings/siteaccess/(your_site_admin)/
ezpublish_legacy/settings/siteaccess/ezmacontentpicker/
```

- 4.3. Set it to use the "ezma" design with the SiteDesign setting, on your ezpublish_legacy/settings/siteaccess/ezmacontentpicker/site.ini.append.php file:

```
[DesignSettings]
SiteDesign=ezma
```

- 4.4. Disable the generation of a new session name for content picker siteaccess by placing following settings on your

settings/siteaccess/ezmacontentpicker/site.ini.append.php file:

```
[Session]
SessionNamePerSiteAccess=disabled
```

4.5. Next open your *settings/override/site.ini.append.php* file and add the newly created siteaccess into the **AvailableSiteAccessList[]** and **SiteList[]** arrays:

```
[SiteAccessSettings]
[...]
AvailableSiteAccessList[]=ezmacontentpicker

[SiteSettings]
[...]
SiteList[]=ezmacontentpicker
```

Note: if your eZ Publish setup is using HOST based matching you will need to update [SiteAccessSettings].HostMatchMapItems accordingly.

4.6. Set full URL (inc. http:// prefix) to ezmacontentpicker siteaccess for content picker widget, in your *settings/override/ezma.ini.append.php*:

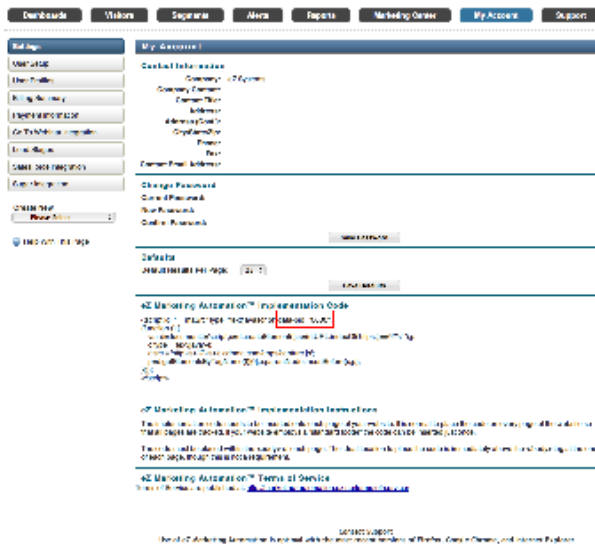
```
[WidgetSettings_ezmacontentpicker]
FullURL=http://example.com/ezmacontentpicker
```

5. Copy the integer value of data-pid="XXXX" to the *InstallationId* setting

```
[TrackingSettings]
InstallationId=XXXX
```

Note: By default *ezma* extension inserts the implementation code above the `</body>` tag at the end of each page. Implementation code for automatic website tracking requires installation identifier which can be found in the "My Account" tab in the "eZ Marketing Automation Implementation Code" section.

Please check the following screenshot for more details:



6. Add a table in the database used by your eZ Publish instance. You can do so as follows (from eZ Publish's root directory), in the case you are using MySQL:

```
$ mysql -u <user> -p <database_name> < extension/ezma/sql/mysql/schema.sql
```

The procedure is very similar in case you are using another RDMS. You may want to have a look at the sql/postgresql for PostgreSQL. Please refer to the documentation reference for your DBMS if you are experiencing issues.

7. Embedded forms requires CNAME setup. Define CNAME hostname which points to forms.cdnma.com e.g forms.example.com. Next update settings in the settings/override/ezma.ini.append.php file

```
settings/override/ezma.ini.append.php
[FormSettings]
Hostname=forms.example.com
```

8. Clear the cache, by executing the `ezcache.php` script, from your `ezpublish_legacy` folder:

```
$ php bin/php/ezcache.php --clear-all --purge
```