



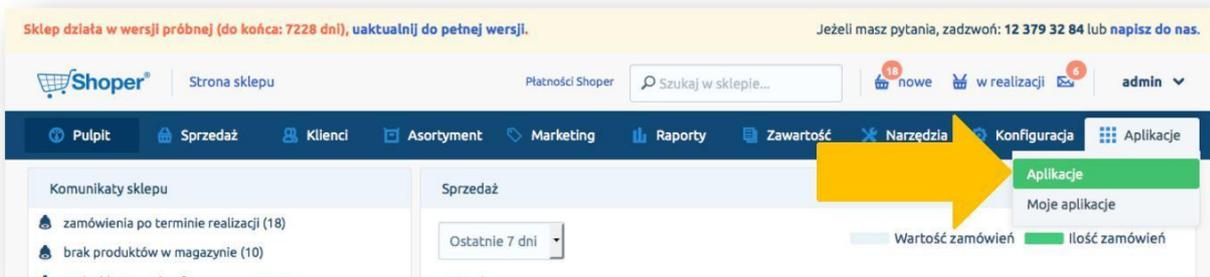
SHOPPER INTEGRATION

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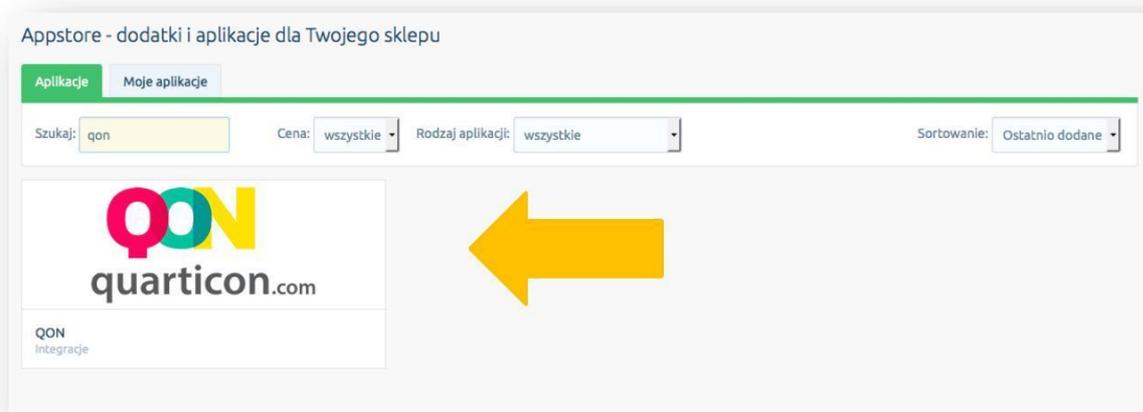
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1 Start of cooperation - installation of the QuarticOn application

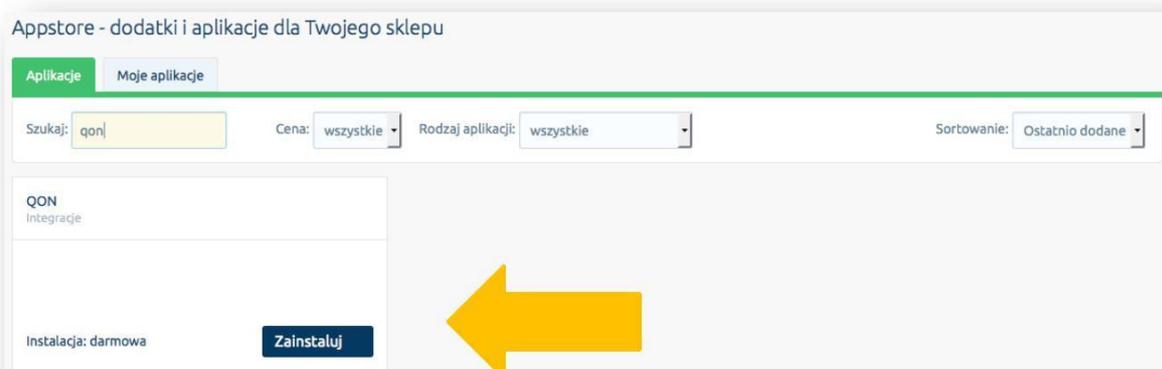
In order to start cooperation, you need to log in to the administration panel of your shop. Next, from the *Aplikacje* menu, select *Aplikacje*. Fig.1



On the AppStore list – add-ons and applications for your shop, you should find the QuarticOn application



After moving the cursor over the logo, an option to install the application will appear. Choose **Zainstaluj**.





Shoper Integration

In the next window you will see a detailed information about which components of the shop is used by the integration. In order to launch the integration, select "Akceptuję regulamin AppStore" option and select *Instaluj*.

Applikacje Moje aplikacje

Instalacja aplikacji

QuarticON:

Uprawnienia:

Aplikacja "QuarticON" uprzejmie prosi o możliwość wykonania następujących działań:

dodanie linków	dodanie kodu HTML/JavaScript	dodanie webhooków, wysyłających informacje	udzielenie uprawnień do
dodanie linku "Konfiguracja" do "Aplikacje / Lista / Ikona aplikacji"	dodanie kodu HTML/JavaScript do sekcji Integracje własne / Stopka strony, przed zamknięciem </body> dodanie kodu HTML/JavaScript do sekcji Integracje własne / Szczegóły produktu dodanie kodu HTML/JavaScript do sekcji Integracje własne / Potwierdzenie złożenia zamówienia dodanie kodu HTML/JavaScript do sekcji Integracje własne / Nagłówek strony - <head>	order.create product.create product.edit product.delete	Produkty / odczyt + dodawanie + edycja Zamówienia / odczyt + dodawanie Atrybuty produktów / odczyt + dodawanie + edycja Waluty / odczyt Języki i lokalizacja / odczyt Strony informacyjne / odczyt Dodatkowe pola obiektów / odczyt Pola dodatkowe / odczyt Konfiguracja sklepu / odczyt

Akceptuję regulamin appstore.

Instaluj



After the installation has been completed, a confirmation will be displayed, that the application has been installed correctly.

← Appstore - dodatki i aplikacje dla Twojego sklepu

Applikacje Moje aplikacje

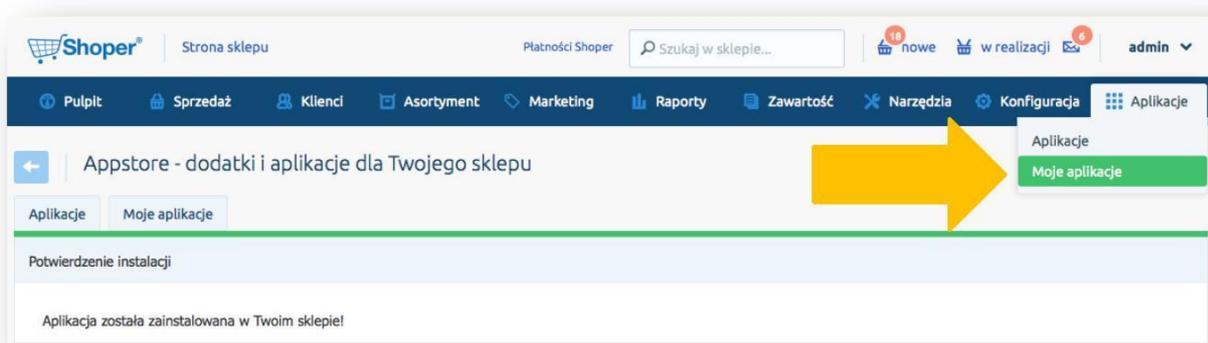
Potwierdzenie instalacji

Aplikacja została zainstalowana w Twoim sklepie!

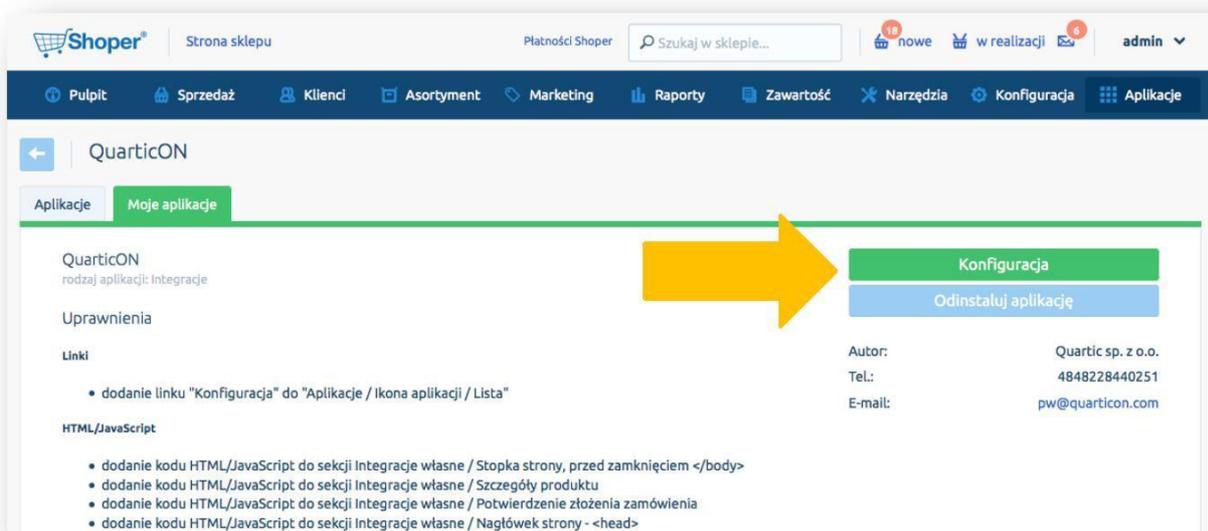
2 Starting the use of the QuarticOn recommendation system

2.1 Launching the application

In order to run the system of recommendations, its configuration should be made. For this purpose, in the *Aplikacje* menu of the Shoper administration panel, select the option *Moje aplikacje*.



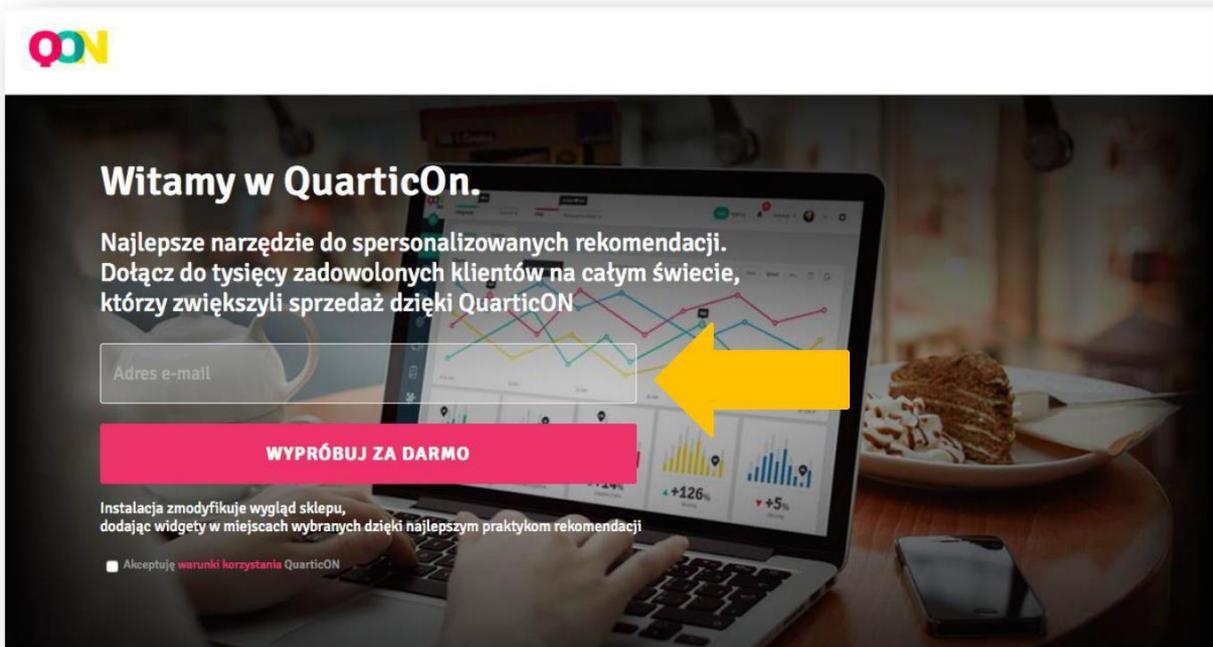
Then, in the list of installed applications, search for the QuarticOn application, point it with the mouse cursor and click. The information screen of the application will appear.



On the next screen, select the *Konfiguracja* option, which will launch the QuarticOn recommendation system.

2.2 Registration in QuarticON

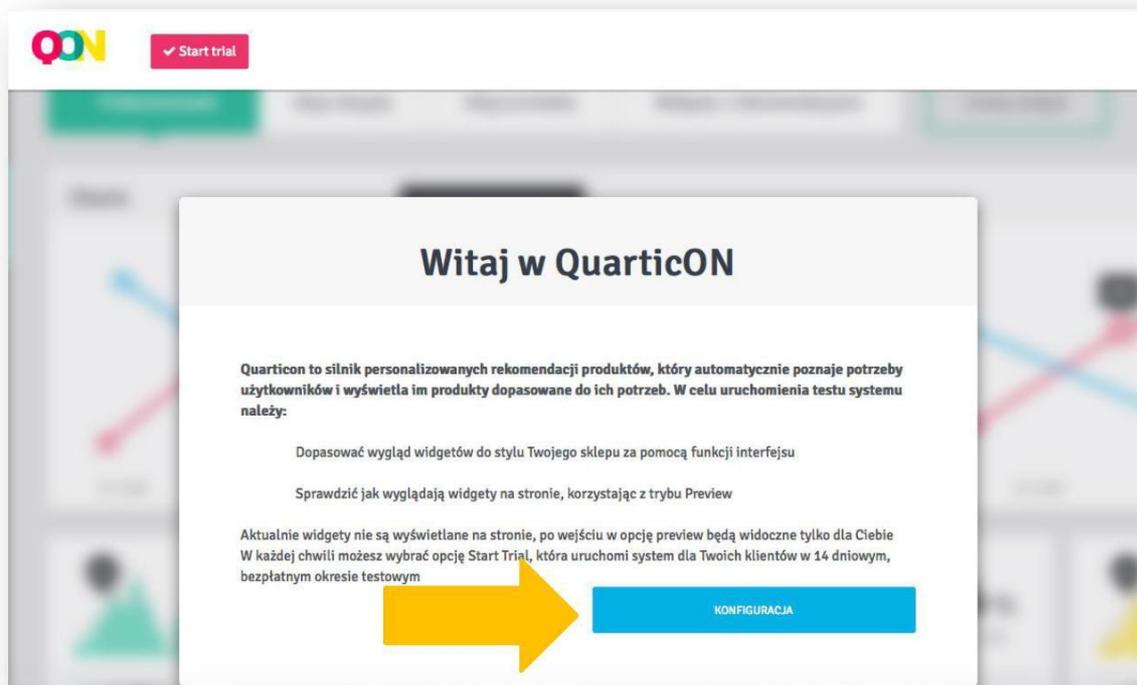
In order to use the system, you need to create an account in it by providing your e-mail address which will be associated with your account.



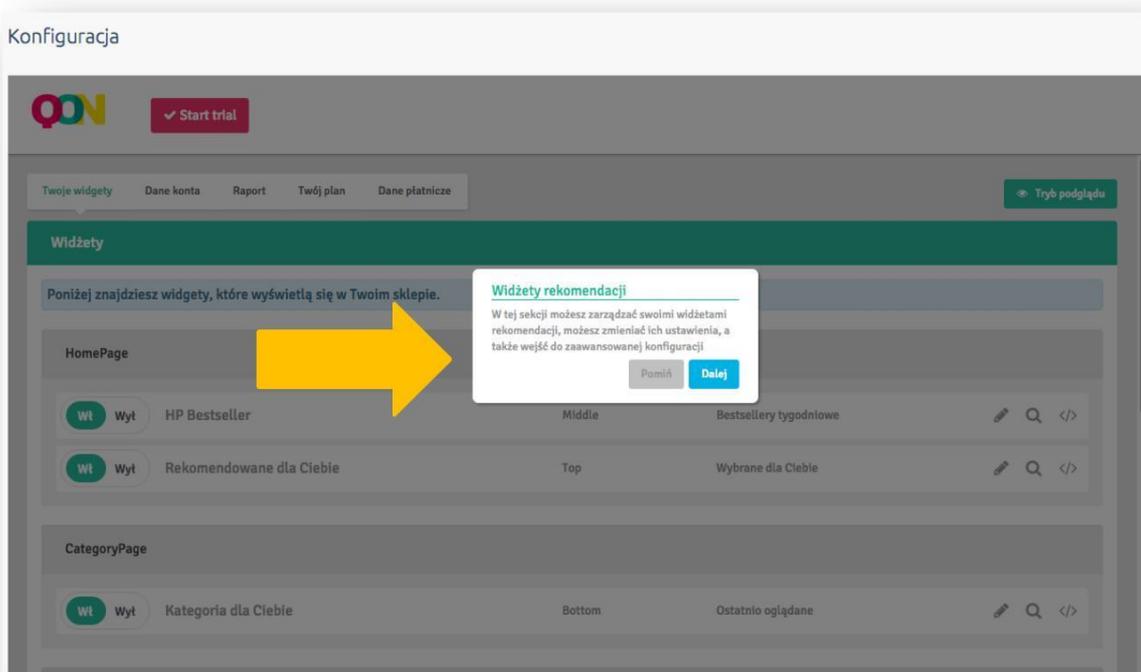
- Registration in the system is completely free of charge.
- No credit card is required at the beginning of cooperation.
- After the configuration is complete, you can test the system free of charge during the *Trial* period.
- After registration, the system will be configured in the shop. It will be launched on the website only from the beginning of the *Trial* test period.
- Recommendation frames are visible on the shop's website in the system preview mode.
- After registration, you will see a welcome message with further instructions to follow

2.3 Configuration of recommendation frames

On the welcome screen, select *Konfiguracja* to go to the recommendation frame settings.

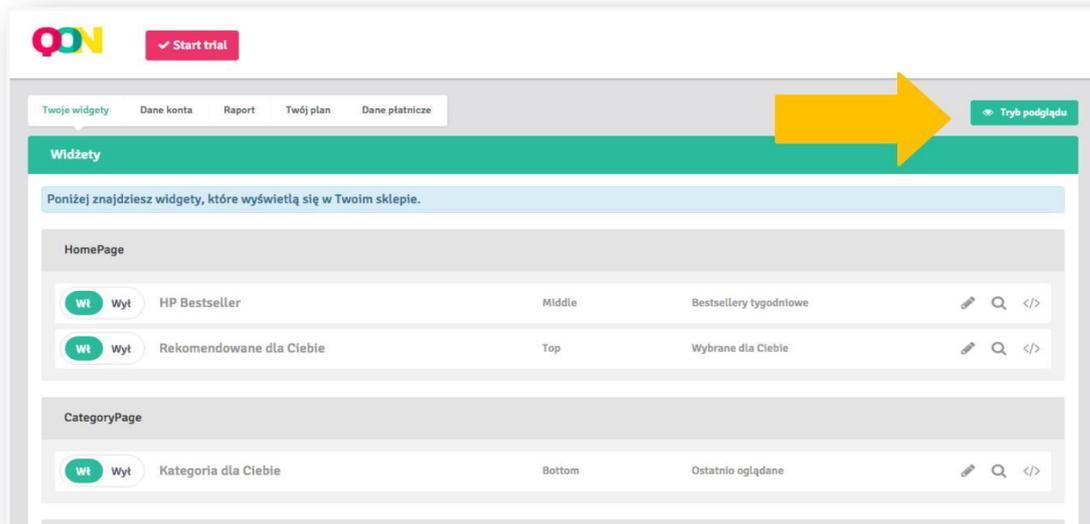


We recommend going through a quick tutorial that will guide you through the basic functions of the management panel.



2.4 Recommendation frame preview on the page

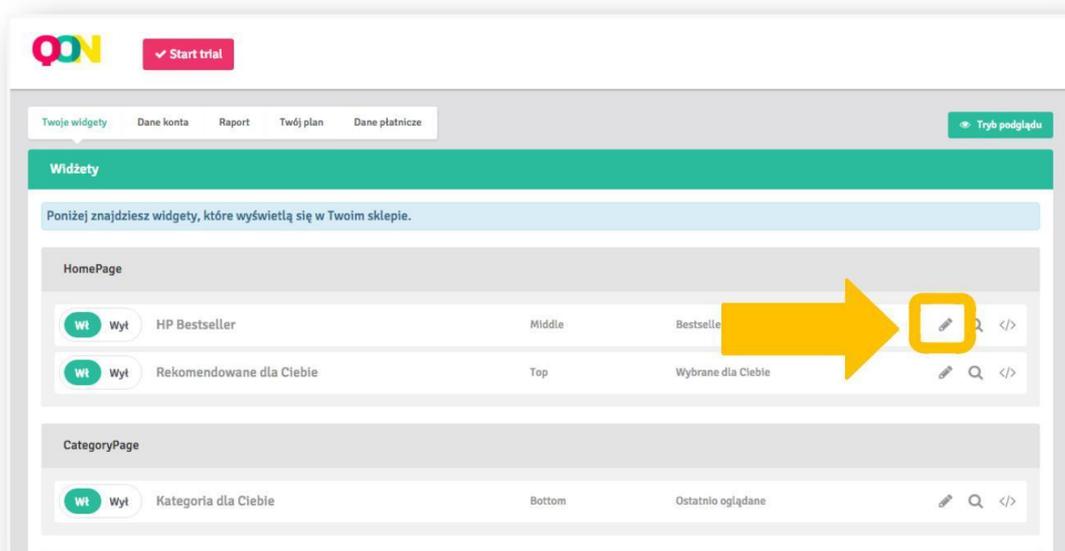
In order to check the look of the recommendation frame on the page, select *Tryb podglądu* option from *Twoje widżety* screen.



You can change the appearance of each recommendation frame using QuarticOn *Drag & Drop* interface.

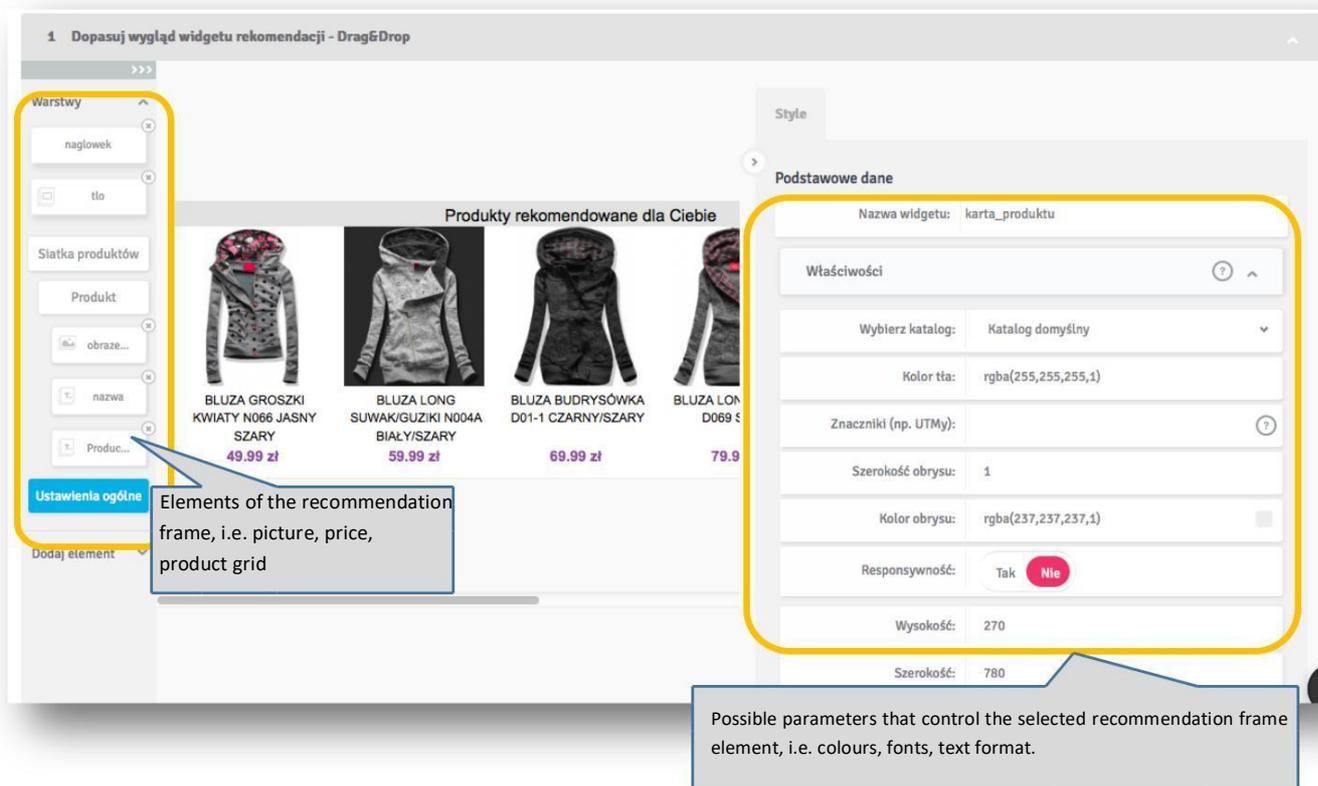
2.5 Change the appearance of the recommendation frame

In the tab *Twoje widżety*, on the selected recommendation frame, select the editing option. You will be redirected to the QuarticOn panel where you can adjust the recommendation frame.



In the window *Dopasuj wygląd widgetu rekomendacji* there is a Drag&Drop interface available, just like in popular graphic programs.

Clicking on a recommendation frame item on the right in the *Style* tab, the possible formatting options for the item will be displayed.



2.5.1 Changing the recommendation frame size

Click on the edge of the recommendation frame and then drag while holding the left mouse button to increase or decrease the recommendation frame. You can also specify the size of the recommendation frame in the form. To do this, make sure that you have selected *Ustawienia ogólne* in the left menu of the recommendation frame elements. In the *Style* menu, change the height and width by entering the number of pixels.

2.5.2 Change in the number of products

In the left-hand menu of the recommendation frame elements, select *Karta produktu* and then, in *Style* menu, type the expected number of columns and rows of the grid.

2.5.3 Text formatting

By clicking on a selected text element in the recommendation frame or in the left menu of the recommendation frame elements, the formatting parameters of the elements will be displayed in the right menu. On the *Tekst* tab, you can set the expected text formatting parameters, i.e. size, colour, font type and many more.

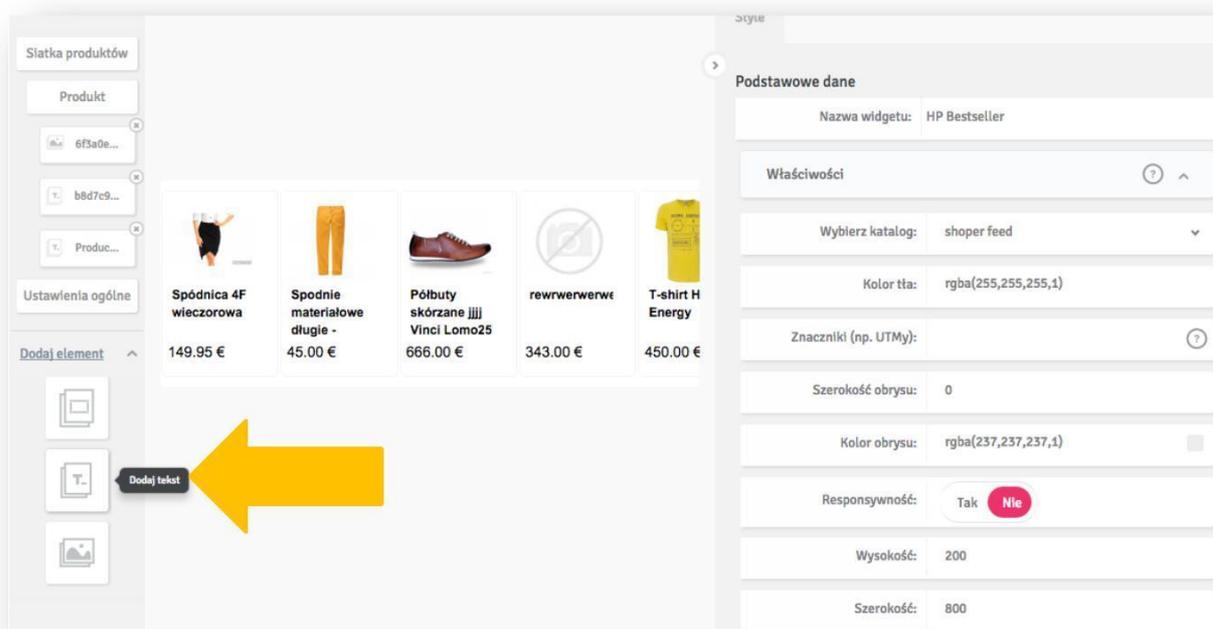
2.5.4 Changing price and currency settings

Click on the product price element in the recommendation frame, then in the right menu select the option – *Dostosowanie ceny*.

Set the expected price parameters, i.e. currency, style, decimal separators, etc.

2.5.5 Adding a recommendation frame header

1. In the left menu, expand options *Dodaj element*
2. Choose – *Dodaj tekst*
3. Drag the item onto the recommendation frame, then drop it at the selected place.
4. In the right menu you will see text formatting options. Expand the bar *Tekst*.
5. In the *Treść* field, type in your text and set the other options for the text, i.e. size, style, font type, colour.



The screenshot displays the Shoper integration interface. On the left, there is a sidebar with a 'Dodaj element' (Add element) section. A yellow arrow points to the 'Dodaj tekst' (Add text) option. The main area shows a grid of product recommendations with the following items and prices:

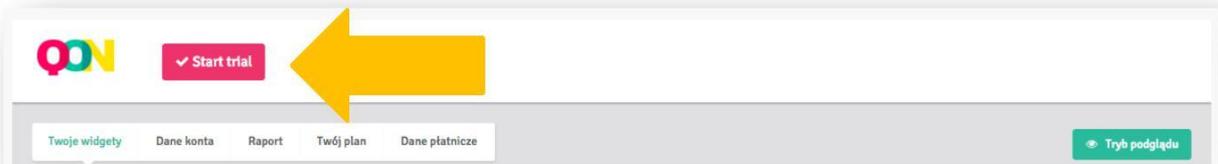
Product Name	Price
Spódnica 4F wieczorowa	149.95 €
Spodnie materiałowe długie -	45.00 €
Półbuty skórzane jiji Vinci Lomo25	666.00 €
rewrwerwerw	343.00 €
T-shirt H Energy	450.00 €

On the right, the configuration panel is visible, showing settings for the widget. The 'Podstawowe dane' (Basic data) section includes:

- Nazwa widgetu: HP Bestseller
- Właściwości (Properties) section with expandable options:
 - Wybierz katalog: shoper feed
 - Kolor tła: rgba(255,255,255,1)
 - Znaczniki (np. UTM):
 - Szerokość obrysu: 0
 - Kolor obrysu: rgba(237,237,237,1)
 - Responsywność: Tak (selected), Nie
 - Wysokość: 200
 - Szerokość: 800

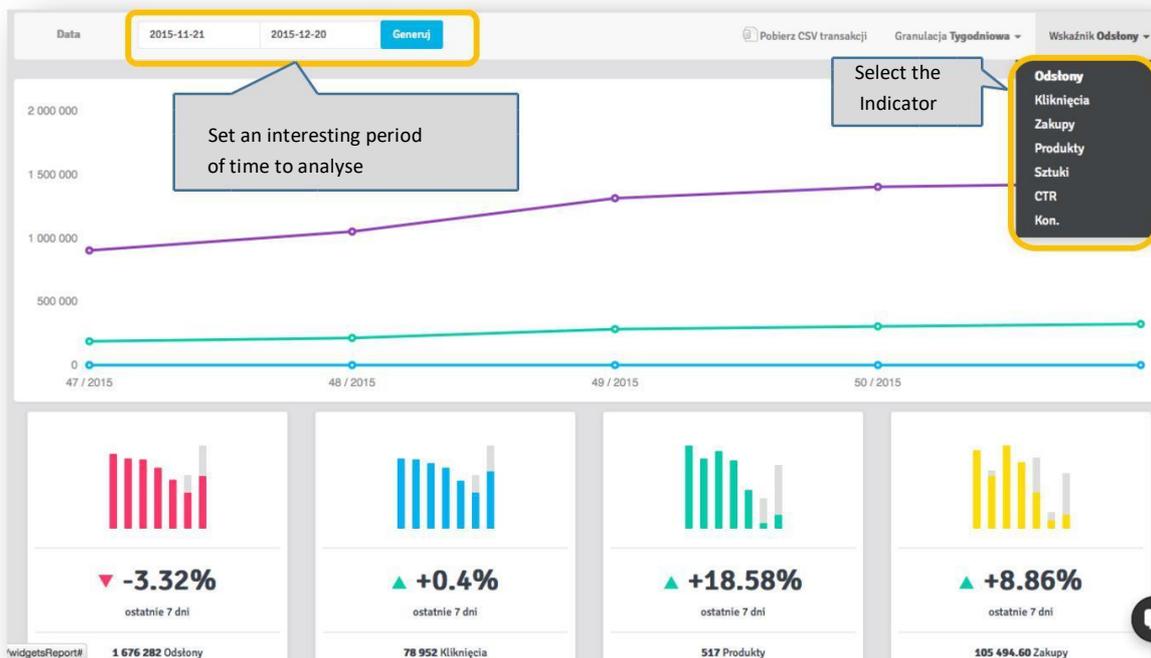
3 Start of the test period of the system - trial

If the recommendation frame matching is complete, select *Start Trial* to start displaying recommendation frames for all users. The trial period is free of charge. During the trial period, you will be able to check the recommendation engine on the website.



4 Reports

Reports allow you to track the effectiveness of particular recommendation frames.



The following recommendation frame performance indicators are available:

- **Page views** - the number of recommendation frames displayed on the shop's pages.
- **Clicks** – the number of clicks on the products on the recommendation frame.
- **Purchases** – the value of sales generated from recommendations. Sale by recommendation is when the customer clicks on a particular product on the recommendation frame and then buys it.

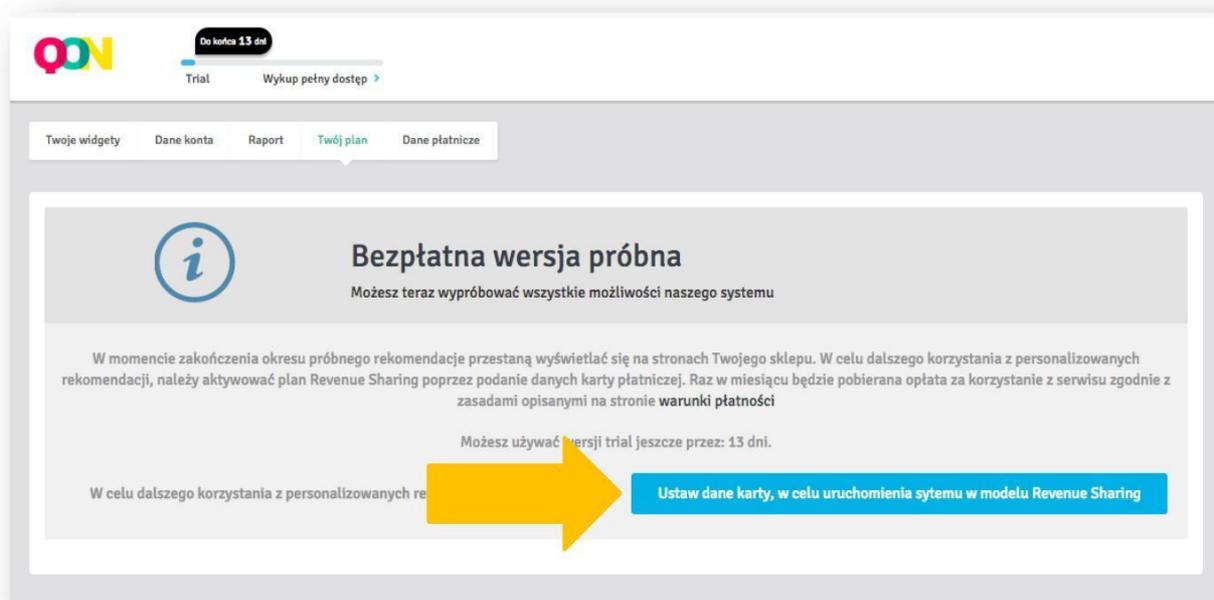
- **Products** – the number of unique products purchased by recommendation.
- **Pieces** – the number of sold products.
- **CTR** – the percentage of people to whom the recommendation frame was generated and who clicked on it. $CTR = \text{Clicks} / \text{Page views}$
- **Conversion** – the percentage of clicks on the recommendations that led to the purchase. $Con = \text{Integration Shoper}$

5 Full and unlimited system launch in Revenue Share model

Before the end of the trial period (Trial) you should activate the recommendation, engine settled in the Revenue Sharing model. Details of charging can be found in the [Terms of Payment](#). If the Revenue Sharing plan is not activated, the recommendations will no longer be displayed on the shop's website after the trial period.

In order to activate the Revenue Sharing plan, you need to set up your payment card details.

- Go to the tab *Twój plan* and select *Ustaw dane karty, w celu ...*



The screenshot shows the QON dashboard interface. At the top left is the QON logo. A notification bar indicates "Do końca 13 dni" (13 days left) and "Trial Wykup pełny dostęp" (Purchase full access). The navigation menu includes "Twoje widżety", "Dane konta", "Raport", "Twój plan" (highlighted), and "Dane płatnicze". The main content area features an information icon and the heading "Bezpłatna wersja próbna" (Free trial version), with the subtext "Możesz teraz wypróbować wszystkie możliwości naszego systemu" (You can now try all the possibilities of our system). A paragraph explains that recommendations will stop after the trial, and to continue using personalized recommendations, the user must activate the Revenue Sharing plan by providing payment card details. A yellow arrow points to a blue button labeled "Ustaw dane karty, w celu uruchomienia sytemu w modelu Revenue Sharing" (Set up card details to launch the system in the Revenue Sharing model).

- Then enter the Payer's details to which an invoice will be issued and the details of the Payment or credit card from which monthly fees will be charged.
- After entering the data, confirm by clicking the Zapisz button.

Dane karty płatniczej

Imię*	<input type="text"/>
Nazwisko*	<input type="text"/>
Numer karty*	<input type="text"/>
Kod bezpieczeństwa*	<input type="text"/>
Ważna do - Miesiąc*	1
Ważne do - Rok*	2020

