

This document is designed to capture the details of your requirements and information about the site to be supported regarding the Ecommerce Engagement tool.

To allow us to complete the implementation as quickly as possible, **please can this form be fully completed** and returned to us.

Note: It may be necessary for you to consult with the person responsible for building and maintaining the website for some of the questions.

General Information	
Company name	
Website URL(s)	
E-commerce system used by the site (e.g. Magento) and version (if known)	

Data Capture Requirements	
Has support of multiple languages or currencies been paid for? If so please provide a list of those required.	
Is there a mobile version of the site?	
If the mobile site is hosted on a separate URL, what is it?	
Are we required to capture fields other than the standard fields? Please see the appendix for more information. List all <u>additional</u> fields to capture here. I.e. What product/cart information will be included in the abandon email?	
Are there any specific requirements for abandonment processes, mail merges or trigger rules which would prevent an email being sent or dictate what is displayed in the email? Some examples: <ul style="list-style-type: none"> • Only send if cart total exceeds X value • Don't send emails containing certain products • Don't send if emails contain an out of stock product • If cart value is over a certain price, change the text shown in the email 	

Identification Optimization	
What are the URLs of the pages where an email address is captured on their site?	
Does the site have a slider/pop-up form (for newsletter sign-ups, for example)? On which page(s) does it appear?	
Does the site expose the email address of the current logged in shopper, for example in a hidden field?	

Technical Site Details	
If there is more than one domain involved in the checkout process, list them here. For example, does the checkout process redirect to a different domain?	
Does the cart support rebuilding the contents via URL parameters? If so, please provide an example URL.	
What is the URL of the purchase complete page (where it is confirmed a customer's order has completed)?	
Does the website utilise either JQuery or Mootools Javascript frameworks?	
Does the site use a data layer (e.g. W3C DDL or Universal Variable) or use some other microdata mark-up (e.g. schema.org)? If so please provide details.	
Does the site expose stock levels or categories for each product (if applicable)? These are most useful when using product feeds or SmartBlocks.	

Testing	
List of Office IP addresses to exclude from tracking. These should be the IP addresses of client offices, for example where customer support are based. Removing them from tracking reduces errors tracking customers.	
Is there a staging/test site? Please list the domain(s) here for exclusion. These should be the URLs of any servers that may include ourJavaScript.	
Is there a way for us to make a test purchase? Please describe how. E.g. <ul style="list-style-type: none"> • Test product • 100% Discount voucher • Refund 	

Appendix

Assuming we're able to collect them, we will capture the following data fields as standard:

- product id (used by our system)
- product name
- product currency
- product page URL
- product image URL
- product image thumbnail URL (cart page)
- product unit price
- product cart quantity (cart page)
- cart subtotal (ex VAT and delivery)

Here's a small sample of some additional data fields we can capture (assuming the information is included on the site pages or can be provided by a product import):

Data Item	Related Sector
Cart Product size	Retail Fashion
Cart Product colour	Retail Fashion
product category	Retail General
product stock	Retail General
Product resort name	Travel
Product country	Travel
Cart number of Adults/Children/Pets	Travel
Cart arrival date	Travel

If any extra data needs to be captured, please list the fields in the **Data Capture Requirements** section on page 1.