

# Best Practices

Reloadify for Magento 2

These are the recommended ways to configure [Reloadify](#) based on what we've seen work well. The module is straightforward, but a few tweaks can improve your marketing automation results. We've also included common mistakes to avoid.

## General Guidelines

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### Do's

- Run `reloadify:selftest` after initial setup to verify the connection
- Use a dedicated EAN/barcode attribute if you have one - improves product matching
- Map your brand attribute - enables brand-based segmentation in Reloadify
- Keep debug mode off in production to avoid large log files
- Test cart restore links before launching abandoned cart campaigns

### Don'ts

- Don't share your access token publicly - it grants API access to your store data
- Don't disable the module while Reloadify campaigns are active - breaks email links
- Don't map the same Magento attribute to multiple Reloadify fields
- Don't use full-size product images - medium resolution (300-600px) loads faster in emails

## Common Scenarios

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### Scenario 1: Standard Store Setup

**Use case:** Single-language store with standard Magento attributes

**Configuration:** General:

- Enabled: Yes
- Generate token via CLI

Attributes:

- Leave all defaults (SKU, Product Name, Description)
- Map Brand if you have a manufacturer attribute

PWA Settings:

- Base URL: Magento (default)

**Result:** Reloadify syncs your full catalog, customer data, and orders using standard Magento data.

## Scenario 2: Multi-Brand Store

**Use case:** Store with multiple brands, want to segment emails by brand

**Configuration:** Attributes:

- Brand: Select your manufacturer/brand attribute
- Extra Fields: Add any brand-related attributes like `brand_collection` or `brand_tier`

**Result:** Reloadify can create segments like "Nike customers" or "Premium brand buyers" for targeted campaigns.

## Scenario 3: PWA/Headless Frontend

**Use case:** React/Vue frontend, Magento as headless backend

**Configuration:** PWA Settings:

- Base URL: PWA
- PWA URL: `https://your-pwa.com/cart/restore`

**Your PWA needs to:**

1. Accept the `?id={encrypted_quote_id}` parameter
2. Call the Reloadify cart restore API endpoint
3. Rebuild the cart session in your frontend

**Result:** Abandoned cart emails link to your PWA instead of Magento frontend.

## Scenario 4: Rich Product Data for Segmentation

**Use case:** Want Reloadify to segment by product attributes (color, size, season)

**Configuration:** Attributes > Extra Fields:

| Magento Attribute    | Reloadify Field      |
|----------------------|----------------------|
| <code>color</code>   | <code>color</code>   |
| <code>size</code>    | <code>size</code>    |
| <code>season</code>  | <code>season</code>  |
| <code>is_sale</code> | <code>on_sale</code> |

**Result:** Reloadify campaigns can target "customers who bought red products" or "winter collection buyers."

## Performance Tips

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### Image Optimization

Select appropriately sized images in the configuration:

- Too large = slow email loading, potential delivery issues
- Too small = poor quality in high-DPI email clients
- Sweet spot: 400-600px width works for most email templates

### API Request Handling

Reloadify fetches data from your store via API. The module is optimized for this, but:

- Large catalogs (50k+ products) may take longer to sync initially
- Delta sync ( `/products-delta` ) only fetches recently changed products
- Syncs run from Reloadify's servers, not via Magento cron

### Log Management

If you enable debug mode for troubleshooting:

- Debug logs grow quickly with API traffic
- Disable after troubleshooting is complete
- Logs are in `var/log/reloadify/`

## Common Mistakes

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### Mistake: Not mapping the EAN attribute

**Why it matters:** EAN/barcode helps Reloadify match products accurately, especially if you sell on multiple channels.

**Correct approach:** If you have a barcode attribute ( `ean` , `gtin` , `barcode` ), map it in Attributes > EAN. If you don't have barcodes, SKU works fine as fallback.

### Mistake: Using debug mode in production permanently

**Why it's wrong:** Debug logs every API request. With regular Reloadify syncs, this creates large log files that waste disk space.

**Correct approach:** Enable debug mode only when troubleshooting specific issues. Disable after resolving.

## **Mistake: Regenerating token without updating Reloadify**

**Why it's wrong:** If you run `reloadify:integration --update=1`, the old token becomes invalid. Reloadify can no longer sync.

**Correct approach:** After regenerating a token, immediately update it in your Reloadify dashboard. Plan token rotations during low-traffic periods.

## **Mistake: Mapping Description to a very long attribute**

**Why it matters:** Product descriptions in emails should be punchy. A 2000-word product description looks terrible in an email card.

**Correct approach:** If your main description is very detailed, consider using `short_description` or creating a marketing-specific attribute.

## **Need More Help?**

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### **Documentation:**

- [All Help Articles](#) - Complete documentation overview

### **Support:**

- [Contact Support](#) - Get help from our team

For a complete overview of features and configuration options, see the Reloadify extension on [magmodules.eu](https://magmodules.eu)

# All articles for Reloadify

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## Installation

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|   |   |
|---|---|
| 1 | <a href="#">Installatie met Composer (aanbevolen)</a> |
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## Configuration

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|---|-----------------------------------|
| 1 | <a href="#">Snelstartgids</a>     |
| 2 | <a href="#">Configuratie Gids</a> |

## Troubleshooting

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|---|-----------------------------------|
| 1 | <a href="#">Probleemoplossing</a> |
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## Background

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|   |  |
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| 1 | <a href="#">Best Practices (current)</a> |
| 2 | <a href="#">CLI Commando's</a>           |

