Integrations

View and manage your integrations.

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Summary

This contains essential resources and reporting regarding integrations.

> Your system may include a variety of integrations, only some of which are mentioned on this page.

Key integrations include:

- Google Shopping
- Affiliate Feed
- Sitemap
- eBay
- Instagram
- StoreFeeder

Common Integrations

Storefeeder

This third party service is used to link an IXO Commerce system to third party marketplaces like Amazon and eBay.

Primary Functionality

- All standard products sent to StoreFeeder by default
- Updates stock
- Updates pricing
- Downloads Sales Orders into CMS

> Product listings can not be created in third party marketplaces; they can only be updated via the Storefeeder integration

Points of note

- SKU needs to match what's set in IXO Commerce for updates to work
- Listings are downloaded from a marketplace into StoreFeeder
- Basic product data is uploaded from IXO Commerce into StoreFeeder to create a link between marketplace listing and the IXO
- Listing and products from IXO Commerce must be mapped manually
  - Stock shared across all marketplaces
  - Pricing shared across all marketplaces but this can be optional if required
  - Stock and prices updates every 15 minutes
  - Special pricing comes across as normal price
- Despatch notifications are passed to StoreFeeder to pass onto marketplaces
  - Cancellation and returns not triggered to StoreFeeder
- Items cancelled or returned on marketplace will be downloaded to IXO

Setup

You must connect your own account.

Connect StoreFeeder to Amazon

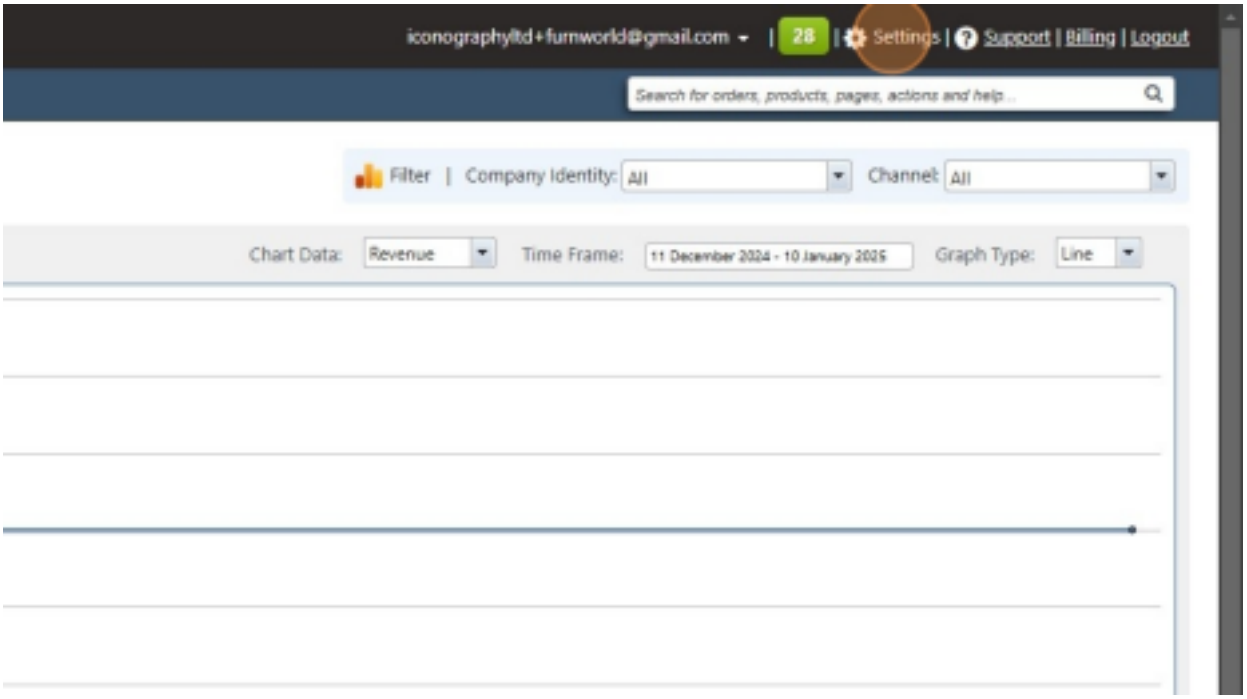


Integration

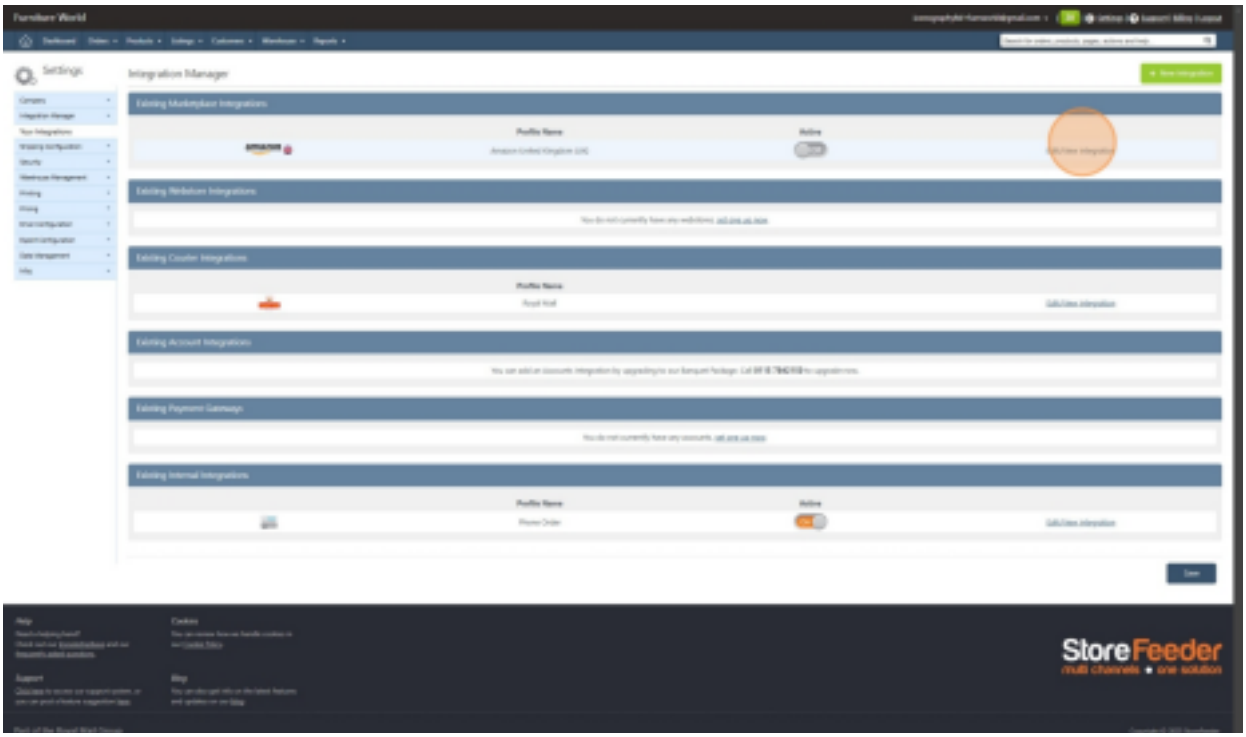
> Check your emails for a email from "support@storefeeder.com" with the subject "StoreFeeder Account Creation" select Activate Account and enter a password.

1 Navigate to **https://my.storefeeder.com/Dashboard.aspx**

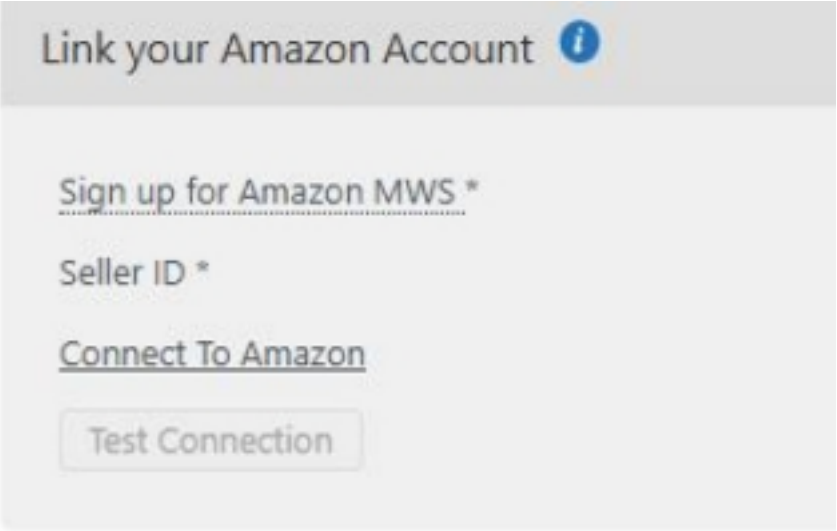
2 Click "Settings"



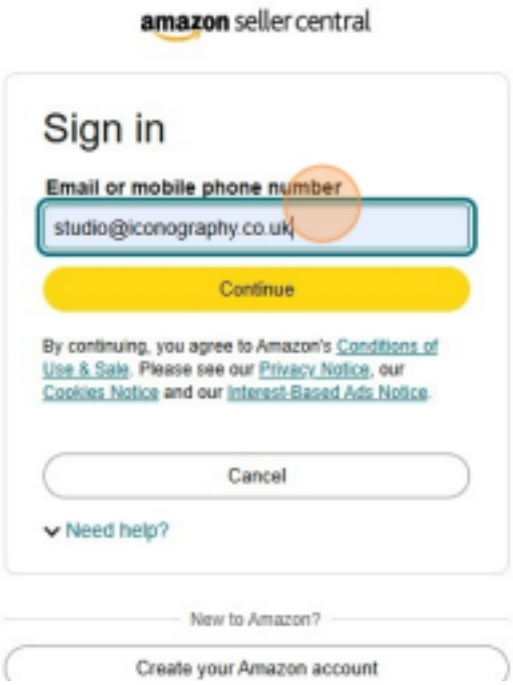
3 Click "Edit/View Integration"



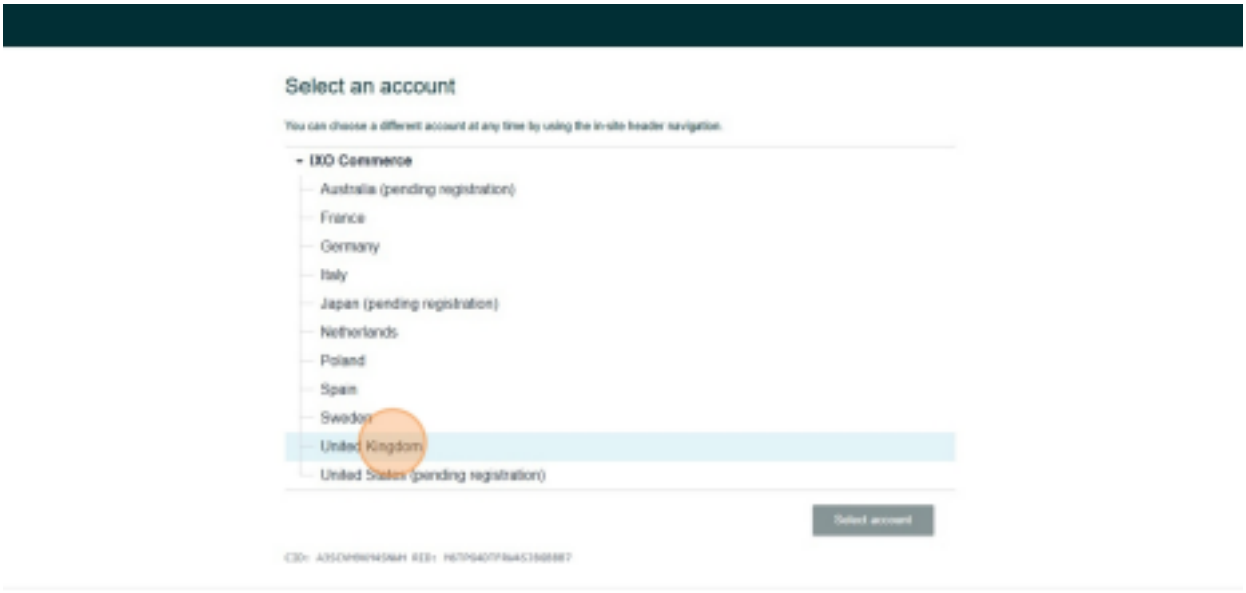
4 Click "Connect To Amazon"



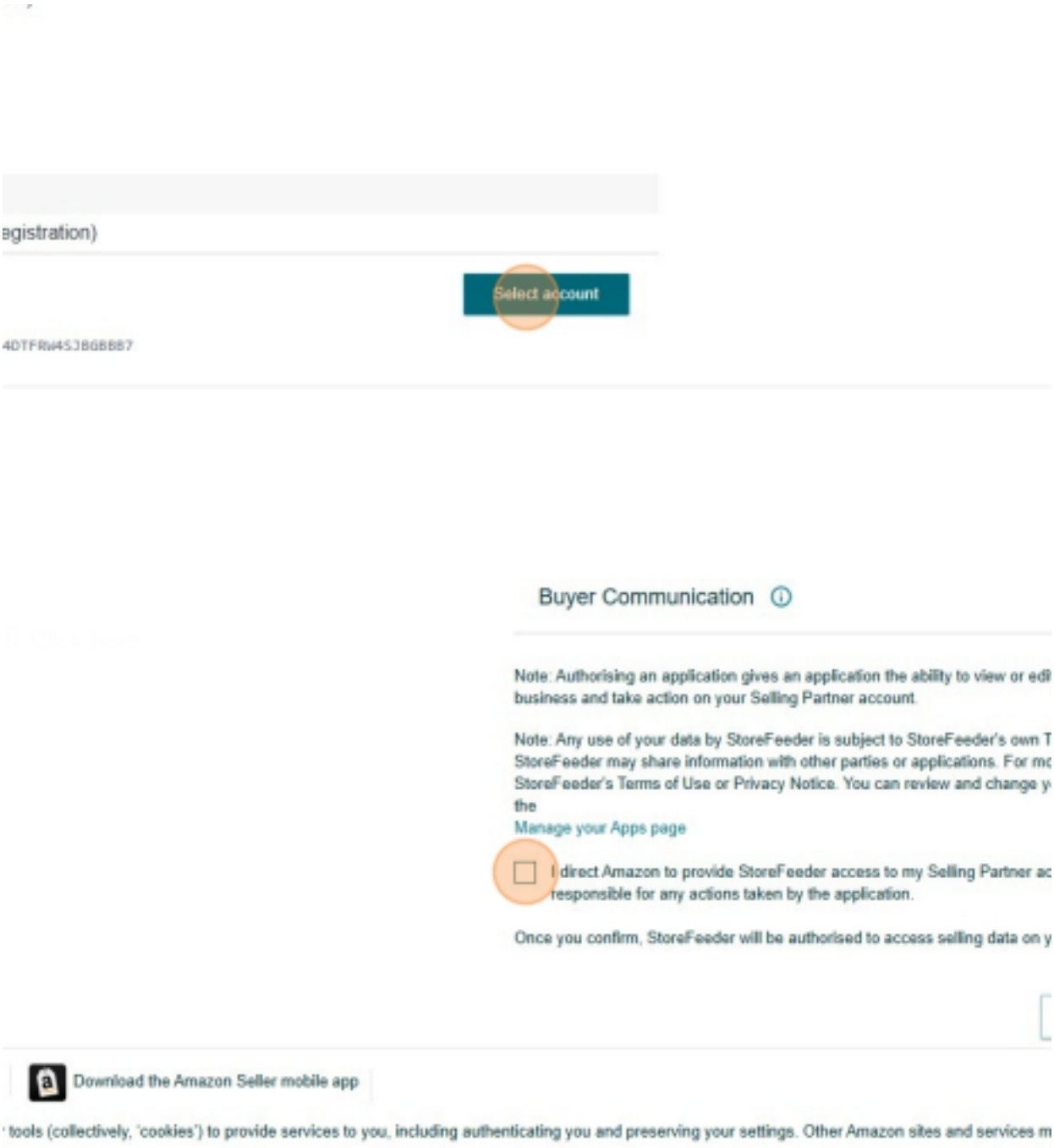
5 Login into your Seller Central account



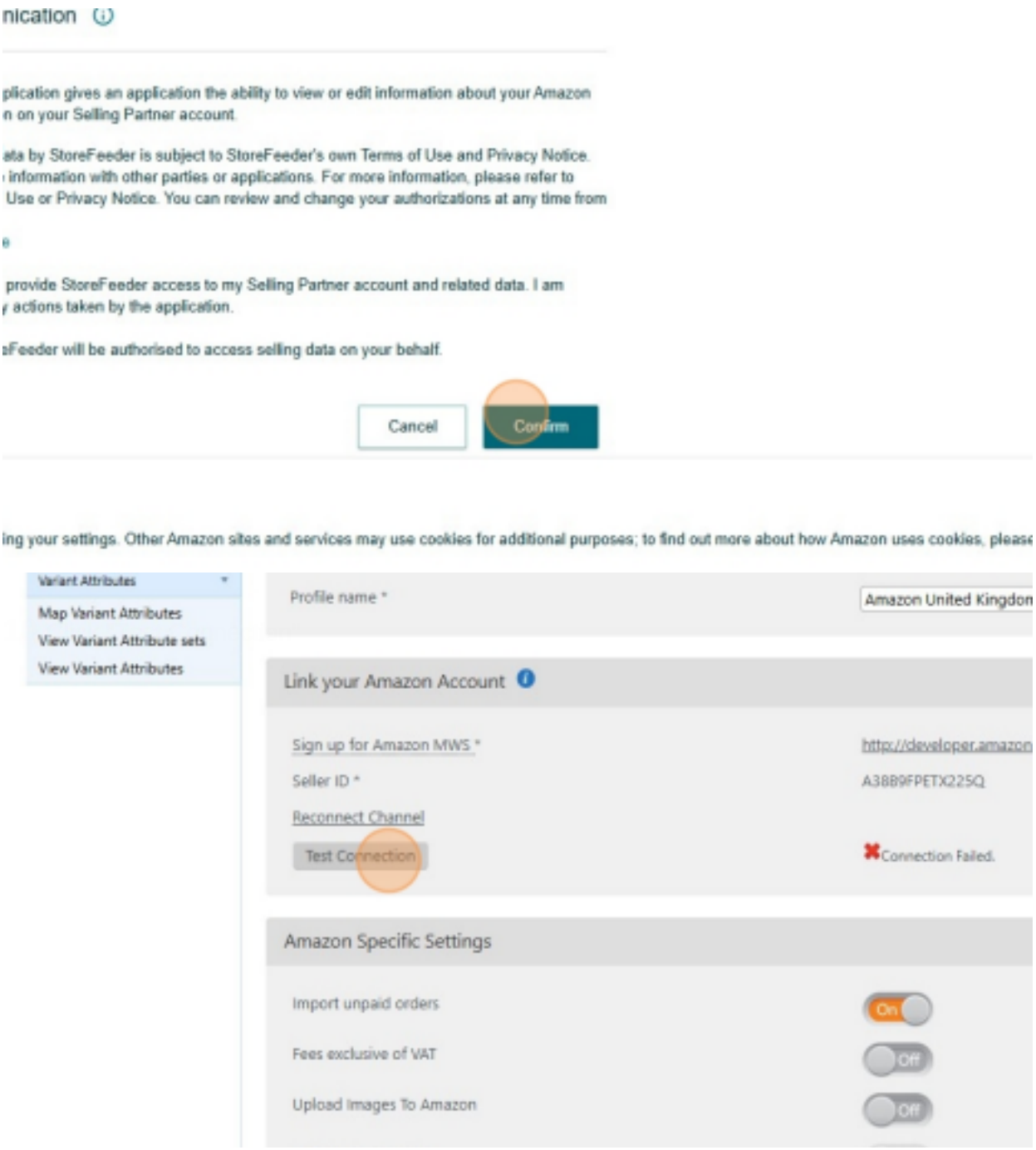
6 Click "United Kingdom"



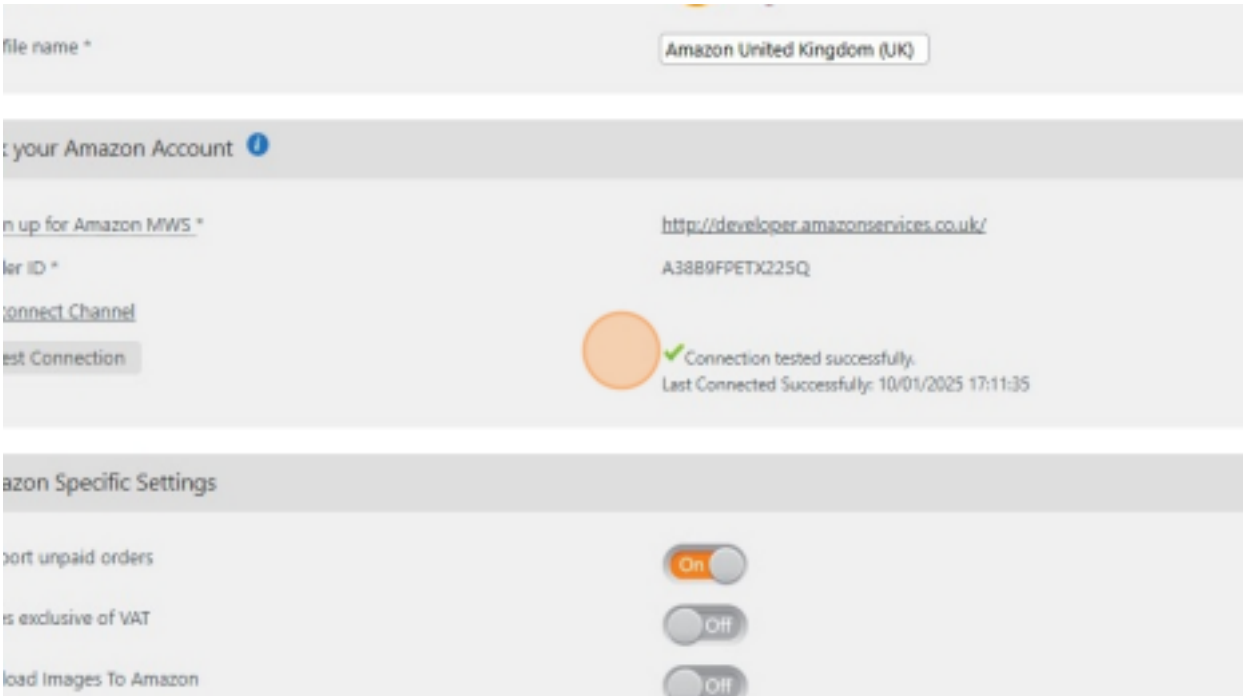
7 Click "Select account"



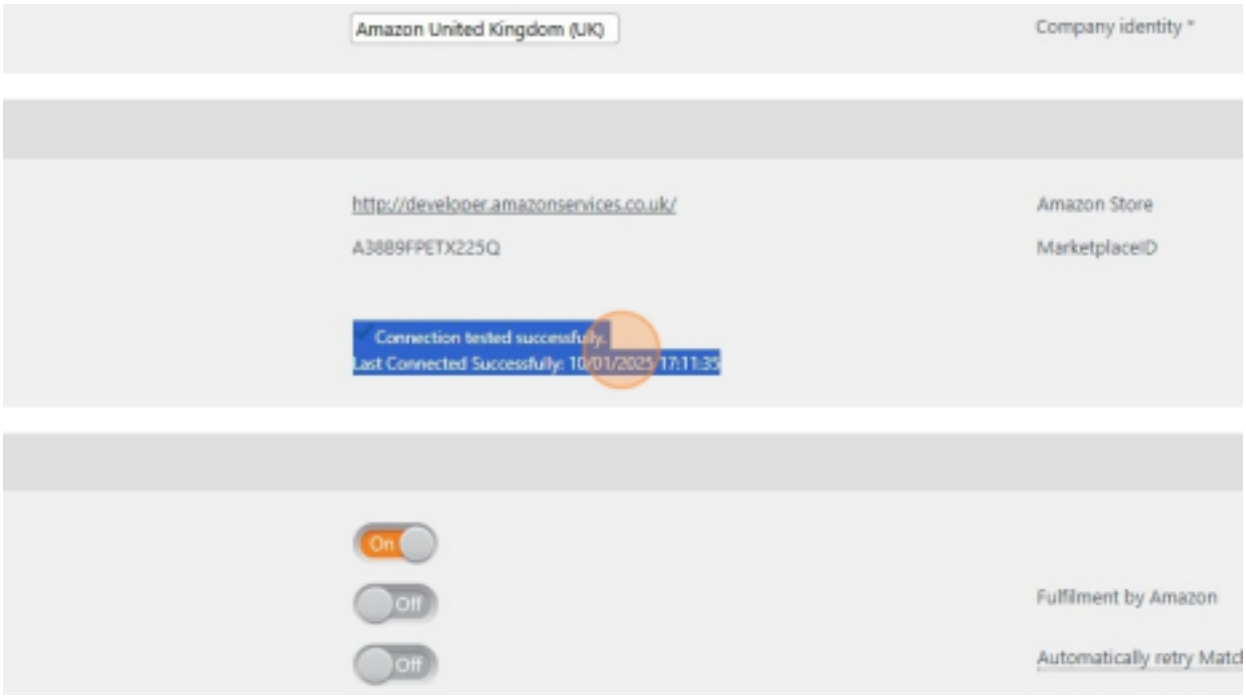
9 Click "Confirm"



11 Click "Test Connection"



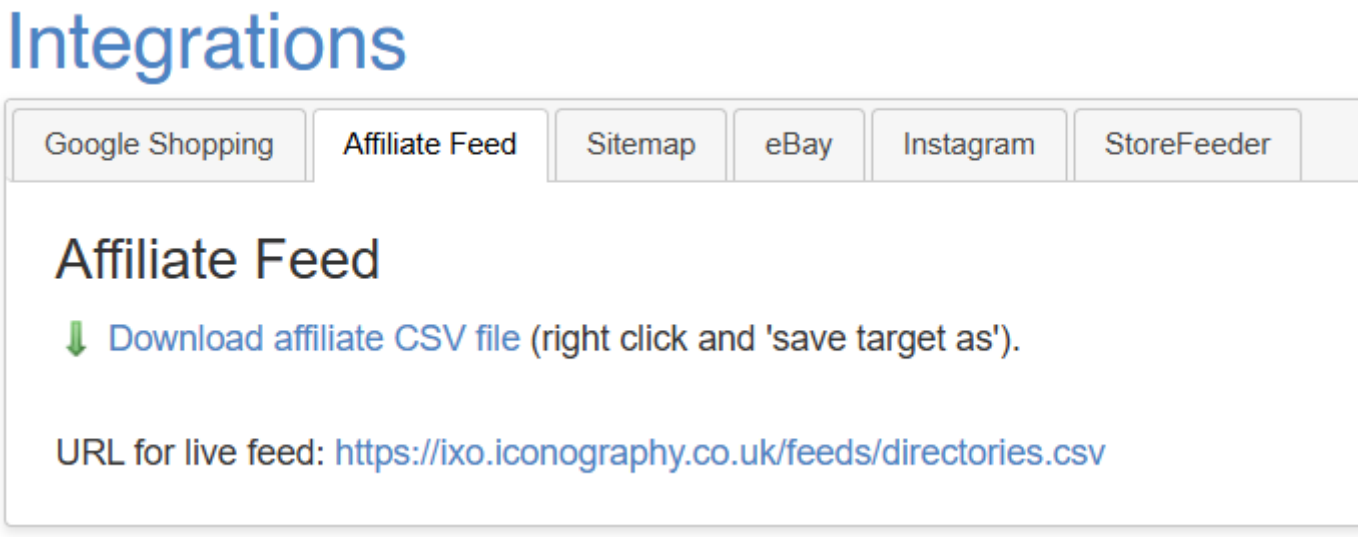
12 Please inform Iconography that your account is connected to StoreFeeder



Affiliates

Your Affiliates Feed will be available via the Integrations section.

This can be downloaded as a file for manual import, or accessed via a URL for a live feed.



eBay

The eBay integration allows for feed to and from eBay.

To reauthorise your account use the Integrations section of the CMS.

> For this tab to be visible, this Product must be linked to a Category that has been mapped to the eBay category hierarchy

Individual Products may be managed via the eBay tab and eBay Fulfilment Latency is managed via Site Settings.

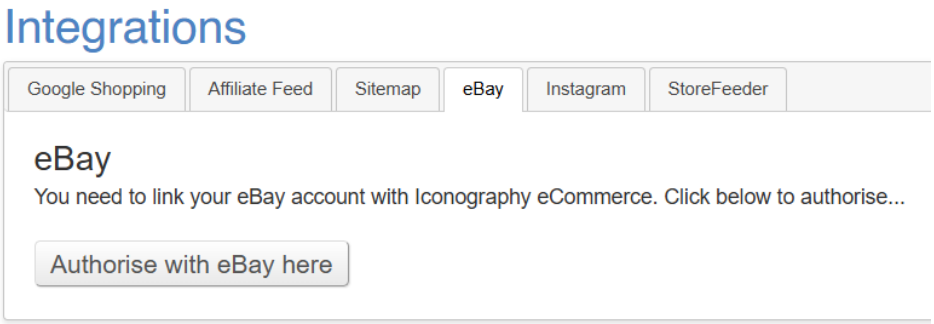
How it works

The eBay integration will:

- Create new listings via individual Products (includes description, images and variant options)
- Update listings with Stock and Prices
- Import new Sales Orders from eBay
- Push Sales Order updates to eBay

Reauthorisation

If reauthorisation is needed, click this button in Integrations.



Permitted Third Party Domains

This is a list of whitelisted domains for use within IXO Commerce. These are typically linked to integrations.

Domain	Service
vimeo.com	Vimeo video embeds
ampproject.org	AMP blog pages
clarity.ms	Microsoft Clarity
gstatic.com	Google Fonts
googleapis.com	Google Fonts
google.com	Google Pay
google.co.uk	Google Pay
google-analytics.com	Google Analytics
googletagmanager.com	Google Tag Manager
googleadservices.com	Google Analytics
googlesyndication.com	Google Ads
g.doubleclick.net	Google Ads
googlecommerce.com	Google Commerce
bing.com	Bing tracking
facebook.net	Facebook Pixel
trustpilot.com	Trustpilot
feefo.com	Feefo
chimpstatic.com	Mailchimp
klaviyo.com	Klaviyo
sibautomation.com	Brevo
omnisnippet1.com	Omnisend
ddlnk.net	Dotdigital

Domain	Service
trackedlink.net	Dotdigital
trackedweb.net	Dotdigital
dotdigital-pages.com	Dotdigital
postcodeanywhere.co.uk	Loqate (PCA Predict / Postcode Anywhere)
opayo.cloud	Opayo
elavon.com	Opayo
stripe.com	Stripe
dnapayments.com	DNA Payments
blinkpayment.co.uk	Blink Payment
api.ipify.org	Blink Payment
applepay.cdn-apple.com	Apple Pay
cardstream.com	Cardstream
handepay.co.uk	Handepay
morphpay.com	Morphpay
paydough.me	Paydough
tponlinepayments.com	Takepayments
universaltp.com	UTP
paysafe.com	Paysafe
worldpay.com	Worldpay
paypal.com	PayPal
paypalobjects.com	PayPal
dekopay.com	Deko Finance
afterpay.com	Clearpay Finance
payments-amazon.com	Amazon Pay
zdassets.com	Zendesk Chat
zendesk.com	Zendesk Chat
zopim.com	Zendesk Chat
zendesk-eu.my.sentry.io	Zendesk Chat
smooch.io	Zendesk Chat
olark.com	Olark Chat
hotjar.com	Hotjar tracking

Finance

eCommerce finance integrations are available. If implemented, finance will be available at checkout.

A finance calculator will be shown on relevant Product pages, and as part of the checkout journey.

Individual Products may be disabled from finance if necessary.

Minimum order values, etc., are managed via Site Settings.

Supported Integrations



Google

Google Adwords

Managed via Site Settings.

Google Analytics

Managed via Site Settings.

Google Maps API

Managed via Site Settings.

Google Shopping

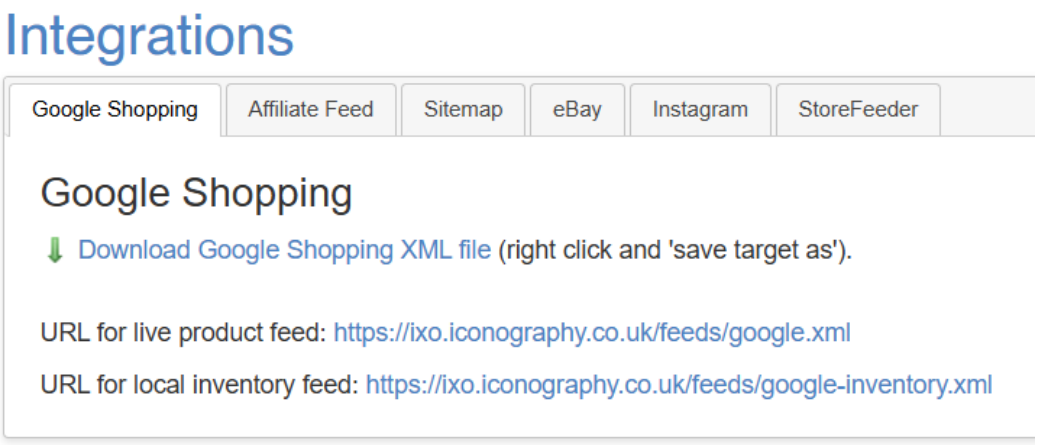
Your Google Shopping feed will be available via the Integrations section.

You may either download this file for manual upload, or enter a URL for live product/local inventory feeds.

> Categories must be mapped to Google Shopping categories for this feed to function.

Products within Categories mapped to Google Shopping categories will be output in this file.

Manage Google Shopping information per Product.

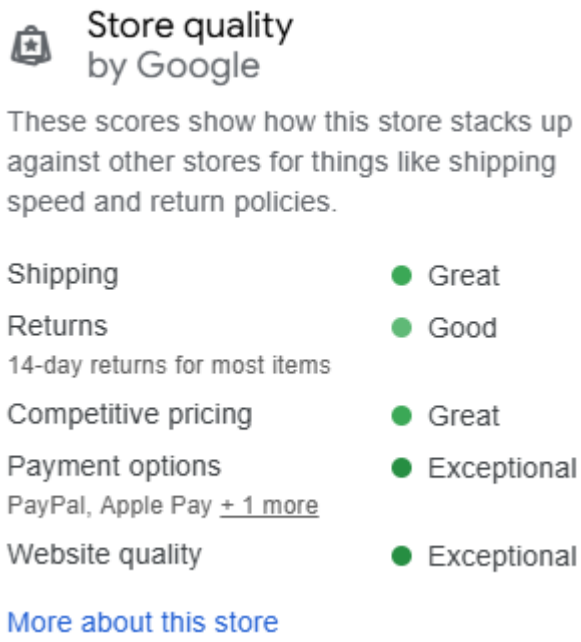


Google Store Reviews

Support has been added for Google Store Reviews.

> To function, reviews must be enabled with your Merchant Centre account, and you must enter your Merchant Id in Site Settings.

This will add a floating, expandable, review widget to your website:



In addition, successful orders will be sent to Merchant Centre for automated follow up.

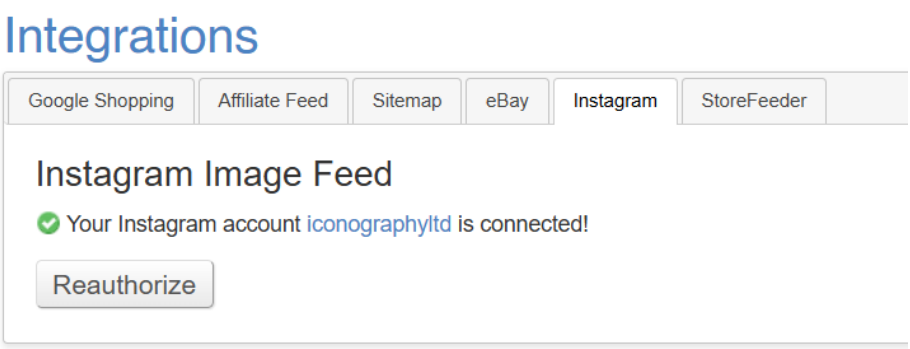
Google Tag Manager

Managed via Site Settings.

Instagram

The Instagram integration allows for an Instagram image feed.

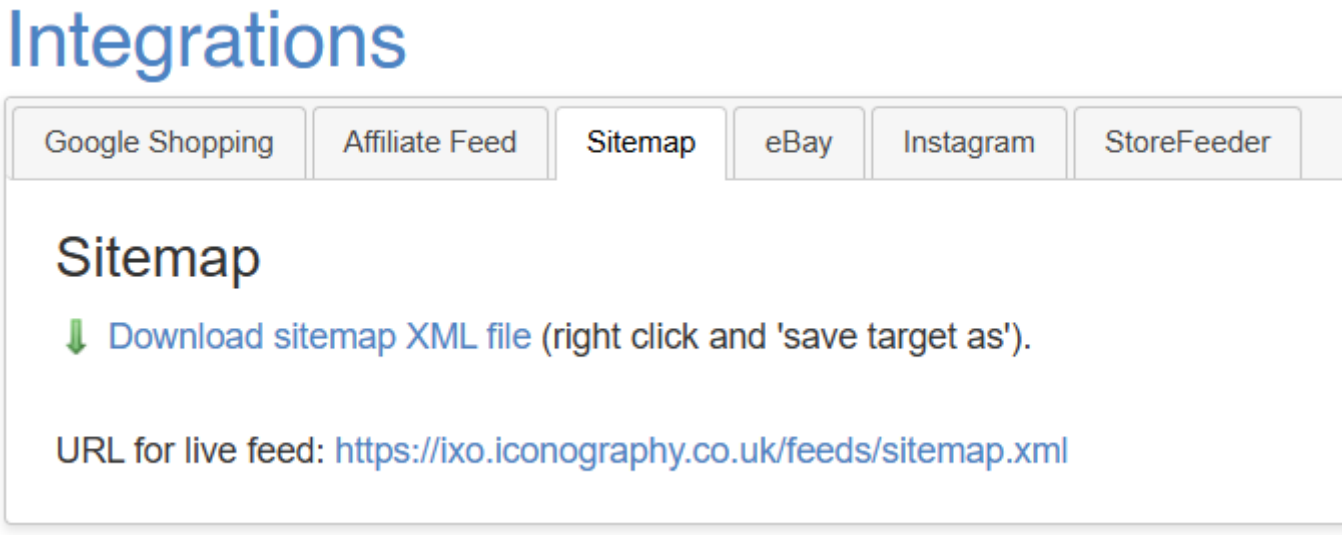
To reauthorise your account use the Integrations section of the CMS.



Sitemap

Your Sitemap will be available via the Integrations section.

You may either download this file for manual upload, or enter a URL for a live feed.



Staingard

Orders will be submitted directly to Staingard via their API (as per documentation ‘Staingard Warranty System API Documentation v1'). The whole order will be submitted once the first item on that sales order has been marked as delivered.

The warranty number will be returned via the API; this will be recorded as a note against the sales order.

It will not be possible to further update or cancel a warranty via the API.

Where an order upload fails, that Sales Order will be marked as 'Awaiting Action'.

StoreFeeder

StoreFeeder is a third party plug in that allows for the download of Sales Orders from multiple marketplaces.

How it works

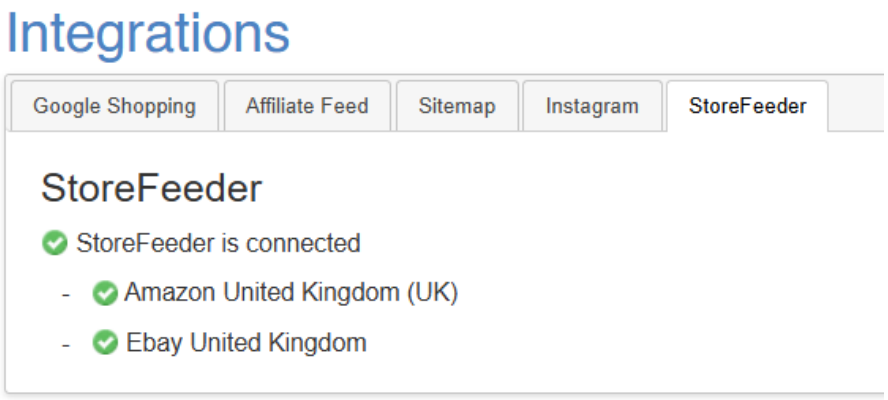
> All listings must be created directly within the marketplace - there is no automated listing creation available via this service.

IXO Commerce will import all Sales Orders from linked 3rd party marketplaces, and push updates when those Sales Orders are despatched.

IXO Commerce will push pricing and stock updates to existing listings.

Status

The current status of the StoreFeeder link is visible within the Integrations section.



Integrated Marketplaces


amazon
ebay
TikTok
Etsy
NOT ON THE HIGH ST.
OnBuy.com
The Range
ManoMano
TESCO Marketplace.
B&Q
Debenhams
MIRAKL
TEMU
Carrefour
catch .com.au
COOLSHOP
DECATHLON
fruugo
GAME
MOUNTAIN WAREHOUSE
SEPHORA

Xero

IXO Commerce sends sales orders, purchase orders, payments and refunds to Xero, and pulls account payments back from Xero into IXO. Two schedulers handle this: the update scheduler and the update payments scheduler.

How it works

1. When an order is placed in IXO, it is sent to Xero as a draft invoice. Cancelled and returned lines are left off.
2. Once every remaining line on the order has been despatched, the invoice is approved in Xero and the order is locked in IXO.
3. Only then are payments on the order sent to Xero.

> No payments are sent to Xero for orders that haven't been fully despatched.

Xero only accepts payments against approved invoices, so payments taken in IXO stay unacknowledged until the invoice is approved. They are picked up by the next run of the update payments scheduler after that.

In Xero, an approved invoice sits in the Awaiting Payment tab until it is paid in full. The Xero API calls this status Authorised, so you may see either term.

Update scheduler

Calls the following functions, in this order.

getItems

Gets the default cost price of all items in Xero.

sendOrdersToXero

- Gets all orders from IXO that haven't already been acknowledged, excluding orders with a status of draft, abandoned or quote.
- Creates the customer as a contact in Xero if they don't already exist.
- Makes sure all sold products exist as items in Xero, and adds any that don't.
- Leaves out cancelled and returned lines.
- Posts the invoice to Xero as a draft.

If an order has no lines left once cancelled and returned lines are removed, and the order total is 0, IXO sends the Deleted status so that Xero deletes the invoice.

updateUnauthorisedInvoicesInXero

- Gets a list of draft invoices from Xero.
- Checks whether every line on the matching IXO order (other than cancelled or returned lines) has been despatched.
- If it has, approves the invoice in Xero and marks the order as locked in IXO.

Until this happens, the invoice stays as a draft and no payments for the order can be sent.

sendPurchaseOrdersToXero

- Gets all submitted purchase orders that haven't been acknowledged.
- Creates the supplier as a contact in Xero if they don't already exist.
- Makes sure all products exist as items in Xero.
- Creates the purchase order in Xero.

Purchase order lines use the IXO Commerce nominal code as the Xero account code.

Update payments scheduler

Calls the following functions, in this order. All of them work only on orders whose Xero invoice has been approved. Draft invoices are ignored.

sendOrderPaymentsToXero

- Gets a list of approved invoices awaiting payment from Xero.
- Matches unacknowledged payments in IXO to each invoice by Sales Order ID.
- Creates each payment in Xero individually, as long as it fits within the amount outstanding on the invoice.

If the payments don't fit, IXO nets off all pending payments and refunds on that order and sends a single payment to Xero instead:

- References are passed across.
- The payment type is passed unchanged if every payment is the same type. If the types differ, Other is used.

If the net amount is still more than the amount outstanding, nothing is sent. The invoice stays in the Awaiting Payment tab in Xero and needs to be dealt with manually.

getPaymentsFromXero

- Gets a list of customers in IXO with a credit balance.
- Gets fully paid invoices from Xero for the contact IDs matching those customers.
- For each Sales Order ID, compares unacknowledged account payments in IXO against the amount paid on the Xero invoice.
- Creates an account payment in IXO for the amount paid, if one doesn't already exist.
- Marks account payments as acknowledged where they fit within the amount paid on the invoice.

sendOrderRefundPaymentsToXero

Refunds are only sent once the order's Xero invoice is fully paid.

Non-account refunds

- Gets all unacknowledged non-account refund payments on IXO orders whose Xero invoice is paid.
- Creates an approved credit note in Xero and adds a payment to it.

Account refunds

- Gets all unacknowledged account refund payments on IXO orders whose Xero invoice is paid, where the net account payment total is negative.
- Creates an approved credit note in Xero. The credit then needs to be allocated manually against an invoice balance in Xero.

Setup

Required details

Field	Notes
Consumer Key	From the Xero app
Shared Secret	From the Xero app

Key files

File	Notes
Private Key File	
Public Key File	

Optional

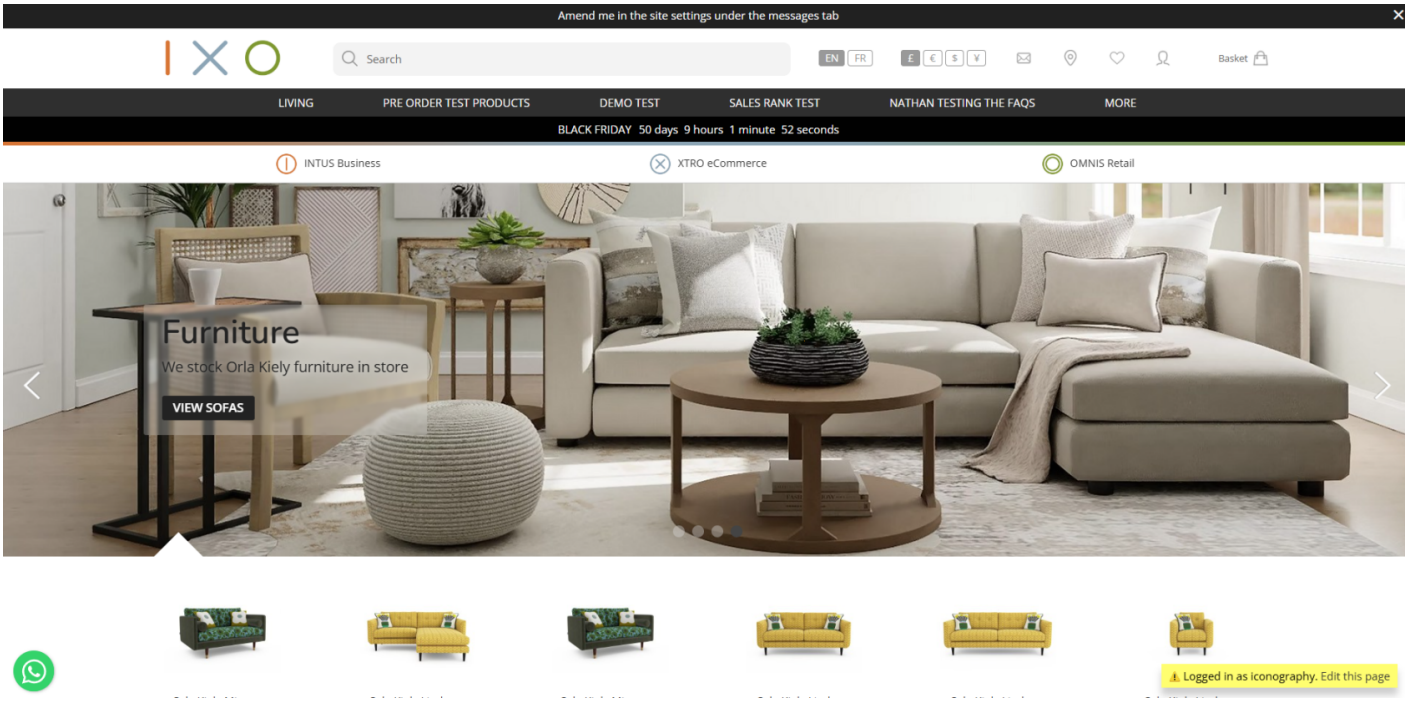
Field	Notes
Account Code	The Xero account code used for invoice line items
Generic Account	Email address of the Xero contact used for general sales

Website config

Set the website config calculatevatperline so that IXO calculates VAT per line. This matches how Xero calculates VAT and avoids rounding differences between the two systems.

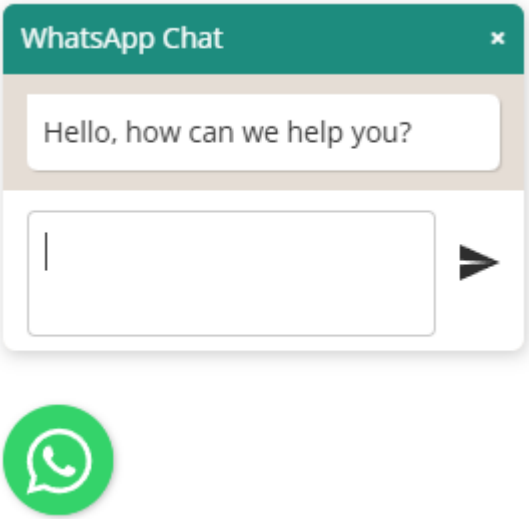
Whatsapp

If a WhatsApp social media Phone number has been entered in Site Settings, a pop up will display on the website.



Behaviour

On mouseover (or tap for touchscreen devices), this will open as below.



The customer will then be able to enter a message. When sent it will either:

- open the Whatsapp app on their device (if available)
- open Whatsapp for web

Customisation

It is possible to amend the colour of:

- Title
- Title background
- Message
- Button image
- Position (left and right)

ShipTheory

This integration connects IXO Commerce to Shiptheory for courier booking, label printing and returns management. Shipments are created automatically when order lines are despatched, and couriers, tracking numbers and labels are pulled back into the order.

CMS Configuration

> Postage types that should route through Shiptheory need their "Courier Service Code" field set to shiptheory.

When order lines are despatched, a shipment is created in Shiptheory for each delivery type present on the order. Any courier returned is stored against the order, and any tracking number returned is stored against the order line.

A PDF of the Shiptheory label can be downloaded from the order edit screen using the "Print Shiptheory label(s)" button.

Returns (RMA)

> Available only on sites with the dedicated returns RMA CMS section.

While a return has a status of "Authorised" or "Partially Received", a "Create & email Shiptheory label(s)" option appears with a drop-down of enabled return services. Selecting this adds a customer-facing note with the tracking number and attaches the return label(s), and emails a copy to the customer.

Sales Order 'Acknowledged'

This is a setting which is used by third party integrations such as Xero to flag which Sales Orders have been imported.

If ticked, this will remove the Sales Order from the export feed.

If unticked, this will add the Sales Order into the export feed.

> If acknowledged, it will no longer be possible to adjust Sales Order delivery and discounts.