E-Goi - Email Marketing and SMS Automation
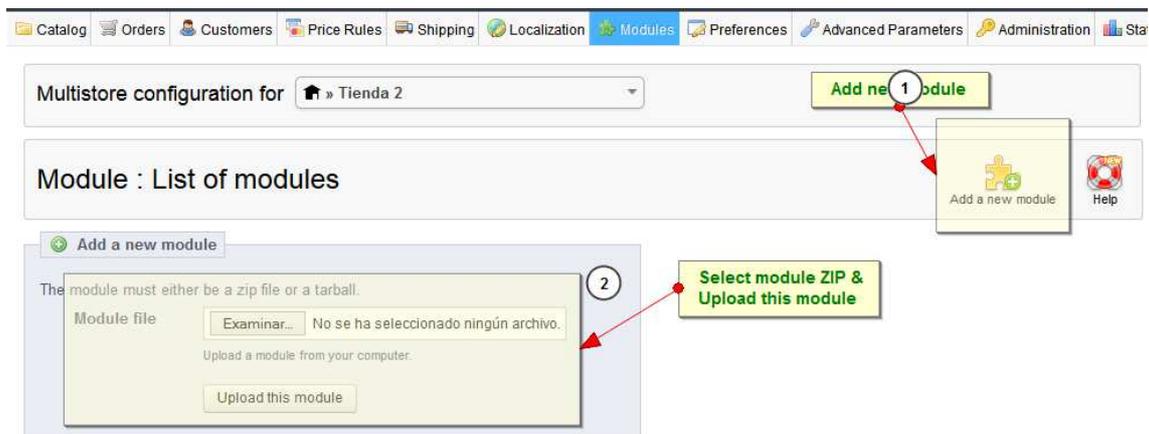
PrestaShop Module developed by OBSolutions

In this guide you will find detailed instructions on how to install and configure **"E-Goi - Email Marketing and SMS Automation"** module for PrestaShop.

If you do not have an E-Goi account you can create new free account here:

http://www.e-goi.com/index.php?cID=232&aff=1e420d3e68

Module installation

To proceed with the module installation you should go to **'Modules'** tab in your PrestaShop Back-Office and select **'Add a new module'**. It will show you a window where you can select the ZIP file you downloaded when purchasing this product. Once selected, you should click on **'Upload this module'** button.

Module configuration

In order to configure the module you should look for **'E-Goi – Email Marketing and SMS Automation'** module in **'Modules'** tab under the **'Advertising and Marketing'** category and click on **'Configure'** button.

Once there, you should insert your API Key from your E-Goi account:

If you don't have an E-Goi account you can create it for free on the following link:
http://www.e-goi.com/index.php?cID=232&aff=1e420d3e68

My Account details

You can view your E-Goi account details from **'E-Goi'** tab > **'My Account'**:

Import lists from E-Goi to PrestaShop

For importing your lists from E-Goi to PrestaShop, you should go to the **'E-Goi'** tab > **'Import Lists from E-Goi'**:

Your E-Goi Lists will be shown below. You should select the lists that you want to create and associate with PrestaShop and click **'Import Selected'**. All selected lists will be created automatically:

Add new lists

You can create new lists going to the **'E-Goi'** tab > **'My Lists'** by clicking **'Add New'**. A form where you can customize the new list will be shown:

Create an account

With each new customer record in the store, the account details will be automatically sent to the E-Goi list associated store, for the language and the customer store (in the case of multi-store):

You can find subscribed and exported users to E-Goi by checking the list details in E-Goi module:

You can verify if your customer accounts have been uploaded correctly through the E-Goi administration panel:

If the list has been created from PrestaShop, we can add an extra field called 'Newsletter checked' that indicates whether the user has opted to receive the newsletter or not in his customer account.

This field will be useful to segment our list.

360 Subscribers Sync: E-Goi - PrestaShop

Synchronization is performed in both directions, both from PrestaShop to Egoi (we've seen) and from Egoi to Prestashop.

This means that information about our subscribed customers will remain at PrestaShop updated when:

- **A new subscriber is created in Egoi:** Updating the information in PrestaShop if the client exists or create it if not exist.

- **Data from a subscriber in Egoi is updated:** Updating the information in PrestaShop if the client exists or create it if not exist.

- **A customer unsubscribe from a list:** Updating customer subscription information PrestaShop.

Module developed by OBSolutions

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