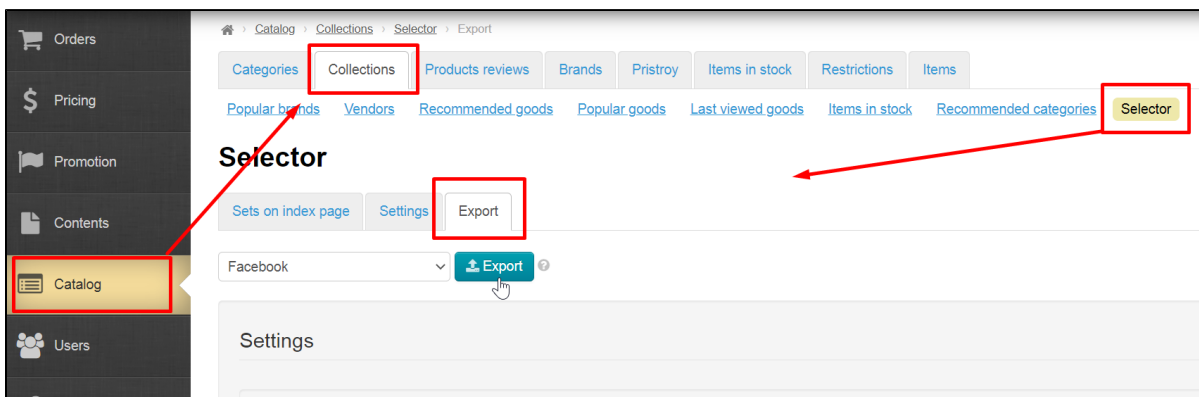


Export to external resources



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Description



"Export to external resources" module allows to export products from your online store to external resources.

[Selector module](#) is required. Collections of goods are created in Selector module, which will then be exported to external resource (Facebook or Instagram).

Prepare collections in Selector

Read detailed instruction how to set and work with "Selector" in ["Selector module"](#) instruction. Below are the most basic steps for creating a collection.

Recommendations how to select goods

Every external resource that is different from an online store, most often, does not initially imply the sale of goods. For example, social networks are created for communication, forums for finding answers, etc. Therefore, selecting goods for sale in such places requires a special approach.

Let's take Instagram as an example. On average, it is believed that most of the active users of this social network are teenagers and women. Those people who most often make impulsive purchases for small amounts of money (adolescents are limited to pocket money, and women subconsciously tend to save money and it is better to buy 2 at 50 things than 1 for 100). Undoubtedly, there are also adult men, but there are fewer of them and men need their own approach to sell them.

Based on the analysis of the resource for export, you can make a rough forecast of what will sell better. For example, for the Instagram network, goods from 5-7\$ to 40\$ are suitable and do not carry any hint of serious investment (goods are bought according to the mood). Note that this is only an example for one and a very wide segment. Undoubtedly, on Instagram you can sell anything and to anyone, it is important to understand who your buyer is in a particular place and do a little analysis.

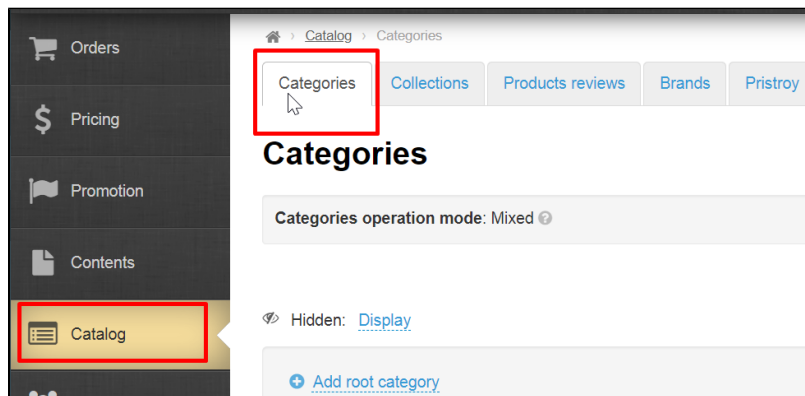
Information about traffic, target audience and other data is freely available on the Internet. Therefore, we recommend you study information and develop your strategy for successful sale of goods or your store promotion.

Create categories in Selector module

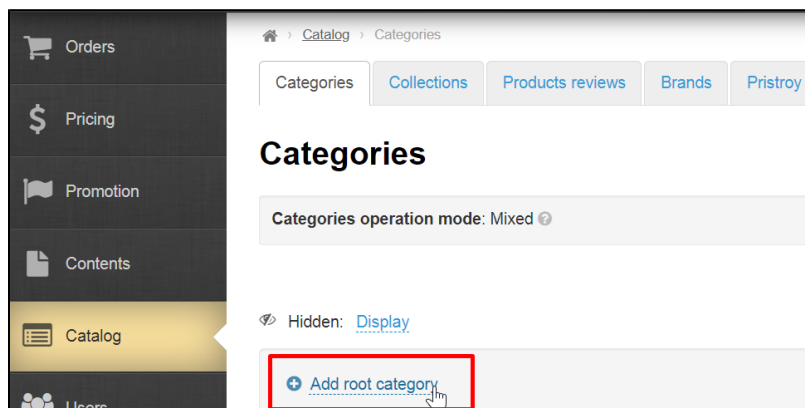
Read detailed instruction how to set and work with "Selector" in ["Selector module"](#) instruction.

So, collections can be used in Mixed and Internal modes.

Open "Catalog" section and "Categories" tab.



Click "Add root category".

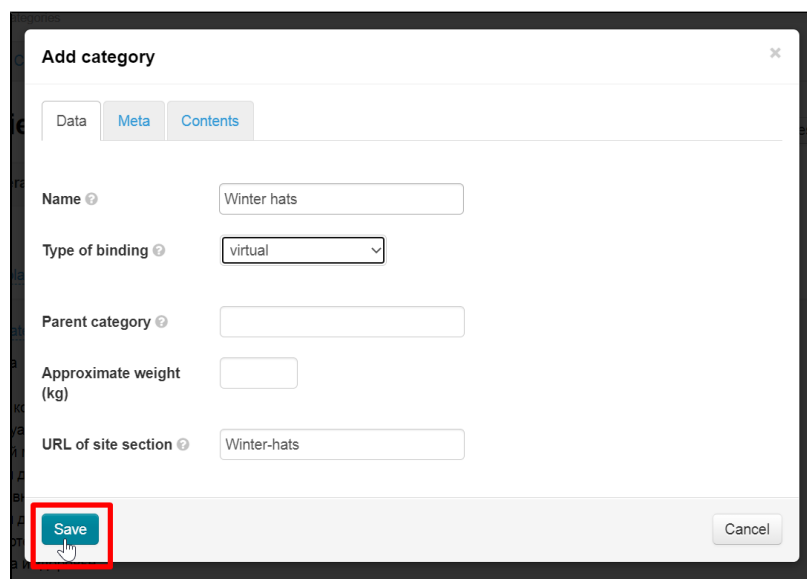


Enter name of this category in catalog and **select virtual type of binding:**

A screenshot of the 'Add category' dialog box. It has tabs for 'Data', 'Meta', and 'Contents'. The 'Data' tab is active. A red rectangle highlights the 'Name' field (containing 'Winter hats') and the 'Type of binding' dropdown menu (set to 'virtual'). Below these are fields for 'Parent category', 'Approximate weight (kg)', and 'URL of site section' (containing 'Winter-hats'). At the bottom are 'Save' and 'Cancel' buttons.

Other parameters are optional (check ["Catalog: Add root category"](#) section)

Click "Save" button:

A screenshot of a web application window titled "Add category". It has three tabs: "Data", "Meta", and "Contents". The "Data" tab is active. It contains several input fields: "Name" with the value "Winter hats", "Type of binding" with a dropdown menu showing "virtual", "Parent category" (empty), "Approximate weight (kg)" (empty), and "URL of site section" with the value "Winter-hats". At the bottom left, there is a blue "Save" button highlighted with a red rectangle. At the bottom right, there is a grey "Cancel" button.

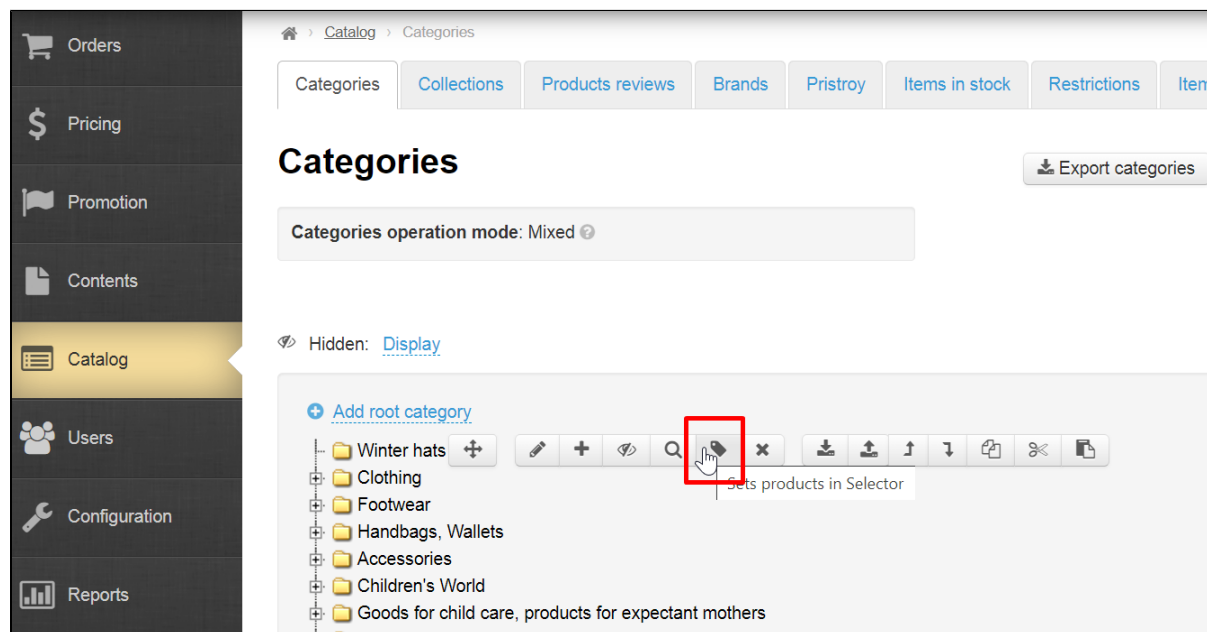
Page will refresh and category will appear in the catalog.

You can also fill in information in [Meta](#) and [Contents](#) tabs for categories (collections) of Selector in a standard way.

Read more in ["Categories: Add root category"](#) section.

Add goods

Hover over a category. Click "Set Products in Selector" icon.

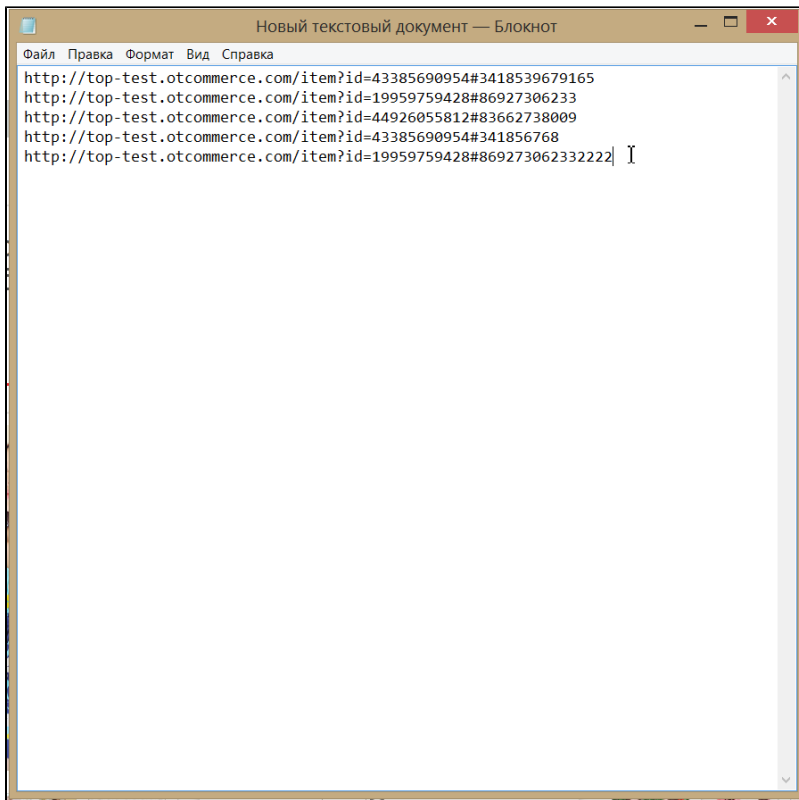


You will be redirected to "Collections" section (this will open a new tab in the browser).

Add

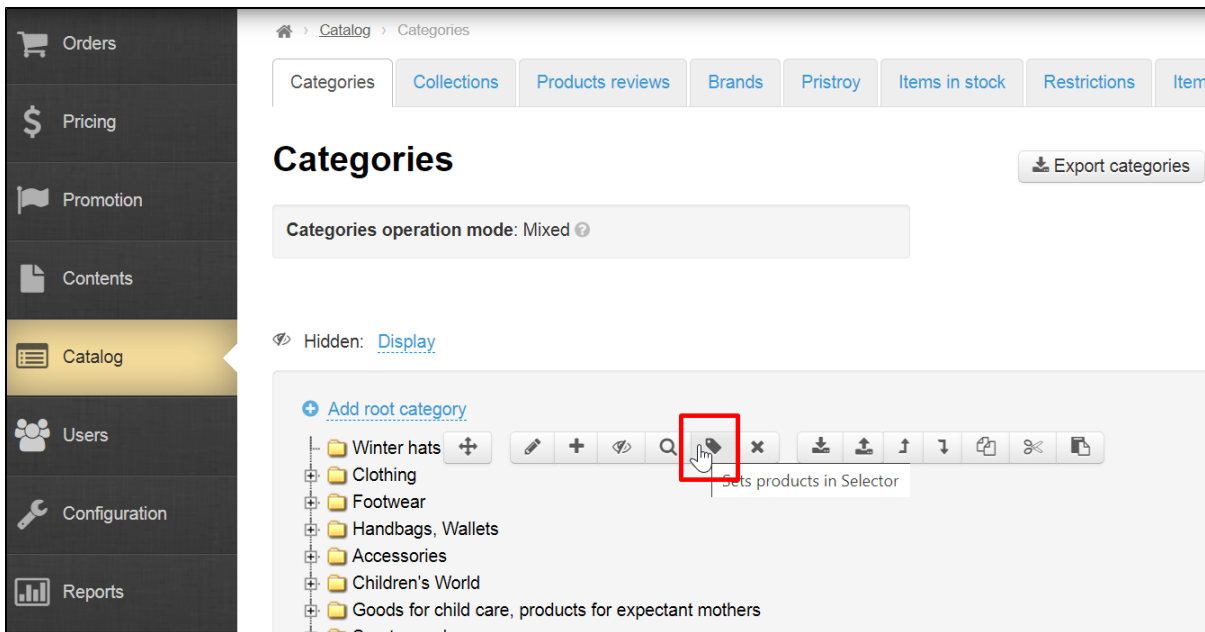
Copy the links to necessary products from the address bar of your browser.

Create a txt file. Copy all links of required products. Each link should be placed on a separate line.

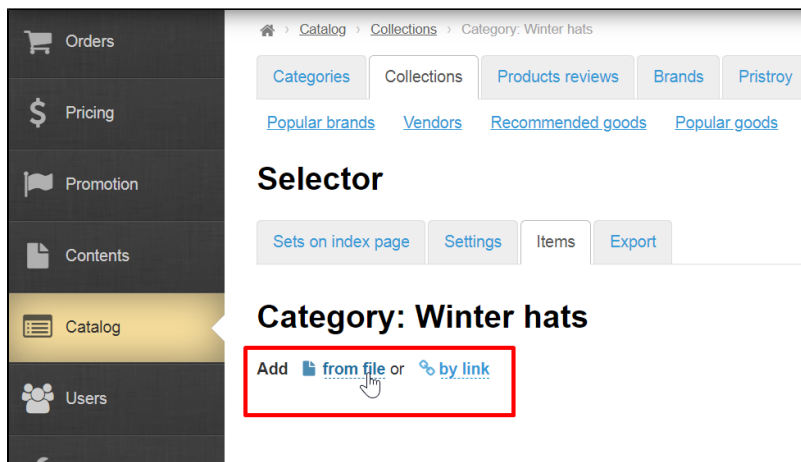


Save file.

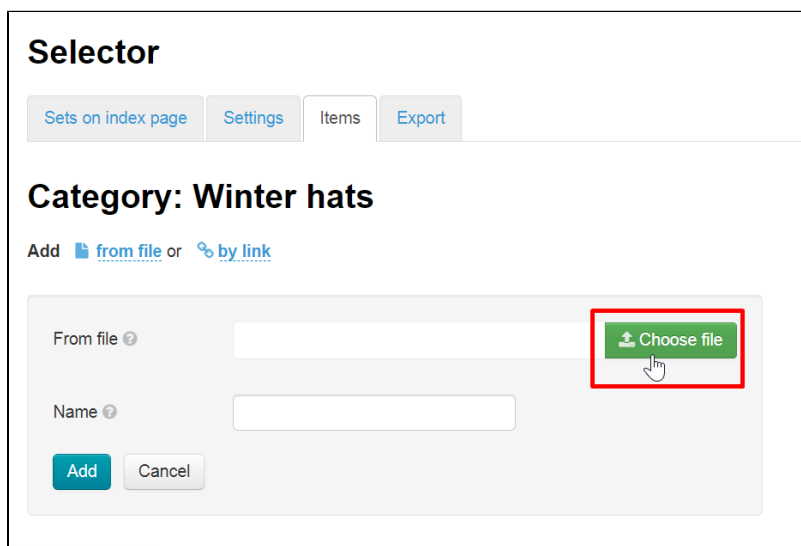
Open "Items" section in Selector:



Click "from file":



Select file created on the step above:



In addition, you can specify a common name for all products, for example "Winter hat":



Click "Add":

Category: Winter hats

Add  from file or  by link

From file ?

Winter hats.txt

Change

Delete

Name ?

Winter hat

Add

Cancel

All products, links to which you have added, will be displayed below:

Category: Winter hats

Add  from file or  by link

en ▾

Clear collection

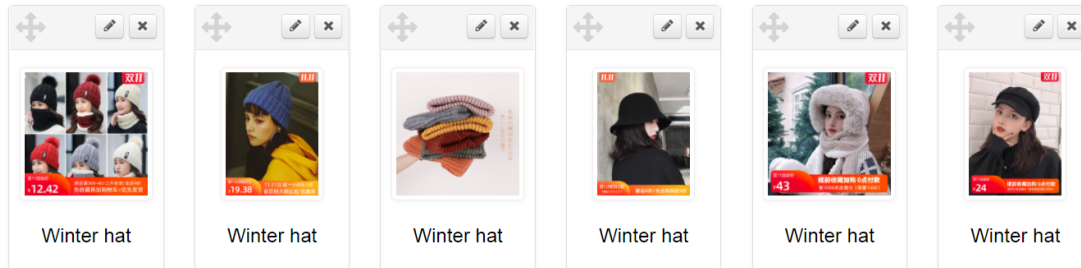
From file ?

Choose file

Name ?

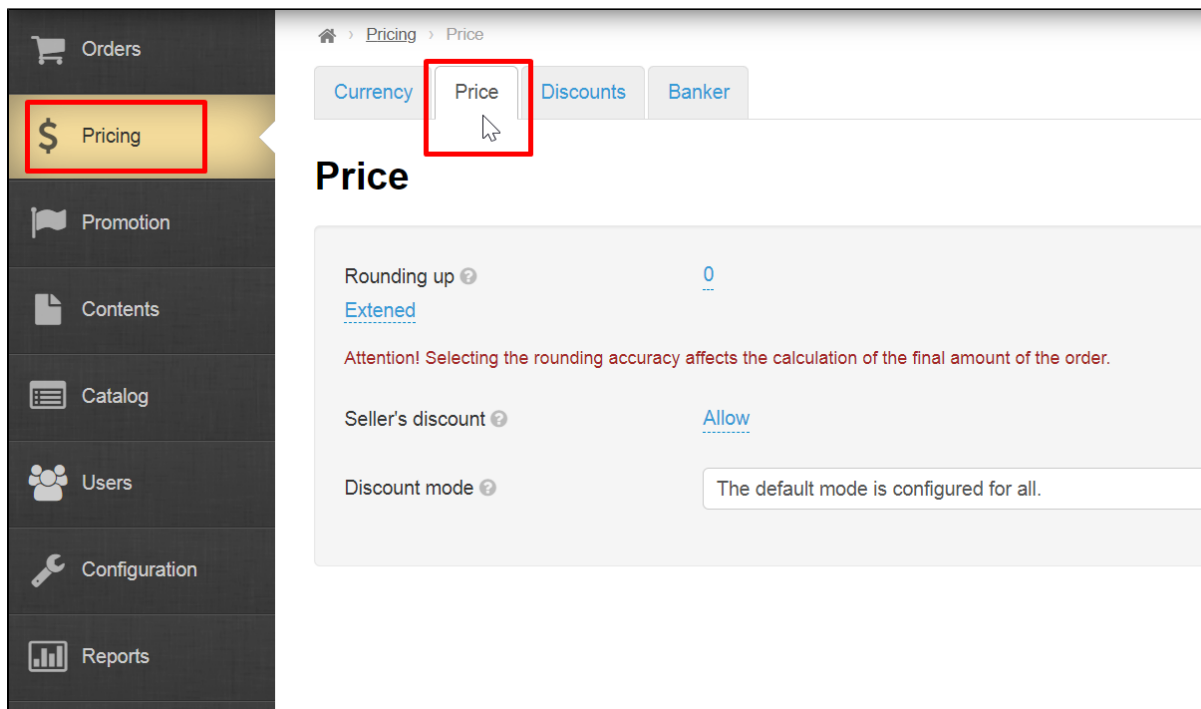
Add

Cancel



Set prices and margin for exported goods

The tab settings set goods price on the site. Here you can directly configure goods price: margin, price rounding and discounts.

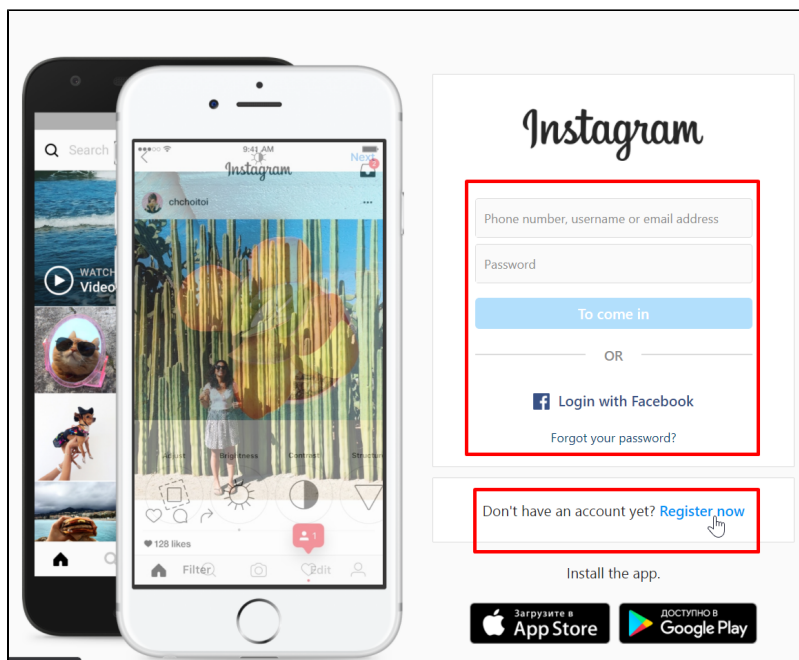


Price of each product is made up of individual parameters, namely: price rounding, discounts and minimum price.
Read detailed instruction in "[Price](#)" instruction.

Export into Instagram

Registration

Register account in Instagram using "Register now" button. If you have an account, log in and skip registration.



Enter phone or email. Enter full name, username and password.



Sign up to see photos and videos
from your friends.

 Log in with Facebook

OR

Mobile Number or Email

Full Name

Username

Password

Sign up

By signing up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#).

Click "Sign up".

If you need, lick "Continue and Sync Contacts" or "Continue Without Syncing Contacts".

Add your birthday and click "Next".



Add Your Birthday

This won't be a part of your public profile.

[Why do I need to provide my birthday?](#)

November ▼

17 ▼

2019 ▼

You need to enter the date you were born

Use your own birthday, even if this account is for a
business, a pet, or something else

Next

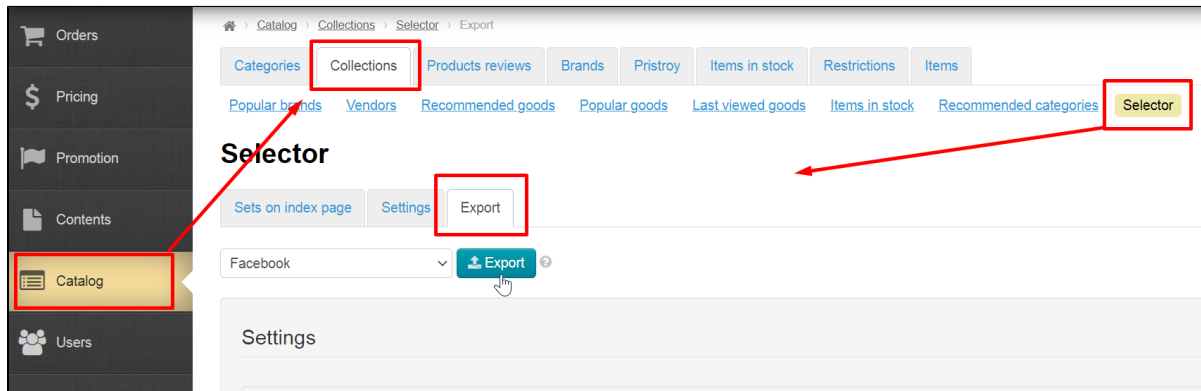
[Go Back](#)

Complete registration clicking "Next" button.

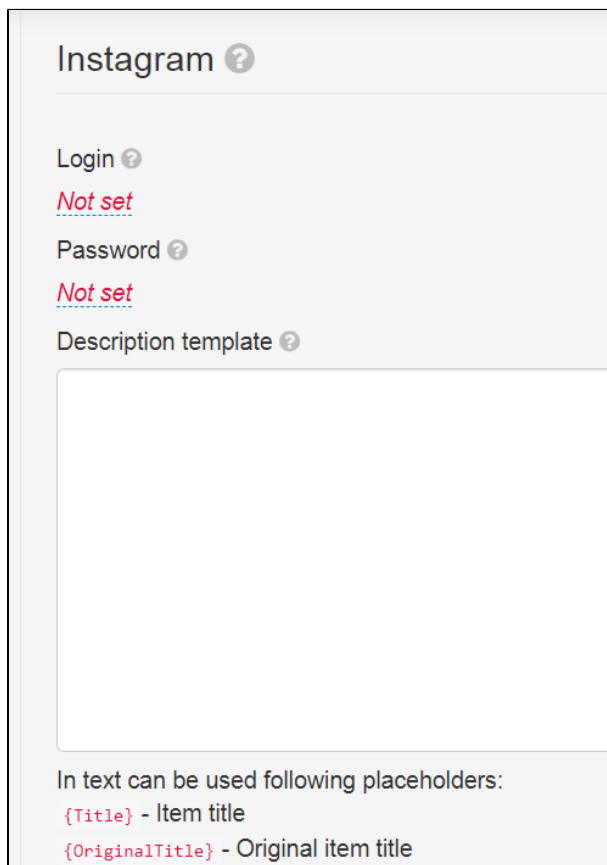
Log in and start goods export if you have registered an account.

Set Instagram integration

Log into admin panel of OT Box and go to Catalog Collections Selector Export.



Scroll page to "Instagram" block. Click "Not set" to add Login and Password of your account.



Save clicking checkmark button on the right:

Instagram ?

Login ?

winterhatforus

Password ?

.....

Description template ?

Description template allows to specify what data will be displayed in the product card.

Click red labels in admin panel and they will appear in the text field. We recommend you to write each value on a new line. Then in the product card, these fields will be on a new line. Or you can mark it with an empty line for convenience.

Description template ?

{Title}

{Article}

{Price}

In text can be used following placeholders:

- {Title} - Item title
- {OriginalTitle} - Original item title
- {Article} - Article
- {Attributes} - Attributes
- {Price} - Price

Write the following in "Description Template" field in order your group could have a link to this product on your website when viewing a product:

<http://yourwebsite/?p=item&id={Article}>

Description template ?

{Title}

{Article}

{Price}

Link to the product: <https://top-test.otcommerce.com/?p=item&id={Article}>

In text can be used following placeholders:

- {Title} - Item title
- {OriginalTitle} - Original item title
- {Article} - Article
- {Attributes} - Attributes
- {Price} - Price

Save all changes clicking checkmark button on the right.

Description template ?

{Title}

{Article}

{Price}

Link to the product: <https://top-test.otcommerce.com/?p=item&id={Article}>

In text can be used following placeholders:

- {Title} - Item title
- {OriginalTitle} - Original item title
- {Article} - Article
- {Attributes} - Attributes
- {Price} - Price



Select categories for export. If you do not have this block, then Selector categories are empty and must be filled with products.

In text can be used following placeholders:

- {Title} - Item title
- {OriginalTitle} - Original item title
- {Article} - Article
- {Attributes} - Attributes
- {Price} - Price

Selected rating lists

Added: Add:

Winter hats +

Save

Background exporting ?

Disabled

Click + and "Save" when all the necessary categories are in the left column.

In text can be used following placeholders:

- {Title} - Item title
- {OriginalTitle} - Original item title
- {Article} - Article
- {Attributes} - Attributes
- {Price} - Price

Selected rating lists

Added: Add:

Winter hats +

Save

Background exporting ?

Disabled



In text can be used following placeholders:

- {Title} - Item title
- {OriginalTitle} - Original item title
- {Article} - Article
- {Attributes} - Attributes
- {Price} - Price

Selected rating lists

Added: Winter hats Add: +

Save

Background exporting ?
Disabled

Thus, we have chosen which categories of Selector will be exported to the album page in Instagram.

Post type

Select post type.

Selected rating lists

Added: Winter hats Add: +

Save

Background exporting ?
Disabled

Post type

Album post ✓ ✕
Album post
Single post
No access

Check access

Check access

Save changes clicking checkmark button on the right.

Selected rating lists

Added: Winter hats x Add: +

Save

Background exporting ?
Disabled

Post type
Album post v  x

Current access status
No access

Check access

Check access

Authorization in OT Box

You need to authorize OT Box in Instagram to configure export, as well as for synchronization.

Your authorization data will NOT be available to anyone, not even OT staff.

Click "Check access" button.

Selected rating lists

Added: Winter hats x Add: +

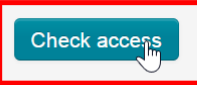
Save

Background exporting ?
Disabled

Post type
[Album post](#)

Current access status
No access

Check access

 Check access

Selected rating lists

Added: Winter hats x Add: +

Save

Background exporting ?
Disabled

Post type
Album post

Current access status

Have access

Check access

Logout

After requesting access verification, the page will be refreshed and confirmation code entry form will open.

Note! A confirmation code is not always required.



Important

If you have two factor authentication enabled, then you will receive two security codes in sequence. We enter both codes in the "Security Code" window in the admin panel, as shown above.

When security code came to email linked to Instagram, click "Not installed" and enter the code.

You will have "Authorized" status after reloading OT Box admin panel if everything was successful.

Export goods

Select "Instagram" in the list of social networks for export.

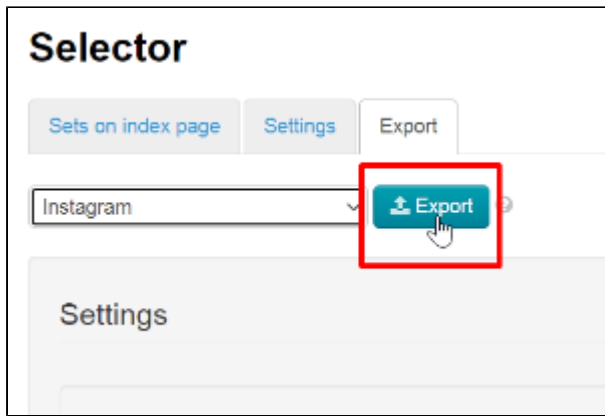
Selector

Sets on index page Settings Export

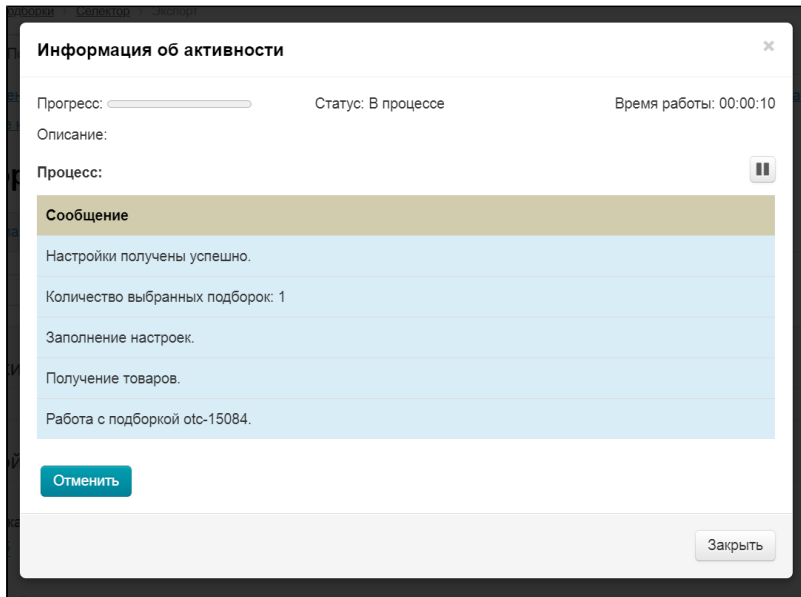
VKontakte ?

- VKontakte
- Odnoklassniki
- Odnoklassniki market
- Facebook
- Instagram**

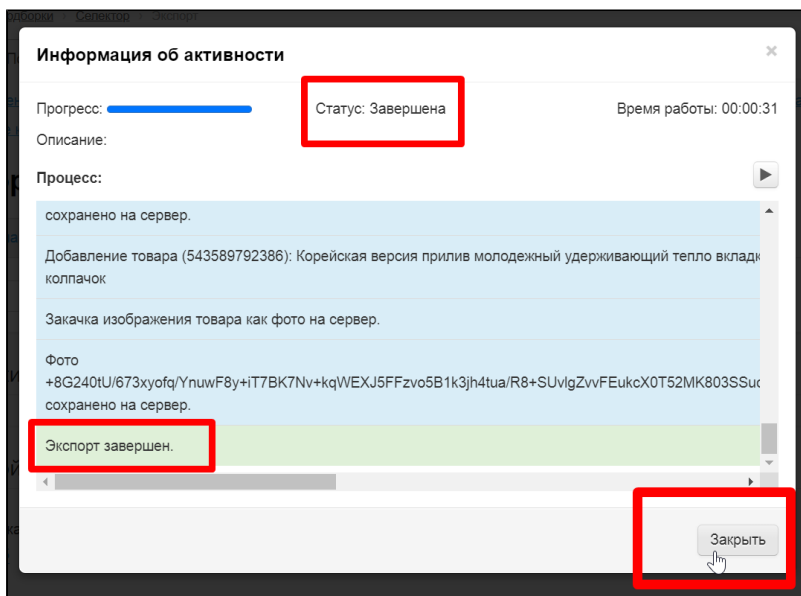
Click "Export" button.



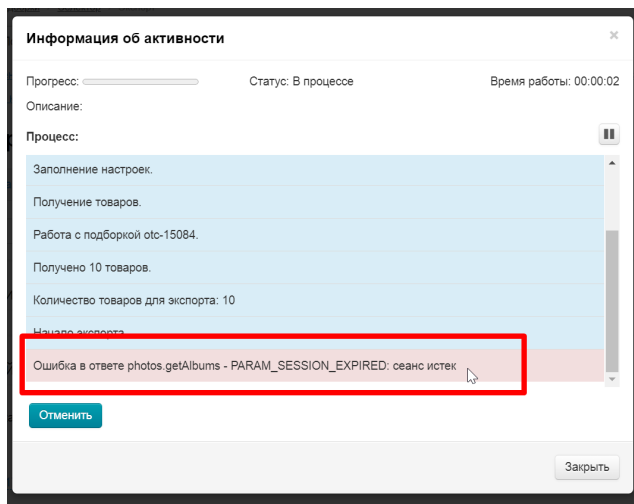
A window with download progress will open in admin panel when export starts.



Wait for status "Finished" and close the window.

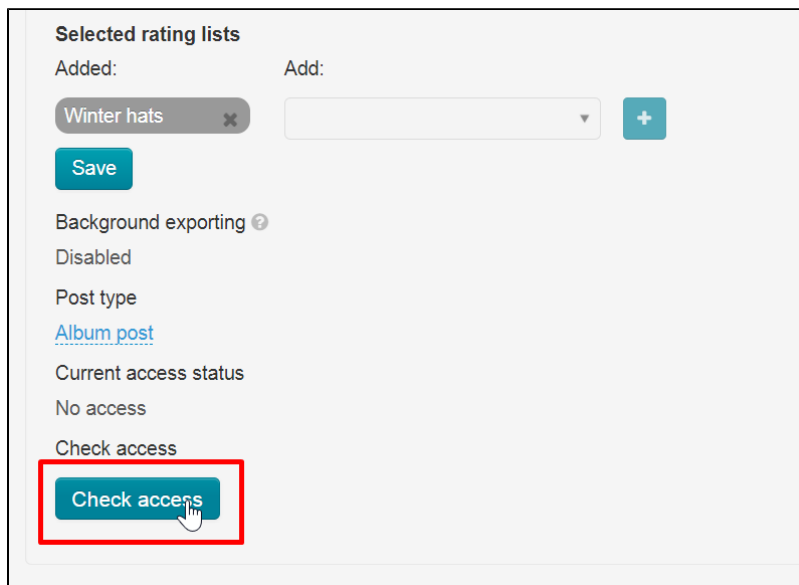


Export error



You need to re-authorize in OT Box admin panel if such an error occurs.

Scroll page to authorization block and click "Logout" button.



After requesting access verification, page will be refreshed and a confirmation code entry form will appear.

When security code came to email linked to Instagram, click "Not installed" and enter the code.



Important

If you have two factor authentication enabled, then you will receive two security codes in sequence. We enter both codes in the "Security Code" window in the admin panel, as shown above.

Click "Authorized" button after page automatically refreshes.

Synchronization

You need to enable "Background exporting" to synchronize products once a day.

Selected rating lists

Added: Winter hats x Add: +

Save

Background exporting ?
Enabled

Status

Doesn't authorized

Authorization

Authorized

Click "Disabled", select "Enabled" and save choice clicking checkmark button on the right.

Selected rating lists

Added: Winter hats x Add: +

Save

Background exporting ?

Enabled
Disabled
Enabled

Doesn't authorized

Authorization

Authorized