magmodules



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

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

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
`color`	`color`
`size`	`size`
`season`	`season`
`is_sale`	`on_sale`

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

Performance Tips

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

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?

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

All articles for Reloadify

Installation

1	Installation using Composer (recommended)

Configuration

1	Quick Start Guide
2	Configuration Guide

Troubleshooting

1	Troubleshooting

Background

1	**Best Practices (current)**
2	CLI Commands

