magmodules

GALAXUS

Best Practices

Digitec Galaxus for Magento 2

Recommendations for getting the most out of your Digitec Galaxus Integration.

Initial Setup

Start Small

1. **Test with a subset of products:**
   - Use category or attribute filters
   - Start with 50-100 products
   - Verify data quality before expanding
2. **Use test FTP first:**
   - Configure test environment credentials
   - Verify feed format meets requirements
   - Switch to production when ready
3. **Run self-test:**

```
bin/magento digitecgalaxus:selftest
```

Data Quality

1. **Ensure valid EANs:**
   - All products need 13-digit EANs
   - Validate EANs before enabling feeds
   - Invalid EANs cause product rejection
2. **Complete product content:**
   - Fill all required attributes
   - Provide content in all enabled languages
   - Use high-quality images
3. **Enable data validation:**
   - Keep "Enable Data Validation" on

- Fix products that fail validation
- Better to exclude than send bad data

Feed Configuration

Feed Frequencies

Recommended schedules:

Feed Type	Frequency	Why
Product Data	Daily	Content rarely changes
Stock Pricing	Every 4 hours	Stock accuracy is critical
Properties	Daily	Attributes rarely change
Accessories	Daily	Relations rarely change

Multi-Language Support

1. **Enable only what you need:**
   - German required for Swiss-German market
   - Add French/Italian based on your sales regions
2. **Use dedicated attributes:**
   - Don't rely on store view switching
   - Create language-specific attributes if needed
3. **Verify translations:**
   - Check content in all enabled languages
   - Missing translations cause empty fields

Pricing Strategy

Price Adjustments

1. **Account for marketplace fees:**
    - Use markup percentage for fee coverage
    - Test with small adjustments first
2. **Rounding for psychology:**
    - Use .95 or .99 endings
    - Keep consistent across catalog
3. **Monitor competitor pricing:**
    - Digitec Galaxus is price-competitive market
    - Adjust markup based on market position

Currency Considerations

- Digitec Galaxus uses CHF (Swiss Franc)
- Ensure store view is configured for CHF
- Verify price conversions if using multi-currency

Order Management

Import Settings

1. **Use Order ID Prefix:**
    - Always set prefix (e.g., "DG-")
    - Prevents conflicts with regular orders
    - Makes marketplace orders easy to identify
2. **Customer handling:**
    - Enable customer import for B2B tracking
    - Use separate customer group for reporting
    - Consider unique email format for privacy
3. **Shipping method:**
    - Use dedicated shipping method for DG orders
    - Helps with reporting and fulfillment routing

Fulfillment Workflow

1. **Process orders quickly:**
   - Swiss market expects fast delivery
   - Monitor order import frequency
2. **Ship with tracking:**
   - Always add tracking numbers
   - Configure carrier mapping correctly
   - Verify tracking URLs work
3. **Enable notifications:**
   - Turn on failed order emails
   - Turn on return request emails
   - Respond to issues quickly

Product Filtering

When to Filter

1. **By category:**
   - Exclude categories not suitable for marketplace
   - Include only approved product lines
2. **By stock:**
   - Exclude out-of-stock products
   - Or use delivery date for backorders
3. **By attribute:**
   - Filter by brand if selective
   - Filter by product type if needed

Filter Best Practices

- Start broad, then narrow down

- Test filters with small product sets
- Document why products are excluded
- Review filters periodically

Performance Optimization

Large Catalogs

1. **Enable paging:**
   - Products per batch: 5,000-10,000
   - Prevents memory issues
   - Allows progress monitoring
2. **Schedule during off-peak:**
   - Run heavy feeds at night
   - Avoid peak shopping hours
3. **Optimize server:**
   - Increase PHP memory limit
   - Use SSD storage for faster I/O
   - Dedicated cron process if possible

Monitoring

1. **Check feed results:**
   - Review valid/invalid counts
   - Investigate increasing invalid counts
2. **Monitor logs:**
   - Check for recurring errors
   - Address issues before they compound
3. **Track order success rate:**
   - Monitor import failures

- Fix product gaps proactively

Common Mistakes to Avoid

Configuration

 Not testing FTP before enabling automation

 Always test connection first

 Setting Order ID without prefix

 Always use prefix to avoid conflicts

 Enabling all languages without content

 Only enable languages with actual content

Data Quality

 Invalid or missing EANs

 Validate all EANs before export

 Missing required attributes

 Complete all required fields

 Ignoring validation errors

 Fix data issues, don't disable validation

Operations

 Not monitoring failed orders

 Enable email notifications, check regularly

 Shipping without tracking

 Always add tracking for customer experience

 Running heavy operations during peak hours

 Schedule feeds during quiet times

Maintenance Checklist

Daily:

- Check for failed order imports
- Process return requests

- Verify tracking sync completed

Weekly:

- Review feed generation logs
- Check invalid product counts
- Monitor order success rate

Monthly:

- Review product filters
- Check pricing competitiveness
- Audit attribute mappings
- Verify FTP credentials still work

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 Digitec Galaxus extension on magmodules.eu

All articles for Digitec Galaxus

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Quick Start Guide
2	Configuration Guide
3	Order Handling Process

Troubleshooting

1	GTIN & ManufacturerKey Validation
2	Troubleshooting

Background

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