

BRIAN: [00:00:00]

Hello, and welcome to another episode of Office Hours by Something Digital. I'm your host, Brian Lange. Today, we have Phillip Jackson-

PHILLIP: [00:00:09]

Hello!

BRIAN: [00:00:11]

And Todd Christensen. If you haven't been listening to our series, Phillip Jackson is a longtime Something Digital guru who is a two-time Magento Master, and 5x certified by Magento. Not many of those in the world, so, a good person to ask questions of. And Todd Christensen, who is probably a better developer than Phillip is.

PHILLIP: [00:00:39]

Oh yeah. Big time.

BRIAN: [00:00:44]

So, happy to have them both on. We've got some good questions already in today, so I'm excited for us to get started on this and dig in. Some pretty technical questions today.

PHILLIP: [00:00:58]

Yeah, not too deep, I don't think.

BRIAN: [00:01:00]

Yeah, not too deep.

PHILLIP: [00:01:00]

But I think a couple of these we can sort of have shared responsibility for. These come in over Twitter. Want to make sure that you ... just to remind you that this is a biweekly or semi-monthly meeting, and we like to answer your questions live, but if you can't attend live-

BRIAN: [00:01:19]

Twitter or via the Zoom meeting, or hit us up in any other way that you know you can get a hold of us. Happy to answer your questions. And you can submit them beforehand as well. I had some of our questions that way. It doesn't have to be live, you can submit them beforehand and then we'll collect them and compile a list and

talk about them on the show. Thanks for being on, I'm gonna kick us off with our first questions here. Phil, this is probably a good question for you and for me - Todd wasn't at this - but, "What were your guys' thoughts on Meet Magento New York?"

PHILLIP: [00:01:59]

Yeah. You know what? I'm really impressed with how Meet Magento New York came together - 2017, I should say - how the 2017 event came together. They had three tracks, and one of them focused very heavily on digital marketing, which I thought was a new sort of emerging thing, to see talks around digital marketing in the Magento community. There were easily maybe 200 people there, so it was certainly one of the biggest turnouts for Meet Magento that I've seen, Meet Magento New York, especially. Definitely picked up the energy from last year, so I'm really excited. And it sounds like Something Digital, we felt really good about the event. The three of us spoke. Brian, you spoke, I spoke-

BRIAN: [00:02:48]

Max Chadwick spoke.

PHILLIP: [00:02:50]

Max Chadwick on our engineering team.

BRIAN: [00:02:50]

Actually, I think Max might be on the show next week.

PHILLIP: [00:02:54]

Oh nice. Yeah, Max is sort of a rockstar. If you're not following him, he's got a blog, a Magento and engineering blog and he's brilliant. So, I think it's maxchadwick.xyz.

BRIAN: [00:03:10]

You know, Max is brilliant, he's also really funny.

PHILLIP: [00:03:10]

Yeah, he is.

BRIAN: [00:03:13]

I love talking with him.

PHILLIP: [00:03:13]

He's got a great sense of humor and his talk was really great. But it was good to see Something Digital out in force there, and a lot of partners. So, some new faces in the

Magento space. We saw a MageMail booth for the first time, which I thought was really interesting. MageMail looks like they're coming up in the world.

BRIAN: [00:03:31]

You know what was mind-blowing? Amazon, not just Pay, but also Web Services.

PHILLIP: [00:03:41]

Yeah, Amazon Web Services was there. And what's interesting is that the company who has actually taken over the Meet Magento New York event is Brooklyn-based, so they are here in New York. It's a company called MageMojo. They do hosting of all different kinds, they do, you know, some virtual private and shared hosting, they also have dedicated hosting, and they have their own data centers. So, they're a traditional hosting company, but they've sort of pivoted, and they have this new product called Mojo Stratus, which is really, really interesting, and it's sort of containerized, docker containerized hosting that auto-scales. So, it auto-scales as a pool, and so you get the benefit of auto-scale without having to manage auto-scale from a DevOp's perspective. And they have a really interesting billing model, which basically kind of capture Google Analytics for data and you pay based on traffic. But that's built on AWS, and they're a hosting company. So, if you're sort of still thinking about AWS, its hosting, its platform and infrastructure, and to see a hosting company partnered with the platform infrastructure company have a strategy to promote products to the Magento community together, that was interesting and a big change.

BRIAN: [00:05:10]

Yeah, it really was. It was quite a surprise for me and it definitely is an interesting product. Very cool.

PHILLIP: [00:05:14]

So, what did you think of Meet Magento New York?

BRIAN: [00:05:17]

Yeah, I mean I echo everything you just said. It was a good event. Another new player was Vertex, that was interesting. I think they may have been involved in prior Magento events, but it was good to see them there.

PHILLIP: [00:05:35]

Yeah. They're a tax solution, if you're not familiar with Vertex. They have a ... They power tax calculations for the Fortune 500. They are the core of Amazon.com's tax calculation solution, and they are a massive, massive, massive company. But they don't have a presence in the Magento community, yet they're breaking into small business and medium-sized businesses, and so their SMB product is a new cloud-based tax service that's looking to compete with the ones that might come to top of mind for you. And admittedly, if you look at how many email service providers there

are in the Magento space, there's really to this date only been two or three tax players.

BRIAN: [00:06:17]

Yeah, that's right.

PHILLIP: [00:06:17]

So, there's plenty of opportunity, I think, for other people to come in and sort of challenge the existing partners in the tax solution space. So, Vertex is a new name, but we're excited about them.

BRIAN: [00:06:32]

Yeah. And I think the other thing ... I mean, the talks were great. I always love listening to Bob Moore, who will be at the Pacific Northwest Magento Meetup that I run-

PHILLIP: [00:06:47]

What's the date?

BRIAN: [00:06:47]

It's on November 7th at 6 p.m at the Filson Flagship store in Seattle, which I'm really excited about. That's a really cool store, it's a gonna be-

PHILLIP: [00:07:00]

What is Filson? I have not actually been into their store, what do they do?

BRIAN: [00:07:02]

They sell outdoor gear and apparel and such. Like bags and such and boots. It's cool stuff, it's kind of got a little bit of an urban feel to it, it's like outdoor urban.

PHILLIP: [00:07:18]

That's cool.

BRIAN: [00:07:21]

It's all made in the U.S., too. It's really cool stuff.

PHILLIP: [00:07:21]

Lastly, what did you think of the venue from Meet Magento?

BRIAN: [00:07:26]

Oh, the venue was awesome.

PHILLIP: [00:07:27]

Yeah.

BRIAN: [00:07:28]

Yeah, the venue was great, the setup was great. I mean, they had two big halls kind of for the breakouts and a main corridor for the booth setup and for food, and there was an upstairs, downstairs. Their location here in New York, which by the way, Phillip and I are both in the same location for today.

PHILLIP: [00:07:53]

I know, this is a first for us.

BRIAN: [00:07:53]

Which is great, we're both here in New York broadcasting out of the Something Digital headquarters right by Bryant Park. But yeah, the location was awesome, just up just north of Times Square kind of near Hell's Kitchen, which was great. So, all in all, I thought it was a great event. Like you said, I am really looking forward to next year and upcoming years. I think they really got a good precedent and got a lot of buzz going, and I think that's what was needed to keep it sort of rolling. So, that will continue to be kind of the only other true Magento focused conference in the U.S. aside from Imagine.

PHILLIP: [00:08:38]

Alright. Great. Thanks for asking that question. I don't even know who asked it, but whoever asked it, thank you.

BRIAN: [00:08:44]

Yeah. So, next question - this is kind of a broad question, but, "How can I use Magento Business Intelligence? What does it really do?" So, Phillip, I'm gonna flip that over to you.

PHILLIP: [00:08:56]

Okay. Magento Business Intelligence is really a suite of dashboard and recording tools that have an automatic connector right into your Magento store, as well as into, like, 40 or 50 other data products, like Google AdWords, Facebook for Facebook Ad spend tracking, and dozens and dozens of others. In fact, the professional version of it even can hook up to any Amazon Redshift database. So, it is a true data warehousing platform, and it's a true Business Intelligence platform. What's specific to Magento is that it has a connector that automatically gets all the data out of Magento, all of your historical data, and it pops it into, you know, 70, 75 useful

dashboards and reports. Everything from, you know, new versus returning customer, by product spend, average order value, but also by shipping destination, by frequency to return after they've purchased a second product, or by a particular campaign, and if you want to create ... Instead of having to put all of this garbage into pivot tables in Excel, instead you can actually click a couple buttons and put charts against each other so you can see specifically if you're getting a good return on ad spend from a Google campaign and a Facebook campaign that both are driving traffic to your Magento store. So, it helps with attribution, it helps with getting dashboards and data, and helps you make more strategic decisions. But I think what Bob said that really blew my mind was that it helps you find where you're winning and where you're under-investing in. So, if you knew ... for instance, if I told you that if a person bought on your store for a second time, they had a 60% higher chance of purchasing a third time, would you spend more money to acquire a customer first or to give them a percentage off for a second purchase sooner, so that you know that they have a higher percentage chance of becoming a repeat customer with you? It helps you make decisions of where to put additional investments so that you can help your customers, you can make them into better customers and encourage more loyalty. And I think if you only had a couple reports, like customer lifetime value, to help you make that decision, this is the easiest way to do it, and it's pretty cheap. So that's the long-winded answer. Do you have anything?

BRIAN: [00:11:52]

No, sounds good. I think you summed it up well.

PHILLIP: [00:11:52]

That's what it does. As of the time of this recording, it's like a hundred bucks a month, starting at two million revenue. If you're doing about two million in your store or lower, I think it's about a hundred dollars a month and it's pretty nominal increases from there. You can get the full blown thing for about \$500 a month, and that's like, you can connect unlimited numbers of data sources and get all sorts of really interesting data mining out of it. If you compare that with Tableau or Domo, those are multi-thousand-dollar a month products. Domo I think I've seen like 24, 25 thousand dollar a year Domo contracts, and it probably can get more expensive.

BRIAN: [00:12:35]

Truly great value.

PHILLIP: [00:12:37]

And that's not just to sell you on it. At some point at Something Digital, we're trying to decide if this is core to what we need to deliver digital marketing strategy, a tool like this. And this happens to be an inexpensive one and an easy one to set up for your Magento store.

BRIAN: [00:12:55]

Well, and they're gonna continue to improve the product, too. I think that's one of the things we saw at Meet Magento New York, Bob said they're looking to invest further and, you know, talking about predictive analytics and applying AI and machine learning to the data. I expect that there's going to be significant product movement here in the future. Alright, this one is - I'm gonna flip this one over to Todd, this next one, Phil - "What are some things I should be aware of when looking at Magento's Cloud? I heard it doesn't autoscale."

TODD: [00:13:28]

lot for you that's well hosted. It also kind of, to a certain degree, it gives you one throat to choke for certain issues. You know, sometimes when you're dealing with some kind of site outage or anything like that, depending on who you're working with - if you're not working with Something Digital for example - it becomes hard to say, well, who's at fault? Is it the application is down? Do I need to go after my hosting provider? So the nice thing there is you kind of just have one provider to go after. So, that's one thing to think about. We typically kind of manage that for our clients. Another thing - so, as far as the autoscaling and aspects like that. To give you a high level overview, when you go with Magento Cloud - at least the enterprise level - you have multiple servers by default. You really don't have an option not to have multiple servers. So, typically it is much more fault tolerant than most solutions that other people use, right? So that's the first thing to be aware of, is that you actually have three servers up and it can withstand a lot of failure before your site actually goes down. So, that's a very nice thing, and the difference may not be that big. You know, "Hey, if a server goes down I might be down a few hours." For some companies that's a minor thing, for some companies that's big. So that's something to think about. But autoscaling is another thing to think about. So, Magento Cloud does not autoscale in the sense that it's not automated in its scales, instead when they detect that something's going on, or if you let them know, they actually have a human go in and validate and set it to somewhere that makes sense and scale the system. It can scale up to a pretty decent level, there are some limits on its scaling, but it is a fairly scaleable platform. I will note that, you know, if you're using Amazon, you're just directly hosting with AWS, there's some gremlins and demons to fight there, but once you're up on AWS you can set up autoscaling, but sometimes in practice this can get difficult to get right. Certain events can cause ... A very typical situation with any type of software is, hey, you're not using that much CPU - and this is getting pretty technical - but you're not using that much CPU, you're not using that many other resources, but your memory usage is through the roof, right? So, autoscaling doesn't always detect that and may not scale you up into multiple servers. So, that's one of the reasons why Magento has more of a human approach to this autoscaling. And even with AWS scaling, you typically want to think about having someone in advance, you know, if you've got an event that's happening, something you know about, you really want to schedule that as an autoscaling event, just like you would with Magento Cloud. So, it's really something you want to think about anyway, because even when the scaling's automated it takes time to kick in, so those are all pieces of the puzzle when you're thinking about it. So, if you're thinking about, "Hey, I really need autoscaling, I need to be able to scale up to a fleet of a thousand servers in a moment's notice," then you really need to think about how much work is gonna go into that, because it is a complicated thing to get right and to scale properly. So, some of that is going to be operations. And even if you don't go with Magento Cloud,

which Magento Cloud will handle a good degree of that, maybe not a thousand servers worth, but a good degree of scaling, you'll need to have either staff or a provider that can manage that for you, because it's not going to be something that is quite as simple as it just works out-of-box.

BRIAN: [00:18:09]

Okay, so, I think what I'm hearing is, you know, honestly the way that they've structured is probably the better way to do it. Again, you said autoscaling might be the right option, but the way that Magento's set it up, you really need to think about it before you do it anyway.

PHILLIP: [00:18:28]

I would make one - I'm usually accused of glad-handing everything Magento does - I would make one suggestion in that there are some things on our side that would probably be helpful is if there was an ability to initiate that scale event or you could schedule the scale event ahead of time. Todd, do you know if that's something? Like, if you wanted to initiate the scale?

TODD: [00:18:54]

There's definitely things that could improve. Like, right now you have to open a ticket. I would love if you could use an API to kind of schedule those events and have a little bit of an interface in Magento. Right now you can schedule content updates with Enterprise with Magento Commerce, but you can't schedule those in relationship to the servers, which is something that would really make a lot of sense. And I do want to say, I think that autoscaling for other software, especially software that is not as heavy duty, you know, something like a WordPress blog, a simple WordPress blog or simpler site, can work much more effectively. It's when you've got a lot more variability and you've got things that are more massive platforms that it becomes harder to operationalize that.

PHILLIP: [00:19:49]

Got it. Cool. I mean, in general, we really like it. I do think that not every single solution is a right fit for everybody. I think, like Todd had said right at the beginning, the Enterprise Cloud professional, you're going to get high availability, disaster recovery, Multi-AZ, or multi availabilities on deployment on AWS regardless of what you want or what you might need, that's just what you're gonna get. The starter edition is a little bit different and it's priced differently. It definitely encompasses the word 'starter'. So, I do think that those are two options. You know, I do still think that Magento on-premise, the deployed Magento code base is right for some certain types of situations, and those are probably the kinds of things that you'd have to vet for yourself. But compliance is a big factor. I had a really good conversation with somebody at Meet Magento New York who reminded me that in the EU, in particular in Germany, the data privacy laws are to a place that people aren't even deploying analytics, cloud analytic software anymore, they're using Piwik, P-I-W-I-K, which is a ... Basically it's the Magento of analytics. It is an open source hosted analytics solution for ... And it taps into, you know, it creates, like, Hadoop and Mongo databases, and it

allows you to do big data, but not necessarily in the cloud on Google. And it's really interesting that certain ... There are reasons why you would still deploy Magento open source. So, HIPAA or some other compliance regime might have to - regime's probably the wrong word -

BRIAN: [00:21:50]

You'd need On-Prem, right?

PHILLIP: [00:21:49]

Yeah, you might need On-Prem for some reason. So, there might be reasons where the cloud product's not correct for you, but I think that it is a compelling thing.

TODD: [00:22:00]

Well, I think if you need to autoscale with some of those problems, you have very specific needs, and, you know, there's different solutions you can look into, but definitely Magento Cloud might not work for some of those. I mean, it's worth probably talking to Magento, but yeah.

PHILLIP: [00:22:21]

Yeah, for sure. Thanks, Todd.

BRIAN: [00:22:24]

Cool, yeah. Okay, here's another one, let's send this one over to you, Phillip. "Do you have any recommendations for email solutions for Abandoned Cart using MageMail? I'm on Magento 2."

PHILLIP: [00:22:39]

Okay. So, you're on Magento 2, which means you can't really use MageMail yet. There's a beta product for their Magento 2 which is coming soon. We're big fans of MageMail, we've deployed MageMail for many clients and it's an impressive suite of very specific functionality. MageMail started out as purely a triggered email platform; they do a lot of things now, including being able to use the email triggers in amongst your email newsletter campaigns, and so they're able to do a lot of things. The Magento functionality used to be that it was anything that was customer lifecycle based. So, it is Abandoned Cart, but it's also a bunch of other things. So, nowadays, specifically for a solution in Abandoned Cart, MageMail's a good start. If you have Magento 1 you can get it today. Magento 2, you're probably gonna have to wait another four to six weeks, but it's a great solution. You're gonna have to wait.

BRIAN: [00:23:41]

Still there are other options-

PHILLIP: [00:23:45]

Yeah, there are plenty of other options. One, well, your ESP may already do this. So, if you're on MailChimp, there is an Abandoned Cart plugin that is part of the MailChimp to Magento integration. They have-

BRIAN: [00:23:59]

To Magento 2?

PHILLIP: [00:23:59]

Yes, 1 and 2.

BRIAN: [00:24:01]

Okay.

PHILLIP: [00:24:03]

So, MailChimp already has an out of the box - Well, they have a plugin you can download on Magento's extension store, Marketplace, the Magento Marketplace. And almost all of the other ESPs that I can think of also have that as well. So, Bronto, dotmailer, Listrak-

BRIAN: [00:24:22]

Emarsys-

PHILLIP: [00:24:25]

Yeah. If you are already using something to send email newsletters, I would look very seriously to see if they have an email trigger for Magento for Abandoned Cart. There are some sort of self contained solutions, but most of them will require custom integrations. There is - let me think here - there was one some time ago called, I think it was called Tilt Shift. I don't think they're around anymore. There were so many of these little Abandoned Cart things. Here's the problem. When you're sending email of any kind, it needs to be as part of a larger email solution, because you can easily get yourself, if you have more than one solution all together, you can easily paint yourself into a corner. Someone unsubscribes from your Abandoned Cart email, but it's not gonna give them the global unsubscribe from your newsletter. That's gonna cause frustration. So, they'll get the newsletter later and be upset. You're also going to come up against with some of your best customers maybe emailing them too frequently. So, if your Abandoned Cart email doesn't actually integrate with your newsletter or some other piece of email that then have product recommendations that has the same product they just purchased in it, it's not intelligent, it's actually gonna become an annoyance. So, you can't throttle the frequency of sending email to people.

BRIAN: [00:25:56]

I think that's good advice. I think, you know, to sum it up, be holistic about your email strategy, and make sure the solutions you pick play into that. And you know, I hope to see MageMail on Magento 2 soon, and I think that you can use that to play into your strategy, but there are other solutions as well. So, just consider your options. Alright, here's a question. This one I'm gonna pose to both of you. "What are some example situations where page hierarchy would be useful?"

PHILLIP: [00:26:32]

Can I take it first?

BRIAN: [00:26:36]

Yeah, go for it.

TODD: [00:26:34]

Sure.

PHILLIP: [00:26:34]

So, page hierarchy, this is a feature in Magento's Enterprise CMS. I don't believe this is in open source.

BRIAN: [00:26:47]

I actually don't know.

PHILLIP: [00:26:50]

It didn't used to be, that might've changed in Magento 2. But back in the Magento 1 days when this feature was released, it was part of what they called Enterprise CMS. And that was a suite of a lot of things, like document versioning, so you could keep track of how a particular CMS page changed over time. There was page admin roles of people being able to have like editor versus writer, people that were able to publish versus just author content. And so what this page hierarchy did was allow you to associate pages together into groups of like content. It does a few things. One is it can produce a table of contents, so it can show you all of the siblings or all of the parent or children content. So, you can create like a hierarchy - that's literally the name is CMS hierarchy - that means that you can make a page a child of another page or group pages together in like content. And we utilize it at Something Digital sometimes for those table of contents sort of feelings in related CMS content. A good example would be your policies. You might have a return policy, a shipping policy, a privacy policy, and maybe you want all of those pages to have sort of self-referential links back and forth to each other, without having to maintain those links in the content itself. It's probably beneficial that you just associate them together in the hierarchy so that they're easily referenced in the sidebar as, like, part of the table of contents. It also does some other things that I think is really fascinating that we never ever use, multi-page content. So you can actually span content across multiple pages. If you've ever seen, like, those click farm type or click ad-

BRIAN: [00:28:47]

Yeah, it's not click farm, but essentially they take something that could be a single page and then they turn it into, like, "click here, click here-"

PHILLIP: [00:28:56]

Paginated content.

BRIAN: [00:28:53]

Yeah, paginated content, there you go.

PHILLIP: [00:28:57]

But it's clickbait-y, right? Like, you might have maybe some ads or interstitial ads or something that you're wanting to shove in there that sort of spreads the content across-

BRIAN: [00:29:04]

Well, also nice because it's easier to I think from like URL perspective, can't you just link to, like, a single part? So it's nice for like multi-part content.

PHILLIP: [00:29:15]

Yeah, potentially. And associating multi-part content. And the reason I'm even bringing it up is you can actually abuse all of these features to some degree to hack together a blog. Most people don't really need a full fledged blog, because they're not going to blog at the frequency that they really should. They likely just want a bunch of content that will get published and then a year from now forget they even had it.

BRIAN: [00:29:40]

I'm not sure if I agree with this line of thinking.

PHILLIP: [00:29:44]

That's okay, you don't have to agree with it.

BRIAN: [00:29:46]

But, I will say this: I would love to see Magento release a native blog of some sort like Minimal.

PHILLIP: [00:29:50]

No, I don't agree with that at all either.

BRIAN: [00:29:49]

Okay, think about this, think about this. How many clients ask for a blog that's integrated into Magento?

PHILLIP: [00:29:59]

Like 60, 70% of our clients.

BRIAN: [00:30:02]

That's right. And what's our answer?

PHILLIP: [00:30:09]

Yeah, Magento can't do that. I mean, technically, BlueFoot was doing that when it got acquired.

BRIAN: [00:30:15]

When it got acquired, but right now it's not really built for managing a blog or for building a blog.

PHILLIP: [00:30:20]

Right, yes. But in my opinion, it would be to blogs what WooCommerce is to ecommerce in-

BRIAN: [00:30:26]

Yeah, for sure, absolutely would be. But some people don't need a full-on WordPress blog or other blog. It would be nice to have some sort of minimalistic blog that we could include so that we don't have to do what we do right now with WordPress for those companies that don't need that level of engagement.

PHILLIP: [00:30:47]

We're a little bit off the beaten path. I'm just trying to say that, like, you could creatively span content across many pages, have a bunch of content that is all sort of related to each other, table of contents, they're all related. So, you know, that's it. That's all I have to say.

BRIAN: [00:31:13]

Okay. Alright. Oh, Todd, did you have any comments on that, did you want to add to that?

TODD: I [00:31:21]

I think Phillip summed up pretty much anything I could say. I'll throw my [unclear 00:31:23]. I'm on Phillip's side about the blog thing, but I don't think I need to beat that horse.

BRIAN: [00:31:31]

I think that's fair. I'm gonna write my case out and convince you guys that I'm right. Alright, I've got another question for you. "I want to display the Magento Mini Cart outside of my Magento store, how can I do that?"

TODD: [00:31:47]

So, this one is an interesting question. I will say that the answer starts to change based on whether you're on Magento 1 or Magento 2. In Magento 2 - well, and it can also depend on what exactly you mean by outside of my Magento store as well - but in Magento 2, a lot of the Mini Cart is handled and rendered via JavaScript and it's actually cached in local storage which is kind of like a cookie. What this means is that if you have a site and Magento is in a subfolder and in a path within the same domain, you may be able to use the same JavaScript and render that on other pages, even if it's another platform, even if it's let's say a WordPress blog. You might be able to render that Mini Cart using that content. Now, that does assume that they've logged in recently and that it cached and you might still have to have a state where that cart icon is just like something you click that goes to Magento that then can populate and log them in. But that's one option. Now, with Magento 1 though, and depending on your needs, with Magento 2 as well, you end up having to establish, you know, use an API or something like that. You can get customer information via the API, but it does mean ... I don't know of anything out there that you can just install. It's something of custom development. I don't know if, Phillip, you have different thoughts or more on that.

PHILLIP: [00:33:39]

I mean, there's likely many, many, many, many ways to make this work, I think it really-

BRIAN: [00:33:49]

There may even be an extension.

PHILLIP: [00:33:51]

Well, here's what it comes down to. It always depends on the requirements of what the UI is. So, if you just want to display an icon with a number of products in it, and that's all you need to do, well you can likely do that a number of ways, including, like, through an iframe. There's a bunch of ways you could probably expose that. But if I need to be able to click on that and have it like fold down and show me all the products in my cart and I can interact with that and add and remove items, just like you could on the Magento site, if it has to live outside of the bounds of that icon, well then you'd probably have to have a completely different solution. So, the iframe's likely not gonna work for you, because if you were to click it, it would expand into an

area in that frame that you won't be able to see. It really depends, I think, on what you need. I do think that there is probably an element of risk that should be talked about, which is this can put your store's traffic at risk, it can cause additional traffic, in that if you're putting this external site, this external cart on a heavier traffic site, all of that traffic now becomes part of your traffic, and that's something to consider.

TODD: [00:35:15]

Well, they'd want to think about caching when doing something like that. I will say, in the case of the WordPress - I mean, just to Brian's point about extensions - In the case of WordPress or certain specific integrations, I think there are actually extensions that may do this. Not sure. I think FishPig does something like this. But it can really depend on your use case, as you were saying.

BRIAN: [00:35:45]

Cool. Alright, here's another one kind of for all of us: "How does Magento Social work? How do I access and what does it do?"

PHILLIP: [00:35:55]

Yup. So, you can actually download this right now. Have you seen this? You go to marketplace.magento.com, there is a ... it used to be called ... What was the name? Shopial.

BRIAN: [00:36:14]

Yeah, they acquired it.

PHILLIP: [00:36:17]

So, it's now Magento Social. It was a Shopial extension. It is now called Magento Social, you can download it directly from Magento Marketplace now, and it is literally-

BRIAN: [00:36:30]

Is it available for 1, too?

PHILLIP: [00:36:30]

No, well, I don't know about that. I think it's only for Magento 2.

BRIAN: [00:36:33]

Okay.

PHILLIP: [00:36:35]

It's not based into the product yet, so it's similar to BlueFoot in that it's an acquisition that they're allowing people to use. They did rebrand it and put it back up on the

marketplace under the Magento Social extension name. There are sites that are out there live using it.

BRIAN: [00:36:54]

Do you have to have an Enterprise license or an original license-

PHILLIP: [00:36:58]

I don't know. That's a good question. We've not used this. I have no idea. But the long and short is you can use it today, you can go get it, but here's really all it does: It's pretty small in its ability is that it syncs Catalog or a subset of Catalog to Facebook via Facebook's API, and it shoves small amounts of data across. So, product name, some pricing, and gallery image and that's about it. You would manage how that plays into your Facebook Ads platform on your own. You can't really do anything more sophisticated than that. Now, I don't want to undersell it, too. I do think that this is a pain point for a lot of people and having whatever's in your Magento store just be able to shove up to Facebook with one click might help a bunch of people. But if you have custom pricing, if you have ... Like, if there's anything custom that's beyond just I have configurable products with some simples or some simple products that I want to publish on Facebook, it's likely that you're gonna need some additional work.

BRIAN: [00:38:11]

Yeah, work with your provider or internal team to do that.

PHILLIP: [00:38:15]

And Magento actually has a case study that they put up about this on their blog recently, and there's a lot of messaging in there. In particular, I think it's called 'How We Launched a Site in 30 Days.' The Magento Blog. Sana Safinaz I think was the case study. It was a Latin America launch I believe, and they also incorporated Magento Social.

BRIAN: [00:38:49]

I thought it was Indian.

PHILLIP: [00:38:52]

Oh, it was Indian? Okay. It's an interesting thing, and I think it's something to keep an eye on, it'll probably grow. That whole team - a little inside baseball - the whole team that was part of Shopial relocated to Philadelphia, they are in the Magento Philadelphia office and they sit in the same group with Magento Business Intelligence.

BRIAN: [00:39:13]

Oh, that's great.

PHILLIP: [00:39:16]

And they have the same shared sort of architecture and technical resources at their disposal. So, I expect, because Magento Business Intelligence is sort of a vital part of Magento strategy, that the social plugin also gets a bunch of love, too, in the future.

BRIAN: [00:39:31]

Yeah, I agree with that. It'll be on the roadmap for product development.

PHILLIP: [00:39:38]

Yeah.

BRIAN: [00:39:39]

Okay, well, I think that's it for today. Shoot any last minute questions you have, you know, and if they come in we'll make sure we cover them next week- or in two weeks from now. In fact, let me tell you what date that will be. That will be on Thursday, October-

PHILLIP: [00:40:06]

Nope, November.

BRIAN: [00:40:07]

Oh, you're right. Thursday, November 2nd. And we did today's an hour early. That will be back at the normal time, 11am Pacific, 2pm Eastern and everything in between. With that, thanks for joining us for today's Office Hours, and we look forward to hearing more of your questions in the future.