

TrafficManager Shopify Plugin Guide

1 Introduction

The **TrafficManager Plugin** allows you to connect your Shopify products to external offers in your TrafficManager platform. This guide explains how to set up the plugin, link your Shopify products to offers and landing pages, and manage or remove these links.

By following these steps, you will be able to seamlessly track and associate your Shopify products with TrafficManager offers, ensuring that your promotions and sales efforts are properly integrated.

2 Access the Credentials Section

2.1 Step 1

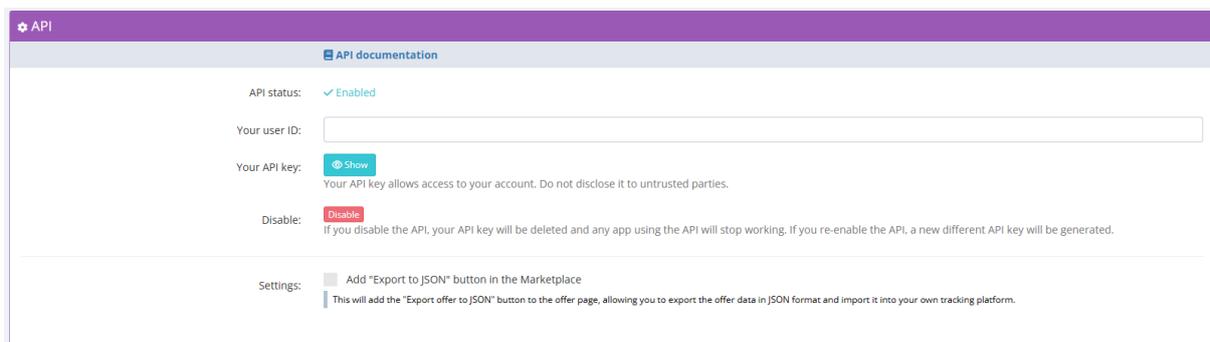
1. In your Shopify admin, go to **Apps** and select **TrafficManager Plugin**.
2. On the **Link to TrafficManager** page, look for the **Credentials** panel on the right side.

3 Retrieve Your TrafficManager API Credentials

3.1 Step 2

1. Log in to your TrafficManager platform.
2. Navigate to the **Security & API** settings section (or equivalent) where you can see your **User ID** and **API Key**.
3. Ensure the **API status** is “Enabled.”
4. Copy the **Platform URL**, **User ID**, and **API Key**.

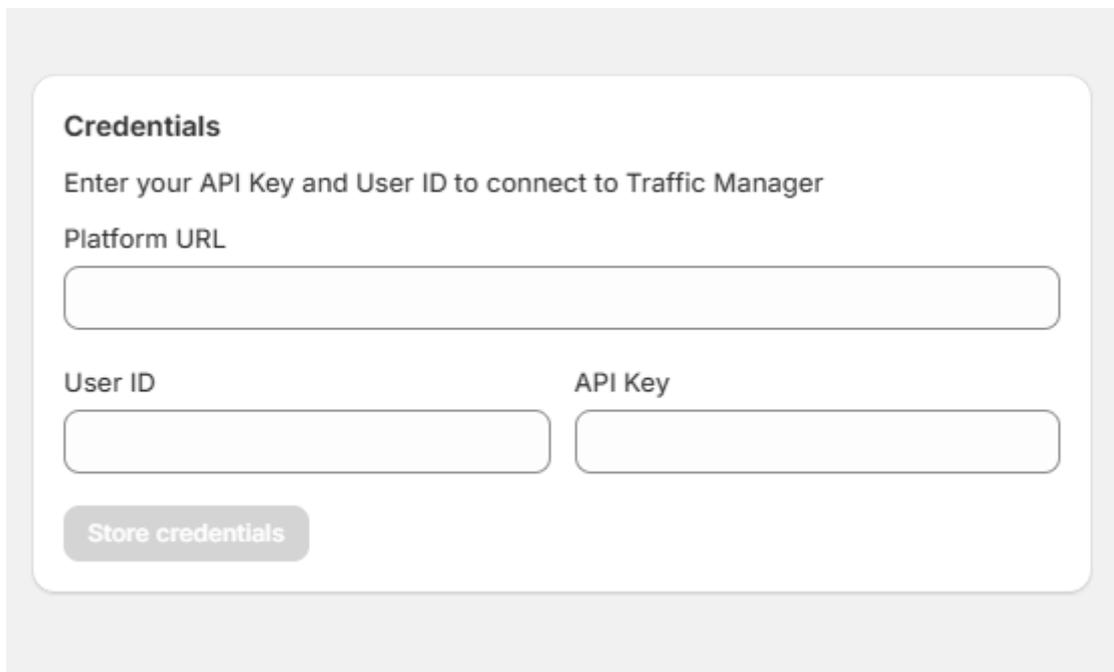
Important: Treat your API Key and User ID as confidential information. Do not share them with untrusted parties.



4 Enter and Store Your Credentials in Shopify

4.1 Step 3

1. Return to the **TrafficManager Plugin** in your Shopify admin.
2. In the **Credentials** box (usually on the right side), fill in:
 - **Platform URL**
 - **User ID**
 - **API Key**



The screenshot shows a 'Credentials' form with the following elements:

- Credentials** header
- Instruction: "Enter your API Key and User ID to connect to Traffic Manager"
- Label: "Platform URL" above a single text input field.
- Labels: "User ID" and "API Key" above two side-by-side text input fields.
- Button: "Store credentials" at the bottom left.

Click **Store credentials**.

Once saved, your Shopify store is ready to connect its products to TrafficManager offers.

5 Link Products to TrafficManager Offers

5.1 Step 4

1. In the **Link products to TrafficManager** section:
 - Select your **Credentials** from the drop-down list.
 - In **TM offers**, select the offer you want to link from the external platform.
 - In **Offer landing pages**, select the relevant landing page associated with that offer.
 - In **Shopify product**, choose which product you want to link to that offer.
2. Once these fields are set, you will see a summary of the link you are about to create.

3. Click **Link products** to finalize the connection.

You can repeat this process to link multiple Shopify products to multiple offers.

Link products to Traffic Manager

Credentials

demo.trafficmanager.com

TM offers

#134 - Solar Panels

Offer landing pages

#150 - solar 123

Shopify product

Select a shopify product

List to be linked:

Product	TM Offer	Landing Page
The Collection Snowboard: Liquid - Default Title	#134 - Solar Panels	#150 - solar 123
Platform		
demo.trafficmanager.com		

Cancel action
Link products

6 Manage Linked Products

6.1 Step 5

- Navigate to the **Linked products** tab in the plugin to see all existing links.
- You can view:
 - **TM Offer** – the offer number and name in the TrafficManager platform.
 - **Landing page** – the specific landing page used.
 - **Product variant** – the Shopify product or variant that is linked.
 - **Platform** – which TrafficManager platform domain the product is linked to.
 - **Status** – indicates if the link is active.
 - **Linked at** – the date and time the product was linked.
- To remove a link, select the product in the **Linked products** list and click **Unlink**.

Linked products
Products linked to Traffic Manager offers

Linked products list
Here you can view the products linked to your Traffic Manager offers.

All

TM Offer	Landing page	Product variant	Platform	Status	Linked at
<input type="checkbox"/> #126	#139	The Multi-location Snowboard	demo.trafficmanager.com	active	27 March 2025
<input type="checkbox"/> #134	#150	The Multi-location Snowboard	demo.trafficmanager.com	active	27 March 2025
<input type="checkbox"/> #134	#150	The Collection Snowboard: Liquid	demo.trafficmanager.com	active	27 March 2025

7 Important Notes on Deletion

- **Deleting a Shopify Product:** If you delete a product from Shopify, the link between that product and any associated offers will be removed automatically.

- **Deleting an Offer or Landing Page in TrafficManager:** If you delete an offer or its associated landing page, that link will also be removed from Shopify.

8 Troubleshooting

- **Credentials Not Accepted:** Double-check your Platform URL, User ID, and API Key for typos. Ensure the API is enabled in TrafficManager.
- **Offer or Landing Page Not Visible:** Confirm the offer is active in the TrafficManager platform. You may need to refresh or re-enter your credentials.
- **Link Not Working:** Verify that the product is still active in Shopify and that the offer is enabled in TrafficManager.

9 Conclusion

The TrafficManager Plugin makes it simple to link your Shopify products to the offers and landing pages in your TrafficManager platform. By properly configuring your credentials and following the steps above, you can create and manage these connections efficiently.

Maintaining up-to-date links helps ensure your promotional efforts remain synchronized between Shopify and TrafficManager. If you have any further questions, consult the TrafficManager documentation or contact your platform administrator for support.

Thank you for using the TrafficManager Plugin!