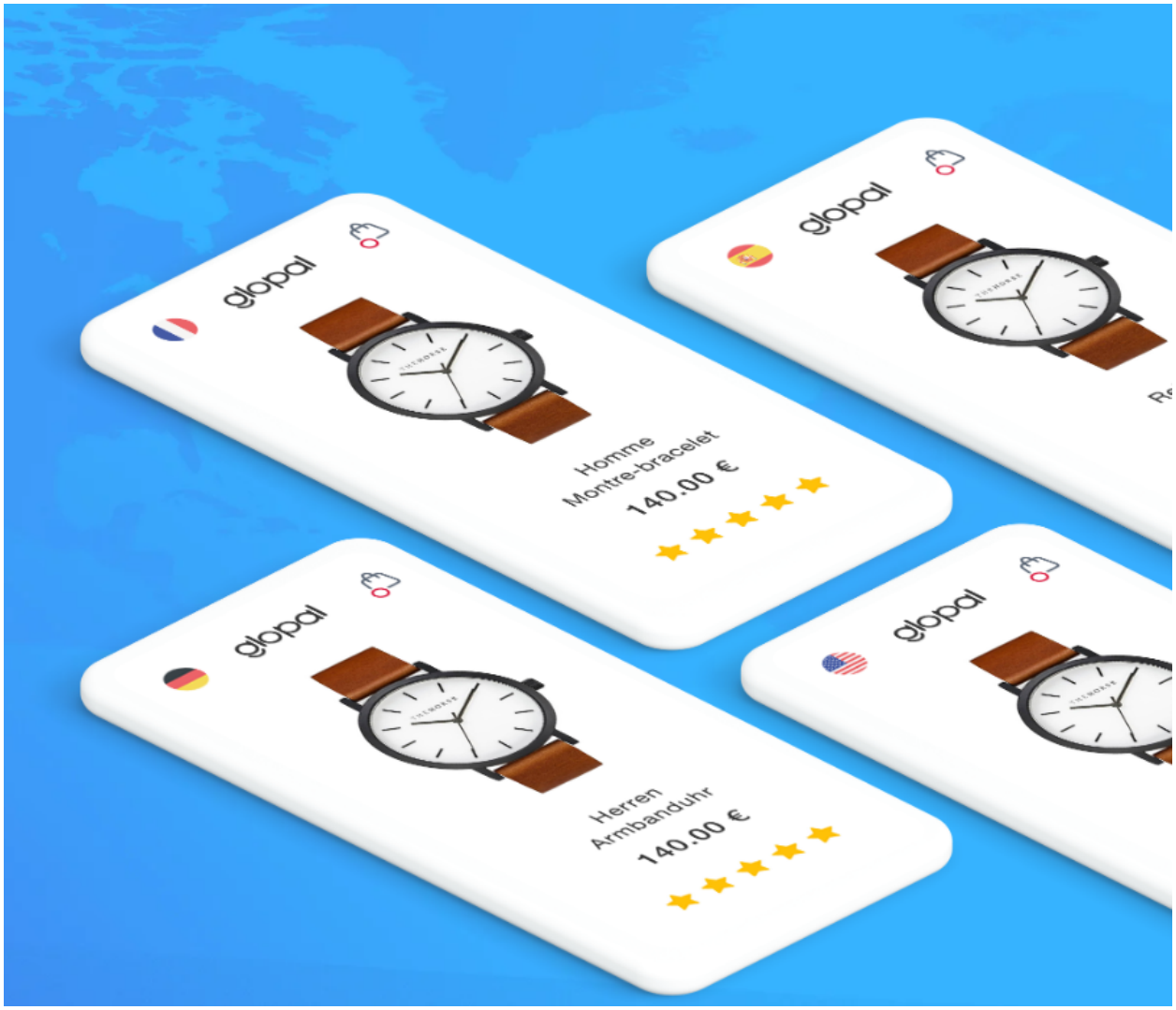
glopal for Merchants

Sign-up documentation

April, 2021



Intro 3

Qualification 4

Sign-up 6

Plugin installation (all platforms) 7
- Magento 1.x 7
- Magento 2 7
- Shopify 7
  - Enabling private app creation 7
- BigCommerce 10

The Glopal onboarding questionnaire 11

Accepting the MCC requests 12

Launch Timeline 13

Post-launch 14
- Geo-localization 14
- International orders 14
- International campaigns 14

Conclusion 16

Intro

In this document you will find all of the requirements and steps that need to be completed when signing up for Glopal Marketing Solutions gathered in one place along with detailed instructions on what to do and what will happen at each stage of your onboarding journey.

Feel free to share this document with all parties involved in this process on your end, such as developers, e-commerce managers etc.

If you do have any additional questions feel free to reach out to the Sales representative you have been in touch with or with one of our Customer Care Agents and we will be happy to provide you with information or help you require.

Qualification

There are a few requirements that need to be met in order for a merchant to join the Glopal Marketing Solutions program.

1. The platform your store is built with needs to be supported by our solution.
   The currently supported platforms are:
   a. Magento 1 and 2
   b. Shopify
   c. BigCommerce
   d. Visualsoft
2. Your products must be shippable internationally.

   For a guide on which product categories are risky/forbidden to ship internationally please refer to these articles UK/US.

3. Google Merchant Center and Google Ads - you need to have a Google Merchant Center account and you need to be signed up for Google Ads which will allow you to send your product data to Google (UK/US).

   NOTE: Your setup must comply with Google's Merchant Center as well as Shopping Ads requirements. Not meeting these requirements can result in your Shopping Ads campaigns being suspended by Google.
   Example: Returns Policy and Business Address need to be provided on the domestic page.

4. Product Feeds in Google Ads - you need to create a product feed in Google Ads. This feed is what Glopal will use as the data source for the international ones (we will take the

data from that domestic feed, translate it and convert the currencies).

NOTE: Your set up must comply with Google's Product Data Specification. Not meeting these requirements can result in your product feed being rejected by Google.

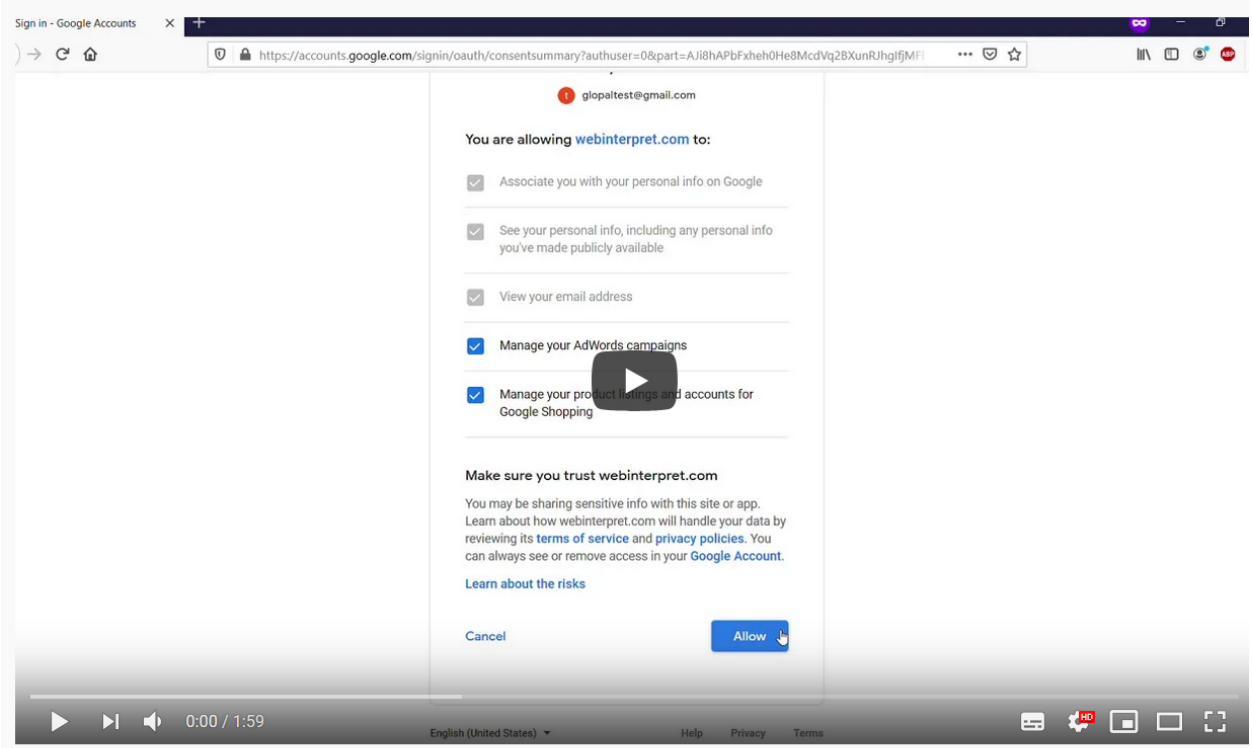
5. The monthly sales made through your website must be more than 50,000 USD. Alternatively, the monthly international sales made through your website must be more than 5,000 USD.

Sign-up

To register for Glopal Marketing Solutions program you need to proceed to **this page**, click on the Sign up button and log in.

NOTE: It's crucial that you register with the Google account which is the admin of the Merchant Center used to manage the store you would like us to set up the international campaigns for.

A short video showing this part of the process below.



Registering with Glopal

Plugin installation (all platforms)

The most up-to-date documentation regarding the Glopal plugins can be found in our Help Center.

Magento 1.x

Please refer to this Help Center article for guidelines on how to install the Magento 1.x plugin.

Magento 2

Please refer to this Help Center article for guidelines on how to install the Magento 2.x plugin.

Shopify

In order for your store to be able to communicate with Glopal Marketing Solutions, a Shopify Private App needs to be set up in your backend.

The only thing you need to do is accept a collaborator access request we will send to you, our team will ensure that everything is set up correctly.

NOTE: If you have the option to create new private apps disabled in your Shopify backend, we will not be able to create and install our app on your behalf.

Enabling private app creation

Please enable this option, otherwise we will not be able to proceed with your onboarding process.

If this has been set on purpose, you can apply the changes temporarily. If that's the case, please make our Agent aware of that and they will inform you once that part of the process is completed and you can go back to your initial settings.

To enable this setting follow the provided steps:

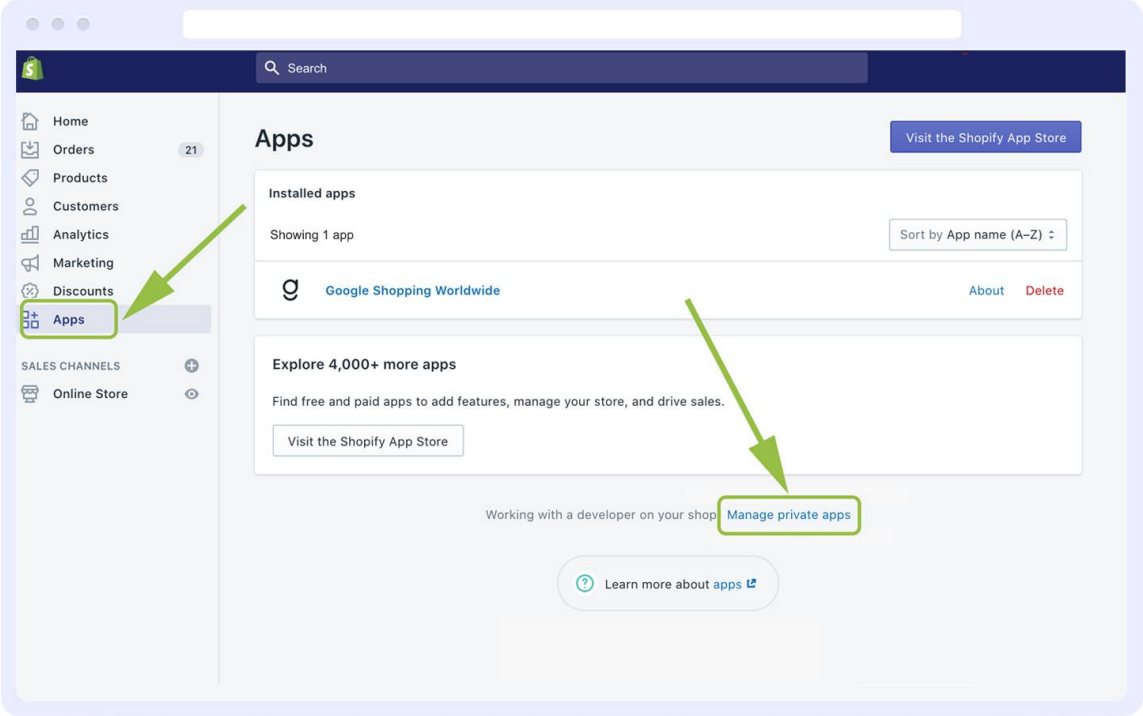
Step 1. Log in as the Shopify store Admin

Step 2. Go to Apps

Step 3. Click Manage private apps

Step 4. Click Enable private apps

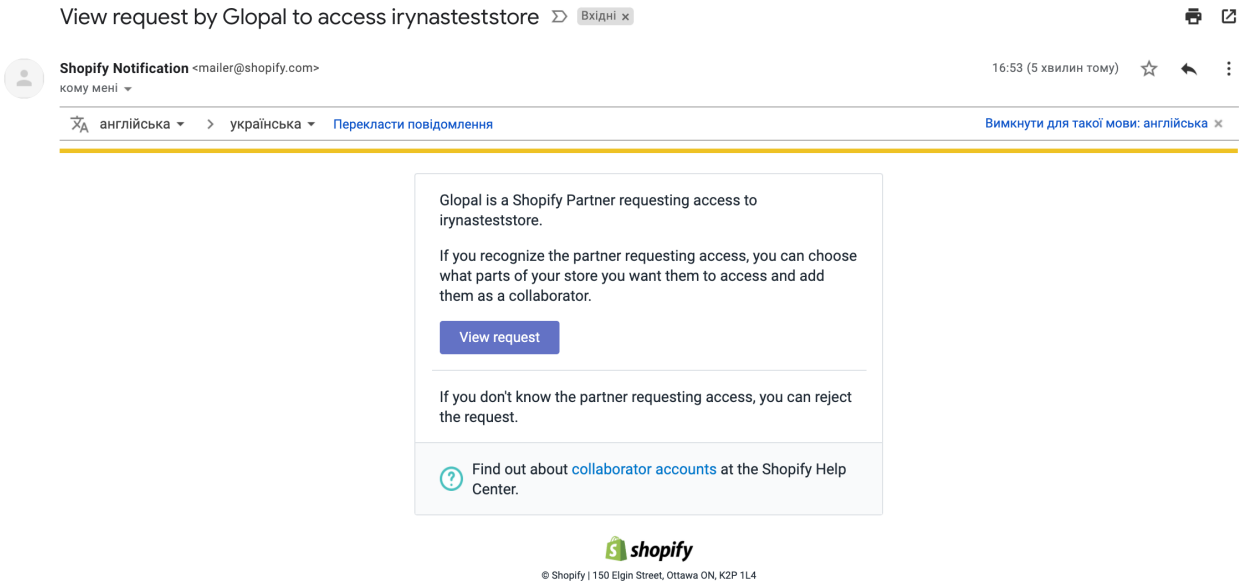
Step 5. Click Enable private app development



What will it look like on your end?

You will receive an email saying that Glopal requested to have a collaborator access to the specific part of the store's functionality.

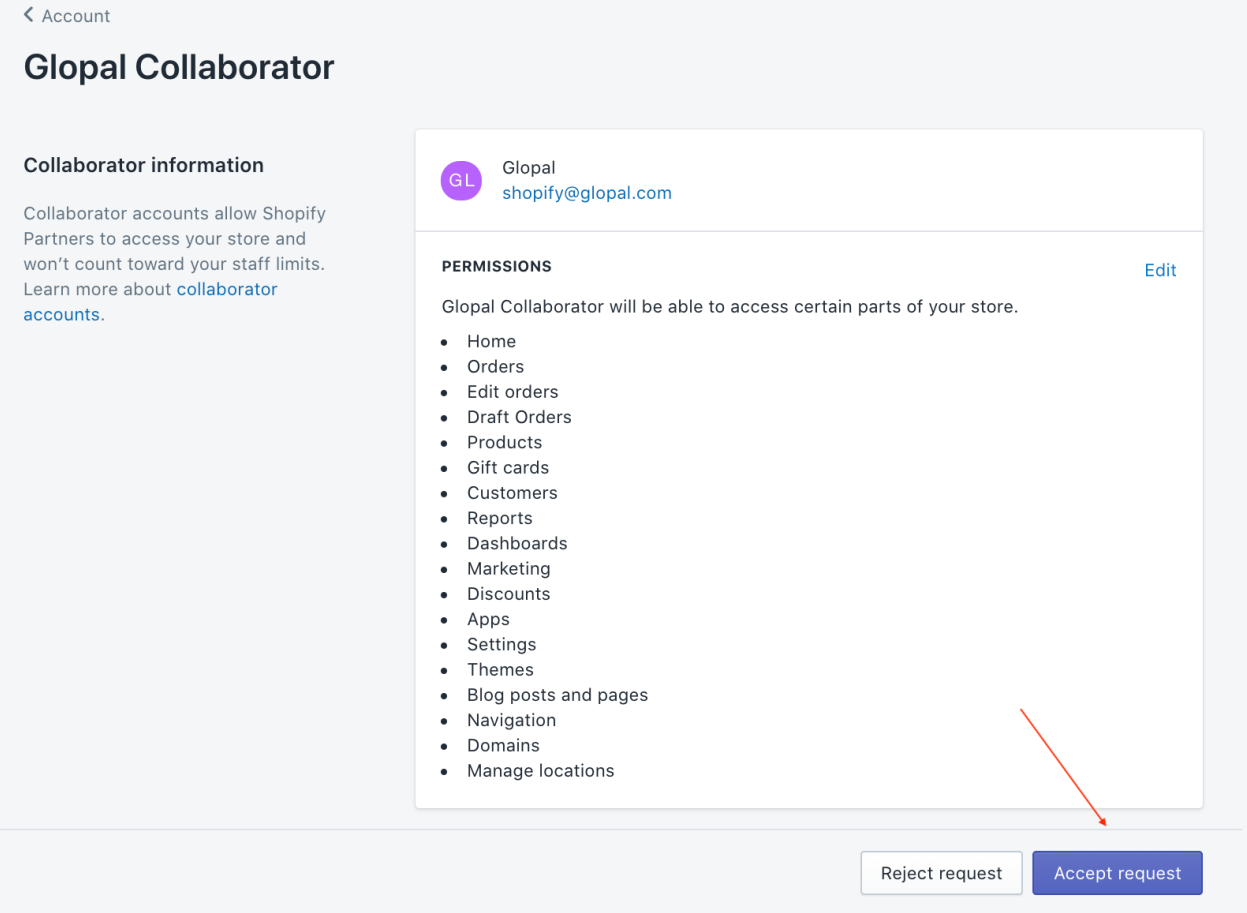
1. Please click on the View request button to proceed



2. After being redirected to Shopify you will see a page listing all permissions we require in order to set up the app for you.

The list is somewhat long, but please note that this is standard for advanced Shopify apps.

Please click on the "Accept request" button to confirm and proceed.



And that's it, we will take care of the rest and will reach out to you once the setup is complete.

BigCommerce

Please refer to this Help Center article for guidelines on how to install the BigCommerce plugin.

The Glopal onboarding questionnaire

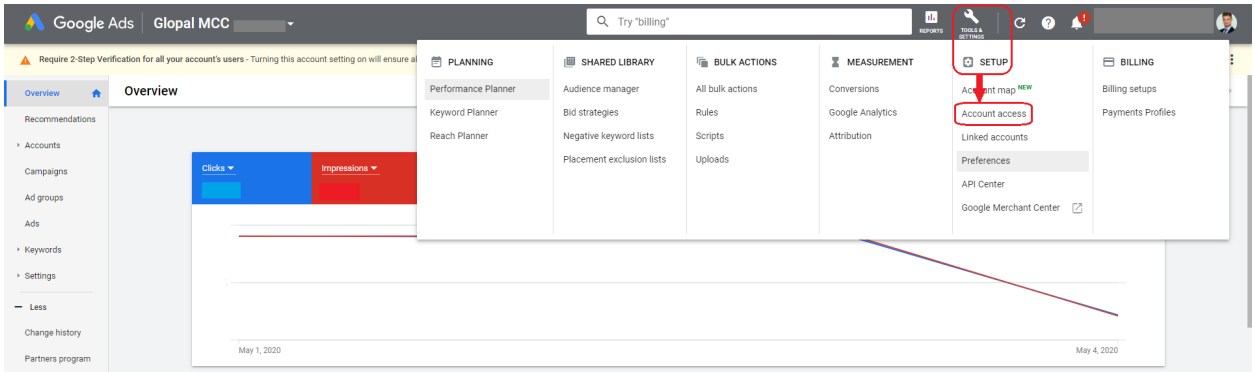
You will be asked to fill out a questionnaire where you will need to provide some additional information which will allow us to complete our Marketing Solutions setup properly.

You can find the questionnaire **here**.

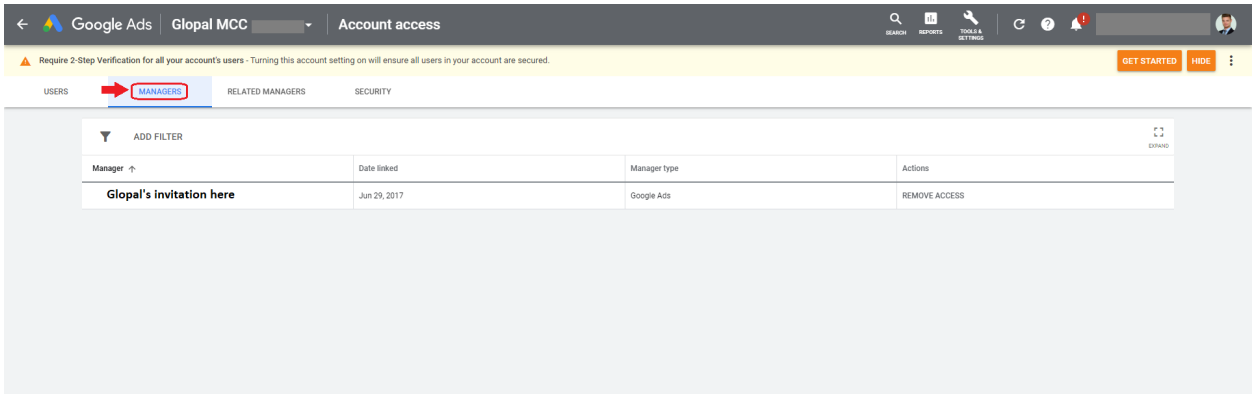
Please be aware that this step is mandatory and completing it at an early stage will allow us to start working on your individual setup as soon as possible.

Accepting the MCC requests

1. Log in to your Google Ads account
2. Click on the wrench-icon (tools & settings) in the top menu on the right and click on setup
3. Click on account access in the left menu. You will see a list of users which have access to your Google Ads account

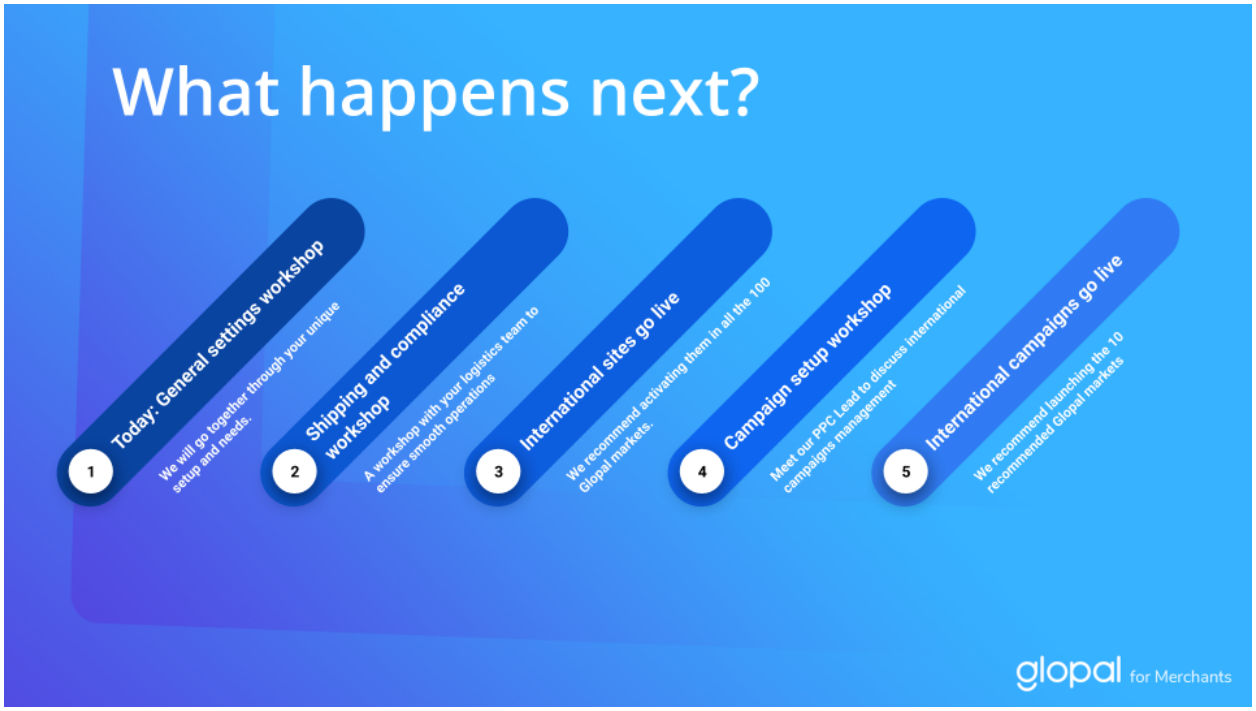


4. Click on managers.
   Find the e-mail address with @glopal.com domain and click accept request



Launch Timeline

The standard onboarding timeline is illustrated by the below image. Your dedicated Implementation Specialist will organize three workshops between your team and the relevant Glopal teams to ensure the most appropriate setup for your unique needs.



Post-launch

The localized sites, localized checkout and localized feeds and campaigns created by Glopal are hosted and maintained by Glopal and their functioning may differ from that of their non-localized equivalents. Below we are listing the few main differences that should be taken into account.

Geo-localization

Apart from driving new traffic thanks to the international marketing campaigns, Glopal helps you better convert existing international traffic. Rather than shopping on a site in English and your domestic currency, your international buyers will be presented with the sites localized by Glopal, with all the content translated into their language and currencies converted into their currency.

International buyers will come to the localized sites either from the Glopal pop up or from the country selector widget. Both elements can be customized by your development team following the below instructions.

International orders

The Glopal orders will be created in your ecommerce backend like any other orders. You will be able to see in the order notes that the order was generated by Glopal.

You can find more information about identifying the Glopal orders by following the below instructions:

- Shopify
- BigCommerce

If you use Shopify, you should take into account that you won't be able to refund the cancelled orders directly from Shopify. Instead, your Customer Service team will need to log into PayPal and process the refunds from there.

International campaigns

While the localized feeds will be created in an external Google Merchant Center managed by Glopal, the international Google Shopping campaigns will be created in your main Google Ads account.

When creating the campaigns, the Glopal team will add two conversion actions: one for a Glopal transaction and one for a go to checkout action in the Glopal checkout. Please bear in mind that adding these conversion actions may put your domestic campaigns into learning mode. However, this should in no way affect the domestic campaigns' performance.

Conclusion

We hope this document will make your onboarding journey seamless and you will be able to enjoy orders coming from your new global customers shortly after joining Glopal Marketing Solutions.

The path to launching your international sites and campaigns requires some work, however we continuously strive to make it as simple and straightforward, as possible.

Your feedback is highly appreciated so if there is anything you would like to tell us, please don’t hesitate to do so during your next interaction with one of our Agents.