



# RFM Email Marketing Pro



RFM Email  
Marketing Pro

## User Guide

Compatibility: Prestashop v1.7.x – v9.x.x

For Module Version: 1.0.0



## Intended Audience

The content of this document is designed to facilitate the users - managers, supervisors and others of **RFM Email Marketing Module**. A step-by-step instruction has been added to this document to help users to install the module on PrestaShop.

As a safe practice always, backup your files and database before installing any module on PrestaShop. If you are looking for someone to install the module, we can do it for you as well. Just go to the support section share the order id to expedite the installation process.

Once you have installed, please see the User Guide to help you understand on how to use the module to its full capacity. If you still have questions feel free to contact us on the support platform where you bought this module.

If you have any custom requirements feel free to touch base with us.



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# Getting Started!

## Overview

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Supercharge PrestaShop sales with AI and RFM scoring. Segment customers instantly, predict buying patterns, and launch automated, hyper-targeted email campaigns with unique vouchers and smart product cross-sells to boost retention.

**Compatible with:** PrestaShop 1.7 to 9.x



## Installation Instructions

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1. Go to Modules → Modules Manager → Click Upload a Module → Browse for Downloaded Module ZIP file and click Upload this module.
2. Click Proceed with Installation.
3. Make sure Cache is disabled in Advance Parameters → Performance.
4. Go to Modules → Modules Manager → AI Marketing and RFM

### Important: Getting Started in the Right Order

To ensure the module functions perfectly, please complete your initial setup following this recommended sequence:

1. **Configure Your Settings:** First, navigate to the **Settings** page. Define your valid order statuses, input your AI API keys, and choose your fallback discount preferences.
2. **Set Up Server Cron Jobs:** While still on the **Settings** page, copy the secure **Cron URLs** and add them to your web server's hosting management panel (like cPanel or Crontab). These crons automate your customer RFM scoring updates, product intelligence analysis, and email campaign deliveries in the background.
3. **Run Connections & Email Testing:** Head over to the **Email & AI** section to test your live AI connection. Use the sandbox tool to generate a sample email and send a test message to your personal inbox to verify your layouts and email server configuration.
4. **Build Your Marketing Campaigns:** Once your settings are saved, crons are scheduled, and tests are successful, proceed to the **Campaigns** tab. Click **Add new campaign** to launch the 5-step wizard, where you will finalize your target RFM score bands, generate AI copy, and launch your automated workflows.



# User Guide

## Module Configuration:

After installing the module go to Module > Module Manager > AI Marketing and RFM. Here you will see all the configuration for your module.

## General Configuration Settings

The **Settings** screen is the control center of your AI Marketing and RFM module. Here, you can configure operational behavior, connect your AI provider, manage automated cron jobs, set discount fallbacks, and retrieve secure endpoints.

**General & RFM data**

Control when the module sends marketing emails and which orders count for RFM scoring.

[What is this section for?](#)

Live mode  No  
When enabled, campaign and automation emails can be sent. Keep disabled while testing.

Valid order statuses Delivered (paid) X On backorder (paid) (paid) X Payment accepted (paid) X  
Processing in progress (paid) X Remote payment accepted (paid) X Shipped (paid) X  
Only orders in these statuses are used for Recency, Frequency, and Monetary scores (e.g. Payment accepted).

[Save](#)

**AI provider**

[What is this section for?](#)

Active AI provider: OpenAI

OpenAI API key:   
Enter your OpenAI API key. The module uses an optimized model automatically.

Save your API keys first, then test the active provider.

[Test AI connection](#)

[Save](#)

**Cron & automation**

[What is this section for?](#)

Enable automated cron tasks  Yes  
Master switch for RFM refresh and campaign sending via cron URL.

RFM refresh interval (hours):   
How often customer RFM scores should be refreshed (default: 24).

Max emails per cron run:   
Limits how many emails are sent in one cron execution (protects server and sender reputation).

Cron security token: 87a33a4a832d8c7fa3eFeb5472394ac@  
[Regenerate cron token](#)  
Regenerating invalidates old cron URLs in external schedulers.

[Save](#)



## 1. General & RFM Data

This section controls when marketing emails are actively sent and defines which orders count toward customer RFM scores.

- **Live Mode Toggle:**
  - **No (Disabled):** Keeps the module in test mode. Campaign and automation emails will **not** be sent. Leave this disabled while setting up or testing your configurations.
  - **Yes (Enabled):** Activates live operations. All automation flows, triggered crons, and active campaigns will start sending emails to actual customers.
- **Valid Order Statuses:** Select the precise order states that the module should include when calculating Recency, Frequency, and Monetary scores (e.g., *Delivered, On backorder, Payment accepted, Processing in progress, Remote payment accepted, Shipped*).
  - *Tip:* It is highly recommended to only select paid or completed statuses to ensure your data points reflect genuine customer lifetime value.

## 2. AI Provider

Connect the module to your preferred artificial intelligence engine to unlock automated email copywriting.

- **Active AI Provider:** Select your chosen AI engine from the dropdown menu (e.g., OpenAI or Gemini).
- **API Key Input:** Enter your official secret API key for the selected provider. The module automatically utilizes highly optimized models behind the scenes to generate high-converting copy.
- **Test AI Connection:** Click this diagnostic button after pasting your key to verify that the module can successfully communicate with the AI platform before saving.

## 3. Cron & Automation

Manage performance thresholds and core background rules for automation behaviors.

- **Enable Automated Cron Tasks:** A master switch enabling or disabling all background automations (RFM refreshes and campaign queue processing via external URLs).
- **RFM Refresh Interval (hours):** Set how often the system should recalculate customer data profiles. The recommended default is 24 hours.
- **Max Emails Per Cron Run:** Define a batch limit (e.g., 200 emails) for a single execution loop. This protects your server from timeouts and preserves your sender reputation with email providers.
- **Cron Security Token:** A unique hash key generated to ensure external triggers are verified and safe.
  - *Warning:* Clicking **Regenerate Cron Token** will instantly invalidate any older URLs currently saved in your server's external crontab schedules.



### Default discounts

What is this section for?

Default discount mode ▼  
Fallback only when a campaign leaves discount mode empty. Configure real discounts on each campaign (Step 4).

Auto voucher type ▼  
 Percentage

Auto voucher value

Auto voucher validity (days)

[Save](#)

### Cron URLs

What is this section for?

Add one of these URLs to your server crontab or monitoring tool. Append the task parameter to run a specific job.

Task	URL
All tasks (RFM + campaigns + flows)	<a href="https://fmpredictor.bestprestashopmodules.net/index.php?fc=module&amp;module=fmainmarketing&amp;controller=cron&amp;token=87a33a4a83208c7fa3ef05472394ac08&amp;task=all">https://fmpredictor.bestprestashopmodules.net/index.php?fc=module&amp;module=fmainmarketing&amp;controller=cron&amp;token=87a33a4a83208c7fa3ef05472394ac08&amp;task=all</a>
RFM refresh only	<a href="https://fmpredictor.bestprestashopmodules.net/index.php?fc=module&amp;module=fmainmarketing&amp;controller=cron&amp;token=87a33a4a83208c7fa3ef05472394ac08&amp;task=rfm">https://fmpredictor.bestprestashopmodules.net/index.php?fc=module&amp;module=fmainmarketing&amp;controller=cron&amp;token=87a33a4a83208c7fa3ef05472394ac08&amp;task=rfm</a>
Campaign emails only	<a href="https://fmpredictor.bestprestashopmodules.net/index.php?fc=module&amp;module=fmainmarketing&amp;controller=cron&amp;token=87a33a4a83208c7fa3ef05472394ac08&amp;task=campaigns">https://fmpredictor.bestprestashopmodules.net/index.php?fc=module&amp;module=fmainmarketing&amp;controller=cron&amp;token=87a33a4a83208c7fa3ef05472394ac08&amp;task=campaigns</a>
Product associations only	<a href="https://fmpredictor.bestprestashopmodules.net/index.php?fc=module&amp;module=fmainmarketing&amp;controller=cron&amp;token=87a33a4a83208c7fa3ef05472394ac08&amp;task=associations">https://fmpredictor.bestprestashopmodules.net/index.php?fc=module&amp;module=fmainmarketing&amp;controller=cron&amp;token=87a33a4a83208c7fa3ef05472394ac08&amp;task=associations</a>
Automation flows only	<a href="https://fmpredictor.bestprestashopmodules.net/index.php?fc=module&amp;module=fmainmarketing&amp;controller=cron&amp;token=87a33a4a83208c7fa3ef05472394ac08&amp;task=flows">https://fmpredictor.bestprestashopmodules.net/index.php?fc=module&amp;module=fmainmarketing&amp;controller=cron&amp;token=87a33a4a83208c7fa3ef05472394ac08&amp;task=flows</a>

Last RFM cron run: 2026-06-16 02:00:35 | Last campaign cron run: *Never*

## 4. Default Discounts

Configure fallback parameters used automatically whenever a specific campaign skips or leaves its own custom discount settings blank.

- **Default Discount Mode:** Set a fallback rule type (e.g., *None*, *Fixed Amount*, or *Percentage*).
- **Auto Voucher Type:** Choose whether the default voucher evaluates as a percentage or a static currency reduction.
- **Auto Voucher Value:** Input the numerical discount amount (e.g., 10 for 10%).
- **Auto Voucher Validity (days):** Define how many days the generated voucher code remains usable from the moment the customer receives the email.

## 5. Cron URLs

This section lists specialized, secure target paths used to append automation schedules to your web server (e.g., system crontab, cPanel, or external uptime monitoring tools).

To isolate specific system triggers, add the following unique URLs to your background execution software:

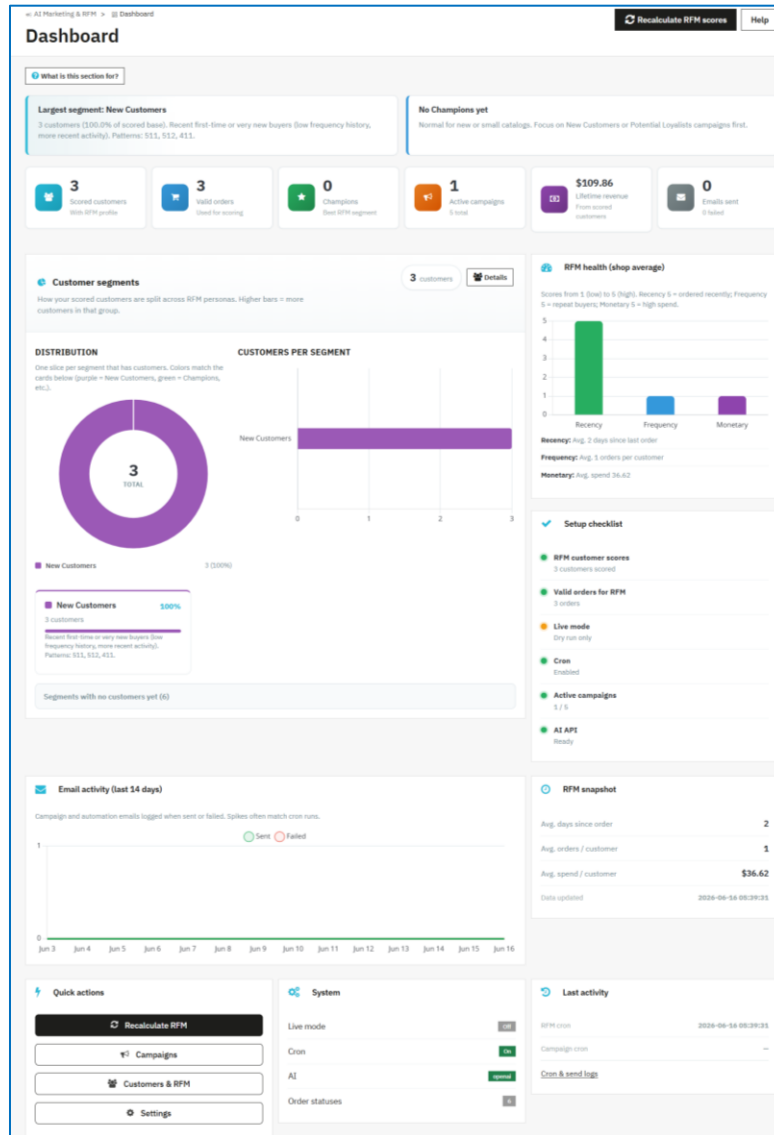
- **All Tasks (RFM + campaigns + flows):** Runs all routine automation scripts simultaneously.
- **RFM Refresh Only:** Updates behavioral analytics scoring exclusively.
- **Campaigns Rule Only:** Processes scheduled newsletter deployments and active target criteria.
- **Product Intelligence Only:** Recalculates dynamic, bought-together item associations.
- **Automation Flows Only:** Monitors continuous contextual email sequences.

At the footer of this panel, you can review system stamps indicating the exact execution timestamps for **Last RFM cron run** and **Last campaign cron run** to ensure your server automation is running smoothly.



## Marketing & RFM Dashboard

The **Dashboard** serves as the primary analytical command center for your e-commerce marketing. It provides high-level KPIs, visual breakdowns of customer behavior, automated diagnostic checklists, and real-time email tracking to help you understand your shop's overall customer health at a glance.



### 1. Action Headers & Segment Insights

- Recalculate RFM Scores Button:** Located at the top right of the page, this manual trigger instantly pushes a fresh database scan to update all customer scores, segments, and metric cards across the dashboard.
- Dynamic Insight Banners:** The top section populates smart, automated advice based on your active audience matrix:
  - Largest Segment Insight:** Highlights your most prominent current audience pool (e.g., *New Customers*), detailing their general behavioral traits and common score patterns (e.g., 511, 512, 411).



- *Growth Opportunity Insight*: Alerts you to missing high-value segments (e.g., *No Champions yet*) and suggests actionable focus areas, such as shifting attention toward nurturing new buyers or potential loyalists.

## 2. Core KPI Metric Cards

Six high-level counters deliver an instant operational summary of your data:

- **Scored Customers**: Total number of users successfully evaluated with an RFM profile.
- **Valid Orders**: Total count of individual orders that met your configuration requirements and were used for scoring.
- **Champions**: The quantity of absolute top-tier, highest-value buyers currently sitting in your best profile segment.
- **Active Campaigns**: Shows your current number of running campaigns out of your absolute total built configurations (e.g., 1 / 5).
- **Lifetime Revenue**: Total accumulated monetary value generated strictly from scored customer records.
- **Emails Sent**: Tracks your total outbound message dispatches and identifies any broken or failed delivery attempts.

## 3. Customer Segments Visualization

This panel visualizes exactly how your scored customer base is distributed across various behavioral personas:

- **Distribution Donut & Bar Charts**: Graphically maps your segment breakdowns. Hovering over or reviewing these assets provides clear absolute numbers and percentages (e.g., *New Customers: 3 (100%)*).
- **Segment Status Block**: Displays expanded definition descriptions for your populated segments. Below this, a collapsible *Segments with no customers yet* log keeps the view organized by hiding empty profiles.
- **Details Button**: Located next to the customer metric count, clicking this button takes you directly to the granular *Customers & RFM* list view.

## 4. RFM Health & Store Snapshot

- **RFM Health (Shop Average) Chart**: Visualizes your overall store health on a 1 (lowest) to 5 (highest) matrix. It breaks down averages across the three pillars: **Recency** (how recently people buy), **Frequency** (how often they buy), and **Monetary** (how much they spend).
- **RFM Snapshot Grid**: A text-based summary showing exact raw numbers for your baseline store averages:
  - *Avg. days since order*: The average time elapsed since your users last checked out.
  - *Avg. orders / customer*: The typical lifetime order frequency per person.
  - *Avg. spend / customer*: The baseline average monetary value spent per customer profile.
  - *Data updated*: A timestamp marking when these averages were last calculated.



## 5. Operations & Status Panels

The bottom of the dashboard features technical health checks and operational shortcuts:

### A. Setup Checklist

A traffic-light diagnostic widget that monitors your module configuration health:

- *RFM customer scores / Valid orders*: Verifies data compilation.
- *Live mode*: Alerts you if you are in test mode (*Dry run only*) or live operations.
- *Cron / AI API*: Verifies background automation paths and active connection availability.

### B. Email Activity Chart

A rolling 14-day timeline graph tracking outbound campaign performance. It isolates **Sent** and **Failed** messages across day-to-day intervals to catch delivery spikes or operational drop-offs.

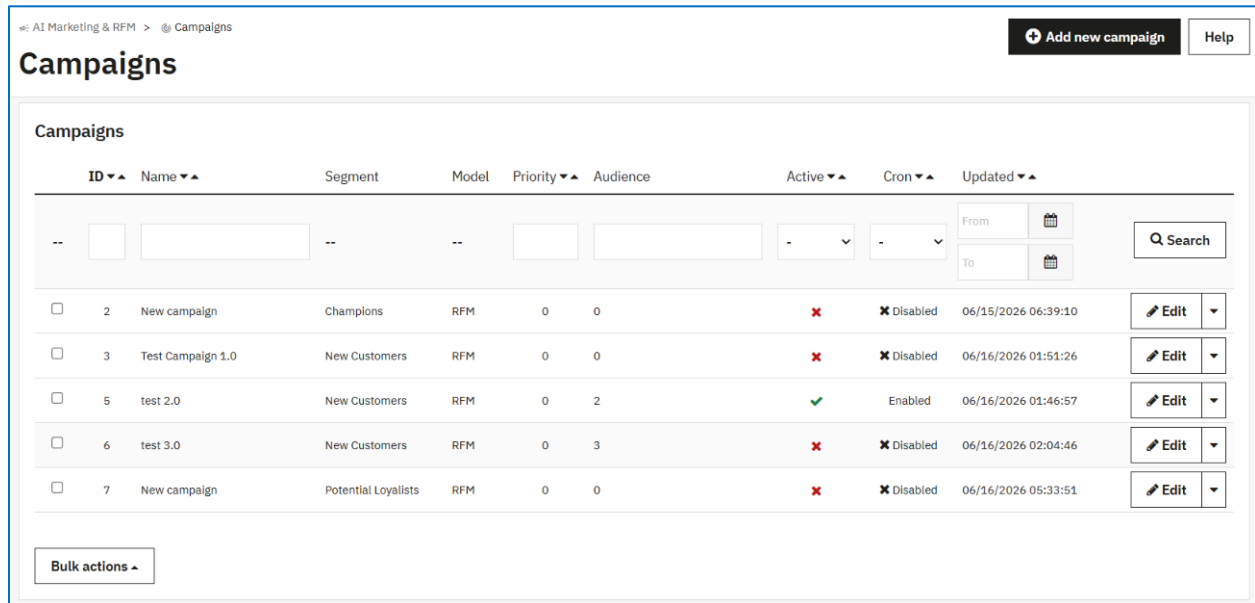
### C. Quick Actions, System, & Last Activity Logs

- **Quick Actions Panel**: Fast navigation buttons to quickly execute a **Recalculate RFM** command, hop into your **Campaigns** wizard, audit your **Customers & RFM** lists, or open your module **Settings**.
- **System Panel**: Displays a snapshot view of structural properties, including your current *Live mode* toggle status, *Cron* availability, active *AI* provider (e.g., *openai*), and total valid *Order statuses*.
- **Last Activity Panel**: Displays exact completion timestamps for your most recent background operations (*RFM cron* and *Campaign cron*) with a direct shortcut link to review full system *Cron & send logs*.



## Campaigns Management

The **Campaigns** section is where you orchestrate, test, and execute your targeted marketing strategies. By utilizing an intuitive 5-step wizard, you can build laser-focused campaigns centered around custom RFM score thresholds, leverage generative AI to write your messaging, and deploy highly structured, trackable email dispatches.



## Campaigns Dashboard Overview

When you first click into the Campaigns tab, you are presented with a central monitoring grid that displays all your existing configurations as shown in **image\_08bd65.png**.

- **Campaign Grid Metrics:** Track individual setups via their **ID**, custom **Name**, assigned customer **Segment**, target **Model** (e.g., RFM), execution **Priority**, live **Audience** count, **Active** status, and **Cron** automation status.
- **Search & Filter Panels:** Use the localized input fields to search your active lists by name, date ranges, or activation behaviors.
- **Action Dropdowns:** Click **Edit** to alter a campaign's existing parameters, or use the **Bulk actions** menu to clean up or toggle states for multiple entries simultaneously.
- **Add New Campaign:** Click the black **+ Add new campaign** button in the top right to launch the 5-step configuration wizard.

## The 5-Step Campaign Creation Wizard

Once inside the campaign builder, a visual step tracker at the top guides you through the workflow sequentially.



## Step 1: Customer Segment & Basics

As displayed in **image\_08b9df.png**, this initial step establishes the core identity and primary target segment for your campaign.

- **Customer Segment Dropdown:** Select the specific group you want to target (e.g., *Potential Loyalists, Champions, At Risk*). The module displays a helpful context block explaining exactly what the segment patterns represent and when it is best to deploy them.
- **Campaign Name:** Enter a distinct title for internal tracking purposes.
- **Priority:** Assign a numeric weight. If multiple campaigns are queued on your server, higher-priority numbers are systematically processed and dispatched first by the cron engine.
- **Model Type:** Choose your structural evaluation method (e.g., *RFM segmentation*).
- **Enable Campaign Cron Toggle:** Set this to **Yes** if you want the campaign to process and send automatically via background server hooks.

Click **Save & continue** to lock in your basics.

## Step 2: RFM Score Bands

The second step, visible in **image\_08b9a3.jpg**, maps raw transaction data into custom performance scores from 1 (lowest/worst) to 5 (highest/best).

- **Recency (R) — Days Since Last Order:** Customize your maximum cutoff windows. For instance, setting "Best (5)" to 30 means any user buying within the last 30 days receives a top recency score.
- **Frequency (F) — Number of Valid Orders:** Specify volume thresholds. Setting "Best (5)" to 20 requires a customer to successfully finalize at least 20 distinct checkouts to claim a top frequency rating.
- **Monetary (M) — Lifetime Spend (Shop Currency):** Set your customer lifetime value tiers. For example, setting "Best (5)" to 2000 means only users who have spent 2000 or more in your store hit the top spend bracket.
- *Tip:* The system includes an explicit alert box showing recommendations tailored specifically to your chosen Step 1 segment to help you fine-tune these tiers effectively.

## Step 3: RFM Patterns for This Segment

This transitional phase, highlighted in **image\_08b949.png**, confirms the exact structural variations that define your target list.

- **Score Patterns (Comma-separated):** Review or input the 3-digit calculation keys corresponding to your target audience (e.g., 443, 453, 543). Only profiles whose calculated mathematical matrix matches these strict strings will populate your active campaign recipient lists.

## Step 4: Email Template & Creativity

This screen acts as your primary design engine and content hub, as illustrated in **image\_08b5a7.jpg**.



- **AI Assistant Integration:** Choose your conversational **Tone** (e.g., *Friendly*), insert any **Extra instructions** (such as "mention free shipping"), and click **Generate with AI**. The integrated OpenAI/Gemini models will write your copy directly into the template.
- **Rich Text HTML Body (TinyMCE):** Review, format, and edit your textual or layout blocks. Below the editor window, the module displays a convenient reference index of valid, copyable shortcodes (e.g., {customer\_name}, {shop\_url}).
- **Send Test Email & Preview:** Enter a destination path into the **Test email address** field to send a raw dispatch to your inbox, or click **Preview in browser** to inspect layout responsiveness instantly.
- **Dynamic Campaigns Discounts:** Attach direct incentives at the bottom of your creative panel. Set a discount type (Percentage or Fixed), define its value, and configure its validity length in days. The system automatically creates a native PrestaShop cart rule behind the scenes when the message is generated.

### Step 5: Review & Launch

The final confirmation step, shown in **image\_08b569.png**, acts as an operational pre-flight checklist.

- **Summary Cards:** Double-check your overall campaign architecture at a glance (Campaign Name, Segment Focus, Model Type, and count totals for Qualified Profiles, Sent Messages, and Vouchers Created).
- **Qualified Customers Grid:** Review the list of verified recipients matching your strict target filters. If the table is empty, verify the checkbox option below.
- **Rebuild Audience Now Checkbox:** Checking this tells the system to immediately crawl your database and refresh your active recipient roster upon saving.
- **Activate Campaign Checkbox:** Toggle this on when you are completely ready to push the campaign live.
- **Campaign Cron URL:** Copy the dedicated, secure campaign-specific rebuilding link provided in the blue informational block to append it to your server task automation schedule for localized list updates.

Click **Finish** to save your configurations and return to your main dashboard view.



## Email & AI Management

The **Email & AI** screen allows you to manage and test your AI copywriting integrations, preview AI-generated text variations, send standalone test messages, manually dispatch pending campaigns, and reference valid personalization shortcodes.

**Email & AI**

What is this section for?

⚠ Live mode is OFF – no real emails will be sent until you enable it in Settings. [Open Settings](#)

0 Emails sent | 0 Failed | 2 Qualified in campaigns | 200 Max per cron run

**AI connection**

✓ API key configured  
 Provider: openai  
 Model: gpt-4o-mini  
[Test AI connection](#)  
[Change API keys in Settings](#)

**Send test email**

Send the subject and message above to your inbox. Live mode must be ON.

Your email  
 demo@demo.com  
[Send test email](#)

**Try AI email generator**

Preview how AI writes an email. Use the same tone options as in campaigns.

Tone: Friendly

Customer first name: Maria

Customer type: Champions – best customers

Extra instruction (optional): e.g. mention free shipping

[Generate sample email](#)

Subject: \_\_\_\_\_

Message (HTML): \_\_\_\_\_

**Send campaign emails**

Sends emails to qualified customers in active campaigns (uses templates from the campaign wizard). Respects the batch limit from Settings. Also sends pending automation emails when a campaign is linked.

[Send campaign emails now](#)  
[Edit campaign templates](#)

**Shortcodes (use in campaign emails)**

Code	Meaning
{customer_name}	Customer first name or "Customer"
{shop_name}	Your shop name
{shop_url}	Shop homepage URL
{rfm_score}	RFM pattern e.g. 555
{persona}	RFM persona label
{last_product}	Last purchased product name
{cross_sell_products}	
{cross_sell_products_text}	
{cross_sell_1_name}	
{cross_sell_1_url}	
{cross_sell_2_name}	
{cross_sell_2_url}	
{cross_sell_3_name}	
{cross_sell_3_url}	
{discount_code}	Voucher code (created when the email is sent)
{discount_url}	Storefront link that applies the voucher and opens the cart

### 1. Live Mode Alert & Quick Stats

At the top of the interface, a system alert banner and four quick-status counters keep you updated on your current dispatch environment:

- **Live Mode Banner:** If Live mode is turned off in your main settings, a yellow warning banner will explicitly notify you that no real emails will be sent to actual customers.



- **KPI Counters:** Track core metrics at a glance, including total **Emails sent**, **Failed** delivery attempts, the current number of users **Qualified in campaigns**, and your configured server throughput cap (**Max per cron run**).

## 2. AI Connection & Testing

This section displays the active operational status of your configured artificial intelligence provider.

- **API Configuration Status:** Displays a green indicator confirming whether your API key is properly configured.
- **Provider Details:** Details the active engine configuration (e.g., *Provider: openai*) and the specific sub-model being utilized (e.g., *Model: gpt-4o-mini*).
- **Test AI Connection Button:** Allows you to ping the AI provider instantly to ensure a successful handshake. You can quickly change these keys at any time by clicking the *Change API keys in Settings* link.

## 3. Try AI Email Generator

Use this playground area to experiment with how the AI structures a message before committing copy to an active campaign.

- **Tone:** Select a communication style from the dropdown menu (e.g., *Friendly, Professional, Urgent*).
- **Customer First Name:** Enter a placeholder name to preview how personalization tags look in the final copy.
- **Customer Type:** Enter a specific target profile or behavior type (e.g., *Champions — best customers*).
- **Extra Instruction (optional):** Input custom constraints or special promo mentions (e.g., "mention free shipping").
- **Generate Sample Email:** Click this button to generate live copy. The resulting text will populate directly into the **Subject** line and the rich text **Message (HTML)** output field below it.

## 4. Send Test Email

Before launching widespread messaging campaigns, use this panel to inspect visual layouts directly inside your personal inbox.

- **Your Email Input:** Type your target email destination address into the field.
- **Send Test Email Button:** Dispatches the current subject and message block directly to your specified inbox.
  - *Note:* Ensure your Live mode toggle is active for live test generation.

## 5. Send Campaign Emails

This utility serves as a manual bypass to instantly push out emails to qualified store audiences without waiting for a scheduled server cron job.



## FME Modules

- **Send Campaign Emails Now:** Clicking this button forces an immediate run of the background mailing queue. It automatically honors your pre-configured batch size limitations and processes pending automation flows tied to active campaigns.
- *Tip:* Click the underlying *Edit campaign templates* link if you need to modify your visual designs before sending.

## 6. Campaign Shortcodes Reference Table

When creating campaign templates, you can copy and paste these dynamic shortcode tokens directly into your subject line or HTML content body to pull live database records automatically for each recipient:

Code	Meaning
{customer_name}	Inserts the customer's first name, or defaults to "Customer" if blank.
{shop_name}	Your store's official shop name.
{shop_url}	Your store's primary homepage URL address.
{rfm_score}	Displays the specific customer's calculated RFM pattern (e.g., 555).
{persona}	The descriptive customer segment label assigned to that user profile.
{last_product}	Automatically displays the product name of their most recent purchase.
{cross_sell_products}	Inserts complex smart product cross-sell recommendation blocks.
{cross_sell_products_text}	Inserts simple plain-text cross-sell recommendations.
{cross_sell_1_name} to {cross_sell_3_name}	Individual item name placeholders for product recommendations 1 through 3.
{cross_sell_1_url} to {cross_sell_3_url}	Unique anchor destination web links for product recommendations 1 through 3.
{discount_code}	Generates a dynamic, unique customer voucher code upon dispatch.
{discount_url}	A specialized link that opens the cart and automatically applies the campaign discount.



## Automation Flows

The **Automation Flows** screen allows you to configure hands-free, behavior-driven marketing loops. Unlike standard scheduled newsletters, these flows run automatically in the background, continuously matching and messaging customers as soon as they meet specific lifecycle triggers.

**Automation flows**

What is this section for?

⚠ Live mode is OFF in Settings. Automations will only log eligible customers (dry run) until you turn Live mode on. [Open Settings](#)

0 Active automations

0 Customers processed (all time)

Never Last run

🔗 Win-back inactive customers  Off

Email customers who have not ordered for a while.  
Targets shoppers with no order for the number of days below. Link a campaign to use its email templates.

Display name  
Win-back inactive customers

Inactive for (days)  
90

Use emails from campaign (optional)  
— None (log only for now) —

When email sending is enabled, the linked campaign templates will be used for this automation.

Processed so far: 0

👑 VIP thank-you  Off

Thank your best customers (Champions) while they are still active.  
Targets Champions (RFM scores 555 and 554). Sends at most once every 14 days per customer.

Display name  
VIP thank-you

Use emails from campaign (optional)  
— None (log only for now) —

When email sending is enabled, the linked campaign templates will be used for this automation.

Processed so far: 0

### 1. Flow Metrics & Live Mode Warning

- **Live Mode Notice:** If Live mode is turned off in your main settings, a yellow notification banner warns you that automations will only perform a "dry run" (logging eligible customers without sending real emails).
- **Performance Counters:** Track system metrics at a glance, including total **Active automations**, **Customers processed (all time)**, and the exact timestamp of the **Last run**.
- **Run Automations Now Button:** Located in the top-right header, this button lets you manually force-trigger an execution check across all active automation sequences instantly.

### 2. Pre-configured Lifecycle Flows

The module features three built-in lifecycle flows tailored to distinct customer archetypes:



## A. Win-back Inactive Customers

Targets buyers who have gone quiet to incentivize their return.

- **Inactive for (days):** Define the duration of non-purchasing behavior that triggers this flow (e.g., 90 days).
- **Use emails from campaign:** Link an existing campaign template to design the look and messaging of this win-back hook. If set to — *None (log only for now)* —, the system will only track eligible profiles without sending emails.

## B. VIP Thank-you

Targets your highest-value buyers (*Champions* with absolute top-tier RFM scores like 555 and 554) to strengthen brand loyalty.

- **Execution Frequency:** To maintain a premium experience, the flow automatically limits dispatch to a maximum of once every 14 days per unique customer.
- **Use emails from campaign:** Assign a tailored thank-you or exclusive perk campaign email layout to this flow.

## C. Post-purchase Cross-sell

Suggests highly relevant, complementary items a few days after a checkout event occurs.

- **Days after order:** Set the optimal delays before sending the recommendations (e.g., 7 days post-purchase).
- **Requirement:** This flow requires active Product Intelligence configurations to pull accurate bought-together item blocks. Link a *Predictive* campaign format here to feed the proper email creative.



**Post-purchase cross-sell**  **Off**

Suggest related products a few days after an order.  
Runs for orders from X days ago. Requires product intelligence recommendations. Link a Predictive campaign for emails.

**Display name**

**Days after order**

**Use emails from campaign (optional)**

When email sending is enabled, the linked campaign templates will be used for this automation.

Processed so far: 0

**Save all automations**

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**Quick setup guide**

1. Recalculate RFM under Customers & RFM.
2. Build product associations under Product Intelligence (for cross-sell automation).
3. Create campaigns with email templates (optional but recommended).
4. Turn ON the automations you need below and click Save.
5. Add the cron URL to your server schedule (daily is enough) or use Run automations now.

**Cron URL (automation flows)**  
<https://fmpredictor.bestprestashopmodules.net/fmmarketing/cron?task=flows&token=87a334a832d8c7fe3efeb1472394ac0>

### 3. Saving & Quick Setup Guide

- **Save all automations:** Make sure to click this button at the bottom of the rules configuration panel to commit any newly toggled status changes or value adjustments.
- **Quick Setup Steps:**
  1. Recalculate your scores under the *Customers & RFM* section.
  2. Build product associations under *Product Intelligence* to power cross-sell tokens.
  3. Construct your visual layouts inside the *Campaigns* tab.
  4. Toggle the desired automation flows to **On** and save.
  5. Copy the dedicated **Cron URL (automation flows)** displayed in the blue info banner and add it to your server crontab tool to schedule continuous daily execution.



## Product Intelligence

The **Product Intelligence** screen is where you power your smart upselling and cross-selling data. By analyzing past order data, the module automatically uncovers "frequently bought together" patterns. This allows you to generate hyper-personalized product recommendations for individual customers and use cross-sell tokens inside your automated email campaigns.

### 1. Global Action Buttons

Located at the top-right header of the screen, these three manual overrides allow you to rebuild or refresh your data pools immediately:

- **Build associations from orders:** Triggers the module to scan your store's historical order data based on your chosen lookback window and minimum co-order settings. It calculates and updates the raw relationships between products that are frequently bought together.



- **Rebuild customer recommendations:** Takes the established product relationships and maps them directly to your customer database. It looks at the last product each customer purchased and pre-assigns their personalized cross-sell recommendations so they are ready to be used in email shortcodes.
- **Build associations + recommendations:** A master shortcut that runs both background processes sequentially in a single click—updating the product-to-product relationships first, and then immediately refreshing the personalized assignments for every customer profile.

## 2. Intelligence Metrics

Four quick-status counters provide a live snapshot of your current recommendation database:

- **Product Associations:** The number of unique data-driven item pairings identified by the module.
- **Stored Recommendations:** Total calculated recommendations ready to be dynamically inserted into customer emails.
- **Customers with Recommendations:** The size of your audience segment that currently qualifies for custom cross-sells.
- **Customers with Last Product:** Total tracking logs capturing a customer's most recently purchased item to anchor relevant suggestions.

## 3. Analysis Settings

Fine-tune the algorithmic rules the module uses to parse order history:

- **Order window (days):** Set the lookback period for data analysis (e.g., 90 days). Only transactions finalized within this timeline will be analyzed to keep cross-sells fresh and aligned with current buying trends.
- **Minimum co-orders:** Define the minimum number of times two items must be purchased together in the same cart before the module treats it as a legitimate pairing rule. This prevents fluke transactions from skewing your suggestions.
- **Max cross-sells per product:** Caps the maximum number of items recommended alongside a main product.
- **Save settings:** Click this button to lock in your numeric parameters. A text stamp directly below displays the exact timestamp of your *Last build*.

## 4. Add Manual Association

If you want to intentionally promote specific product pairings—such as matching a new item release with an existing accessory, you can explicitly bypass the automated engine here.

- **Main Product:** Search by typing at least 2 characters of a product name, reference number, or ID, then select the anchor item from the autocomplete dropdown list.
- **Cross-sell Products:** Search for and select one or multiple complementary items that you want to display alongside the main product.
- **Add association:** Click this button to save your rule. Manually injected pairings are completely locked and will remain intact whenever you rebuild automated data from order histories.



## 5. How It Works & Automation Cron

The underlying system processes data linearly using three logical steps:

1. **Build associations:** Compiles records of items frequently bought together in valid orders (products bought in the same order).
2. **Rebuild recommendations:** Assigns top cross-sell products per customer based directly on their last purchased product.
3. **Deploy campaigns:** Pulls these assignments into your email layout via tokens (such as `{cross_sell_1_name}`, `{cross_sell_products}`, etc.) when you use predictive campaign methods.

### Automated Scheduling

To automate this data analysis without manually clicking back-office buttons, copy the **Cron URL (associations + recommendations)** listed in the blue information panel. Append it to your server's background task runner (crontab) to continuously refresh your product intelligence data automatically.

## 6. Product Intelligence Table

The grid section at the bottom of the screen displays a running database log of all current product pairings. Each row presents full analytics details—including **ID**, **Main Product**, **Cross-sell Product**, **Co-orders**, **Confidence** rating, and **Updated** timestamps—to help you easily audit and monitor your automated cross-sell combinations.



## Disclaimer

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It is highly recommended to backup your server files and database before installing this module.

No responsibility will be taken for any adverse effects occurring during installation.

**It is recommended you install on a test server initially to carry out your own testing.**

## Support

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If you need more information or have any questions or problems, please refer to our support helpdesk:

You can log a ticket and a support technician can assist you further.

## Customization

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If you have requirements that are not covered by our module and you need to have our module customized, feel free to contact us through support helpdesk.