bLoyal Web Snippets
Integration Guide

Table of Contents

Introduction

The bLoyal Web Snippets enable web designers and web developers to easily add a "Snippet" of bLoyal functionality to any web site. This document describes how to add bLoyal Web Snippets to your web site or web content management system.

The web snippets for a client are defined in the "Channels->Web Snippets 2.0" area of Director.

Adding Web Snippets to a Web Page

Web snippets can easily be added to a web page by adding the following 2 lines of HTML.

bLoyal Snippet Loader script element:

The bLoyal snippet loader script element needs to be added on a page prior to the snippet <div> element. We recommend you add this script tag to every page on your site by default.

```
<script id="snippet" data-bloyal-login-domain="[loginDomain]"
        src="https://snippets.bloyal.io/bLoyalSnippetLoader.js">
</script>
```

Attributes:

- 'data-bloyal-login-domain' (REQUIRED): This attribute is the bLoyal company login domain for the client.

Snippet Div element to embed a snippet on a page:

The following "div" element should be added wherever you want to include a bLoyal snippet to a page in your web site.

```
<div
    data-bloyal-snippet-code="[snippetCode]" data-bloyal-login-domain="[loginDomain]"
    data-bloyal-device-code="[deviceCode]"
    data-bloyal-snippet-args='{ "LoginUrl": "[sitecustomerloginurl]" }'>
</div>
```

Attributes:

- **data-bloyal-snippet-code (REQUIRED):** This attribute is the snippet code for the desired snippet that maps to the snippet configuration that can be created in Director
- **data-bloyal-login-domain (REQUIRED):** This attribute is the login domain for the client
- **data-bloyal-device-code (REQUIRED):** This is the device code to be used for the bLoyal API calls made by the snippets.
- **data-bloyal-snippet-args (REQUIRED):** This attribute contains additional arguments that the snippet may need. At a minimum you need to include the DeviceCode the snippet will use for operations. The value of this attribute is a string that contains a valid JSON list of any of the following fields.
    - **"LoginUrl"** (RECOMMENDED): This is the default login page to redirect to if the customer is not logged in (or if the bLoyal sessionKey has expired). It is recommended you always include this when embedding a snippet and can be

overridden via the Web Snippet profile configuration. This will only be used if the snippet requires the customer be logged into to access the snippet.

- o **"CartUid" or "CartExternalId" or "CartSourceExternalId"** (RECOMMENDED): If the snippet is part of an active cart session, then provide the cart identifier so that the snippet action will be associated with the cart. For example, when a customer signs up with the Customer Signup snippet the customer will be automatically associated with the cart if you provide the cart identifier in the snippet arguments. You can either provide the bLoyal CartUid or your cart identifier as the CartExternalId or CartSourceExternalId. Please see section "6.3 Identifying External Entities" of the "bLoyal API Integration and API Overview" document for more information on entity identifiers.
- o **"ReturnUrlParameter"** (OPTIONAL): By default the snippets use the "ReturnUrl" parameter to specify a redirect Url. However, you can specify a custom parameter name using the "ReturnUrlParameter" argument. This is useful if your system already has a query string parameter name used for this purpose.
- o **"ClubCode"** (OPTIONAL): This code is used to pass in the club a customer is signing up for. When the snippet configuration has more than one club assigned to it this value must be provided.
- o **"OnSnippetComplete"** (OPTIONAL): This code is used to pass in the club a customer is signing up for. When the snippet configuration has more than one club assigned to it this value must be provided.

Query String Parameters:

The following query string parameters can be passed to the web snippets when launching the snippet.

- **bL_sk:** The bLoyal snippet system can be configured for bLoyal authentication or external authentication (your system). If your system is handling customer authentication and then you need to create and pass in a _customer session key_ to the snippet so the snippet can access the customer data. You should only pass in the session key if the customer is logged in. If the snippet requires that the customer be logged in (e.g. Account Management Snippet) and the bL_sk is not provided, or the session has expired, the snippet will automatically redirect back to your login page so the customer can get logged in. When redirecting to your login page, the snippet will include a bL_rurl in the query string so you can redirect back to the web snippet page once the customer has logged in.

  You can pass the customer session key to the snippet either using the "bL_sk" query string parameter or adding the "bL_sk" key to session storage (see example below).
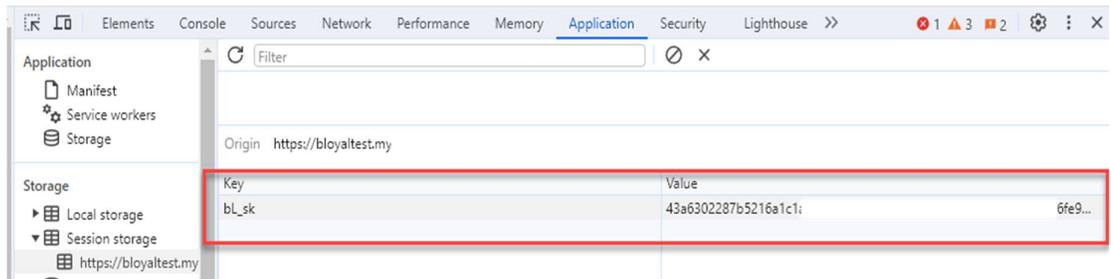
See the "*Creating a customer session*" section below for how to create a customer session.

- **bL_rurl:** This is the *return url* you want the snippet to redirect back to on completion.
- **bL_et (optional):** This is *engagement token* that is passed into the Record Engagement snippet. It's not needed and ignored for most web snippets.
- **bL_ct (optional):** This is customer token that can be used to uniquely identify a customer. This is a limited time use token that can be used by the Resolve Customer API to resolve the customer and get the data to display on a web form. This is useful, for example, when a customer signs up at the POS and is then sent an email to complete their profile online. The customer token is used to look up the customer data and default the web signup form.

If the web snippets are configured to redirect back to your page when complete, then following query string parameters will be added by the bLoyal web snippets when redirecting back to your page.

- **bL_em:** When a snippet fails and redirects to an OnFailure URL (specified on the snippet profile) the *error message* is specified on this parameter.
- **bL_ec:** When a snippet fails this specifies the *error code* which is the type of error that occurred. This is not intended to be displayed but can be used a web developer to generate custom error message instead of displaying the error message returned in the bL_em query string parameter.
- **bL_sm:** When a snippet succeeds and redirects to an OnSuccess URL, the *success message* is provide on this parameter.

Customer Auth – Creating a Customer Session

The bLoyal Web Snippets support bLoyal authentication or external system authentication. When using the bLoyal Web Snippets standalone you can use bLoyal authentication. However, in most cases you will want to use the authentication system of your local ecommerce system platform (e.g. Shopify, Magento, WooCommerce or BigCommerce).

When using the bLoyal snippets with an external system for authentication, you will need to create a bLoyal customer session key, if the customer is logged in to your external system, prior to launching a web snippet. You can then pass the customer session key to the web snippets using the "bL_sk" query string parameter.

This customer session key management is automatically handled by any bLoyal certified ecommerce connector (e.g. Shopify, Magento, and WooCommerce). However, if you are doing a custom integration or creating your own certified ecommerce connector, then you will need to call the following Loyalty Engine APIs to create a customer session and add new customers in bLoyal prior to launching the bLoyal Web Snippets.

>_Note:_ You will need to have an API AccessKey generated to make the following API calls.

Prior to calling a bLoyal web snippet you would call the Loyalty Engine ResolveCustomerSession API. This API returns a customer sessionKey if the customer already exists. You can then pass in that sessionKey to the web snippets using the "bL_sk" query string parameter which effectively logs in the customer to bLoyal web snippet.

>/api/v4/{accessKey}/ResolvedCustomerSession

The resolve customer API call will take any information you have about the customer and use bLoyal DRT^{TM} resolution technology to resolve to a unique customer. In most cases you would just need to pass in the email on the query string to resolve the customer.

If the customer does not exist, then you should save the customer using the SaveCustomer API and then call ResolveCustomerSession again to get the sessionkey. I.e. the customer needs to exist in bLoyal in order to get a customer session returned. The SaveCustomer API is used to create a new customer or save data for an existing customer.

>/api/v4/{accessKey}/customers/commands/saves

See the Loyalty Engine swagger definition for more information on the Loyalty Engine APIs: https://loyaltyengine.bloyal.io/swagger

Web Snippet Custom Styling

The web snippets are designed to take on the formatting of the web site they are embedded in. The only exception is the layout. We add a center style class to the snippet <div> since left or right justifying the snippets looks poor in most instances.

You normally do not need to custom style the snippets. However, If you wish to target styles on the components of the web snippets you can. The snippets contain the following custom CSS classes that you can define. These classes are automatically added to the elements of web snippet when generated within your page. By default, these CSS classes are empty and have no styles defined so a web snippet will continue to inherit from the web page its contained in. You can define these classes in your custom CSS definitions to target styling of the web snippet elements.

The web snippet extended style class names are below.

- **bl-snippet-container**: This is the top level div that holds the whole snippet.
- **bl-snippet-title**: This is on the h1 tag that renders the snippet title
- **bl-snippet-success**: This is the p tag that holds the "OnSuccess" message.
- **bl-snippet-error**: this is the p tag that holds the "OnError" message.
- **bl-snippet-recording-engagement**: this is the p tag that holds the message displayed while recording an engagement
- **bl-snippet-receipt**: this is the p tag that holds the receipt messages. Each receipt message is its own separate p tag.
- **bl-snippet-button__primary**: This is on the primary button for a snippet to enable you to override the default button styling.
- **bl-snippet-button__secondary**: This is all non-primary buttons on a snippet to enable different styling on secondary buttons.

Get Web Snippets API

You can programmatically get a list of web snippet profiles for a client using the following Loyalty Engine API.

https://loyaltyengine.bloyal.io/api/V4/{loginDomain}/{deviceCode}/snippets/websnippetprofiles/summaries

Next Steps/More Information

For more information, please contact bLoyal API support at 877-869-1715 or apisupport@bLoyal.com