CartHook : API Implementation

Step 1: The Trackers

A. On Checkout page(s), where an email address is entered, add the following:

```
<script type='text/javascript'>
  var crthk_setup='mid_XXXXXXXX';
  var crthk_cart = {};
  (function() {
    var ch = document.createElement('script'); ch.type='text/javascript'; ch.async=true;
    ch.src = '//carthook.com/api/js/';
    var x = document.getElementsByTagName('script')[0]; x.parentNode.insertBefore(ch, x);
  })();
</script>
```

Notes:
- "crthk_setup" is where you need to input the specific CartHook Merchant ID
- This should be pasted just before the page's closing body tag
- "crthk_cart" needs to be populated, and is discussed below

B. On the Order Complete page (sometimes called "Thank you" page), add the following:

```
<script type='text/javascript'>
  var crthk_setup='mid_XXXXXXXX';
  var crthk_complete=true;
  (function() {
    var ch = document.createElement('script'); ch.type='text/javascript'; ch.async=true;
    ch.src = '//carthook.com/api/js/';
    var x = document.getElementsByTagName('script')[0]; x.parentNode.insertBefore(ch, x);
  })();
</script>
```

Notes:
- Exactly the same as above, but without the "crthk_cart" object, and with "var crthk_complete=true".

Step 2: The Cart Data

Shopping cart data is tracked by CartHook via a simple JS object called `"crthk_cart"`, that needs to be defined with the tracker on Checkout Pages. An example of this object is as follows. Please review the notes below:

```
{
    "price": "299.00",
    "items": [
        {
        "imgUrl": "http://url-of-product-image.jpg",
        "url": "https://url-of-product-detail-page/",
        "name": "Product Name",
        "eachItemCost": "299.00",
        "totalItemCost": "299.00"
        },
        {
        "imgUrl": "http://url-of-product-image.jpg",
        "url": "https://url-of-product-detail-page/",
        "name": "Product Name",
        "eachItemCost": "299.00",
        "totalItemCost": "299.00"
        },
        {
        "imgUrl": "http://url-of-product-image.jpg",
        "url": "https://url-of-product-detail-page/",
        "name": "Product Name",
        "eachItemCost": "299.00",
        "totalItemCost": "299.00"
        }

    ],
    "carturl": "https://url-of-this-stores-checkout-page/"
}
```

Notes:
• `"price"` is the TOTAL cart price. All prices should *exclude* a currency symbol.

• `"items"` is an Array of objects, one for each UNIQUE item in the cart. If there's more than one of the same item (quantity 2 or more), it should be represented as one entry in this array, with different values for "`eachItemCost`" and "`totalItemCost`".

• For items with a quantity of 1, "`eachItemCost`" and "`totalItemCost`" will be the same.

• `"carturl"` is the url of the page we want to drive people back to.

Testing

It's important to us that your API implementation be set up correctly, and that no emails are delivered in error. Therefore, all new merchants using the API are reviewed by the CartHook team, and held in a special Testing phase before emails are delivered. When you're ready to begin testing your API implementation, please reach out to us at jordan@carthook.com to arrange for a review.

Flow Considerations

All shopping cart flows are unique, and complex integrations (such as those that involve PayPal) will have to be approached very carefully. For example, if the flow is such that the shopper never visits the Order Complete page after being tracked by the Checkout page, they may receive abandoned emails in error. During the testing phase, it's important to identify all use cases.

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