PuffinMail for PrestaShop: user guide

PuffinMail is email marketing for online stores: newsletters, abandoned-cart and birthday emails, automations and signup forms. This module connects your PrestaShop store to your PuffinMail account, so your customers, orders, carts and products are there for your emails and segments.

You need a PuffinMail account (plans start with a 14-day free trial). The module works with PrestaShop 8.1 and later, including PrestaShop 9.

1. Install the module

1. In the back office, go to **Modules › Module Manager** and click **Upload a module**.
2. Choose `puffinmail.zip`. When it's installed, click **Configure**.

2. Connect your store

1. In PuffinMail, go to **Settings › Stores**, connect a store and copy its API key (it starts with `pm_sk_`). The key is shown once.
2. On the module's settings page, paste the key into **API key** and click **Save**.
3. The panel at the top now says **Connected**, with your PuffinMail store's name. Your products and discount codes start sending straight away.

Using multistore? Each shop connects with its own key: choose the shop at the top of the page first.

3. Send your existing customers and orders

Under **History**, click **Sync last 12 months** (or **Sync everything**). This sends your registered customers and paid orders to PuffinMail for segments and reports. No emails are sent and nobody is subscribed to your newsletter. The panel shows the progress.

4. Set up the cron job

The panel shows a line like:

```
*/5 * * * * curl -fsS "https://your-shop.example/module/puffinmail/cron?token=…" >/dev/null
```

Add it to your hosting's cron jobs (cPanel, Plesk or your host's control panel), every 5 minutes. It sends everything the module has queued and checks for abandoned carts and birthdays.

On servers running PHP-FPM, the module also does this work after shop visits, so it works without a cron job; the cron job keeps cart reminders on time when the shop is quiet. On other servers the cron job is required, and the panel says so.

5. Turn on the emails in PuffinMail

In PuffinMail, open **Store emails**. The abandoned-cart, cart reminder and birthday emails are ready-made; edit them in the visual editor and turn on the ones you want. While an email is off, its events are recorded but no email goes out.

What the module sends

What	When
Customers	When they register, check out or change their details: name, address, phone, language, birthday and order totals
Newsletter subscribers	When someone ticks your newsletter box (registration, checkout, My account) or signs up in the footer form, with a record of their consent. Unsubscribes too
Orders	When an order is paid (with its total), delivered, cancelled or refunded
Abandoned carts	A first reminder after the cart is left alone, and a second one later with a single-use discount code
Birthdays	On a customer's birthday, with a single-use discount code
Products	Your catalogue, for product blocks and recommendations in emails
Discount codes	Your cart rules with a code, so signup forms and emails can offer them

When someone unsubscribes from an email, PuffinMail tells your store, and their newsletter box is unticked.

Settings

Connection

- **Newsletter wording**: stored with each subscription as the consent text. Leave it empty to use "Sign up for our newsletter" and your newsletter conditions.
- **Website script**: adds the PuffinMail script to every page. It recognises customers who come from your emails, powers browse-abandonment emails and shows your signup forms. It sets a first-party cookie (`pm_vid`) for a year; mention it in your privacy policy.
- **Debug log**: logs every call to PuffinMail in **Advanced Parameters › Logs**.

Abandoned carts

- **Cart reminders**: on or off.
- **Guest carts**: also remind guests who entered their email at checkout.
- **Send to**: newsletter subscribers only, or everyone with an email address. Without consent, check that reminder emails are allowed where you sell.
- **First reminder after**: minutes without any change to the cart (at least 15).
- **Second reminder** and **Second reminder after**: hours after the first.

- **Ignore carts older than**: days.
- **Coupon in the second reminder**, **Coupon type**, **Coupon amount**, **Coupon valid for**.

A cart gets no reminder once it's ordered, and a customer gets at most one reminder in 20 hours. The reminder's link puts the products back in the customer's cart on any device and goes to checkout.

Birthdays

Turn on **Ask for birth date** under **Shop Parameters › Customer Settings › Customers**, then **Birthday emails** here. Choose who gets them and the coupon.

Signup forms

Create forms in PuffinMail (**Audience › Signup forms**). A pop-up appears on your shop by itself once it's live. For a form inside a page, paste `[puffinmail_form id="…"]` (with the form's id from PuffinMail) into a CMS page, or `{widget name='puffinmail' form='…'}` into a theme template.

Privacy

With PrestaShop's official GDPR module, erasing a customer also deletes their PuffinMail contact and the carts the module saved; data exports include those carts.

Troubleshooting

- **"Key rejected"**: the key was revoked or replaced in PuffinMail. Paste the current key and save, or click **Reconnect**.
- **Items marked failed**: the panel lists the reason. Fix it (for example a product without a valid URL) and click **Retry failed**.
- **Nothing is sent**: check the cron job, or click **Send now** to send the queue straight away.
- **Uninstalling** removes the module's settings, queue and saved carts. Your contacts stay in PuffinMail.