

AliExpress Affiliate User Guide-Magento 1

by CedCommerce Docs - Products User Guides

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1. Overview

AliExpress is the number one online retailer in Russia. It is the retail branch of the Alibaba umbrella. It is one of the top 10 websites that the Russians access. As per the survey report, in 2013, the Russian people spent an estimated three billion dollars in the Russian cross-border E-commerce market. It is the first Chinese e-retailer to open up the Chinese market for the people from all over the world. It functions like any other online e-commerce store and is where many factories sell their goods at market rate.

AliExpress Affiliate Program extension for Magento® 1, developed by CedCommerce enables the Magento® users to connect with AliExpress Affiliate program to advertise or offer its products on their website and earn commissions.

With the help of this extension, the store owner can easily setup different prices offered at AliExpress, such as Sale Price, Offer Price, or Regular Price. In case of product variations, this extension provides a flexibility to fetch all the variants of the products such as color, size, fabric, and so on.

Since, adding the products one by one makes a lengthy and difficult process; using this extension the store owner can easily import all the products in bulk. Adding the products to the cart from the Magento® 1 store redirects the product purchasing process to the AliExpress website and the store owners do not have to bother about the checkout and payment process.

Thus, the extension in accordance with Affiliate APIs of AliExpress enables the Magento® 1 store owners to perform all the activities that facilitate the fetching of the AliExpress product data to their websites, advertising the products, and then redirecting the purchase process back to the AliExpress website. Hence provides a very good opportunity to earn the commissions through the advertisements.

Key features are as follows:

- Imports items information such as description, images, and reviews.
- Enables fetching of Product variation data such as color, size, fabric, and so on.
- Enables products import in bulk from AliExpress.
- Synchronization of product price, image, description, and availability of products.
- Imports products based on Keywords and Product URL.
- Separate Cart for AliExpress and Magento® 1 Products.
- Though the front-end users are allowed to add items to the Shopping Cart on the Magento® 1 store, the checkout is processed on Amazon.

2. Retrieve AliExpress Product Affiliate API Key and Tracking ID

Once the AliExpress Affiliate Program for Magento 1 extension is successfully installed on the Magento store, AliExpress Affiliate tab appears on the left navigation bar of the Magento Admin Panel. The merchant has to retrieve and fill-in the API credentials in the AliExpress Affiliate Configuration page of the admin panel.

The admin has to log in the AliExpress Affiliate Program account to obtain the following API credentials:

- API Key
- Tracking ID

The admin needs these API Key and Tracking Id credentials to build up the communication between the AliExpress marketplace and the Magento 1 store.

To retrieve Amazon API Key and Tracking Id

1. Click the [https://portals.aliexpress.com/\(https://portals.aliexpress.com/\)](https://portals.aliexpress.com/(https://portals.aliexpress.com/)) link.

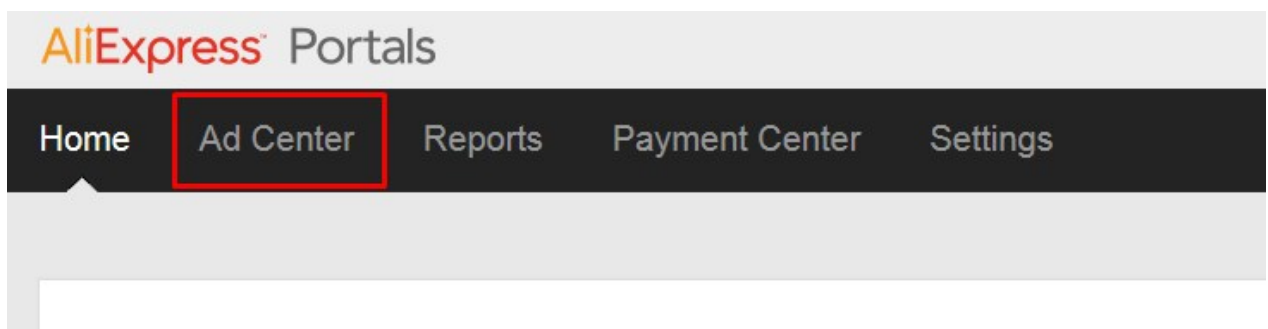
The page appears as shown in the following figure:



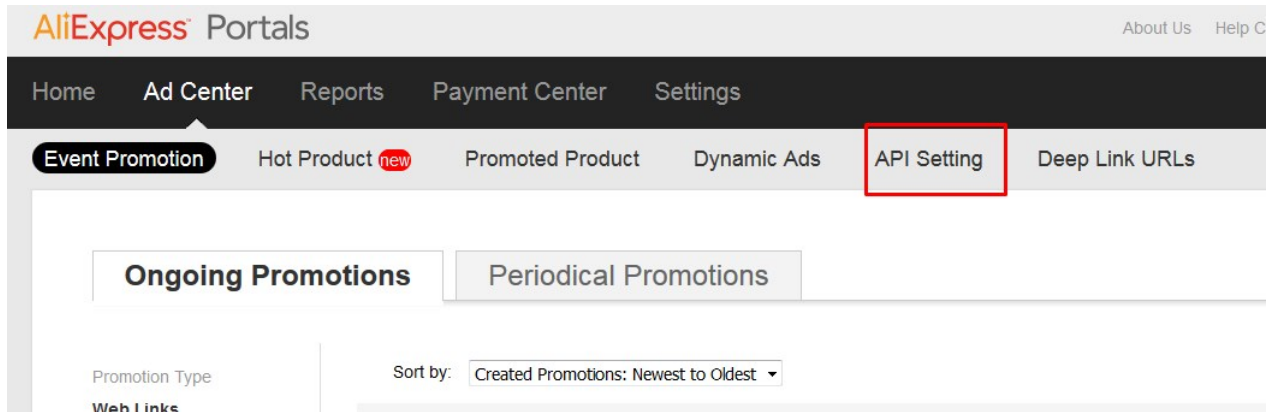
2. Click the **Sign in** button.

A Login page appears as shown in the following figure:

3. Enter the registered login credentials, and then click the **Sign In** button.
The AliExpress Portals page appears as shown in the following figure:

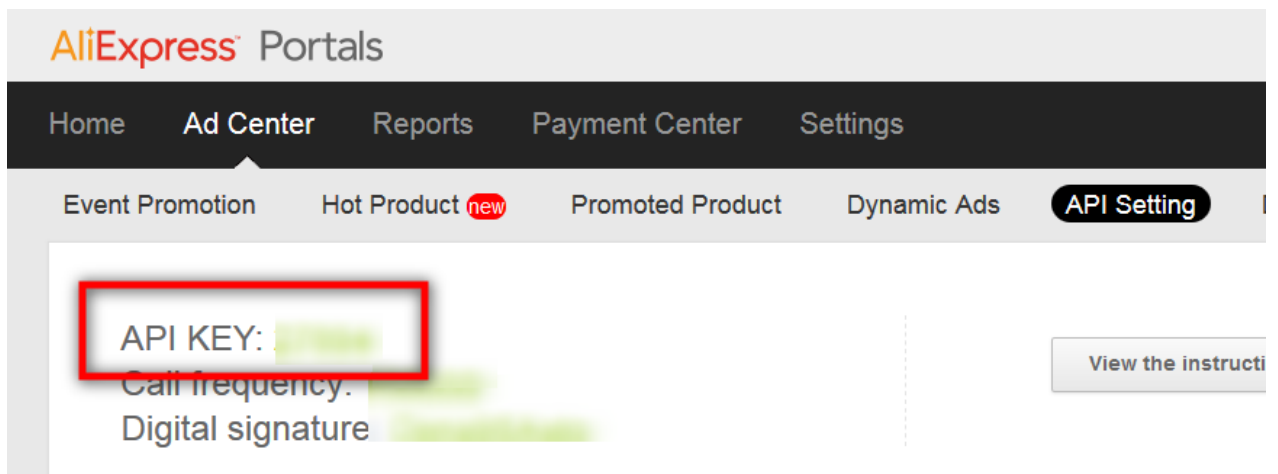


4. On the top navigation bar, click the **Ad Center** tab.
The submenu appears as shown in the following figure:

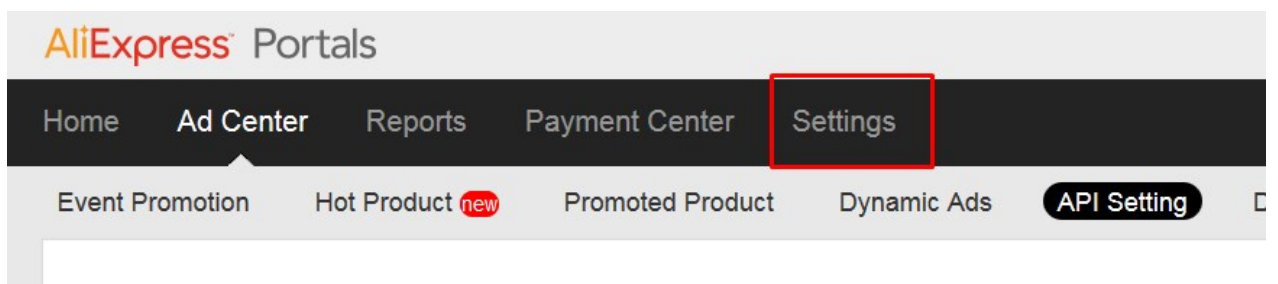


5. Click the **API Setting** tab.

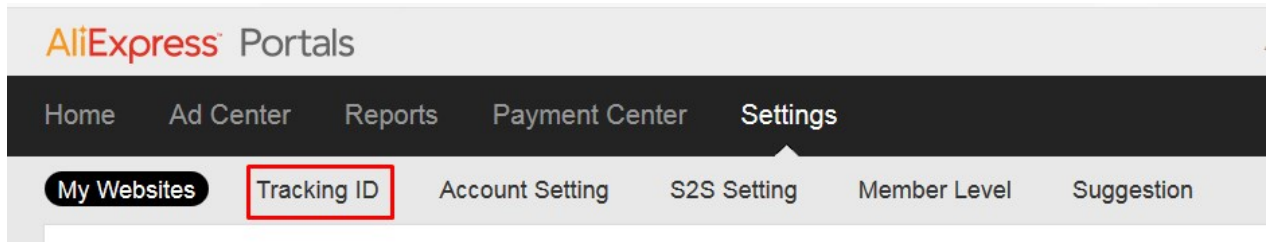
The page appears as shown in the following figure:



6. Copy the highlighted **API Key** value.
7. Save the corresponding value in some text editor or the in Word file to use it later on while setting up the configuration in the Magento store admin panel.
8. To get the **Tracking ID**, move to the **Settings** tab as highlighted in the figure.

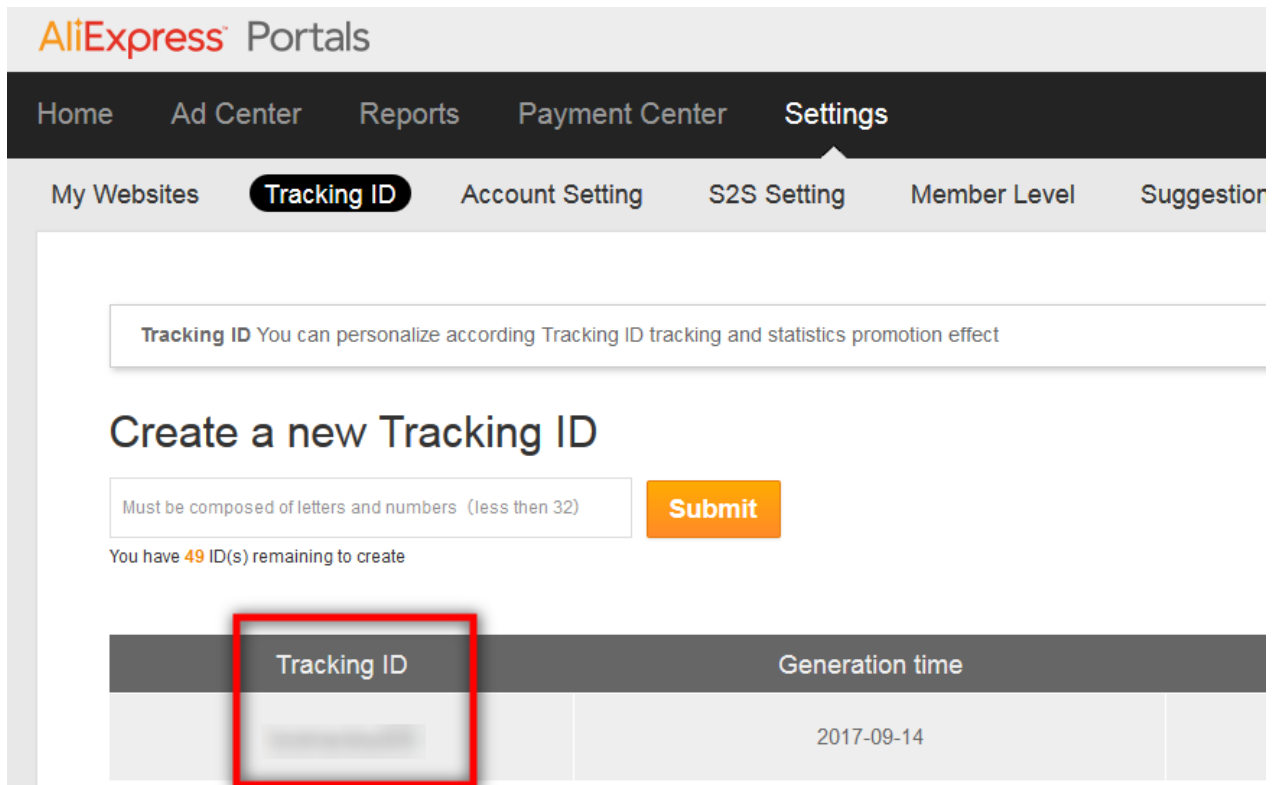


9. On the top navigation bar, click the **Settings** tab.
The submenu appears as shown in the following figure:



10. Click the **Tracking ID** tab.

The **Tracking ID** appears as shown in the following figure:



11. Copy the highlighted **Tracking ID** value.

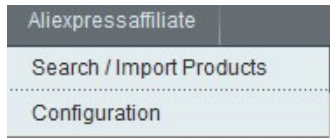
12. Save the corresponding value in some text editor or the in Word file to use it later on while setting up the configuration in the Magento 1 store admin panel.

3. AliExpress Configuration Settings

After retrieving the AliExpress Affiliate API credentials, the store owner can use them while setting up the configurations through the Admin panel.

To set up the AliExpress Affiliate Configuration

1. Go to the **Magento 1 Admin** panel.
2. On the top navigation bar, click the **Aliexpressaffiliate** menu.
The menu appears as shown in the following figure:



3. Click **Configuration**.

The **Configuration** page appears as shown in the following figure:



4. In the right panel, under **Aliexpress Affiliate**, click the **Aliexpress Affiliate Api Settings** tab.

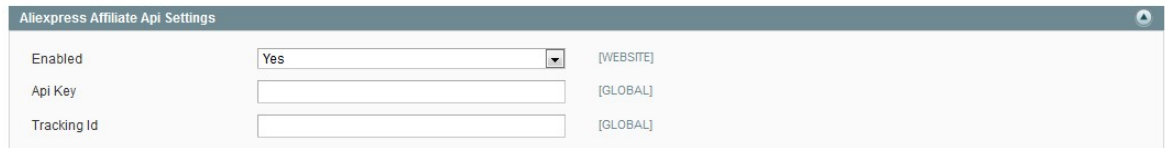
The tab is expanded and the relevant section appears as shown in the following figure:



5. Under **Aliexpress Affiliate Api Settings**, do the following steps:

- a. In the **Enabled** list, select the **Yes** option to enable the Aliexpress Affiliate API settings.

The page appears as shown in the following figure:

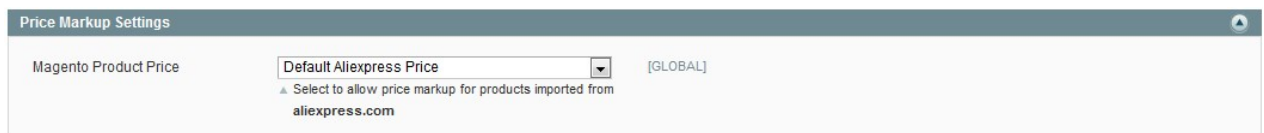


- b. In the **Api key** box, enter the **API Key** value copied from the AliExpress Affiliate Account.

- c. In the **Tracking Id** box, enter the **Tracking ID** value copied from the AliExpress Affiliate Account.

6. Scroll down to the **Price Markup Settings** tab, and then click the tab.

The tab is expanded and the section appears as shown in the following figure:



This is to set a different price for all the products.

7. Under **Price Markup Settings**, do the following steps:

- a. In the **Magento Product Price** list, select one of following the required options:

\. **Increase by Fixed Price**: If selected, then the **Enter Amount** field appears.

\. **Increase by Fixed Percentage**: If selected, then the **Enter Percentage** field appears.

\. Enter the numeric value to increase the price of the Walmart product price by the entered value % of Magento price

Price Markup Settings

Magento Product Price: Increase By Fixed Percentage [GLOBAL]

▲ Select to allow price markup for products imported from aliexpress.com

Enter Percentage: 5 [GLOBAL]

For Example: Magento price + 5% of Magento price.

Magento Price = 100

Select **Increase By Fixed Percentage** option

Enter Percentage = 5

$100 + 5\% \text{ of } 100 = 100 + 5 = 105$

Thus, Walmart Product Price = 105

- \. **Decrease by Fixed Price:** If selected, then the **Enter Amount** field appears.
- \. **Decrease by Fixed Percentage:** If selected, then the **Enter Percentage** field appears.
 - \. Enter the numeric value to decrease the price of the the Walmart product price by the entered value % of Magento price

For Example: Magento price – 5% of Magento price.

Magento Price = 100

Select **Decrease By Fixed Percentage** option

Enter Percentage = 5

$100 - 5\% \text{ of } 100 = 100 - 5 = 95$

Thus, Walmart Product Price = 95

8. Click the **Save Config** button.
The configuration settings are saved.

4. AliExpress Affiliate Products Import

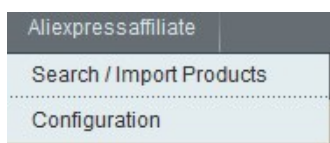
There are the following two different ways to import the products from AliExpress:

- Import the products through Keywords(<https://docs.cedcommerce.com/magento/aliexpress-affiliate-program-magento-1-admin-guide?section=import-the-products-through-keywords-2>)
- Import the products through AliExpress Product URL(<https://docs.cedcommerce.com/magento/aliexpress-affiliate-program-magento-1-admin-guide?section=import-the-products-through-aliexpress-product-url>)

4.1. Import the products through Keywords

To import the products based on keywords

1. Go to the **Magento 1 Admin** panel.
2. On the left navigation bar, click the **Aliexpressaffiliate** menu.
The menu appears as shown in the following figure:



3. Click **Search / Import Product(s)**.
A page appears with the tabs on the page as shown in the following figure:



4. Click the **Import Via Keywords** tab.

The tab is expanded and the section appears as shown in the following figure:

5. Under **Import via Keywords**, do the following steps:

- a. In the **Enter Keyword** box, enter the product name or title to use it as a search keyword.
- b. In the **Enter the start page** box, enter the required start page number.
- c. In the **Enter the end page** box, enter the required end page number.
- d. Click the **Import** button.

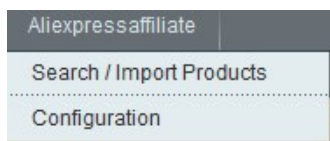
Based on the defined criteria the products are imported, and a success message appears.

4.2. Import the products through AliExpress Product URL

To import the products based on AliExpress product URL

1. Go to the **Magento 1 Admin** panel.
2. On the left navigation bar, click the **Aliexpressaffiliate** menu.

The menu appears as shown in the following figure:



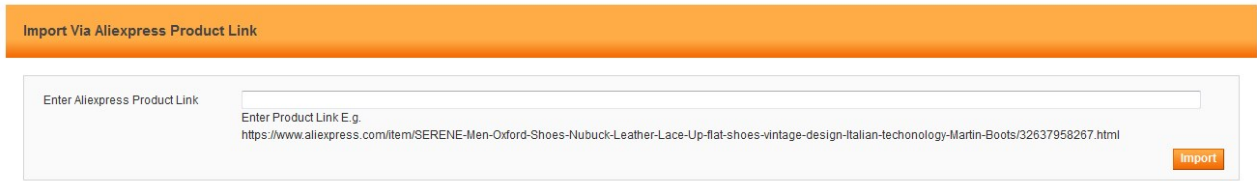
3. Click **Search / Import Product(s)**.

A page appears with the tabs on the page as shown in the following figure:



4. Click the **Import Via Aliexpress Product Link** tab.

The tab is expanded and the section appears as shown in the following figure:



Import Via Aliexpress Product Link

Enter Aliexpress Product Link

Enter Product Link E.g.
<https://www.aliexpress.com/item/SERENE-Men-Oxford-Shoes-Nubuck-Leather-Lace-Up-flat-shoes-vintage-design-Italian-technology-Martin-Boots/32637958267.html>

Import

5. In the **Enter Aliexpress Product Link** box, enter the required product URL copied from the AliExpress.com address bar while viewing the specific product.

Tip: Do the following steps to copy the AliExpress Product URL from AliExpress.com.

- a. Go to the AliExpress.com, and then search for the required product.
- b. Click the required product on the AliExpress Products page.
The product URL appears in address bar
- c. Copy the Product URL and paste in the **Enter Aliexpress Product Link** box.

6. Click the **Import** button.

Based on the entered AliExpress Product URL the product is imported and a success message appears.