

User guide

TOP BANNER

Version 1.0.0

With the **Top Banner** module, increase the impact of your sales, special offers and generate more revenue by showing a sales incentive banner with a countdown on all of your site's pages!

Communicate easily and effectively to all of your visitors throughout their purchase journey with a custom display and message for your banners.

This module is ideal for announcing new and special offers...to your customers. Count on it to highlight your promo codes and make more sales. It can also easily be customized to match your store's colors.

Below you will find all the information you need to understand and use this module.

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1. DOCUMENTATION TAB

You can use this tab to help you with different configuration elements of the module by following a user guide available for download as a PDF.



2. CONFIGURATION TAB

A/ Front office: the display on your site

The banner created by this Top Banner module will be shown on your site in the header; it stays visible on all other pages.

Also note that only one banner can be shown at a time and will automatically be deleted once the shopping cart rule is no longer valid.

B/ Back-office: configuring your module

First, start by entering the name and customizing your banner's height and background color. Attention: only the banner's height can be configured; your banner will always take up the entire width of the page.



Note: By default, your banner height is set to 60px; don't hesitate to carry out tests on your site to see which size is the most appropriate!

To make configuring your top banner easier, PrestaShop offers you 3 different categories of banners. Each one corresponds to a type of information that can be shown on your site:

- Information: release of a new collection, highlighting a blog article, products whose stock must go, etc.
- Free shipping
- Sales

Choose your banner type	Information	Free shipping	Sales
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• Option 1: Information

This option will let you show general information about your store; for example, a release of a new collection, upcoming events, etc.

- Start with the text - the message you want to communicate to your customers. Fill in this text for all the languages your store offers (ex: Discover our new collection, Découvrez notre nouvelle collection, etc.) and customize your font, text color, and text size.





You can add a Call to Action to your banner. Simply add a URL (example: new collection page) to make the text clickable and add a button to attract your visitors' attention: click on this text to redirect the customer to a new tab. For the button, you can customize the text, the text color and the button's background color.



When configuring your top banner, you can preview your design at any moment directly in the configuration page.

• Option 2: Free shipping

For this option, you can either use Cart rules or Carrier preferences to create your custom top banners.

- Find all of your rules in the Promotions > Cart rules tab and click on the + in the top right of the page to create new ones.
- In Transport > Preferences, Handling section, easily change your free shipping rules.

Find more details about creating cart rules and carrier preferences further down in the documentation.

1. Cart Rules

Selecting the Cart Rules option will give you access to your available vouchers (active and valid) for the current date. You can select the voucher you want from a drop-down list available on your module configuration page.





You can also display a timer on your banner to better attract your visitors' attention.

- If you choose to deactivate the time, you will only have a text box to fill in and format. We recommended that you enter text for all the languages your store offers.



- If the timer is activated, 2 text fields will be available. You can fill on one or both of the text fields shown.

Note: In all cases, the timer's placement will be adapted to the banner for a better display.

- You can customize the formats of the text field and the timer according to your needs.



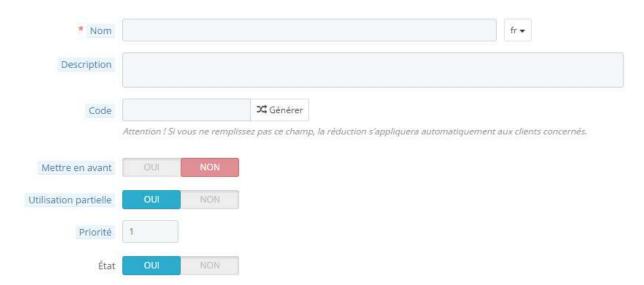
At any time when configuring your top banner, you can preview your design in the right-hand side of the configuration page.





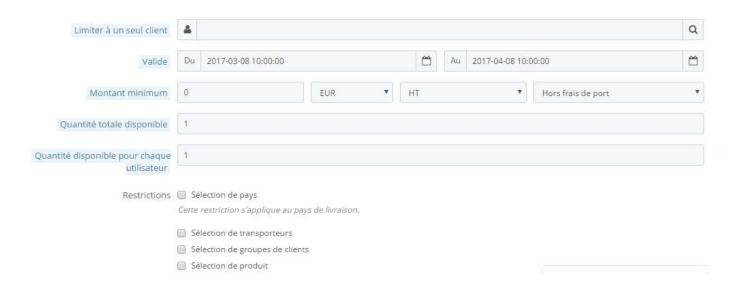
How can I create a cart rule?

- 1) If you are running v. 1.7, click on the Catalog tab in the left-hand column of your PrestaShop back office, then choose Promotions.
- 2) If you are running v. 1.6, click on Promotions tab > Cart Rules.
- First, start off by filling in basic information about your cart rule: what will be the name that shows up in the customer's cart and on the bill? What is the coupon code?... Note that if you do not want to generate a discount code, the discount will apply automatically to all customers who meet your rule's conditions.





- Next, configure your coupon code: set an expiration date, a minimum cart amount, the number of coupons available, etc.



- Finally, define the type of discount that you want to attach to your cart rule: is there free shipping, a discount, or a gift? You can also activate several types of discounts at the same time.



When configuring your new top banner, we recommend checking if the coupon/promotional code is active before using it.

2. Carrier Preference

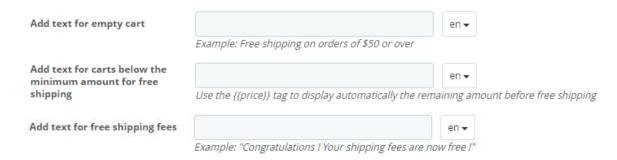
If this option is selected, you will have 3 text fields to fill in; these 3 fields are linked to key moments in your store's customer journey:

- When the customer's cart is empty
- When the cart has at least one article but has not yet reached the minimum amount for free shipping
- When the cart has reached the minimum amount and shipping is free

For the second scenario, we recommend using sentences like "Only {{price}} {{currency}} left for free shipping".



The {{price}} tag will update with the amount left to reach the minimum as the customer adds items to his or her cart. The {{currency}} tag will help convert this amount into the currency your customer has chosen.



For example:

When a customer arrives on your site, the banner shows the information "Free shipping from \leq 50". After having browsed your product catalog, the customer decides to add an item for \leq 19.99 to their cart. Then, the text in the top banner will automatically switch to "Only \leq 30.01 left for free shipping".

Should the customer's cart reach €50, they will see a banner with the message "Congratulations! Your shipping is now free".

You can also customize the size, font, and color of all of these text fields.





How to create a carrier preference

To create a carrier preference, go to the Transport tab in the left-hand column of your PrestaShop back office, then choose Preferences.

In this tab, you will be able to set the condition for applying your carrier preference, for example, free shipping from €50.





Click on Save to activate this option.

• Option 3: Sales

This option only applies to cart rules; configuring it is similar to the option Free shipping > Cart rules with the option of adding a timer to the banner.

The stand-out feature of the Sales option: you can add a Call to Action to your banner.

Simply add a URL (from your store or an external link) to make the text clickable and add a button to attract your visitors' attention. For the button, you can customize the text, the text color and the button's background color.



At the end of the configuration page, you will be able to change the banner's status. If you choose Yes, this banner will be activated automatically and will replace your site's current banner.

Once the banner is saved, it will be shown with the summary table of all of the other banners you have created. This table brings together all of the most important information of the various banners you have created (name, type, status, etc.).

From this table, you can modify the banner's status or configuration, or delete it.





3. FAQ TAB

In this tab, you will find a list of questions frequently asked by our merchants as well as answers provided by our module experts.

4. CONTACT TAB

Here, you'll find our contact details for any questions you may have about using the module.

If you have more general questions on using our solution, here is the <u>PrestaShop User Guide</u> where you can find all of the information you need to make the most of PrestaShop.

The entire PrestaShop Team thanks you for your trust and wishes you great success with the Top Banner module!

The Top Banner module was developed by the PrestaShop Team, guaranteeing perfect compatibility with PrestaShop e-commerce software.