

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.

Contents:

1. *Documentation tab*
2. *Configuration tab*
 - A/ Front office: the display on your site*
 - B/ Back-office: configuring your module*
3. *FAQ tab*
4. *Contact tab*

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Also note that only one banner can be shown at a time and will automatically be deleted once the shopping cart rule is no longer valid.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

Banner name	<input type="text"/>
Banner height	<input type="text" value="60"/> px
<small>Note: The banner will take up the whole width of the screen so banner width won't be customizable.</small>	
Background color	<input type="text" value="#000000"/> 

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.

Add your text: en ▼
Maximum characters recommended in total: 40 for the best display quality on desktop and smartphone

Text size:

Font text:

Text color: 

- 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.

Add a call to action:

Add your button text: en ▼

Redirect link: en ▼
Example: http://..., https://...

Text color: 

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.

Choose your cart rule

Free shipping - Voucher code WELOVEYOU - End date 2017-05-19 14:00:00

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.

Add your text:

 en ▼

Maximum characters recommended in total: 40 for the best display quality on desktop and smartphone

Text size

14 px

Font text

Roboto

Text color

#FFFFFF



- 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.

Display a timer

YES

NO

For design purposes, if you display a timer, the banner won't be displayed on smartphones.

Add your text:

 en ▼

Timer

 en ▼

Maximum characters recommended on each side of the timer: 20

The timer will be automatically set up based on your selected cart rule. Once it reaches its end, the banner will disappear from your website.

Timer background color

#000000



Timer text color

#FFFFFF



Text size

14 px

Font text

Roboto

Text color

#FFFFFF



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.

* Nom

fr ▼

Description

Code

Générer

Attention ! Si vous ne remplissez pas ce champ, la réduction s'appliquera automatiquement aux clients concernés.

Mettre en avant

OUI

NON

Utilisation partielle

OUI

NON

Priorité

1

État

OUI

NON

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

Limiter à un seul client ☐

Valable Du 2017-03-08 10:00:00 Au 2017-04-08 10:00:00

Montant minimum

Quantité totale disponible

Quantité disponible pour chaque utilisateur

Restrictions ☐ Sélection de pays
Cette restriction s'applique au pays de livraison.

☐ Sélection de transporteurs
☐ Sélection de groupes de clients
☐ Sélection de produit

- 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.

Frais de port offerts

Appliquer une réduction ☐ Pourcentage (%)
☐ Montant
☒ Aucun

Envoyer un cadeau

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.

Add text for empty cart

en ▼

Example: Free shipping on orders of \$50 or over

Add text for carts below the minimum amount for free shipping

en ▼

Use the `{{price}}` tag to display automatically the remaining amount before free shipping

Add text for free shipping fees

en ▼

Example: "Congratulations! Your shipping fees are now free!"

For example:

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

Text size

14 px ▼

Font text

Roboto ▼

Text color

#FFFFFF



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.

Frais de manutention

0

€ (HT)

Frais de port offerts à partir de

0

€

Frais de port offerts à partir de

0

kg

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.

Add a call to action	<input type="button" value="YES"/> <input type="button" value="NO"/>
Add your button text	<input type="text"/> en ▼
Redirect link	<input type="text"/> en ▼ <small>Example: http://..., https://...</small>
Text color	<input type="text" value="#FFFFFF"/> 
Background color	<input type="text" value="#000000"/> 

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.

ID	Name	Banner type	Promotion rule	Status	Actions
2	New collection	Information			 
3	Free shipping	Free shipping	Free shipping - WELOVEYOU		 

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 [PrestaShop User Guide](#) 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.