Search Page Banners -

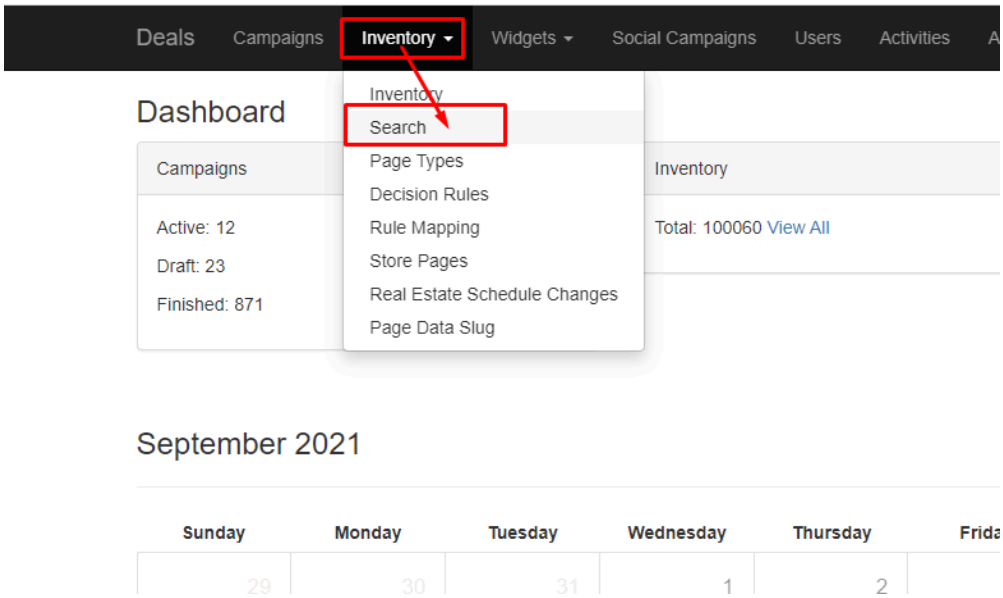
https://nykaa-widgets.nykaa.com/inventory/?q=&page_types=search-page

#Search page banners are brand banners on search keywords listing page on nykaa.com.

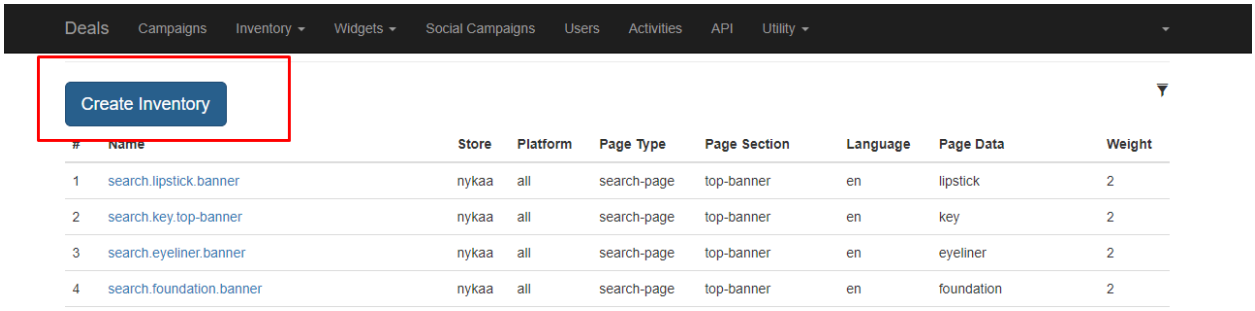
Requirements:

1. **We will need keywords from the concerned BM who has requested the brand banner on the search page.**
2. **Those keywords should be separated by comma with NO SPACE between them and all in small letters and have to be entered in the Tags field once inventory is created.**
3. **Once this is ready, we can go ahead as per steps below**

Step 1 : In Ad platform, go to Inventory and select Search



Step 2: Create Inventory



Enter the fields required to create inventory for search banner

Format for inventory can be : search.pagename.banner

Page type : search-page

Page data : Pagename itself can be kept as page data, no specific value is needed here

Platform : All

For Example Collagen inventory created can be seen as below: All important fields are marked in red below.

The link for the same is as follows:

https://nykaa-widgets.nykaa.com/inventory/6052fb110ce3f8b762410e3e/

Step 3: Enter Tags

Tags are the keywords separated by commas provided by BM, all these tags when searched from search bar on site, should be able to see the banners updated on this created inventory once enabled.

Step 4: Weightage in page

SInce this is a brand banner the default weightage has to be put as 2.

Step 5 : Update of widget.

Create widget and upload the required brand banner on the widget and map the widget to this inventory

Step 6: Enable the inventory and once enabled search the mentioned keyword/tags and check if the brand banner is live on that search page.