

## **Homepage Sections.**

**App Category Widget-Only on App**

- 1.Slider**
- 2.Primary Static Focus**
- 3.Top Brands ( In The Spotlight)**
- 4.Deals Of the Day**
- 5.Only At Nykaa**
- 6.Trending 10**
- 7.Bestsellers**
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- 9.New Featured Banner**
- 10.Nykaa Everyday Essentials.**
- 11.Category In Focus**
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- 16.Gift Card**
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- 19.Pop Up Stores.**
- 20.Clearance Sale**
- 21.Special Curations.**
- 22.Beauty Advice.**
- 23.Fraud Msg.**
- 24.Coupon Strip**
- 25.Watch and Buy**
- 26.Beauty Calendar**
- 27.claim strip**
- 28.SPin the wheel**

**For Extra Section changes below we do changes on default.(desktop,app,mweb)**

[https://nykaa-widgets.nykaa.com/inventory/?q=&page\\_types=app-homepage.desktop-homepage.mweb-homepage&lang\\_types=en,hi,bn,ta,mr,gu,or,te,kn,ml,pa,as,ko](https://nykaa-widgets.nykaa.com/inventory/?q=&page_types=app-homepage.desktop-homepage.mweb-homepage&lang_types=en,hi,bn,ta,mr,gu,or,te,kn,ml,pa,as,ko)

**For Homepage Changes we have to follow the Banner Calendar Sheet.**

<https://docs.google.com/spreadsheets/d/1kTyAGBjflcGBKmMTW0bPzoevB6IsCPIgKra01ilrQgM/edit#gid=722975919>

**For Offer and Urls for the brands**

<https://docs.google.com/spreadsheets/d/1kTyAGBjflcGBKmMTW0bPzoevB6IsCPIgKra01ilrQgM/edit#gid=926732514>

**Daily Changes Campaign we use for HP.**

Homepage Daily Changes 1

Homepage Daily Changes 2

Homepage Daily Changes 3

Homepage Daily Changes 4

**App Category Top Widget**

This section is only on app and mweb. We have to follow the Hp Widgets + Product Widget Tab for daily changes. This Section will be fixed as per the sheet position. The Widget will link to Category Pages and on sale period the sale pages will be linked. When watch and buy is there then in 1st position watch and buy tile will go live till that ends.

**Below is the sheet for the Details**

<https://docs.google.com/spreadsheets/d/1kTyAGBjflcGBKmMTW0bPzoevB6IsCPIgKra01ilrQgM/edit#gid=79208818>

**Below is the inventory**

**App-**<https://nykaa-widgets.nykaa.com/inventory/60af550e4c10fd733a8d3410/>

**Mweb-**<https://nykaa-widgets.nykaa.com/inventory/60f28f40778c3574bd52b3c9/>

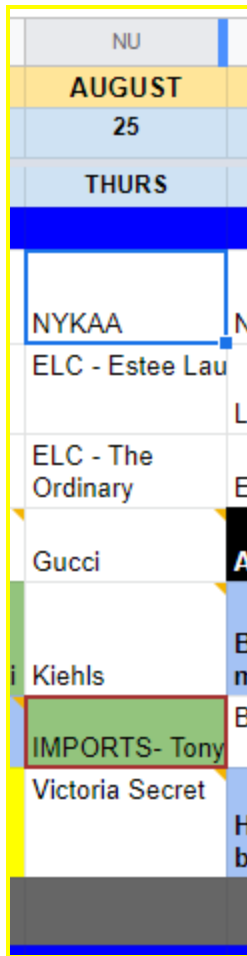
## **1. Slider ( Carousel) Best In Beauty**

We have to follow the Banner Calendar sheet for daily changes. In this section Max 7 Brand should be there minimum 1 brand. This section will be randomized always. The Urls for linking will be get from Banner process sheet. (2023 BANNER DETAILS SHEET) In This section creative should be in this Dimension only. In This Section Desktop and Mobile Widget are different. on Desktop Offer is on creative and for Mobile Offer will come from backend. This both widget will be there in flight. If Luxe brand is there then we have to updated tag as well.

**Desktop-(960 x 540)**

**Mobile-(960 x 540)**

**Inventory of this Section**



**Desktop Example Widget-**<https://nykaa-widgets.nykaa.com/widget/639d47743b71c983af92110e/>

For desktop we have to fill Offer, Url for linking,Ids,Analytics title and brand drop down. Here we have to update Tags if luxe brands is going live or any other tags are given in Banner details sheet.

Tag type:

text



Tag text:

Enter tag\_text

Tag timer end:	<input type="text" value="Enter tag_timer_end"/>
Analytics title type: *	<input type="text" value="Brands"/>
<b>Analytics Title: *</b>	<div>Wanderlust ✕</div>
Analytics display name:	<input type="text" value="Enter tile_name"/>
Web action type:	<input type="text" value="url_redirection"/>
Web action URL/data:	<input type="text" value="https://www.nykaa.com/nykaa-v"/>
App webview action:	<input type="text" value="category"/>
pp webview action data:	<input type="text" value="2674"/>
App link type:	<input type="text" value="category"/>
App link data:	<input type="text" value="2674"/>
Source:	<input type="text" value="navigation"/>
Filters:	<input type="text" value="Enter filter_data"/>

**Mobile Example Widget-**<https://nykaa-widgets.nykaa.com/widget/639d47ce17fbadbea2552dd1/>

**These sections are mandatory to fill.**Please Fill Analytics Title it's very important for Monthly Data.Please select from dropdown only its Mandatory.For Mobile We have to update offer from backend in title and Description and Url for linking,Ids,Analytics title and brand drop down.

Please look after SS below.

**Title:**

Up To 30% Off + Face Scrub or

**Description:**

CisterCo's Travel Favourites

**Analytics Title: \***

Wanderlust ✕



**Analytics display name:**

Enter tile\_name

**Web action type:**

url\_redirection



**Web action URL/data:**

https://www.nykaa.com/nykaa-v

**App webview action:**

category



**App webview action data:**

2674

**App link type:**

category



**App link data:**

2674

## 2.Primary Static Focus

In this Section the focus and Nykaa Fashion banner will go as per banner calendar.In this section min 1 or max 2 banner will go.The Urls for this section will be given on Mails or from Siteteam.In this Section if 1 Banner will go then we have to use Column grid v2 widget and 2 Banner will go then we have to use sliding V2 Widget.

Eg.



Below Inventory are below for this changes

App-<https://nykaa-widgets.nykaa.com/inventory/622bf942732edd45ba4aeed5/>

Desktop-<https://nykaa-widgets.nykaa.com/inventory/5eaac63fd5a542498988ba77/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/5eaa8f02b2587d896a88b97f/>

Columngrid V2 Ex:<https://nykaa-widgets.nykaa.com/widget/62ea4670d4d06a1361b79ba3/>

Below sections are mandatory to fill.

Tag timer end:	<input type="text" value="Enter tag_timer_end"/>
Analytics Title: *	<div><input type="text" value="pay-day-static"/> ✕</div> <div>▼</div>
Analytics display name:	<input type="text" value="Enter tile_name"/>
Web action type:	<div>url_redirection</div> <div>▼</div>
Web action URL/data:	<input type="text" value="https://www.nykaa.com/sp/pay-"/>
App webview action:	<div>none</div> <div>▼</div>
App webview action data:	<input type="text" value="Enter app_webview_action_dal"/>
App link type:	<div>deeplink</div> <div>▼</div>
App link data:	<input type="text" value="nykaa://nykaa?dl_type=nlp&amp;pa"/>
Source:	<div>navigation</div> <div>▼</div>
Filters:	<input type="text" value="Enter filter_data"/>
Sort type:	<div>popularity</div> <div>▼</div>
Remote app link:	<input type="text" value="Enter remote_app_link"/>



Filters:	<input type="text" value="Enter filter_data"/>
Sort type:	<input type="text" value="popularity"/> ▼
Remote app link:	<input type="text" value="Enter remote_app_link"/>
filter_classes:	<input type="text" value="Enter filter_classes"/>
Youtube Video id:	<input type="text" value="Enter youtube_video_id"/>
Section:	<input type="text" value="primary"/> ▼
Randomize:	<input type="text" value="yes"/> ▼
Segments:	<input type="text" value="Enter segments"/>
Child width:	<input type="text" value="Enter child_width"/>
Child width desktop:	<input type="text" value="Enter child_width_desktop"/>
Brands: *	<input type="text" value="other ( Any ) x"/> ▼
Banner Title:	<input type="text" value="Enter banner_title"/>
Products:	<input type="text" value="Enter products"/>

### 3.Coupons

In this section the new customer and repeat customer banner will be seen to the customers. On Desktop only just 1 banner will be there for all the user. Below are the inventory and widget for this section.

Desktop Inventory-<https://nykaa-widgets.nykaa.com/inventory/63036d4b9857cc12ee173695/>

Desktop Widget-<https://nykaa-widgets.nykaa.com/widget/638d6bec3abaace261de3736/>

Mobile Inventory-<https://nykaa-widgets.nykaa.com/inventory/6017e7376b73363ec5d289cb/>

**Mobile Widget-**<https://nykaa-widgets.nykaa.com/widget/639bd6638cf351b28589fdd7/>

**Mweb Inventory-**<https://nykaa-widgets.nykaa.com/inventory/615a9baabcb91c671fd7c010/>

**Mweb widget-**<https://nykaa-widgets.nykaa.com/widget/639bcf76796400af6461425f/>

#### **4.BANK STRIP**

In this section we have to update the Bank strip if given in the below sheet.

[https://docs.google.com/spreadsheets/d/1lvQVZIFp\\_kS85ezS\\_MFN44kLnQbofDYkcc0RjBxK-qE/edit#gid=881608444](https://docs.google.com/spreadsheets/d/1lvQVZIFp_kS85ezS_MFN44kLnQbofDYkcc0RjBxK-qE/edit#gid=881608444)

**Desktop Inventory-**<https://nykaa-widgets.nykaa.com/inventory/632c8e58f5af1d2a2cd80213/>

**Widget-**<https://nykaa-widgets.nykaa.com/widget/63a2804f92dd62dd43951d0a/>

**Mobile-**<https://nykaa-widgets.nykaa.com/inventory/6116661eca7b85fff1a2ef55/>

**Widget-**<https://nykaa-widgets.nykaa.com/widget/63a2804f92dd62dd43951d0a/>

**Mweb-**<https://nykaa-widgets.nykaa.com/inventory/6231aa1823bf87756938f2b5/>

**Widget-**<https://nykaa-widgets.nykaa.com/widget/63a2804f92dd62dd43951d0a/>

#### **5.Top Brands ( In The Spotlight)**

In this Section the max 9 tile will go live on Desktop and 8 Tile on Mobile it will change daily as per banner calendar sheet. The 8th tile will be fixed as luxe tile On Desktop and Mobile, 9th will be fixed imports generic tile on Desktop only other tiles will be optimized. If in banner calendar pink color is updated on Brand then that brand will be fixed on 1st position for that day. The offer and url details will be shared from banner process sheet tab Homepage. In Details sheet category are filled in column U that we have to filled in ad platform. Below screenshot.

ELC - Clinique	Su
NYKAA	NY
Maybelline New Y ELC	
r HUL	L'C
L'Oreal Paris	HU
L'Oreal Profession	Ma
Neutrogena	Ma
Luxury Fragrance	

Eg.

Desktop Ex. <https://nykaa-widgets.nykaa.com/widget/639d477c8c087be39ad1b98b/>

Mobile Ex. <https://nykaa-widgets.nykaa.com/widget/63a2dd80748aca1b496dd664/>

9th Tile will be the Generic Tile of Imports daily.Offer will be updated from backend in title and description tab.Url,Ids,Analytics title and brand dropdown are mandatory to fill.

Below sections are mandatory to fill.

Title:

Flat 20% Off

Description:

Wedding Ready Look

Analytics title type: \*

Brands

Analytics Title: \*

Kay Beauty ✕

Analytics display name:

Enter tile\_name

Web action type:

url\_redirection

Web action URL/data:

https://www.nykaa.com/brands/

App webview action:

none

App webview action data:

Enter app\_webview\_action\_dal

App link type:

brand

App link data:

11433

Source:

navigation

Here we have to update Tags if luxe brands is going live or any other tags is given in Banner details sheet.

Tag type:

text

Tag text:

Enter tag\_text

#### 4. Deals Of the Day/Try & Buy/NFBA

In this section 3 banners will go Live as per site team mail. This banner is of deals of the day,NFBA and Try & Buy url for linking the banner is given by the site team..This section will change monthly.

**Below is the inventory and widget.**

Desktop-<https://nykaa-widgets.nykaa.com/inventory/6118c46eed09486bcc60feff/>

Widget-<https://nykaa-widgets.nykaa.com/widget/638d33fc1d3f635815a15f7c/>

Mobile-<https://nykaa-widgets.nykaa.com/inventory/638d34221741b09697a165b8/>

Widget-<https://nykaa-widgets.nykaa.com/widget/638d33fc1d3f635815a15f7c/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/6118c373ca7b85fff1a2f443/>

Widget-<https://nykaa-widgets.nykaa.com/widget/638d33fc1d3f635815a15f7c/>

## 5.Only At Nykaa ( This Section will come from Campaign Manager Now)

In this Section Minimum 2 and Max 4 brands will go live.This section will change everyday.This section is fixed as on there position which is given in Banner Calendar sheet. In this section private label,import,exclusive brands will go live.Private label 2 tile will go live.The offer and url details will be shared in banner process sheet homepage tab.In Details sheet category are filled in column U that we have to fill in ad platform.

Eg.

ONLY AT NYKAA			
Pvt Label Tile	UNPAID	Nykaa Naturals	N
LUXE TILE	UNPAID		
IMPORTS TILE	UNPAID	Imports- Rimmel London	In
EXCLUSIVE TILE	(ONLY FOR EXCL BRAND)	IMPORTS- e.l.f	IM C Ti
Pvt Label Tile	UNPAID	Kay Beauty	N

Exp-<https://nykaa-widgets.nykaa.com/widget/63a2e505ab242f167ca8be19>

## 6.New At Nykaa

In this Section the ids will share in the **Hp Widgets + Product Widgets Tab** in the Banner Process sheet.Site Team will update ids in the sheet daily or weekly.

<https://docs.google.com/spreadsheets/d/1kTyAGBjflcGBKmMTW0bPzoevB6lsCPIgKra01ilrQgM/edit#gid=79208818>

### Below is the inventory

Desktop-<https://nykaa-widgets.nykaa.com/inventory/63ec4d70719ebfa1fabd7ad2/>

App-<https://nykaa-widgets.nykaa.com/inventory/63ebbbfec2f7f74756740268/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/63ec4e78d5cf057a133528c2/>

## 7.Trending 10 ( Discover Our Favourites)

In this section the category pages were make that pages for focus sale.In this section the tiles will go live as per mail send by content team.( Akshita,priyanshi,tina) This section is sliding widget V2.This will update once in a week or when the site team put a mail.

This inventory is in default.Please find below inventory for this section changes.This Section has title and tiles different inventory.This Section will be randomized.

App Titles-<https://nykaa-widgets.nykaa.com/inventory/62c7c29be3894a7578cf6046/>

Desktop Titles-<https://nykaa-widgets.nykaa.com/inventory/62c7c288199ae65039996ce6/>

Mweb Titles-<https://nykaa-widgets.nykaa.com/inventory/62c7c292e9da1f0301f004c8/>

App-<https://nykaa-widgets.nykaa.com/inventory/62c7be94e3894a7578cf5ffe/>

Desktop-<https://nykaa-widgets.nykaa.com/inventory/62c7be78e3894a7578cf5ff0/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/62c7be88fe78252b78902f42/>

## Below sections are mandatory to fill.

Analytics title:	<input type="text" value="Enter title_name"/>
Analytics Title: *	<input type="text" value="trending-10-face-razors"/> <input type="button" value="x"/> <input type="button" value="v"/>
Analytics display name:	<input type="text" value="Enter title_name"/>
Web action type:	<input type="text" value="url_redirection"/> <input type="button" value="v"/>
Web action URL/data:	<input type="text" value="https://www.nykaa.com/sp/tren"/>
App webview action:	<input type="text" value="none"/> <input type="button" value="v"/>
App webview action data:	<input type="text" value="Enter app_webview_action_dal"/>
App link type:	<input type="text" value="deeplink"/> <input type="button" value="v"/>
App link data:	<input type="text" value="nykaa://nykaa?dl_type=nlp&amp;pa"/>
Source:	<input type="text" value="navigation"/> <input type="button" value="v"/>
Filters:	<input type="text" value="Enter filter_data"/>
Sort type:	<input type="text" value="popularity"/> <input type="button" value="v"/>
Remote app link:	<input type="text" value="Enter remote_app_link"/>

Section:	<input type="text" value="primary"/> <input type="button" value="v"/>
Randomize:	<input type="text" value="yes"/> <input type="button" value="v"/>
Segments:	<input type="text" value="Enter segments"/>
Child width:	<input type="text" value="Enter child_width"/>
Child width desktop:	<input type="text" value="Enter child_width_desktop"/>
Brands: *	<input type="text" value="other ( Any )"/> <input type="button" value="x"/> <input type="button" value="v"/>
Banner Title:	<input type="text" value="Enter banner_title"/>
Products:	<input type="text" value="Enter products"/>
Categories:	<input type="text" value="Type or click here"/> <input type="button" value="v"/>
Funding Type:	<input type="text" value="paid_brand_funded"/> <input type="button" value="v"/>
Desired Impressions:	<input type="text" value="Enter impressions"/>
Ad type:	<input type="text" value="image"/> <input type="button" value="v"/>

## 7. Best Sellers ( Popular Picks)

In this Section the ids will be shared by the site team in the banner process sheet ( tab-Hp Widgets + product Widgets). Site Team will update ids in the sheet daily or weekly. This Section will update in default widget.

<https://docs.google.com/spreadsheets/d/1kTyAGBjflcGBKmMTW0bPzoevB6IsCPlgKra01ilrQgM/edit#gid=79208818>

Below is the inventory

Desktop-<https://nykaa-widgets.nykaa.com/inventory/6254158ab254bc9baaf1e139/>

App-<https://nykaa-widgets.nykaa.com/inventory/6254161ab254bc9baaf1e13d/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/625415fe3dff934cd37082e3/>

## 8. FEATURED BRANDS

This Section is going live from Campaign Manager

## 9. NEW FEATURED BRAND This Section is going live from Campaign Manager

In this Section Max 3 and Min 1 tile will go live as per Banner calendar sheet. This section will be randomized. All offer details will be shared in HP Banner Details sheet. This section will go by ad Campaign Manager.

Ex. Banner calendar

50			
51	FEATURED BRAND BANNER		
52	BANNER 1		ELC - Clinique Ir
53	BANNER 2		Smashbox N
54	BANNER 3		The Pink Foundr c

Ex. <https://nykaa-widgets.nykaa.com/widget/63a2e491ae0d7f5ab45d0dd9/>



## 10. Recommended For You

In this Section the API url will be shared so that all the data will get updated. Webcom just need to add that API url which we get from Nilesh Patil or Tech Team. We will use Product V2 Widget for this section.

## Below is the Inventory

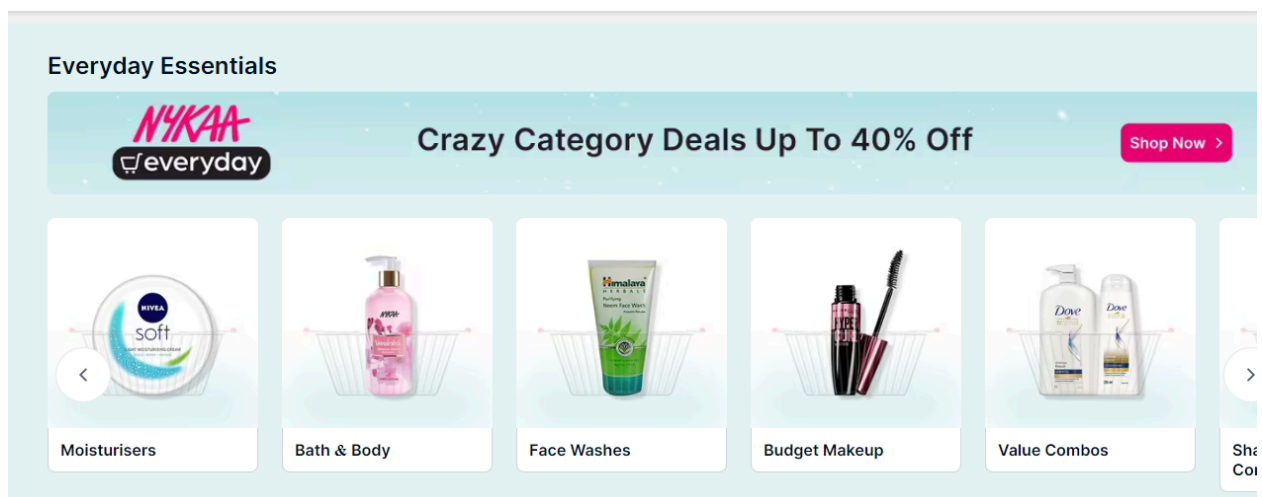
Desktop-<https://nykaa-widgets.nykaa.com/inventory/63d74df9ae9eb7d32b269786/>

App-<https://nykaa-widgets.nykaa.com/inventory/63d4c325df254c73e3ecb90d/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/63d74d78f2ba853527985de4/>

## 11. Everyday Essentials

Everyday essentials is a focus section for all the daily necessity skincare products. This section is below the Featured & New Featured Brands section. On the homepage section the changes will be done only if the content or the category team asks us to whenever there is an offer change in the essentials products or an overall offer change. When clicked on the shop now cta from the homepage, it will lead to the nykaa everyday essentials Landing page. Nykaa everyday essentials stock up on the brands which are included in the daily essentials categories such as skincare, makeup, haircare, Bath & body, Personal care, Feminine care, health & wellness products. They have offers upto 40% on the products. Everyday Essentials page has a weekly refresh or refresh according to the Everyday Focus. Changes for refresh are mostly done in the Carousel sliding section which is below the everyday banner.



Below is the inventory for top Strip.

**Desktop-**<https://nykaa-widgets.nykaa.com/inventory/638d3e7598e8f1405f671a12/>

**App-**<https://nykaa-widgets.nykaa.com/inventory/62ac6cc81064985b5e41fff6/>

**Mweb-**<https://nykaa-widgets.nykaa.com/inventory/638d3e40917de08e51b561b6/>

Small tiles are from flights below is the flight

**Nykaa Everyday Essential**

## **12. Category in Focus**



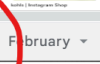
Category in Focus is a section where the focuses which are secondary as in 2nd Important go live. This section is similar to the primary focus, apart from the creative style. The category of the focus is given in the banner calendar, and is to be followed the same. The CIF section is below the Everyday essentials section and above the Mofy section .

- Details for the category in focus section is given in the HP L3 sheet along with the creative drive link and urls for linking.
- Below is the sheet shared of HP L3 for CIF -

<https://docs.google.com/spreadsheets/d/1PdROVgs5cdRkogXOngJso7LNWz9IC0hKcYppvPj5TwY/edit#gid=469442142>

HP- L3 & Stores/Guides

File Edit View Insert Format Data Tools Extensions Help Last edit was made 11 minutes ago by Shradha Vichare

Category	Additional Details	Reference if Any	Go-Live date	Brief for Writer	Copy On Creative	Copy From Backend	URL (For Linking)	Product Link 1	Product Link 2
1 Skin CIF	K Beauty (please use previous references & add new k beauty)		1-Jan		Korean Skincare Up To 25% Off +		<a href="https://www.nykaa.com/korean-beauty-bes">https://www.nykaa.com/korean-beauty-bes</a>	<a href="https://www.nykaa.com/cosrx-advanc">https://www.nykaa.com/cosrx-advanc</a>	<a href="https://www.nykaa.com/cosrx-advanc">https://www.nykaa.com/cosrx-advanc</a>
2 Winter Store	Same as last time		1-Jan				<a href="https://www.nykaa.com/sp/winter-guide/wi">https://www.nykaa.com/sp/winter-guide/wi</a>		
3 Appliance CIF			3-Jan	Up to 70% off on Best of 2 Appliances Theme-New Year, New To	Explore New Hairstyles Appliances Up To 70% Off		<a href="https://www.nykaa.com/personal-care-appliances/c/1390">https://www.nykaa.com/personal-care-appliances/c/1390</a>	<a href="https://www.nykaa.com/philips-heated-straightening-brus">https://www.nykaa.com/philips-heated-straightening-brus</a>	<a href="https://www.nykaa.com/philips-heated-straightening-brus">https://www.nykaa.com/philips-heated-straightening-brus</a>
4 Bath & Body CIF			4-Jan	Callout : Upto 40% Off Theme : Stock up on Your monthly Period care	Periodcare Essentials Up To 40% Off		<a href="https://www.nykaa.com/bath-body/feminine-hygiene/c/1648?pty">https://www.nykaa.com/bath-body/feminine-hygiene/c/1648?pty</a>	<a href="https://www.nykaa.com/whisper-blinda">https://www.nykaa.com/whisper-blinda</a>	<a href="https://www.nykaa.com/whisper-blinda">https://www.nykaa.com/whisper-blinda</a>
5 Bath & Body CIF			5-Jan						
6 Fragrance CIF NL	pastel colour		5-Jan		Irresistible Fragrances Up To 50% Off		<a href="https://www.nykaa.com/non-luxe-fragrance">https://www.nykaa.com/non-luxe-fragrance</a>	<a href="https://www.nykaa.com/bella-vita-orga">https://www.nykaa.com/bella-vita-orga</a>	<a href="https://www.nykaa.com/bella-vita-orga">https://www.nykaa.com/bella-vita-orga</a>
7 Fragrance CIF Luxe	glass based elements		6-Jan	Up To 20% Off Complimentary Gifts On	Invigorate Your Senses Fragrances		<a href="https://www.nykaa.com/luxe/fragrance/c/2">https://www.nykaa.com/luxe/fragrance/c/2</a>	<a href="https://www.nykaa.com/yves-saint-lau">https://www.nykaa.com/yves-saint-lau</a>	<a href="https://www.nykaa.com/yves-saint-lau">https://www.nykaa.com/yves-saint-lau</a>
8 Wellness Takeover			6-Jan						
9 Conscious CIF	leess leaves, green color, showing natural ingredients		7-Jan	Upto 50% Off on Natural Beauty	Enhance Your Natural Beauty		<a href="https://www.nykaa.com">https://www.nykaa.com</a>	<a href="https://www.nykaa.com/mamaearth-u">https://www.nykaa.com/mamaearth-u</a>	<a href="https://www.nykaa.com/mamaearth-u">https://www.nykaa.com/mamaearth-u</a>
10			8-Jan	Bestselling Foundations Under 500	For A Flawless Base Bestselling Foundations			<a href="https://www.nykaa.com">https://www.nykaa.com</a>	<a href="https://www.nykaa.com">https://www.nykaa.com</a>

HP L3 Category January February Takeovers & NFTs Sheet6 Explore

- Follow the Month wise tab, which has Details according to date wise -

Details are given in the column, like the url needed and the creative drive link along with the go-live date.

And schedule it for the next day as per the banner calendar.

Below is the inventory.

Desktop-<https://nykaa-widgets.nykaa.com/inventory/5eaac7f8dfe4e6519fc6756f/>

App-<https://nykaa-widgets.nykaa.com/inventory/6035f057d4f9c67f7e9914f2/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/5eaa8d1c0b023647be88b984>

## 12. Influencers Store

Influencers store, which is named on homepage as Influencer's Picks, is a section where category product pages are made which has influencers picking products.

The Influencer's picks section is right above the Buying Guides.

This section is a marketing strategy to attract customers to buy products by using Influencer Marketing, using endorsements & product mentions from influencers

The section is changed twice or thrice a Month, when the marketing team sends the details regarding the influencer.

name's and open files of the influencers images and the go-live date along with the list of products for the page - which is created by the cataloging team.

Then the revised creatives are sent by the design team to schedule it for the set date.

Details such as linking url, content to add from the backend are shared on the mail chain.

← 📅 ⓘ 🗑️ | ✉️ ⌚ ↺️ | 📧 🗑️ ⋮

BAU Influencer Stores - Feb'23 Inbox x



**Harsheen Bijan**

Hello team, The BAU Store for Feb 2nd week will be live from 12th - 18th Feb. Please find below the link to the store themes for Feb'23: <https://docs.google.com>

2



**Harsheen Bijan**

to Saadia, Hesha, Shradha, Ankita, Kelly, Ashwini, WEBCOM, me, Samiksha ▾

Hello team,

**Please find below the link to influencer stores:**

Aashi Adani's Everyday Essentials (ID: 30932)

<https://www.nykaa.com/aashi-adani-s-everyday-essentials/c/30932>

Prableen's Glam Faves (ID: 30933)

<https://www.nykaa.com/prableen-s-glam-faves/c/30933>

Natasha Luthra's Luxe Love (ID: 30934)

<https://www.nykaa.com/natasha-luthra-s-luxe-love/c/30934>

Himadri Patel's Skincare Bffs (ID: 30935)

<https://www.nykaa.com/himadri-patel-s-skincare-bffs/c/30935>

Thanks & Regards

\*\*\*

Details will be found in the above mail chain, with the drive link shared by the design team with both app & desktop creatives and the linking url.

Sliding widget is used for this section, on both app & desktop. Keeping the child width of 40 on the app and 24 on the desktop.

- Add Title & description as per the mail.

Name - Title & Context - description

- Fill in the Analytics Title, url linking & Brands.

Update Widget Param(63b079e3a3cf3705e5b3fdb5)

Title: Aashi Adani's

Description: Everyday Essentials

Callout: Enter callout

Callout 2: Enter callout\_2

Callout 3: Enter callout\_3

Tag type: text

Tag text: Enter tag\_text

Timer End Text: Enter timer\_end\_text

Tag timer end: Enter tag\_timer\_end

Analytics title type: \* Others

Analytics Title: \* influencer-store-aashi-adani

Analytics display name: Enter tile\_name

Web action type: url\_redirection

Web action URL (data): https://www.nykaa.com/aashi-a

- And publish / schedule as per the date given on the mail.

Below is the inventory

Desktop-<https://nykaa-widgets.nykaa.com/inventory/632abfe70262b12a6ed64c78/>

App-<https://nykaa-widgets.nykaa.com/inventory/632abd704370c3e05c34a57b/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/632abfc1b5b6a1df0d49d810/>

### 13. **BUYING GUIDES**

Buying Guides is a section or a store, which covers topical conversations, seasonal activations and category driven conversations. Topical conversations mean content which is currently up-to-date topic or one which is trending. In this section multiple tiles will come as per site team or content team by mail. This section will update once in a week or twice in a week as per the mail. All the details will come on mail only. This section is on default.

Please find the inventory below.

Desktop-<https://nykaa-widgets.nykaa.com/inventory/5eaac793dfe4e6519fc6756b/>

App-<https://nykaa-widgets.nykaa.com/inventory/5eaa8ab86634aa6f2cc6751f/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/5eaa8cf56634aa6f2cc6752d/>

Below Inventory for View all of Buying Guide

Desktop-<https://nykaa-widgets.nykaa.com/inventory/638d41211b40ade9b2c74aea/>

App-<https://nykaa-widgets.nykaa.com/inventory/638d40d21b40ade9b2c74ae8/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/638d40c5917de08e51b561bf/>

### 14. **Editor's Choice**

Ed-choice is similar to the Buying Guides section, which covers topical conversations, seasonal activations and category driven conversations, with trending context.

Similar to the Buying guides section, we've used sliding widget v2.

As per the visual Design, Ed- Choice looks different than the buying guides, but is the same as per the methods.

-> Download bulk update sheet :

-> Upload update sheet

No file chosen

Preview


[Child Mode](#)

[Show Live Response](#)

[Saved Previews](#)

## EDITOR'S CHOICE



 Add a new child widget, upload the banner/tile given by the design and then fill in the details like linking url, title that comes from the backend.

And in order to add a new ed-choice, we need to make a new page and link the url to the given tile.

Publish & schedule accordingly

CampaignsInventoryWidgetsSocial CampaignsUsersActivitiesAPIUtility

Update Widget Param(63efbbc84f50fb64b62eddd3)

Title:Travel Essentials

Description:Enter description

Callout:Enter callout

Callout 2:Enter callout\_2

Callout 3:Enter callout\_3

Tag type:text

Tag text:Enter tag\_text

Timer End Text:Enter timer\_end\_text

Tag timer end:Enter tag\_timer\_end

Analytics title type: \*Others

Analytics Title: \*vacay-checklist

Analytics display name:Enter file\_name

Web action type:url\_redirection

Web action URL/data:https://www.nykaa.com/sp/trav

App webview action:none

App webview action data:Enter app\_webview\_action\_dal

App link type:deeplink

App link data:nykaa://nykaa?dl\_type=nlp&pa

Source:navigation

Filters:Enter filter\_data

Sort type:popularity



\*Change the url for the app into a deep link and use it for linking.

## 15. GAME ZONE

In this section 3 Games go live as per Mail shared by Site team or As per Banner calendar sheet. This section updates once in a week or in a month. at 1 time only 1 game zone banner will go live.

1. Spin the Wheel ( url for the game will be the same always for linking the banner) Please find below urls for linking.

Desktop & Mweb- <https://www.nykaa.com/spin-the-wheel>

App- [https://www.nykaa.com/spin-the-wheel-app?device\\_family=app](https://www.nykaa.com/spin-the-wheel-app?device_family=app)

Backend Offer Text -Exciting offers on your favourite brands ( for the 3 banners only for desktop)

2. Roll The Dice ( url for the game will be the same always for linking the banner) Please find below urls for linking.

Desktop & Mweb- <https://www.nykaa.com/roll-the-dice>

App- [https://www.nykaa.com/roll-the-dice-app?device\\_family=app](https://www.nykaa.com/roll-the-dice-app?device_family=app)

3. Slot Machine ( url for the game will be the same always for linking the banner) Please find below urls for linking.

Desktop & mweb- <https://www.nykaa.com/slot-game>

App- [https://www.nykaa.com/slot-game-app?device\\_family=app](https://www.nykaa.com/slot-game-app?device_family=app)

## Below is the Inventory.

Desktop- <https://nykaa-widgets.nykaa.com/inventory/622ed7a26668b8358658d35e/>

App- <https://nykaa-widgets.nykaa.com/inventory/622ece10b52a9219f42f99c0/>

Mweb- <https://nykaa-widgets.nykaa.com/inventory/622ece87e5bfef32b65f9dc7/>

## 16. Gifting At Nykaa

This Section details shared in the mails by the site team once in a 15 Days or in a month. This Section don't change daily this is the fixed tiles.

**Below Is the inventory.**

Desktop-<https://nykaa-widgets.nykaa.com/inventory/62b001100d661ff7d9465910/>

App-<https://nykaa-widgets.nykaa.com/inventory/62b0012e0d661ff7d9465915/>

mweb-<https://nykaa-widgets.nykaa.com/inventory/62b0015f818a343f242d116b/>

## **Watch,Learn & Shop ( Only on APP)**

This section is only on app its called beauty calendar. This section changes daily as per Kanchan PadmaMail or sheet.Its Watch and buy Section which goes live.Below this explore section is there which we update as per Site team mail.changes very rarely.

**Below is the inventory.( Pink strip )**

App-<https://nykaa-widgets.nykaa.com/inventory/6218bd18c189e6026663c63e/>

## **Explore Inventory**

app-<https://nykaa-widgets.nykaa.com/inventory/6368e3f20da28ebba21b5eda/>

## **17.Discover More At Nykaa**

This Section has 3 tiles which are fixed and this section changes will be shared on mail by site or content team.In this Section.This section changes once in a while or in a month.This section changes in the default widget.

**Below Is the inventory.**

Desktop-<https://nykaa-widgets.nykaa.com/inventory/616a6a7d8c0669304a488e25/>

App-<https://nykaa-widgets.nykaa.com/inventory/616a50ecee3e203b934891e7/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/616a6b5cecd6cbf6b345bf75/>

## **18.Popup Stores.**

In this Section the fashion Brands and tiles are updated by the fashion webcom team.If they need our help then we update the changes.

**Below is the inventory. ( Big Banner )**

**Desktop-**<https://nykaa-widgets.nykaa.com/inventory/612e2a5f1ce1e09575b3dbb9/>

**App-**<https://nykaa-widgets.nykaa.com/inventory/5eb1520bc08d92d7f512bdce/>

**Mweb-**<https://nykaa-widgets.nykaa.com/inventory/5eb151e87e4efe9ab5c53fb6/>

**Below is the inventory. ( Small brands Tiles)**

**Desktop-**<https://nykaa-widgets.nykaa.com/inventory/60dc356298d97180a60a6e29/>

**App-**<https://nykaa-widgets.nykaa.com/inventory/60dc39262220e5e7d0c5462d/>

**Mweb-**<https://nykaa-widgets.nykaa.com/inventory/60dc39d33c2718c52d4ffcab/>

## **19.Beauty Advice**

In this Section the Beauty Book and Nykaa TV video tiles will go live. As per Mailed Shared by the Site Team or Beauty Book Team.This changes once in a month.

**Please find below Inventory**

**Desktop-**<https://nykaa-widgets.nykaa.com/inventory/5eaac8f5d5a542498988ba8d/>

**App-**<https://nykaa-widgets.nykaa.com/inventory/5eaa8b1b8d185347d3c674c4/>

**Mweb-** <https://nykaa-widgets.nykaa.com/inventory/5eaa8d90dfe4e6519fc674dc/>

## **20.Claim Strip**

This Section is only on app for shipping information.When non sale period is there then 299 will go and on sale 499 shipping banner will go live.It changes on sale and non sale time as per site team mail.Creatives are shared already with us

**Below is the inventory**

**App-**<https://nykaa-widgets.nykaa.com/inventory/62121c3c49b9b4ca6dbe05b5/>

## **20.Fraudulent Strip**

This is the last Section for the page.It's Never change it will be the fixed strip.If anything need to change then Site team will mail use and share creative drive link.we need to update once we shared the maild.

## **Below is the inventory**

Desktop-<https://nykaa-widgets.nykaa.com/inventory/612f7281b8b39a6efe004dbf/>

App-<https://nykaa-widgets.nykaa.com/inventory/638d46ef6a3b62b80d2ea0b3/>

Mweb-<https://nykaa-widgets.nykaa.com/inventory/619a671614a414adbd065b69/>

