

## Search Page Banners -

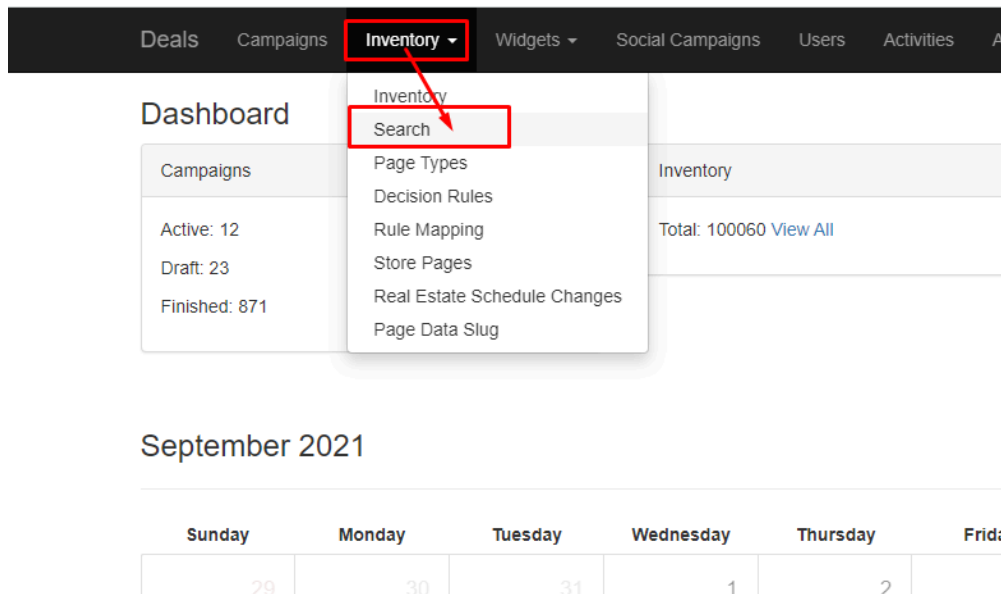
[https://nykaa-widgets.nykaa.com/inventory/?q=&page\\_types=search-page](https://nykaa-widgets.nykaa.com/inventory/?q=&page_types=search-page)

#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**



The screenshot shows the Nykaa Ad platform interface. The top navigation bar includes 'Deals', 'Campaigns', 'Inventory', 'Widgets', 'Social Campaigns', 'Users', 'Activities', and 'A'. The 'Inventory' menu is open, showing options: 'Inventory', 'Search', 'Page Types', 'Decision Rules', 'Rule Mapping', 'Store Pages', 'Real Estate Schedule Changes', and 'Page Data Slug'. The 'Search' option is highlighted with a red box and a red arrow. Below the navigation bar, the 'Dashboard' section shows 'Campaigns' with statistics: 'Active: 12', 'Draft: 23', and 'Finished: 871'. To the right, the 'Inventory' section shows 'Total: 100060' and a 'View All' link. At the bottom, a calendar for 'September 2021' is visible, showing days from Sunday to Friday with dates 29, 30, 31, 1, and 2.

**Step 2: Create Inventory**

| Deals Campaigns Inventory Widgets Social Campaigns Users Activities API Utility |  |       |          |             |              |          |            |        |
|---|--|-------|----------|-------------|--------------|----------|------------|--------|
| Create Inventory  |  |       |          |             |              |          |            |        |
| #   | Name                                     | Store | Platform | Page Type   | Page Section | Language | Page Data  | Weight |
| 1   | <a href="#">search.lipstick.banner</a>   | nykaa | all      | search-page | top-banner   | en       | lipstick   | 2      |
| 2   | <a href="#">search.key.top-banner</a>    | nykaa | all      | search-page | top-banner   | en       | key        | 2      |
| 3   | <a href="#">search.eyeliner.banner</a>   | nykaa | all      | search-page | top-banner   | en       | eyeliner   | 2      |
| 4   | <a href="#">search.foundation.banner</a> | nykaa | all      | search-page | top-banner   | en       | foundation | 2      |

**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/>

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## Edit Inventory

Name: [search.collagen.banner](#)

Description : [Empty](#)

Tags : [collagen,collagen serum,collagen powder,collagen shampoo,collagen mask](#)

Store : nykaa

Platform : all

Page type : [search-page](#)

Page section : [top-banner](#)

Page data : collagen

Language : en


Status(Enabled/Disabled) : [Enabled](#)

Broker Enabled(Yes/No) : [No](#)

Visibility(Global/Office) : [Global](#)

Weightage in page: [2](#)

Version Info: {}

Default Widget : [search-collagen-banner \(6052fb20612f91ddb94650d7\)](#) 

Booking Widget(Enabled/Disabled) : [Disabled](#)

Booking Widget : [None](#)

Supported Widget Type : [None](#)

### 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.**