In this Sale the Homepage will be replaced with a sale page. We need to make pages as per figma and name shared by content team.Page data should be that only which content team shared.Main sale page page data will be default only because it will replace HP.
All Pages we need to Create new inventory and page data, only the Main sale page will be an existing one.

1.Main Sale Page
2.Slash & Save
3.Prebuzz
4.Price Reveal
5.Prebuzz During Homepage
6.Flash Sales.
7.Pink Box set up
8.Offers Page
9.Coupon segmentation
11.Retail Page
12.Makeup
13.Skin
14.Hair
15.Bath & Body
16.Luxe
17.Wellness
18.Fragrance
19.Appliance
20.Generic Flights

This Activity we have to do before 1 day of sale GO live date.

1. Change the pagetype of all the sale inventories from app-homepage-sale to app-homepage except personalized widgets.
2. Schedule a flight for app-homepage to replace the blank widgets for the above inventories with sale widgets to go live at 3:00 PM on 3rd May to 8th may (9th may at 5am)
3. Schedule a flight to replace the existing widgets on app-homepage with blank widgets at 2:00 PM on 3rd May to 8th may (9th may at 5am)
4. Export page type app-homepage-sale
5. Import the exported JSON file and rename the page type to app-homepage-saleday. Keep the page data as default
6. Map empty widgets as default widget in all the inventories
7. Schedule a flight to replace all the empty widgets with sale widgets at 11:00 AM to 3:00 PM on 3rd May

ON Go Live date

1. Create an inventory for "We are getting ready for sale" banner on app-homepage with default widget as blank
2.Create a flight to take the banner live from 1:55 PM to 3:15 PM
3. Schedule a flight to replace blank widgets on Ultra_lux-app-homepage with Pink sale widgets from 3:40 PM on 3rd May to 8th may (9th may at 5am).
4. Schedule a flight to replace existing widgets on Ultra_lux-app-homepage with blank widgets from 3:40 PM on 3rd May to 8th may (9th may at 5am)
5.Verify all the widgets on app-homepage-saleday (This is for Pre QC in the Morning of Go Live sale)
6.Update the sale widgets based on QC
7. Monitor the homepage and check when the sale widgets go live on Homepage
8. When the widgets are live, manually disable the "We are getting ready for sale" banner

1. **Main Sale Page**-This page is V2.This is the main page for sale in this page multi sections,Coupons,Watch and buy,Influencers go live.This page details will be shared by Site team and Figma will be shared by Ritika.For Movement of HOmepage to Sale page we have to update page type to app-homepage,desktop-homepage,mweb-homepage.For the Main sale page we have to give 5 to 6 Pre QC for the perfect page on the go live date.

Below is the sale Inventory and page type of main sale page.

desktop-homepage-sale-https://nykaa-widgets.nykaa.com/inventory/?q=&page_types=desktop-homepage-sale

app-homepage-sale-https://nykaa-widgets.nykaa.com/inventory/?q=&page_types=app-homepage-sale

mweb-homepage-sale-https://nykaa-widgets.nykaa.com/inventory/?q=&page_types=mweb-homepage-sale

This is the figma of last time pink love sale-https://www.figma.com/file/ww2l33GjJsdl54hRWuci0h/Pink-Love?node-id=1077-13252&t=puludW6BbFQoa0WK-0

Please find below Screenshot for movement of Homepage to Sale page.

This is the sales inventory we have to change page type and keep the Page type desktop homepage.(Homepage page type).

Edit Inventory

Name: pinksale.indulge-in-kits-title

Description : *Empty*

Tags : *Empty*

Store : nykaa

Platform : desktop

Page type : desktop-homepage-sale

Page section : indulge-in-kits-title

Page data : default

Language : en

Status(Enabled/Disabled) : Disabled

Broker Enabled(Yes/No) : No

Ad Tech Enabled(Yes/No) : No

Ad Dimension: {}

Visibility(Global/Office) : Global

We have to update Page type like this share please find below screenshot.
And inventory should be kept enabled.

Edit Inventory

Name: pinksale.indulge-in-kits-title

Description : *Empty*

Tags : *Empty*

Store : nykaa

Platform : desktop

Page type : desktop-homepage

Page section : indulge-in-kits-title

Page data : default

Language : en

Status(Enabled/Disabled) : Disabled

Broker Enabled(Yes/No) : No

Ad Tech Enabled(Yes/No) : No

Ad Dimension: {}

For the main sale page we use Flights for the changes below is the campaign.

V2 Web & Mweb-**https://nykaa-widgets.nykaa.com/campaign/619385400993ed97606d891c/**
V2 App-**https://nykaa-widgets.nykaa.com/campaign/619333a5c851505a0782d58d/**

Below is the Sale page Sections please go through it. (below is the example, always some sections will change or add new sections).

1.Main Banner
2.L3 Widgets
3.Flash Sales
4.Deals of the day
5.platinum
6.Middle Banner
7.Gold Plus
8.Gold

9.Silver plus
10.The Pink Deal Zone
11.Coupon Strip for new/Old customer
12.Silver
13.Clearance Banner
14.Luxe Plus
15.Pop up
16.House of nykaa
17.New At Nykaa
18.Bestsellers
19.Cross Border
20.Influencers Picks
21.Watch and buy
22.Mark your calendar
23.Crazy deals on top categories
24.More offers for You
25.Mark your calendar timer
26.Social media
27.Fraudulent strip.

For the Main sale page we have to give 5 to 6 Pre QC for the perfect page on the go live date.

2. Slash & Save.

This page has products to shop for the customers.we have to slash the product and that will go to the pink box.This is the CMS page.This page go live before 5 days of sale.When sale goes live Selling price will change 3 times in a day.As per sheet shared by site team.

Below is the page url.(We use this url only every time for the slash and save changes)

Desktop & Mweb-https://www.nykaa.com/combo-Offers
App-https://www.nykaa.com/combo-Offers-app?device_family=app

Below is the sheet of last sale just to let you all know.

https://docs.google.com/spreadsheets/d/1IctTsurFQr7DZ1hXNNEvstzKgcS0nW-L2LvOEGZw42o/edit#gid=1611391941

Title:	Maybelline New York Fitme Fou
Description:	Maybelline New York Fit Me Fo
Item Id: *	8963214
MRP:	1128
Current Price:	746
Best price:	734
Web action type:	url_redirection
Web action URL/data:	https://www.nykaa.com/maybel
Web Tracking Parameters: *	You cannot choose more than 1 item maybelline-new-york-fit-me-foundation-128-warm-nude-fit-me-concealer-25-medium-combo ✕
App webview action:	product
App webview action data:	8963214
Section:	primary
Randomize:	no
	Submit

Below is the inventory for the same.

Desktop,Mweb,App-https://nykaa-widgets.nykaa.com/inventory/?q=&page_types=combo-offer

Pink Box details will come in the mail from tech team Nilesh Patil or Kriti Shrivastav. Please find below screenshot of mail shared for earlier sale.
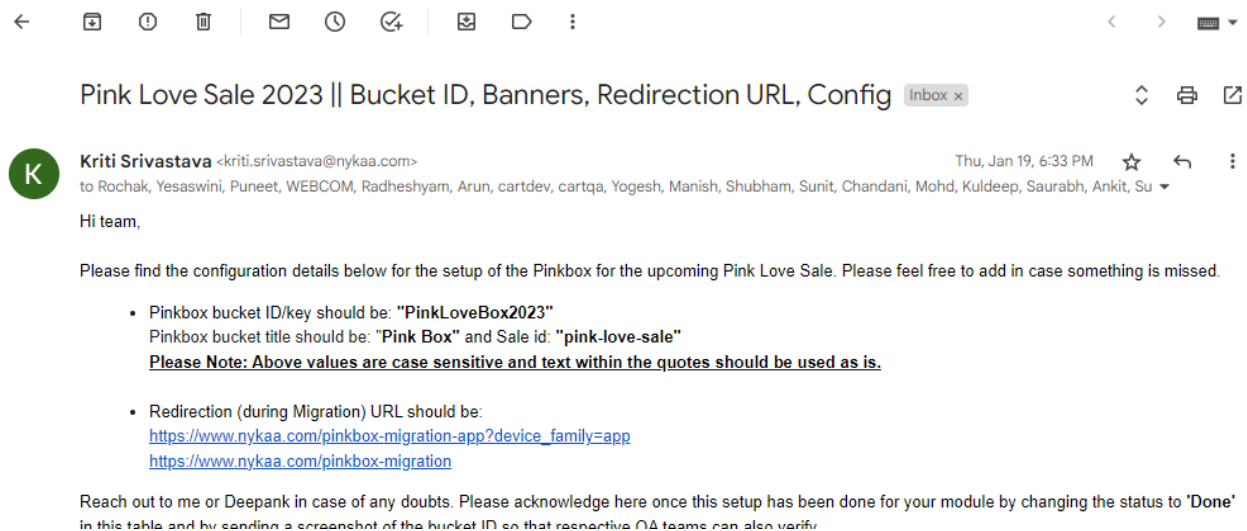
We have to update the pink box details in the below inventory and widget.

https://nykaa-widgets.nykaa.com/inventory/5dd67b443304f6efd702e4cb/

In the widget we have to go edit params in that wishlist type and pink box url we have to update as per the mail shared bucked id will update in wishlist type and in the pink box we have to add sale id in the last
https://www.nykaa.com/saleBox/?ptype=saleBox&saleId=pink-love-sale

Update Widget Param(5dd67a5970162191736cf11e)   ✕

Total slash:	1029861
Wishlist type:	PinkLoveBox2023
Wishlist Title:	Pink Box
Pink Box URL:	https://www.nykaa.com/saleBox
Show Price Slash Slider:	True ⌄
Share url:	https://www.nykaa.com/combo-
Share url app:	https://www.nykaa.com/combo-

We have to update share text as well given by site team or content team and color code given by Ritika Pal or UX team.

Share url app:	https://www.nykaa.com/combo-
Share Text:	Check Out Nykaa's Slash & Sa

Share Image URL 3:	https://images-static.nykaa.com
Bkg color 1:	#FF87B5
Bkg color 2:	#FF87B5
Bkg color 3:	#FF87B5
Lazy load ops:	enable=yes&lazy_image_url=h

Submit

3. Prebuzz

This page will go as per the site team and the UX team shared the sheet ,Figma.This page goes live before 5 days of Flagship sale. This page will go live on HP and a few sections of pre buzz also go live in the HP.We have to always make new page type and new inventory for this page. The Content team shares the Page name that only we have to use for this page.

For example, I am sharing the last pink love sale sheet,figma,url of the page.

Desktop-
https://www.nykaa.com/sp/pre-buzz-pink-love-sale-desktop/pre-buzz-pink-love-sale-desktop

App-https://www.nykaa.com/?dl_type=nlp&pagetype=pre-buzz-pink-love-sale&pagedata=pre-buzz-pink-love-sale

Figma for the same

https://www.figma.com/file/ww2I33GjJsdI54hRWuci0h/Pink-Love?node-id=0-1&t=GFwUBESO35YF5MtF-0

Prebuzz G Sheet-
https://docs.google.com/spreadsheets/d/1PIuujPDaqiHNBZvch7nKsuT6Wge0CoOGeMqXYQTI3LU/edit#gid=0

Homepage During Pre Buzz (This goes live on HP)

https://docs.google.com/spreadsheets/d/1PIuujPDaqiHNBZvch7nKsuT6Wge0CoOGeMqXYQTI3LU/edit#gid=969429676

4. ==Price Reveal==

== == **This page goes live by UI Team. We only update the Main banner and Price Reveal Steps from our end.**

Please share below inventory for the same.

https://nykaa-widgets.nykaa.com/inventory/?q=&page_types=price-reveal

Url for the above page

https://www.nykaa.com/pink-love-sale/prices-revealed

5. ==Flash Sales==

== == **This flash sale will go on HP everyday as per sheet shared by site team.Please look after below sheet for the same.**

https://docs.google.com/spreadsheets/d/1z5YADf2YuN-mpdSuLBEC-QMy5dCL2q9tkUYg1UJ52cc/edit#gid=668386482

Inventory we use for this are below. This is in the Campaign (V2 Web Homepage).

https://nykaa-widgets.nykaa.com/campaign/619385400993ed97606d891c/

All-fla sh-sal e-s tri p-p ink-lo	hp.flash-sale-5(63e22 10eb3fd106b89b75bd 3)	4		STOP	202 3-0 2-1 4 17: 51	20 23- 02- 14 23: 50	Delete

	ve-5						
4	All-flash-sale-strip-pink-love-4	hp.flash-sale-4(63e2207 5cf6e6a95ba6dee8b)	4	STOP	2023-02-14 15:51	2023-02-14 17:50	Delete
5	All-flash-sale-strip-pink-love-3	hp.flash-sale-3(63e21fbf 56e4be0d3796a968)	4	STOP	2023-02-14 13:51	2023-02-14 15:50	Delete
6	All-flash-sale-strip-pink-love-2	hp.flash-sale-2(63e21eff 3ed4cda6a6c0c7cf)	4	STOP	2023-02-14 10:51	2023-02-14 13:50	Delete
7	web-hp-flash-sale-strip--pink-love 1	hp.flash-sale-price-drop (6380480ee8e1a0baf4df 247b)	4	STOP	2023-02-14 08:50	2023-02-14 10:50	Delete

| 8 | All-flash-sale-strip-pink-love-6 | hp.flash-sale-6(63e2217 04309b9e631d17c96) | 4 | ST OP | 20 23- 02- 13 20: 51 | 2023-0 2-13 23:50 |

6. Offers Page

This page detail is shared by the site team and we have to update like that only.UX team will share Figma for this page.Please share below urls for previous offers page.This page name also content team will share with us. We have to make a new page every time for this page as well.

Desktop-https://www.nykaa.com/sp/pink-love-sale-offers/pink-love-sale-offers
App-https://www.nykaa.com/?dl_type=nlp&pagetype=pink-love-sale-offers&pagedata=pink-love-sale-offers

Below sheet for the reference.

https://docs.google.com/spreadsheets/d/1fDTcG4SgJHJZ4nrxZrAMOO9Fq4Am6dRf6pXJ9mOJT3l/edit#gid=0

Below figma for the same.

https://www.figma.com/proto/6CkDkoW1igNyQE9aPK7Hg8/Pink-Love'23?page-id=13%3A27940&node-id=13-27998&viewport=-64%2C950%2C0.17&scaling=min-zoom

Below is the before inventory.

https://nykaa-widgets.nykaa.com/inventory/?q=&page_types=pink-love-sale-offers

7.Coupon Segmentation

This is the Coupon Flight we always use for every sale. This is in the V2 Web Campaign. This detail will be shared in the mail by the site team or Kranti.

web.Coupon

8.Retail Page

This page detail shared by the content team below is the previous sale page. Page name will be shared by the content team that only we have to use for this page.

Desktop: https://www.nykaa.com/sp/retail-offers/retail-offers

App: https://www.nykaa.com/?dl_type=nlp&pagetype=retail-offers&pagedata=retail-offers

Below is the Inventory

https://nykaa-widgets.nykaa.com/inventory/?q=&page_types=retail-offers