

Promo Banners



Magento Extension User Guide

Official extension page: [Promo Banners](#)



User Guide: [Promo Banners](#)

Support: <http://amasty.com/contacts/>

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1. How to add a new banner

To create banners and setup rules for their display please go to admin panel -> Promotions -> Banners.

To create a banner please click 'Add Banner' button.

Dashboard | Promotions | Newsletter | CMS | Reports | Get help

Banners

Page 1 of 1 pages | View 20 per page | Total 5 records found

Reset Filter | Search

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

Actions Submit

	ID	Status	Date Start	Date Expire	Position	Name
Any			From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>		
<input type="checkbox"/>	1	Active	--	--	Product page	Buy 2 and take one for free
<input type="checkbox"/>	2	Active	--	--	Above cart	Special Price Banner
<input type="checkbox"/>	4	Active	--	--	Sidebar-Right	Sale 50%
<input type="checkbox"/>	5	Active	--	--	Sidebar-Left	Free Shipping
<input type="checkbox"/>	6	Active	--	--	Category page	Sale 40%



2. General banner settings

Promotions CMS Reports System [Get help for this page](#)

Banners

- General
- Banner Content
- Cart Conditions
- Google Analytics

New Banner [Back](#) [Reset](#) [Save](#) [Save and Continue Edit](#)

General

Name *

Status *

Stores

Main Website

- Madison Island
- English
- French
- German

▲ Leave empty to show the banner in all stores

Customer Groups

- NOT LOGGED IN
- General
- Wholesale
- VIP Member
- Private Sales Member

▲ Leave empty to show the banner for all groups

Country

- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon
- Canada
- Cape Verde
- Cayman Islands
- Central African Republic
- Chad

At the 'General' tab you can activate the banner, and select stores, customer groups/counties for which it should be displayed.

You can also specify date and time (server time is used) for banner display and priority. The priority takes effect when several banners are displayed in the same position. Banners with highest priority will be displayed at the top.



2. General banner settings

If you create rules for banners display based on customers country you need to configure GEO IP options.

To configure the options, please, go to Admin panel → System → Configuration → Geo Ip Data.

At the Geo IP tab you can enable the Geo IP option. When the option is enabled, Country field will be filled in automatically during checkout.

The screenshot displays two sections of the Geo IP configuration interface. The top section, titled 'Download and Import', shows a progress bar with three stages: 'Download' (indicated by a grey circle), 'Import' (indicated by a green checkmark), and 'Completed' (indicated by a green checkmark). The 'Last Imported' timestamp is 2016-11-17 15:18:02. The bottom section, titled 'Import', shows a progress bar with two stages: 'Import' (indicated by a grey circle) and 'Completed' (indicated by a green checkmark). The 'Last Imported' timestamp is blank. Below the progress bar, two file paths are listed with red 'X' icons indicating errors: 'var/amasty/geoup/GeoLite2-City-Blocks-IPv4.csv' and 'var/amasty/geoup/GeoLite2-City-Locations-en.csv'.

3. Selection of banner position

Banners

- General
- Banner Content**
- Cart Conditions
- Products

Edit Banner `40% off` Back Reset Delete Save Save and Continue Edit

Banner Position and Type

Position

Position

- Sidebar-Left
- Product page (Top)
- Product Page (Bottom)
- Product page (Below Cart Button)
- Category page (Top)
- Category page (Bottom)
- Checkout page (Below Cart Total)
- Catalog Search (Top)
- On Top of Page
- Home Page under Menu**

▲ Where to display this banner

- Root Catalog
- Furniture**
- Living Room
- Accessories
- Digital Cameras

▲ Leave empty to show in all categories. Not applicable for 'Above Cart' position.

▲ Comma separated list of product SKUs where this banner should be displayed. Leave field blank to display banner on all products

▲ Provide search keywords one per line. Leave empty to show banner on all catalog search pages

Banner Type *

▲ What kind of content banner will display

Show Products *

▲ Choose Yes to show selected products below banner

At the 'Banner Content' tab you can select position for banner display.

- **Home Page Under Menu.** Displays the banner right under the main menu of your site.
- **On Top of Page.** Banner is shown on the very top of the selected page.
- **Above cart.** The banner is displayed on the shopping cart page, above the list of items added to cart.
- **Sidebar-Right /Left.** Banner is displayed on all pages in the right/left sidebar.
- **Product Page (Top/Bottom).** Banner is displayed on a product page, above/under product image and description.
- **Category Page (Top/Bottom).** Banner is displayed on selected category pages.
- **Checkout Page.** Banner is displayed below the Cart Total
- **Catalog Search (Top).** Banner is displayed on top of the Catalog Page.
- **Product page Sidebar-Right /Left.** You can place banners on the sidebars of the product pages.



3.1. Category page position

Banners

General

Banner Content

Cart Conditions

Products

When 'Category Page' position is selected, you can choose on which category pages the banner should be displayed.

Back

Reset

Delete

Save

Save and Continue Edit

Banner Position and Type

Position

Product page (Top)

▲ Where to display this banner

Categories

--Root Catalog
----Furniture
-----Living Room
-----Bedroom
----Electronics
-----Cell Phones
-----Cameras
-----Accessories
-----Digital Cameras

▲ Leave empty to show in all categories

Product SKUs

87, 96, 104

▲ Comma separated list of product SKUs where this banner should be displayed. Leave field blank to display banner on all products

Search keywords

▲ Provide search keywords one per line. Leave empty to show banner on all catalog search pages

Banner Type *

Image

▲ What kind of content banner will display

Show Products *

Yes

▲ Choose Yes to show selected products below banner



Banners

- General
- Banner Content**
- Cart Conditions
- Products

Edit Banner `40% off`

Back Reset Delete Save Save and Continue Edit

Banner Position and Type

Position Product page (Top) ▼

▲ Where to display this banner

Categories

- Root Catalog
- Furniture
- Living Room
- Bedroom
- Electronics
- Cell Phones
- Cameras
- Accessories
- Digital Cameras

▲ Leave empty to show in all categories

Product SKUs

87, 96, 104

▲ Comma separated list of product SKUs where this banner should be displayed. Leave field blank to display banner on all products

Search keywords

.....

▲ Provide search keywords one per line. Leave empty to show banner on all catalog search pages

Banner Type *

Image ▼

▲ What kind of content banner will display

Show Products *

Yes ▼

▲ Choose Yes to show selected products below banner

When 'Product Page' position is selected, you can choose the product categories for which the banner should be displayed.


You can also specify SKUs of particular products on the pages of which the banner should be displayed.



3.2. Product page position

Image

Image No file chosen



Link

Title

Choose attributes of product to show banner on its page

Has attribute

▲ If attribute is related to configurable products, please make sure that attribute is used in layered navigation

Attribute value is

You can show the banner on pages of products which utilize specific attributes. When you choose 'Product page (Top)' position for banner display, you'll see the 'Choose attributes of product to show banner on its page' block at the bottom of the page. In this block you can select which attributes the products should use for the banner to be displayed. Press 'Add New' button to select more than one attribute value. In this particular case the banner will be displayed only for products of silver color.



4. Selection of banner type

Banners

General

Banner Content

Cart Conditions

Products

Edit Banner `40% off`

Back

Reset

Delete

Save

Save and Continue Edit

Banner Position and Type

Position

Above cart

▲ Where to display this banner

Search keywords

▲ Provide search keywords one per line. Leave empty to show banner on all catalog search pages

Banner Type *

Image

Image

CMS Block

HTML text

Show Products *

▲ Choose Yes to show selected products below banner

There are several types of data you can use for your banners: images, CMS blocks, HTML-text. Choose the type which meets your needs.

Image

Image

Choose File

No file chosen

Link

Title

Great Sale



4.1. Banner type. Image.

Banners

General

Banner Content

Cart Conditions

Products

Edit Banner `40% off`

Back

Reset

Delete

Save

Save and Continue Edit

Banner Position and Type

Position

▲ Where to display this banner

Search keywords

▲ Provide search keywords one per line. Leave empty to show banner on all catalog search pages

Banner Type *

▲ What kind of content banner will display

Show Products *

▲ Choose Yes to show selected products below banner

Image

Image No file chosen

Link

Title

Once you've chosen image banner type, you can upload an image for the banner, specify the URL, to which the banner should link and its title.



4.2. Banner type. CMS block.

Banners

General

Banner Content

Cart Conditions

Products

Edit Banner `40% off`

Back

Reset

Delete

Save

Save and Continue Edit

Banner Position and Type

Position

▲ Where to display this banner

Search keywords

▲ Provide search keywords one per line. Leave empty to show banner on all catalog search pages

Banner Type *

▲ What kind of content banner will display

Show Products *

▲ Choose Yes to show selected products below banner

CMS Block

Use CMS block

Electronics Landing
Cellphones Landing
Footer Links
Banner

To create CMS Block banner, please, select the appropriate block from the CMS blocks created in CMS -> Static Blocks section.



User Guide: [Promo Banners](#)

Support: <http://amasty.com/contacts/>

4.3. Banner type. HTML.

- Banners
 - General
 - Banner Content
 - Cart Conditions
 - Products

Edit Banner 'banner above cart'

Back Reset Delete Save Save and Continue Edit

Banner Position and Type

Position: Above cart
▲ Where to display this banner

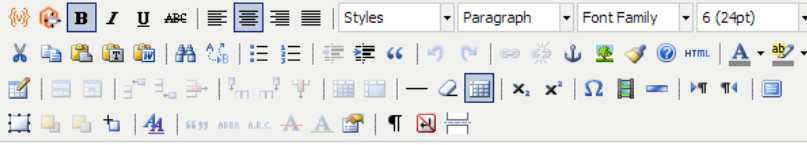
Banner Type *: HTML text
▲ What kind of content banner will display

Show Products *: Yes
▲ Choose Yes to show selected products below banner

HTML Text

HTML Text

Show / Hide Editor



SELECT **FREE** BELT FOR YOUR TROUSERS!

Path: div » p » span » strong

Use HTML-editor to create your banner and format it the way you need.



5. Creating of product lists.

Edit Banner '40% off' Back Reset Delete Save Save and Continue Edit

Banner Position and Type

Position:
▲ Where to display this banner

Search keywords:
▲ Provide search keywords one per line. Leave empty to show banner on all catalog search pages

Banner Type*:
▲ What kind of content banner will display

Show Products*:
▲ Choose Yes to show selected products below banner

You can add a list of products to your HTML-, image- or CMS-block banner. Set 'Show Products' option to 'Yes' to enable this feature.

Banners

- General
- Banner Content
- Cart Conditions
- Products**

New Banner Back Reset Save Save and Continue Edit

Page 1 of 4 pages | View 20 per page | Total 61 records found Reset Filter Search

<input type="checkbox"/>	ID	Name	SKU	Price
<input type="checkbox"/>	Any			From: <input type="text"/> To: <input type="text"/>
<input checked="" type="checkbox"/>	16	Nokia 2610 Phone	n2610	\$149.99
<input checked="" type="checkbox"/>	17	BlackBerry 8100 Pearl	bb8100	\$349.99
<input checked="" type="checkbox"/>	18	Sony Ericsson W810i	sw810i	\$399.99
<input type="checkbox"/>	19	AT&T 8525 PDA	8525PDA	\$199.99
<input type="checkbox"/>	20	Samsung MM-A900M Ace	MM-A900M	\$150.00
<input type="checkbox"/>	25	Apple MacBook Pro MA464LL/A 15.4" Notebook PC	MA464LL/A	\$2,299.99
<input type="checkbox"/>	26	Acer Ferrari 3200 Notebook Computer PC	LX.FR206.001	\$1,799.99
<input type="checkbox"/>	27	Sony VAIO VGN-TXN27N/B 11.1" Notebook PC	VGN-TXN27N/B	\$2,699.99
<input type="checkbox"/>	28	Toshiba M285-E 14"	M285-E	\$1,599.99
<input type="checkbox"/>	39	The Get Up Kids: Band Camp Pullover Hoodie	4fasd5f5	\$30.00
<input type="checkbox"/>	41	Akio Dresser	384822	\$399.99
<input type="checkbox"/>	42	Barcelona Bamboo Platform Bed	bar1234	\$2,299.00
<input type="checkbox"/>	44	Canon Digital Rebel XT 8MP Digital SLR Camera	Rebel XT	\$550.00

Go to the 'Products' tab and select the items which should be displayed in the list of products on the banner.



6. Specify conditions for banner display

Banners

- General
- Images
- Conditions**

New Banner Back Reset Save Save and Continue Edit

Apply the rule only if the following conditions are met (leave blank for all products)

If **ALL** of these conditions are **TRUE** :

- If an item is **FOUND** in the cart with **ALL** of these conditions true: ✖
 - Category **is one of 4** ✖
 - +
 - +

At the 'Conditions' tab you can select conditions for banner display, which should be met by the products in the cart. In this particular case there should be at least one item from category 'Shirts' for the banner to be displayed. You can leave the conditions tab blank when you want the banner to be displayed when there are any items in the cart or no items at all.



6. Specify conditions for banner display

Current Configuration Scope:
Default Config ▼ ?
[Manage Stores](#)

Configuration

GENERAL

General

Web

Design

Currency Setup

Store Email Addresses

Contacts

Reports

Content Management

CATALOG

Promo Banners

General

In case several banners are active for one position

Show all, sorted by priority ▼
Show all, sorted by priority
Show only one with the highest priority

Choose how many banners to show on the same position.



7. Banner examples: frontend and backend

Frontend

The screenshot shows a product grid for 'Apparel' with 12 items. A blue box labeled '1' highlights a 'FREE Shipping' banner in the right sidebar. The banner text reads 'FREE Shipping On orders over \$100'. Below the banner, there are sections for 'RECENTLY VIEWED PRODUCTS' and 'MY CART'. The 'MY CART' section shows a subtotal of \$99.99 and a 'Checkout' button. A blue box labeled '2' highlights the 'Cart Subtotal: \$99.99' text.

Banner features:

1. **Position:** right sidebar
2. **Type:** image
3. **In this example** the banner is shown when subtotal is less than 100

Backend

The screenshot shows the 'Edit Banner' configuration page for the banner 'Free shipping over 100'. The 'Cart Conditions' section is highlighted with a blue box labeled '3'. The condition is set to 'if ALL of these conditions are TRUE: Subtotal less than 100'.



7. Banner examples: frontend and backend

Frontend

SELECT **FREE** BELT FOR YOUR TROUSERS!


Each belt has a price and an 'Add to Cart' button.

Offer your customers to choose a free gift from the list right above the cart once a specific item is added to the cart!

HTML-banner with product list

Shopping Cart

Proceed to Checkout

Product Name	Unit Price	Qty	Subtotal
 McQ Riding Pant 3	Edit \$228.99	1	\$228.99

Continue Shopping Clear Shopping Cart Update Shopping Cart

- Banner features:**
1. **Position:** above cart
 2. **Type:** HTML-banner with product list
 3. **In this example the banner is shown when there is item of McQueen brand in the cart**

Backend

Apply the rule only if the following cart conditions are met

If **ALL** of these conditions are **TRUE** :

If an item is **FOUND** in the cart with **ALL** of these conditions true: ☒

Brand is **McQ** ☒ 4



7. Banner examples: frontend and backend

Frontend

Apparel

8 Item(s) Show 30 per page

View as: Grid List Sort By: Position

SUMMER SALE 3 FOR 2 ON EVERYTHING
(excluding tickets, lowest priced item free)

RECENTLY VIEWED PRODUCTS

- Samsung NX200 20MP Compact Digital Camera
- My Computer

COMMUNITY POLL

What is your favorite Magento feature?

- Layered Navigation
- Price Rules
- Category Management
- Compare Products

Vote

MY CART

There is 1 item in your cart.

Cart Subtotal: \$30.99

Checkout

Recently added item(s)

- Torino Leather Co. 35MM Soft Deer Trained Glove 1 x \$30.99

1

Banner features:

1. **Position:** right sidebar

2. **Type:** image

3. **In this example the banner is shown when there is one item from "Apparel" category in the cart**

2

Use promotions for specific category of products!
E.g. show banner "3 for 2 on everything" when there is already an item from a certain category in the cart. It will stimulate the customer to continue shopping !

Backend

Apply the rule only if the following cart conditions are met

If ALL of these conditions are TRUE:

If an item is FOUND in the cart with ALL of these conditions true:

If ALL of these conditions are TRUE:

- Category is 18
- Quantity in cart is 1

3



7. Banner examples: frontend and backend

Show promo information about products right on their pages!

Frontend

Furniture **Electronics** Apparel

Home / Electronics / Cameras / Samsung NX200 20MP Compact Digital Camera

Free 7" Galaxy Tab 2
when you buy any SMART NX Camera

Samsung NX200 20MP Compact Digital Camera
[Email to a Friend](#)
[Be the first to review this product](#)
Availability: In stock
\$689.00
Qty: **Add to Cart** OR [Add to Wishlist](#) [Add to Compare](#)

Quick Overview

20MP CMOS 18-55mm LENS 3" LCD HDMI

Double click on above image to view full picture

Banner features:

1. **Position:** product page
2. **Type:** image
3. **Product SKU:** samsungnx

Backend

Edit Banner 'Banner product page'

Back Reset Delete Save Save and Continue Edit

Banner Position and Type

Position: Product page
Where to display this banner

Product SKUs: **2**
Comma separated list of product SKUs where this banner should be displayed. Leave field blank to display banner on all products

Banner Type *: Image
What kind of content banner will display

Image

Image: **3**



User Guide: [Promo Banners](#)

Support: <http://amasty.com/contacts/>

7. Banner examples: frontend and backend

The image shows a product page for a Sony VAIO VGN-TXN27N/B 11.1" Notebook PC. On the left sidebar, there are several promotional banners: a 'Did you know?' banner with a dog, a 'POPULAR TAGS' banner with various product categories, and a 'NEWSLETTER' sign-up form. On the right sidebar, there are 'RELATED PRODUCTS', 'COMPARE', 'MY CART', and 'RECENTLY VIEWED' sections. A 'FREE' mouse is shown at the bottom left. A callout box points to the left and right sidebars, stating: "Place catchy banners on a Product Page (Left and Right Sidebar) to make your promo campaigns more efficient and visual".

The main product area features a large image of the laptop with a 'Double click on above image to view full picture' instruction. Above the image is a 'Quick Overview' section with a description: "Take a load off your shoulders when you're racing for your plane with the sleekly designed and ultra-portable Sony Vaio VGN-TXN27N/B notebook PC." Below the image is a 'NOW ACCEPTING PayPal' badge and a 'FREE' shipping icon.

The 'Backend' interface is shown in a callout box, titled 'Sony VAIO VGN-TXN27N/B 11.1" Notebook PC (Computer)'. It includes a 'Design' tab and a 'Page Layout' dropdown menu. The 'Page Layout' dropdown is open, showing options: '3 columns', 'No layout updates', 'Empty', '1 column', '2 columns with left bar', '2 columns with right bar', and '3 columns'. A callout box points to the '3 columns' option, stating: "To activate banners on the product pages you may additionally need to configure Page Layout. Go Catalog-> Manage Products, choose a necessary product and go to Design tab. In the Page Layout dropdown choose '3 columns'".



The screenshot shows the frontend of a Magento store. At the top, a dark blue banner with white and red text reads: "Hurry Up! Buy now with a 40% discount! 3 Days Left!". A large blue number "1" is positioned to the right of the banner. Below the banner is the Magento navigation bar, which includes a search bar, user account links, and a language selector. A blue number "2" is placed over the "My Cart (3 items)" link. Below the navigation bar, a breadcrumb trail shows "Home / Electronics / Cell Phones". A product grid displays three mobile phones: Nokia 2610 Phone (\$149.99), BlackBerry 8100 Pearl (\$349.99), and Sony Ericsson W810i (\$399.99). Each product has an "Add to Cart" button and links for "Add to Wishlist" and "Add to Compare". At the bottom of the grid, there are pagination and sorting options.

Banner features:

1. **Position:** On Top of Page
2. **Type:** image
3. **In this example the banner is shown when there are 2 or more items from selected categories in the cart**

Backend

Apply the rule only if the following cart conditions are met

If **ALL** of these conditions are **TRUE** :

If **total quantity equals or greater than 2** for a subselection of items in cart matching **ALL** of these conditions:

Category **is one of 13, 8, 12, 26, 15, 28, 29**

A blue number "2" is placed over the "total quantity" condition.



7. Banner examples: frontend and backend

Frontend

The screenshot shows the Magento frontend homepage. At the top, there is a search bar with the text "Search entire store here..." and a "Search" button. Below the search bar, there are links for "My Account", "My Wishlist", "My Cart", "Checkout", and "Log In". The language is set to "French". The main navigation menu includes "Furniture", "Electronics", and "Apparel".

1 A large banner at the top left reads "Hurry Up! Buy now with a 40% discount! 3 Days Left!".

2 A banner below the first one features a woman's feet in sandals and a watch, with the text "Anashria Get it while they last Limited Offer 20% OFF".

A second banner reads "It's here - Magento end of summer SALE!! Starts September 1st" and features three categories: "ELECTRONICS" (20% OFF), "MEN'S SHOES" (15% OFF), and "APPLIANCES" (10% OFF).

Below the banners, there is a "COMMUNITY POLL" titled "What is your favorite Magento feature?" with options: Layered Navigation, Price Rules, Category Management, and Compare Products.

A "NOW ACCEPTING PayPal" logo is also visible.

At the bottom, there is a "Best Selling Products" section featuring a Sony VAIO laptop, a Lucero Pump, and a pair of red high-heeled shoes.

Banner features:

1. **Position:** Home Page Under Menu

2. **Type:** image

3. **Notice, when this position is selected, there is no need for categories.**

Backend

The screenshot shows the "Banner Position and Type" configuration page in the Magento backend. The "Position" dropdown is set to "2". The "Categories" section is empty, with the text "No categories needed" displayed below it.

The "Banner Position and Type" configuration page shows the following options:

- Position: 2
- Categories: No categories needed

The "Banner Position and Type" configuration page also shows the following options for "Where to display this banner":

- Sidebar-Left
- Product page (Top)
- Product Page (Bottom)
- Product page (Below Cart Button)
- Category page (Top)
- Category page (Bottom)
- Checkout page (Below Cart Total)
- Catalog Search (Top)
- On Top of Page
- Home Page under Menu (Selected)

▲ Where to display this banner

▲ Leave empty to show in all categories. Not applicable for 'Above Cart' position.



Thank you!

Should you have any questions or feature suggestions, please contact us at:

<http://amasty.com/contacts/>

Your feedback is absolutely welcome!



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