amasty

For more details see how the Promo Banners for Magento 2 extension works.

Guide for Promo Banners for Magento 2

With the **Amasty Promo Banners** extension, you can easily enhance your advertising actions. Use a great variety of conditions and rules to display an appropriate banner in any place of your webshop for any marketing campaign.

- Add banners to the product pages, category pages and carts
- Adjust banners display by setting conditions
- Choose the most suitable position for banners
- Show promo banners based on product attributes
- Add lists of promo items to banners

The extension is compatible with **Hyvä Theme**. You can find the 'amasty/module-promo-banners-hyva-compatibility' package for installing in composer suggest (Note: the compatibility is available as a part of an active product subscription or support subscription).
The extension is compatible with **GraphQL (read only)**. You can find the 'amasty/module-promo-banners-graphql' package for installing in composer suggest (Note: the compatibility is available as a part of an active product subscription or support subscription).

General Settings

Display banners according to the priority. To manage settings, go to **Admin Panel → Stores → Configuration → Amasty Extension → Promo Banners**.

- To display one promo banner per page position, select **Show only one with the highest priority**. A banner with the highest priority will be applied. If there are Banner A with *priority 2* and Banner B with *priority 1*, the Banner A will be applied.
- To display several banners per one position at once, select **Show all, sorted by priority**. All the banners that meet the conditions will be displayed. A banner with the highest priority will be displayed above the ones with lower priority.

Category page width (in products) - specify the number of products that is displayed per line on the category page / product listing page according to the chosen theme. Non-actual values may lead to incorrect banner position calculation.

General Settings

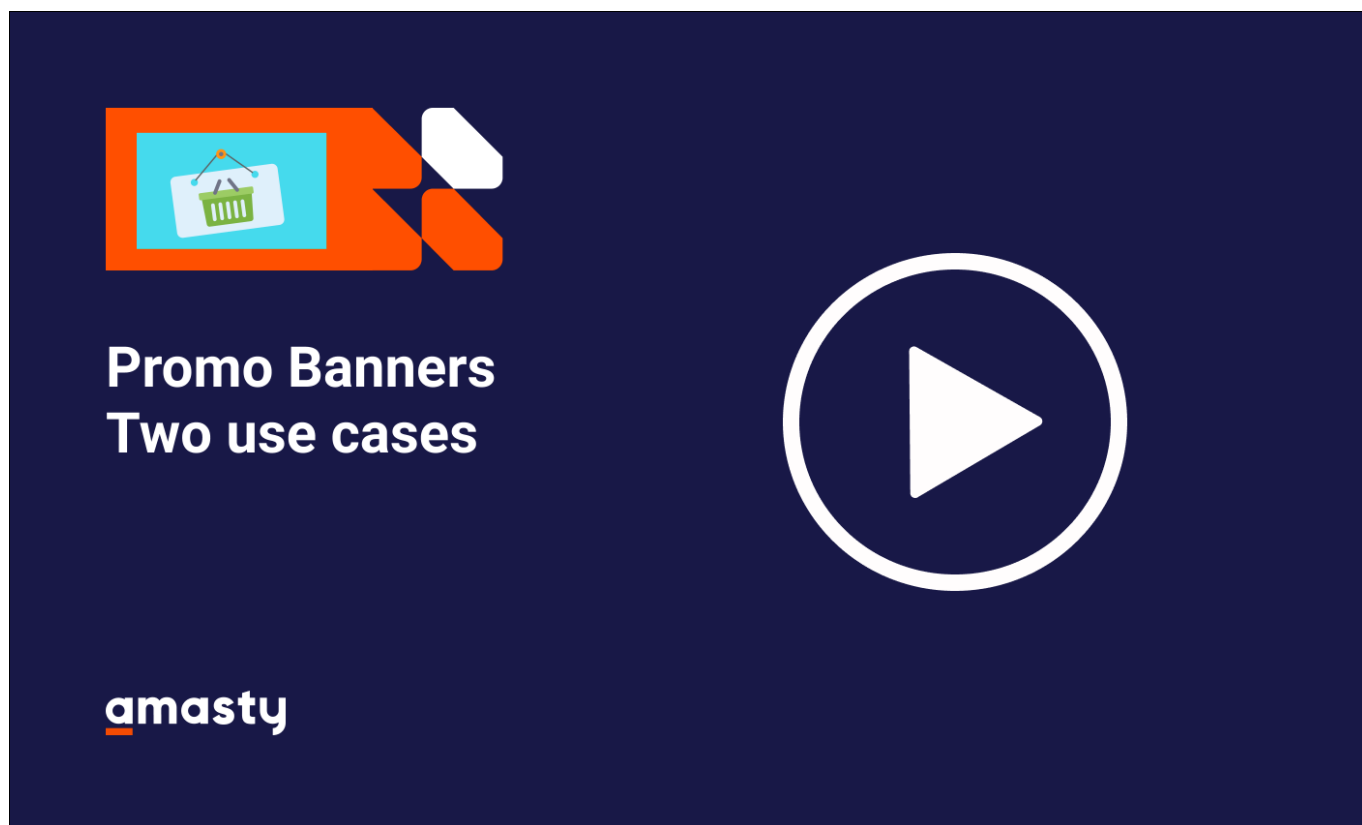|	
In case several banners are active for one position [global]	Show all, sorted by priority ▾
Product collection container selector [global]	.products-grid .product-items
Category page width (in products) [global]	4
	Used as a limit for 'Among Category Products' banner position
Product container selector [global]	.products-grid .product-items .item

Use this **video guide** to check the most common use cases configuration:

Banner General

To create banners and set up rules for their display, go to **admin panel → Marketing → Banners**. To create a banner, click *Add Banner* button.

Name - Select an appropriate name for a promo banner.

Status - You can activate or deactivate a banner in this field.

Stores - Select stores, where your promo banner should be displayed.

Customer Groups - Select an appropriate group of customers to display a promo banner to.

Customer Groups

NOT LOGGED IN

General

Wholesale

Retailer

Leave empty to show the banner for all groups

From Date   2016-09-29 09:34:42

To Date   2018-09-29 09:34:43

Priority   0

From Date - To Date - Apply a time interval, when a promo banner is activated.

There is an intuitive user-friendly calendar. Select a month and a year from dropdowns, pick a day on the grid. There are UI sliders to easily select **Hour, Minute, Second**.

Priority - The priority takes effect when several banners are displayed in the same position. Banners with the highest priority will be displayed at the top.

Banner Content

Choose **Position** to place promo banner on your webshop pages.

- *Above cart*. The banner is displayed on the shopping cart page, above the list of items added to cart.
- *Cart Page (Below Total)*. The banner is displayed below the Cart Total on the Shopping Cart Page.
- *Sidebar Additional*. You can place banners on the sidebars of the product pages.
- *Sidebar Main*. The banner is displayed on all pages in the sidebar.
- *Product Page (Top/Bottom)*. The banner is displayed on a product page, above/under the product image and description.
- *Product Page (Bellow Cart Button)*. The banner is displayed on a product page, under the *Add to Cart* button.
- *Category Page (Top/Bottom)*. The banner is displayed on the selected category pages.
- *Category Page (Below Cart Button)*. The banner is displayed on a category page, under the *Add to Cart* button.
- *Catalog Search (Top)*. The banner is displayed on top of the Catalog Page.

- *On Top of Page*. The banner is shown on the very top of the selected page.
- *Home Page Under Menu*. Displays a banner right under the main menu of your site.

Banner Position and Type

Position	
	Above Cart
	Cart Page (Below Total)
	Sidebar Additional
	Sidebar Main
	Product Page (Top)
	Product Page (Bottom)
	Product Page (Below Cart Button)
	Category Page (Top)
	Category Page (Bottom)
	Category Page (Below Add to Cart Button)
	Catalog Search (Top)
	On Top of Page
	Home Page under Menu
	Among Category Products

Where to display this banner

Among Category Products. You can place a banner on the category page on the grid of products. After you select this position, two new fields will appear. (In *Product line number*, input a number of a tier on the product's grid, where you want to display a banner. In *Banner width*, select a number of products' positions you want to cover with a banner)

Max Banner width (number of products) 1 ▼

Position in Row 1 ▼

1
2
3
4

Max Banner width (number of products) - This field indicates the width of the banner, calculated based on the number of products in a row.

Position in Row - The banner is positioned in the row based on the product number specified in this setting.

When **Position** is selected, you can choose product categories for which a banner should be displayed.
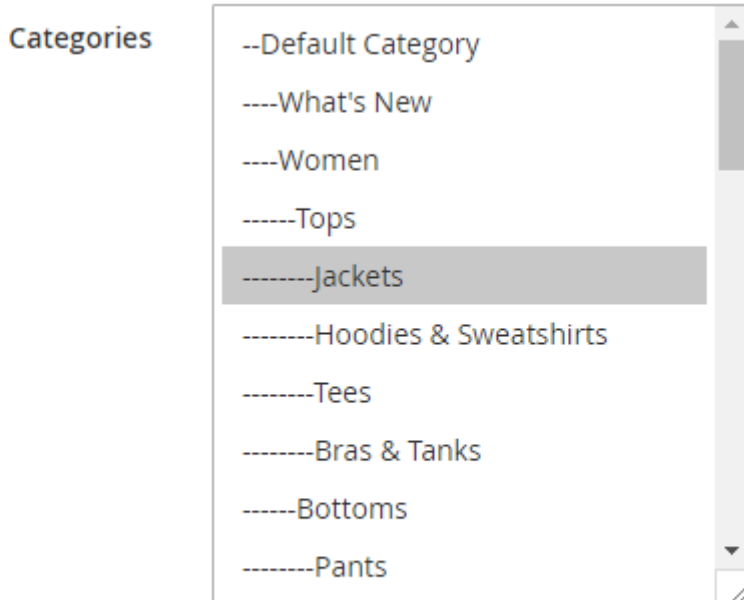
Product SKUs. You can also specify SKUs of particular products on pages, where banner should be displayed.

Search Keywords. Allows displaying this banner on Magento Search Results page. To show the banner on all catalog search pages, leave empty.

Banner Type

The extension offers three types of promo banners. Choose whether to use **Image, CMS Block,** or **HTML Text** for your promo campaign.

Image. Simply upload a picture of any format or insert a link to any image in the web. Name it.

Banner Type * [Image ▾]

What kind of content banner will display

Show Products * [Yes ▾]

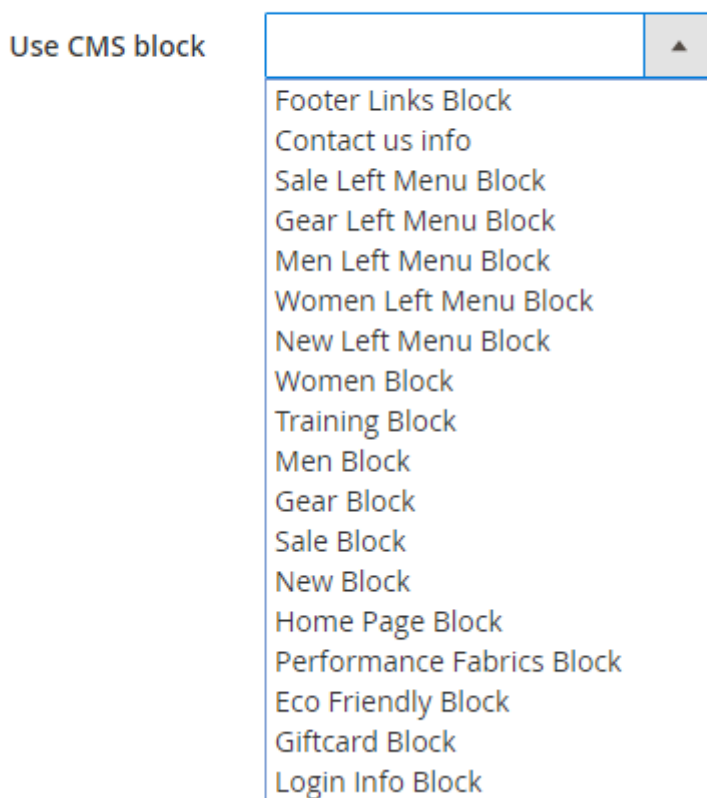Choose Yes to show selected products below banner
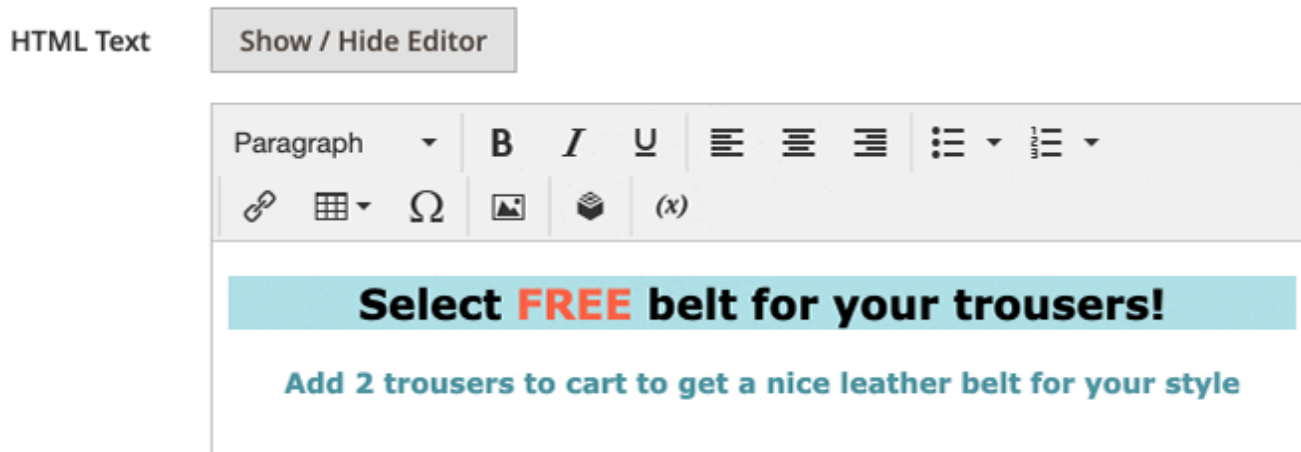
Image

Image   [Choose File] No file chosen

Link   [   ]

Title   [   ]

CMS Block. Choose from available or create a new CMS block for a proper marketing campaign.

CMS Block

Use CMS block

Footer Links Block
Contact us info
Sale Left Menu Block
Gear Left Menu Block
Men Left Menu Block
Women Left Menu Block
New Left Menu Block
Women Block
Training Block
Men Block
Gear Block
Sale Block
New Block
Home Page Block
Performance Fabrics Block
Eco Friendly Block
Giftcard Block
Login Info Block

HTML Text. You can create a catchy banner, using HTML code. Easily insert media in banner and provide necessary links.

HTML Text

HTML Text   Show / Hide Editor

Paragraph   B I U   ≡ ≡ ≡   ≣ ▼ ≣ ▼

∂ ⊞ ▼ Ω 🖼 🧊 (x)

Select FREE belt for your trousers!

Add 2 trousers to cart to get a nice leather belt for your style

Please note that in the Magento 2.3 and higher, the module uses the TinyMCE4 editor. To adjust the banner's background or text colours, you can use HTML styles. In the editor, it will look something like on the screenshot below.

HTML Text

HTML Text	Show / Hide Editor	Insert Widget...	Insert Image...
	Insert Variable...		

```
<h2 style="text-align: center; background-color: powderblue;"><strong>Select <a style="text-size: 32px;
color: tomato;">FREE</a> belt for your trousers!</strong></h2>
<p style="text-align: center; color: #4f97a3;"><strong>Add 2 trousers to cart to get a nice leather belt for
your style</strong></p>
```

Product Attributes

You can show a banner on pages of products, which utilize specific attributes. Or depending on cart attributes. *For instance, choose colour - green and material - wool, to see a label being displayed on the pages of products, that contain these colour and material.*

Product attributes

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

Please choose a condition to add.
Conditions Combination
Cart Item Attribute
Price in cart
Quantity in cart
Row total in cart
Product Attribute
Activity
Attribute Set
Category
Category Gear
Climate
Collar
Color
Eco Collection
Erin Recommends
Features
Format
Gender
Material

Products

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.

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

Cart Conditions

At the **Conditions** tab, you can select conditions for a banner display. If conditions are met by the products in the cart, the banner will be displayed.

BANNER

General

Banner
Content ✎
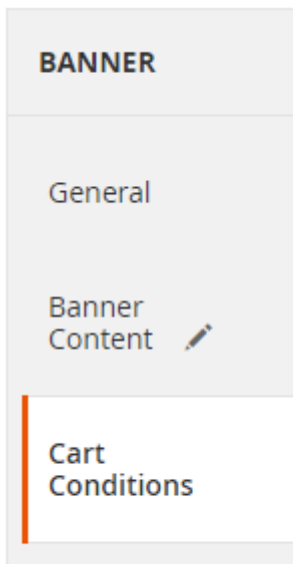
Cart
Conditions

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

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

Please choose a condition to add. ▲

Please choose a condition to add.
Products subselection
Conditions combination
Cart Attribute
  Subtotal
  Total Items Quantity
  Total Weight

Segments

This functionality works by default in Magento EE. To allow it in a Magento CE, you need to install the **Customer Segmentation** extension.

At the **Segments** tab, you can select user segments to adjust the users' list who will see the banners. This way, you can set highly specific banner promotions and show banners only to customers who are most likely to be interested in your offer.

BANNER

General

Banner Content

Products

Cart Conditions
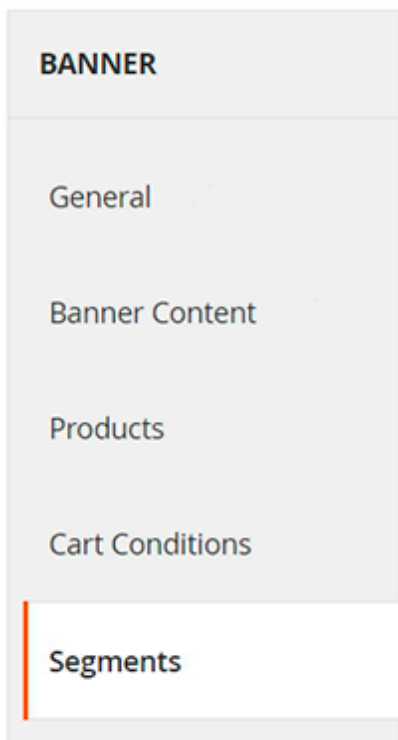
Segments

Segments

Segments

General Users

Interested in sports

Interested in watches

To configure the segments, please go to the **Admin Panel → Customers → Manage Segments**.

Here you will see the **Manage Segments Grid**, where you can edit, delete existing segments. To add a new segment, please press the **Create New Segment** button.

On **New Segment** configuration page, fill in all necessary fields to adjust the segment for your needs.

New Segment

← Back   Save and Continue Edit   **Save**

Segment Information ✎

Segment Name *   Winter Clearance Sale

Description   All customers who might be interested in products for clearance

Stores *   Main Website

Status   Active ▾

Conditions

Matched Guests (0)

Matched Customers (4)

Segment Name - enter the name for the segment. It will be visible when configuring the Segments option for promo banners.

Description - add a description with some additional info, if needed.

Stores - choose the list of store views, for which the segment will be activated.

Status - set to *Active*, if you wish to turn on the segment. Set to *Inactive* to disable the segment.

Conditions

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

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

Days From Last Completed Order greater than 3 ⊗

If **total quantity greater than 0** for a subselection of items in viewed product matching **ALL** of these conditions: ⊗

Category is 25, 26, 16, 17, 37 ⊗

Erin Recommends is Yes ⊗

⊕

⊕

* available for guests and registered customers

On the **Condition** tab you can configure the rules for customers segmentation. It is possible to precisely select customers that might be interested in a new promotional offer based on last viewed products and/or products in a wishlist.

Below, you can see all the customers and guests that match the created conditions.

Matched Guests (0)

Matched Customers (4)

Filters | Export ▾ | Default View ▾ | Columns ▾

4 records found   20 ▾ per page   ‹   1   of 1   ›

☐ ▾	ID ↑	First Name	Last Name	Email	Group	Phone	Country	State/Province	Customer Since
☐	4	Mary	Osbourn	osbourn@example.com	General	5555551234	United States	Pennsylvania	Jan 23, 2020 12:13:37 PM
☐	3	Jane	Wilsow	jane@example.com	General	123456789	United States	Arizona	Jan 23, 2020 12:11:56 PM
☐	2	Michael	Lewis	michael@example.com	General	1234566789	United States	Arizona	Jan 23, 2020 12:09:52 PM
☐	1	Veronica	Costello	roni_cost@example.com	General	(555) 229-3326	United States	Michigan	Jun 24, 2016 7:22:18 AM

Use Case: add Trust Badges to your store pages

With the Promo Banners extension,you can do more than just display promotional banners on your store pages — you can also easily add various trust badges. Whether you want to highlight security, payment options, or shipping guarantees, trust badges can be seamlessly added to product, category, or shopping cart pages.

To do this, follow these steps:

- Combine the needed icons into a single banner using any graphic editor
- Save the banner
- Apply it to your desired website pages through the standard banner settings, described above.

For your convenience, we've also prepared a ready-made pack of trust badges, featuring both individual badges and banners with multiple badges. You can either use our pre-designed pack or create your own custom badges to suit your needs.

See the example of trust badges on Product Page

and on Shopping Cart Page

Shopping Cart

Item		Price	Qty	Subtotal
	Hyperion Elements Jacket **Color:** Green **Size:** M	$51.00	1	$51.00
	Kenobi Trail Jacket **Color:** Purple **Size:** M	$47.00	1	$47.00

Summary

Estimate Shipping and Tax	∨
Subtotal	$98.00
Tax	$0.00
Order Total	**$98.00**

VISA MasterCard PayPal AMEX

Proceed to Checkout

Check Out with Multiple Addresses

GraphQL Requests Examples

Request for banners:

```
query {
 amPromoBanners(
   uid: "NA==",
   cartId: "Your cart id string",
   pageType: "category"
 ) {
     position
     items {
         ruleId,
         ruleName,
         productLineNumber,
         positionInProductRow,
         afterProductNum,
         nProductWidth,
         bannerType,
         productIds,
         image {
           image
           link
```

```
        title
      },
      cmsBlockIdentifier,
      htmlText,
      priority
    }
  }
}
```

Request to receive module configurations:

```
query {
  storeConfig {
    amasty_promo_banners_single_per_position,
    amasty_promo_banners_product_container,
    amasty_promo_banners_product_item,
    amasty_promo_banners_max_banner_width
  }
}
```

Storefront Examples

Promo banner at the Home page

Promo banner at the Category page

Promo banner at the Product page

Promo banner at the Shopping Cart

Find out how to install the **Promo Banners** extension for Magento 2 via Composer.

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