Banners

Add Banners to any page.

- Summary

Summary

Use this to create and manage Banners that will appear across your website.

Key to icons

Live = is live

Not Live = is disabled

= archived

Edit = edit

= delete

= copy

= view group

Organisation

All Banners will be sorted into groups.

Metrics

Your system will track key metrics for each Banner:



This is designed to be used in conjunction with other tools, such as Google Analytics; these are not blunt measures of success

Metric	Purpose
Impressions	*This displays an 'all time' total of impressions; that is the number of times this loaded on a page viewed by a visitor* > *This number will be higher on Banners that display on multiple pages.* > *This number will be higher on Banners that have been active for a long time*
Clicks	*This displayers an 'all time' total of clicks by visitors* > *This number will be higher on Banners that display on multiple pages* > *This number will be higher on Banners that have been active for a long time* > *This number will be lower on Banners without a clear call to action (CTA)*
CTR	*This displays an 'all time' click through rate, which is caluclated as:* *Clicks / Impressions* > *This number will be lower on Banners without a clear call to action (CTA)*

Create/Edit Banners

> A Banner can be any height

Field	**Purpose**
Description	*Enter a description for the Banner; this displays are the image Alt Text*
Link URL	*Enter a Link URL; this will be used if the visitor clicks on the Banner*

Field	Purpose
Live	*Set to yes/no* *This will put the banner live, but will be limited by the Start and Expiry Dates* *If set to no, the Banner will not show under any circumstances*
Start Date	*If a date is entered here, the Banner will not be displayed before that date*
Expiry Date	*If a date is entered here, the Banner will not be displayed after that date*
Targeted Customers	*Select one or more Customer Group to target (optional)* *If at least one group is selected, this Banner will only output to that Customer Group* *If none are selected, it will output to all Customers*
Banner Placement	*Select the pages on which this Banner should output* *You may also add this Banner to specific Products via the Media tab*
Position	*Choose from the list:* • *Small (450px wide) - above left navigation* • *Medium (1160px wide) - above content* • *Full Width (1980px wide) - below header* • *Full Width (1980px wide) - above footer* *For examples of how these display, please see more details on Position below* > *A Banner can be any height*
Desktop Banner Image	*Choose your desktop Banner image*
Mobile Banner Image	*Choose your mobile Banner image*
Custom JavaScript or HTML	*Enter custom JavaScript or HTML* > *Typically, this is used to create image maps*

Position

Content Pages

Here is an example of where the Banners will output on the Content Pages.

Product Detail Pages

Here is an example of where the Banners will output on the Product Detail Pages.

Product Listing Pages

Here is an example of where the Banners will output on the Product Listing Pages.