


# Summary

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

## Key to icons

 = is live


 = is disabled

 = image not found or type unknown

 = archived

 = edit

 = delete

 = copy


 = view group

## Organisation

All Banners will be sorted into groups.

## Metrics

Your system will track key metrics for each Banner:

  	Fruit Fans	(Targeted / 3094 impressions / 31 clicks / 0.01% CTR)	
  	Stressless	(Targeted / 1590 impressions / 11 clicks / 0.01% CTR)	

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	<p><i>This displays an 'all time' total of impressions; that is the number of times this loaded on a page viewed by a visitor</i></p> <p><i>This number will be higher on Banners that display on multiple pages.</i></p> <p><i>This number will be higher on Banners that have been active for a long time</i></p>
Clicks	<p><i>This displays an 'all time' total of clicks by visitors</i></p> <p><i>This number will be higher on Banners that display on multiple pages</i></p> <p><i>This number will be higher on Banners that have been active for a long time</i></p> <p><i>This number will be lower on Banners without a clear call to action (CTA)</i></p>
CTR	<p><i>This displays an 'all time' click through rate, which is calculated as:</i></p> <p style="text-align: center;"><i>Clicks / Impressions</i></p> <p><i>This number will be lower on Banners without a clear call to action (CTA)</i></p>

## Create/Edit Banners

A Banner can be any height

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

Field	Purpose
Live	<p>Set to yes/no</p> <p>This will put the banner live, but will be limited by the Start and Expiry Dates</p> <p>If set to no, the Banner will not show under any circumstances</p>
Start Date	<p>If a date is entered here, the Banner will not be displayed before that date</p>
Expiry Date	<p>If a date is entered here, the Banner will not be displayed after that date</p>
Targeted Customers	<p>Select one or more <a href="#">Customer Group</a> to target (optional)</p> <p>If at least one group is selected, this Banner will only output to that Customer Group</p> <p>If none are selected, it will output to all Customers</p>
Banner Placement	<p>Select the pages on which this Banner should output</p> <p>You may also add this Banner to specific Products via the <a href="#">Media</a> tab</p>
Position	<p>Choose from the list:</p> <ul style="list-style-type: none"> <li>• Small (450px wide) - above left navigation</li> <li>• Medium (1160px wide) - above content</li> <li>• Full Width (1980px wide) - below header</li> <li>• Full Width (1980px wide) - above footer</li> </ul> <p>For examples of how these display, please see more details on Position below</p> <div style="border: 1px solid #00a0e3; background-color: #e6f2ff; padding: 5px; margin-top: 10px;"> <p>A Banner can be any height</p> </div>
Desktop Banner Image	<p>Choose your desktop Banner image</p>
Mobile Banner Image	<p>Choose your mobile Banner image</p>
Custom JavaScript or HTML	<p>Enter custom JavaScript or HTML</p> <div style="border: 1px solid #00a0e3; background-color: #e6f2ff; padding: 5px; margin-top: 10px;"> <p>Typically, this is used to create image maps</p> </div>

# 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](#).

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Revision #4

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