Product Overlays

Manage your Product Overlays and automate assignment.

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- How to Assign Overlays to Products in Bulk
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Summary

This tool allows you to manage and update Product Overlays. These can be assigned individually through the Edit Product screen, or in bulk via the Overlay Rules on this page.

Key to icons

Edit = edit

Delete = delete



= Overlay Rules enabled

Setup

Overlays may be set up either as Images, or as a Text Overlay.

Image Overlay

To setup an Image Overlay, simply select 'Image' when defining Overlay Type.

You will need to upload an image. By default, these are set to be 100px square, and we strongly recommend the use of PNGs with transparent backgrounds.

Text Overlay

These allow overlays to be set up without having to be able to use image editing software.

To setup a Text Overlay, simply select 'Text' when defining Overlay Type.

Use the dialogues to enter your desired text, as well as to choose a text and background colour.

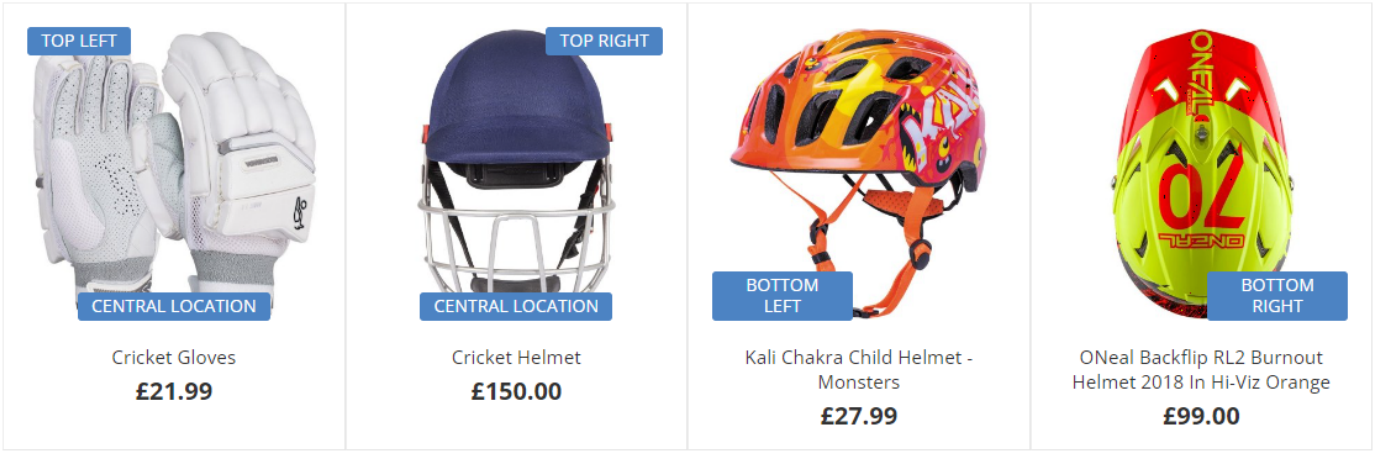
Colour contrast will automatically be reviewed; this is done to ensure good Accessibility to your website.

How Overlays Display

Product Landing Pages

Overlays are shown on Category, Brand, Collection and Search Result pages. These Overlays will also be displayed within Modular Block content, as well as at the Checkout.

There are five possible Overlay locations:



Product Detail Pages

Overlays will show in the same locations as on the Product Landing Pages, above.

Overlay Rules

Each Product may be manually assigned a single Overlay. However, the process of adding and removing overlays can be simplified through the use of Overlay Rules.

How Overlay Rules Work

The user sets up several rules, by which the website can check whether any product qualifies for an Overlay.

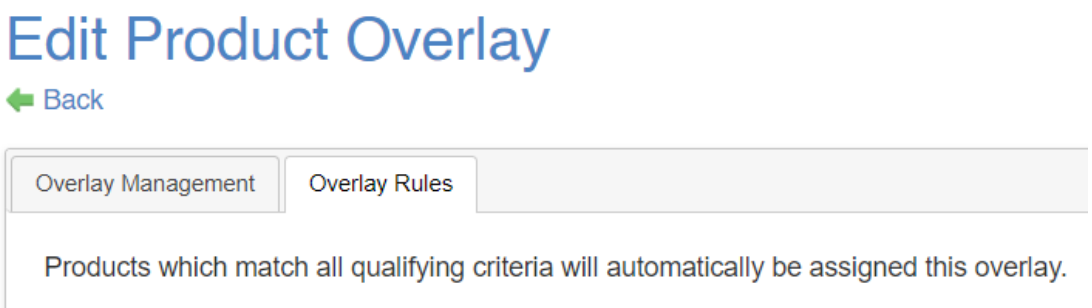
Through this method, when products become eligible, that Overlay will immediately display.

When a product ceases to be eligible, that Overlay will immediately be removed.

A common Overlay is 'Sale'. If a Product has a Sale Price that becomes active, that overlay will automatically be displayed. When that Sale Price is disabled, the Overlay will automatically be hidden.

Setting Up New Overlay Rules

Overlay Rules are managed in the second tab of the Edit Product Overlay screen.



Simply select the criteria that you wish to apply to your Overlay Rule.

> Overlay Rules work on an **AND** basis. That means that in order for a rule to be applied, all criteria must be met. E.g. an Overlay may be set to show on Products which 'Have an active sale price' AND 'were added in the last 30 days' AND 'are in the Beds category'.

Once added, this will be automatically active, and live Products will display the Overlay if it applies to them.

FAQs

How does the Lead Time rule work with Overlay Rules?

A Product will match this rule if it has any Variants with a lead time between these values. It will not take into account stock currently on the water, e.g. it ignores unallocated stock on Purchase Orders.

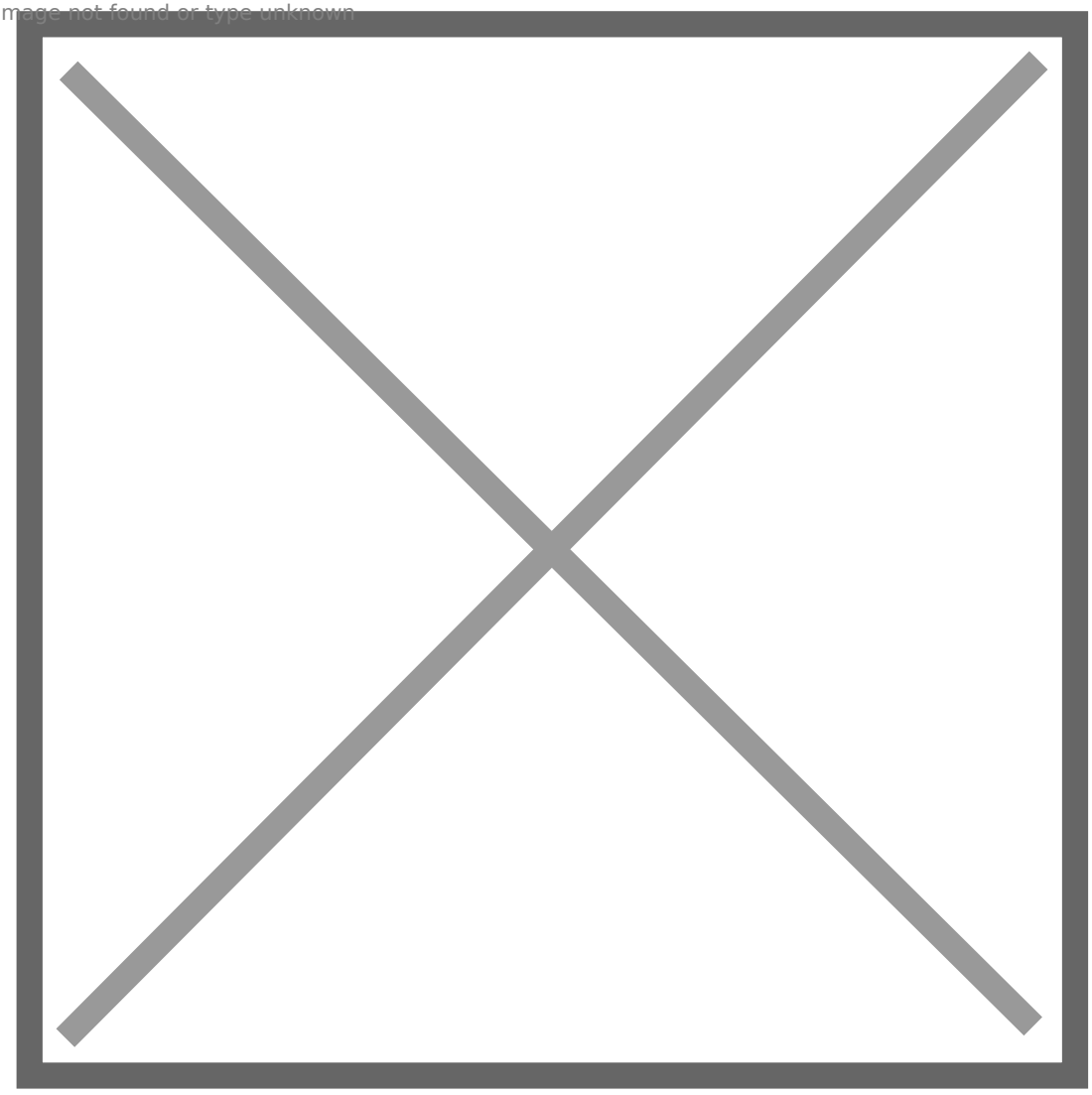
How to Add an Image Based Overlay

You can use your own graphics as overlays on products by following the simple steps below.

1. Navigate to your CMS.

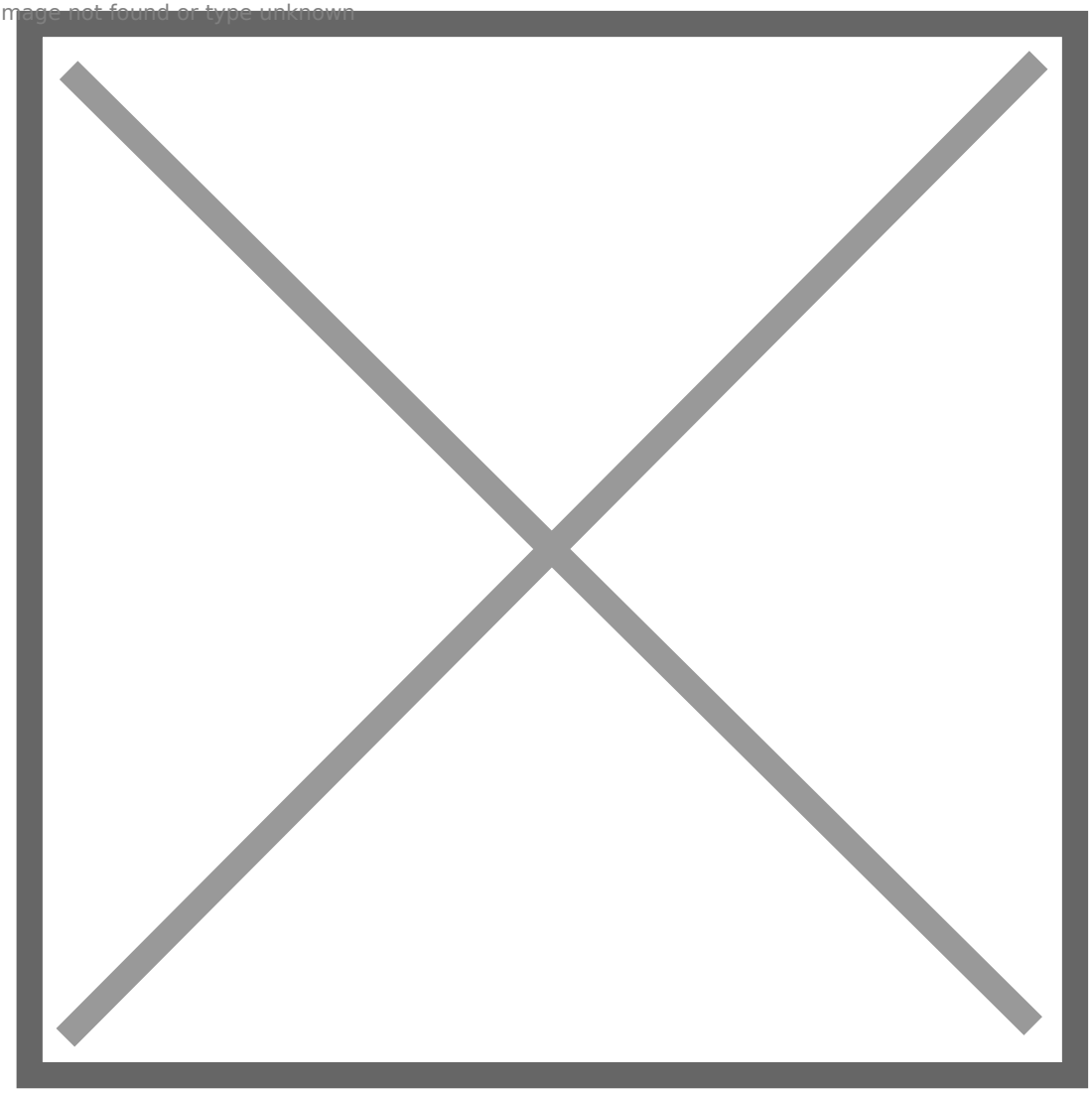
2. Click "Product Overlays" under Catalogue.

Image not found or type unknown



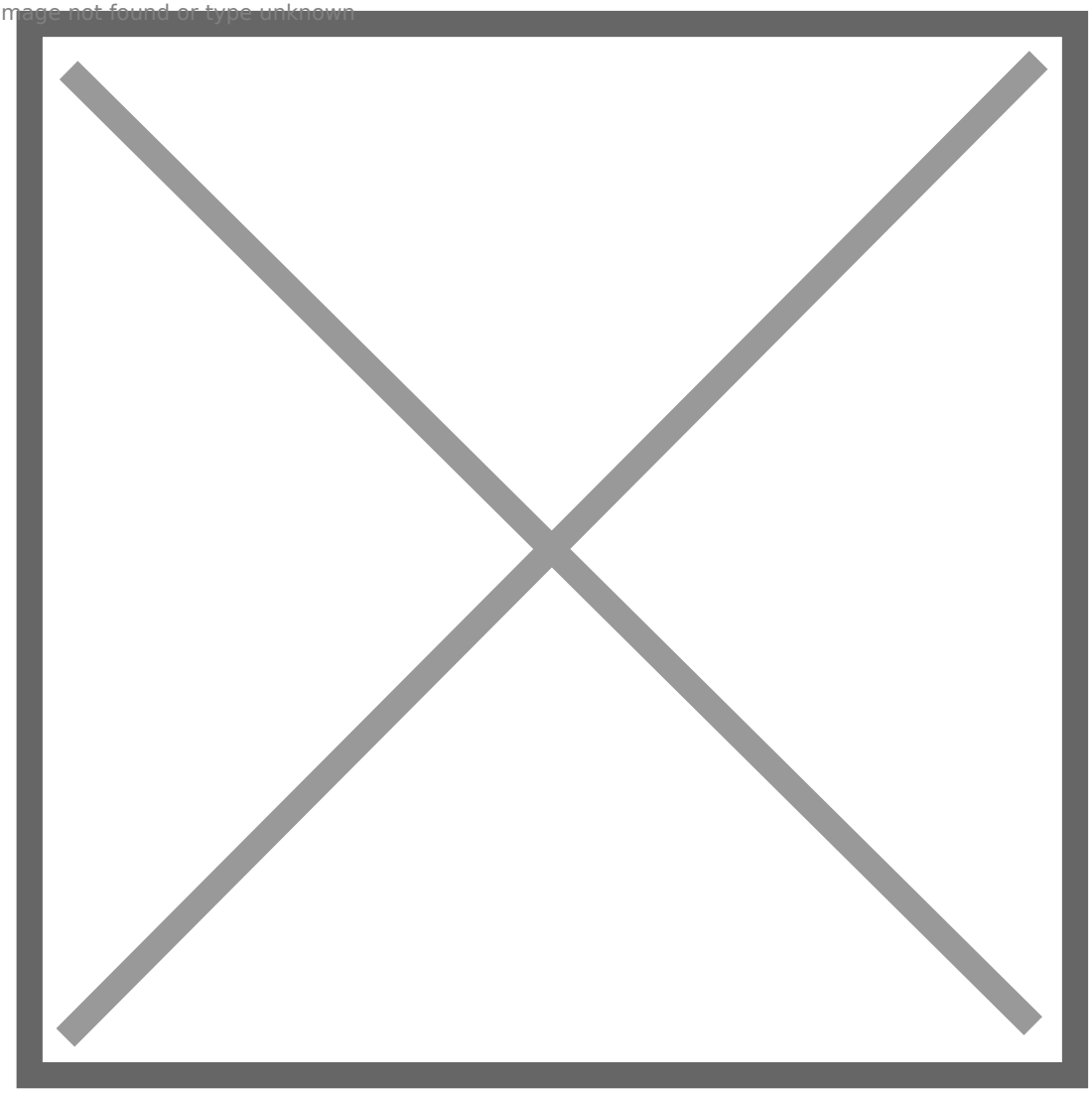
3. Click "add an overlay".

Image not found or type unknown



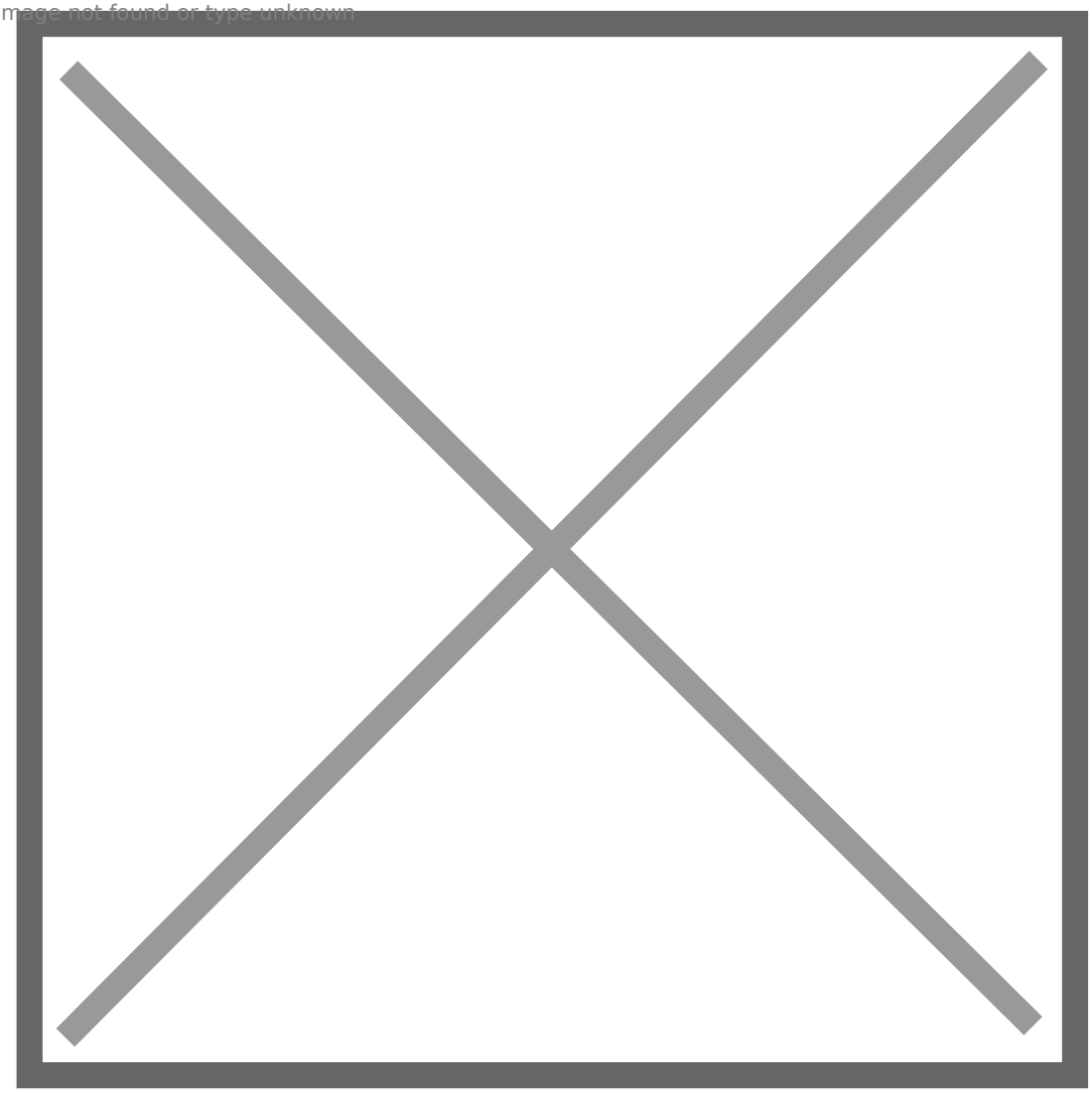
4. Give your Overlay a name and ensure the "Image" toggle is selected.

Image not found or type unknown



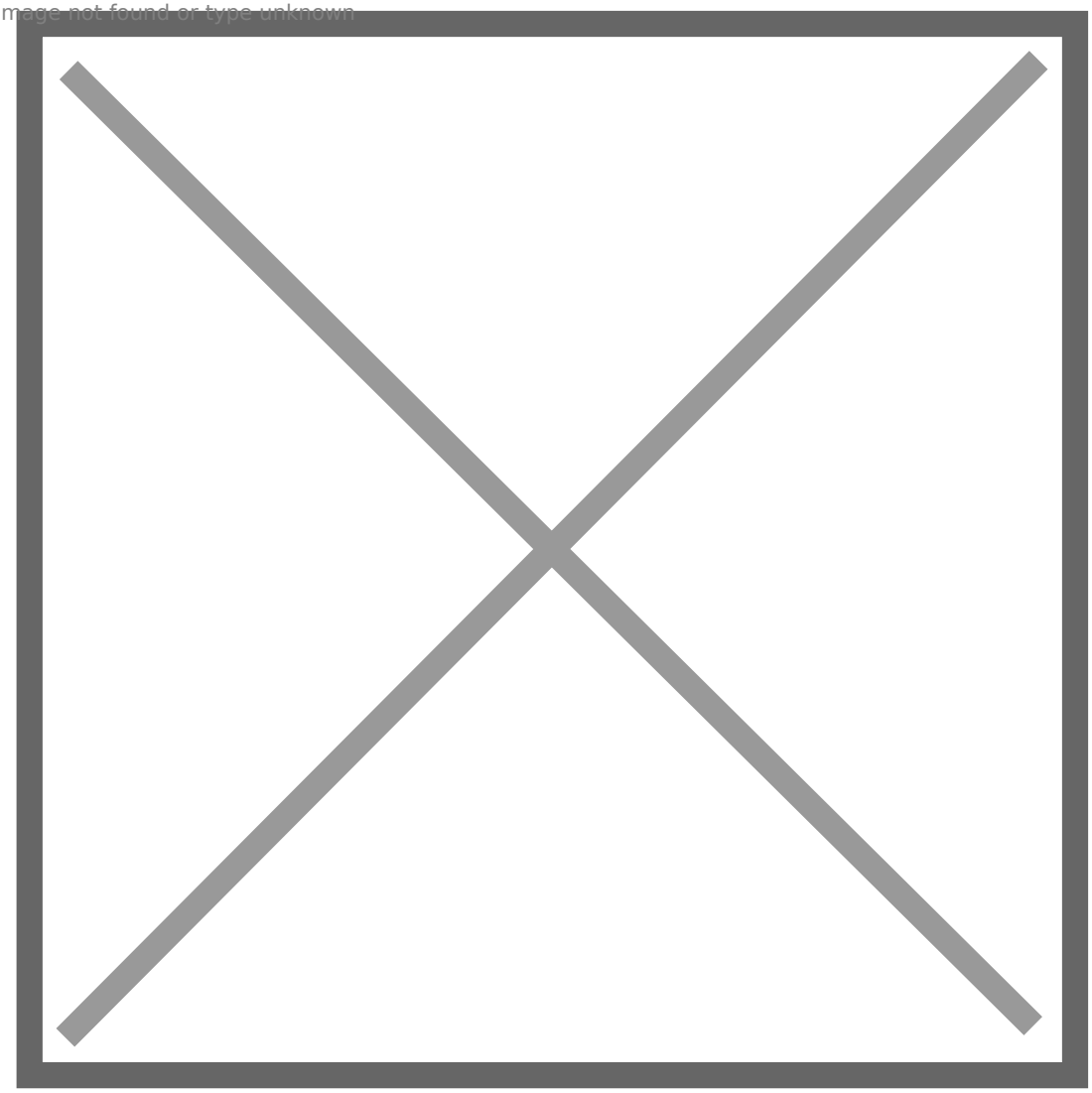
5. Choose your desired Overlay Position from Top Left, Top Right, Bottom Left, Bottom Right and Below Product. Note that products can display one overlay per position.

Image not found or type unknown



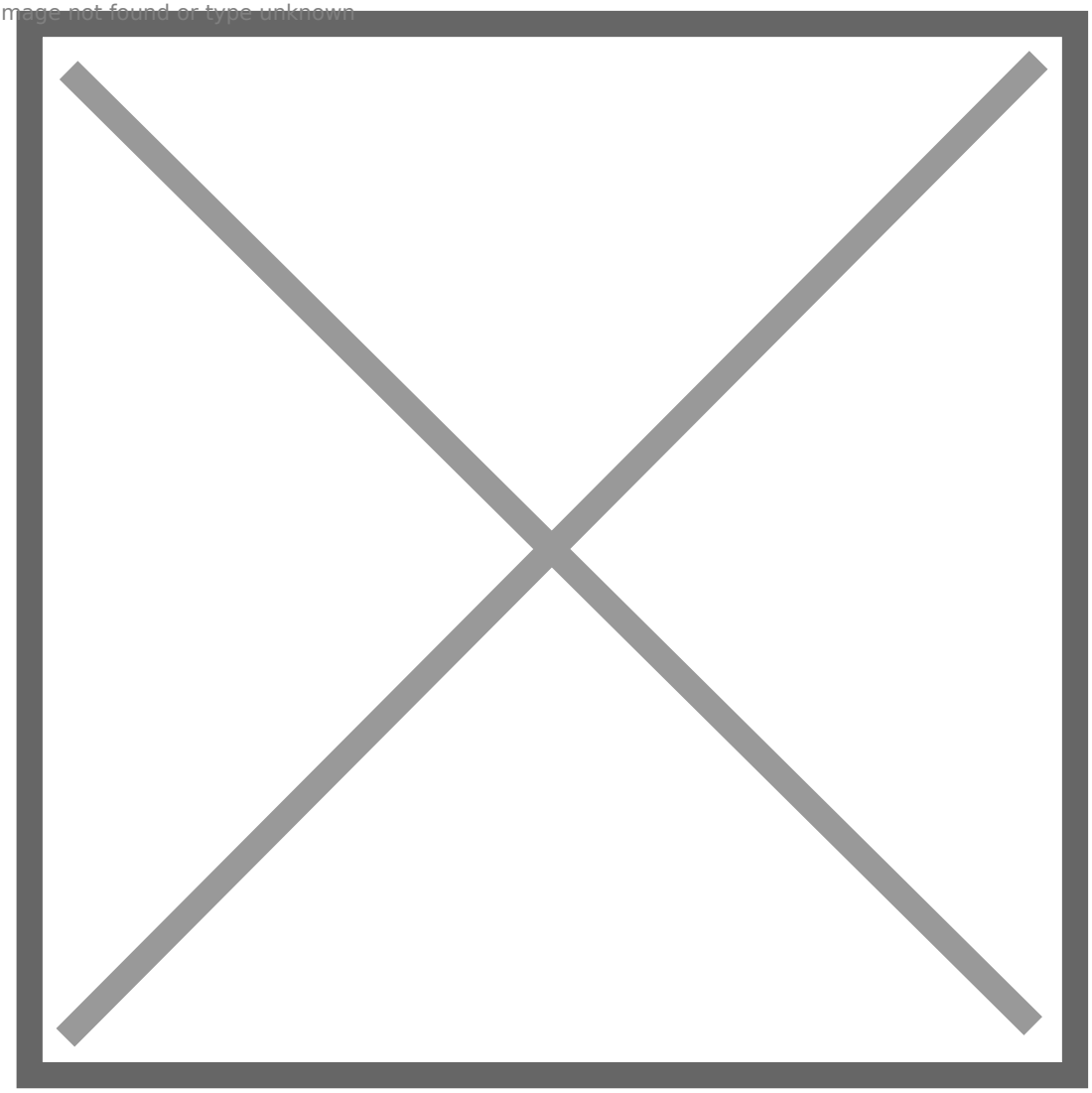
6. Choose the appropriate image file you wish to use as the Overlay.

Image not found or type unknown



7. Click "Add" to complete the process of adding an image based Overlay.

Image not found or type unknown



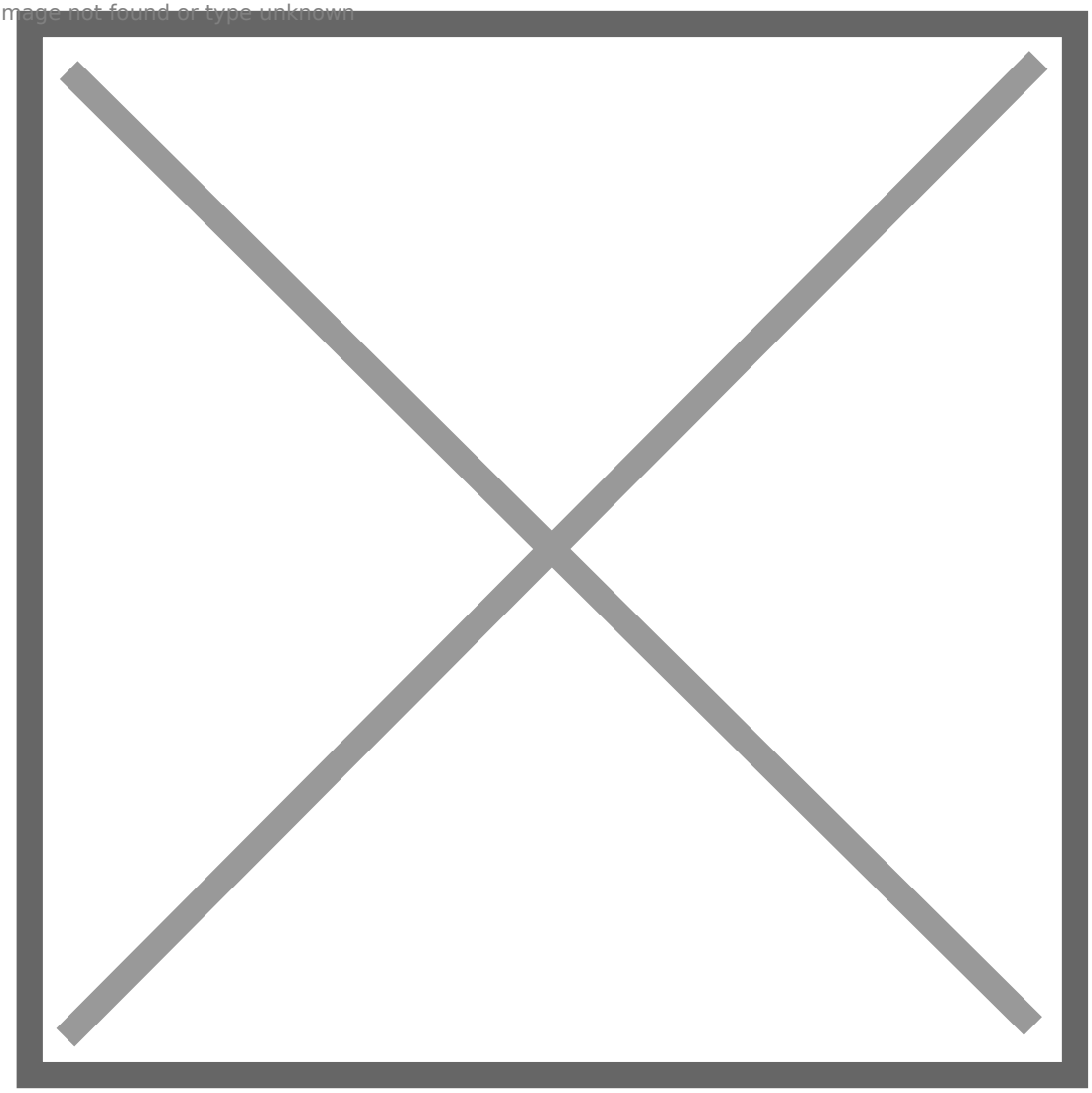
How to Add a Text Overlay

If you wish to add an overlay and do not have any graphics to use, you can simply add a text Overlay by following these simple steps.

1. Navigate to your CMS.

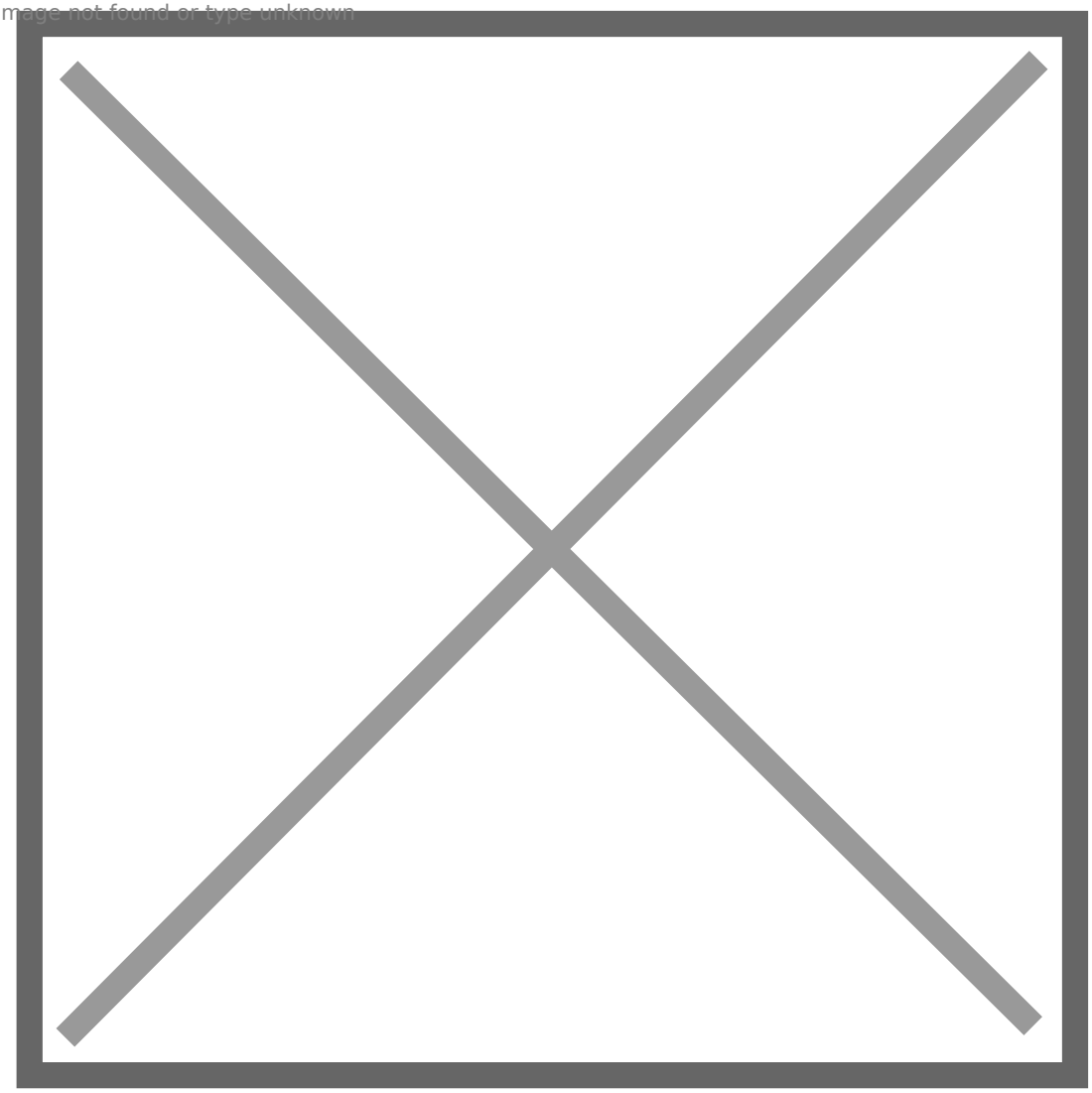
2. Click "Product Overlays" under Catalogue.

Image not found or type unknown



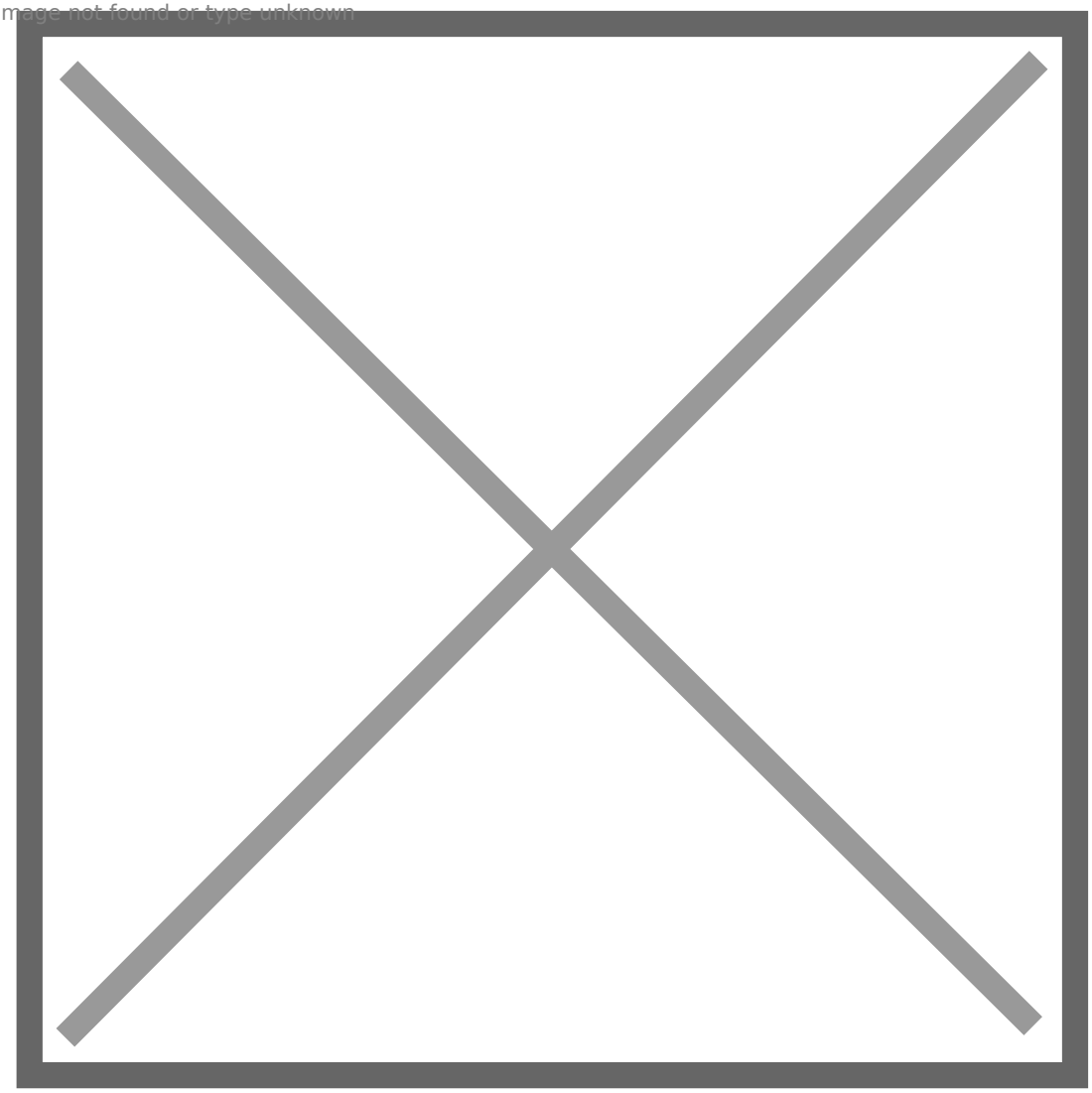
3. Click "add an overlay".

Image not found or type unknown



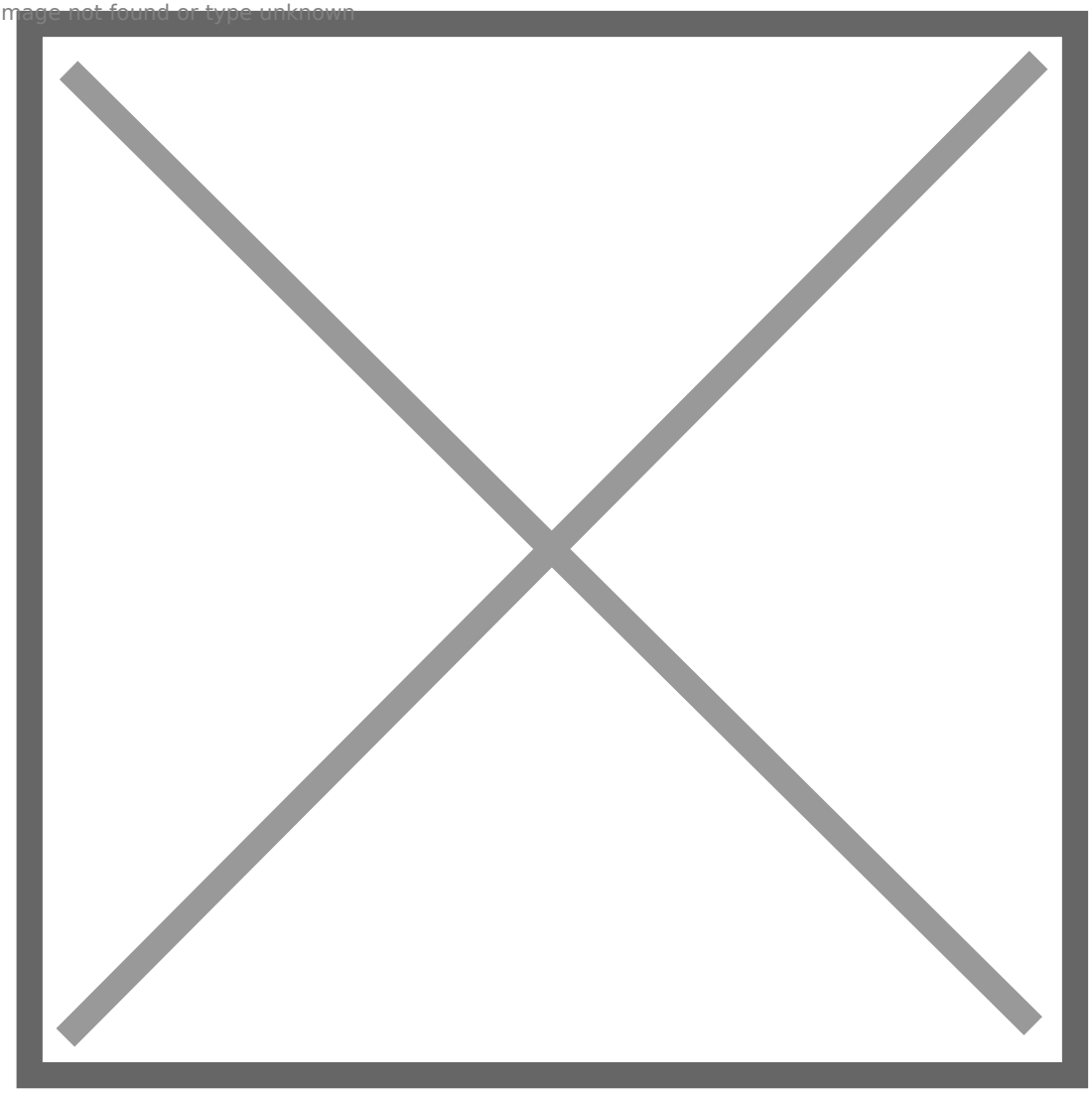
4. Give your Overlay a name.

Image not found or type unknown



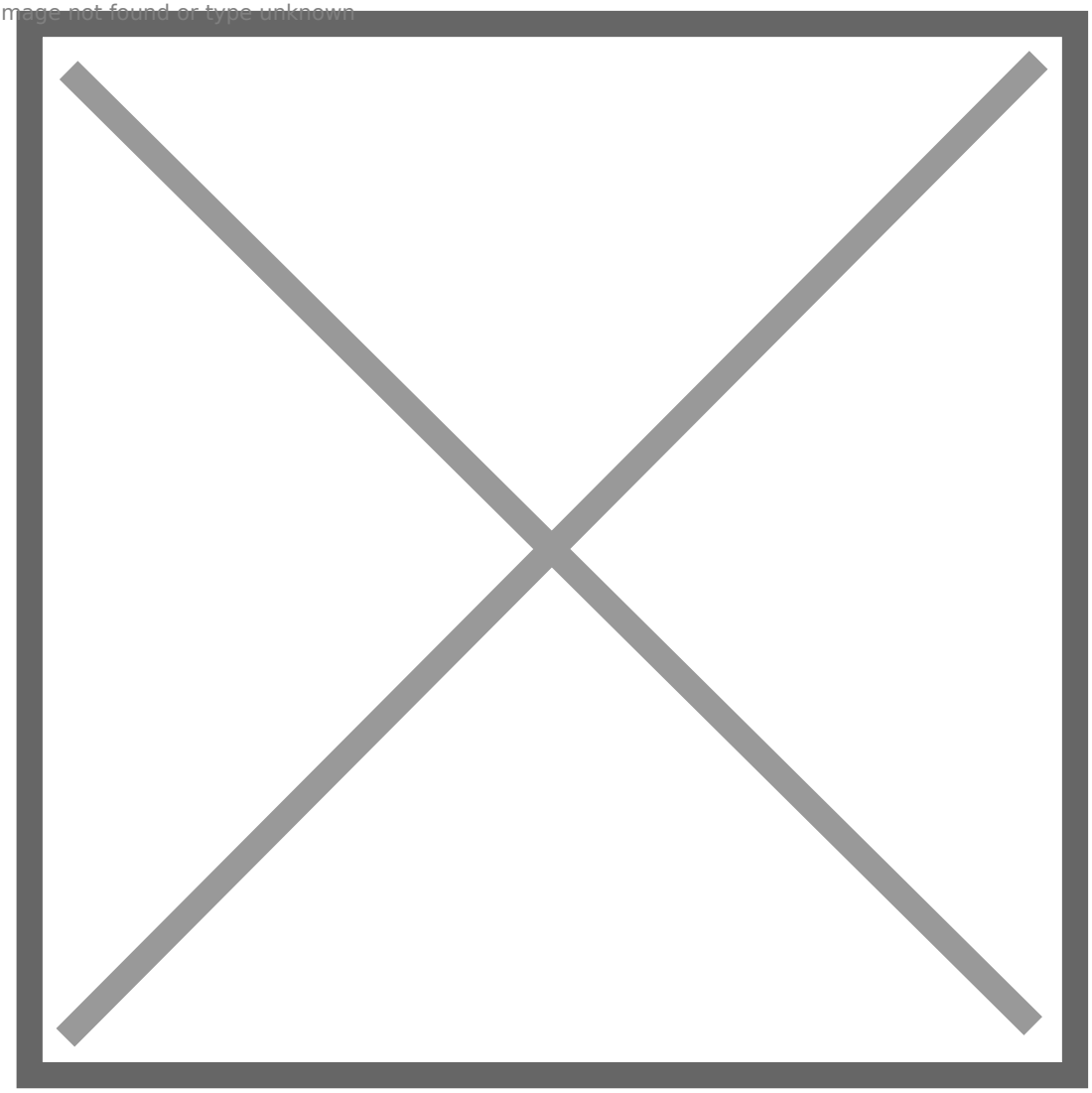
5. Ensure the "Text" toggle has been selected.

Image not found or type unknown



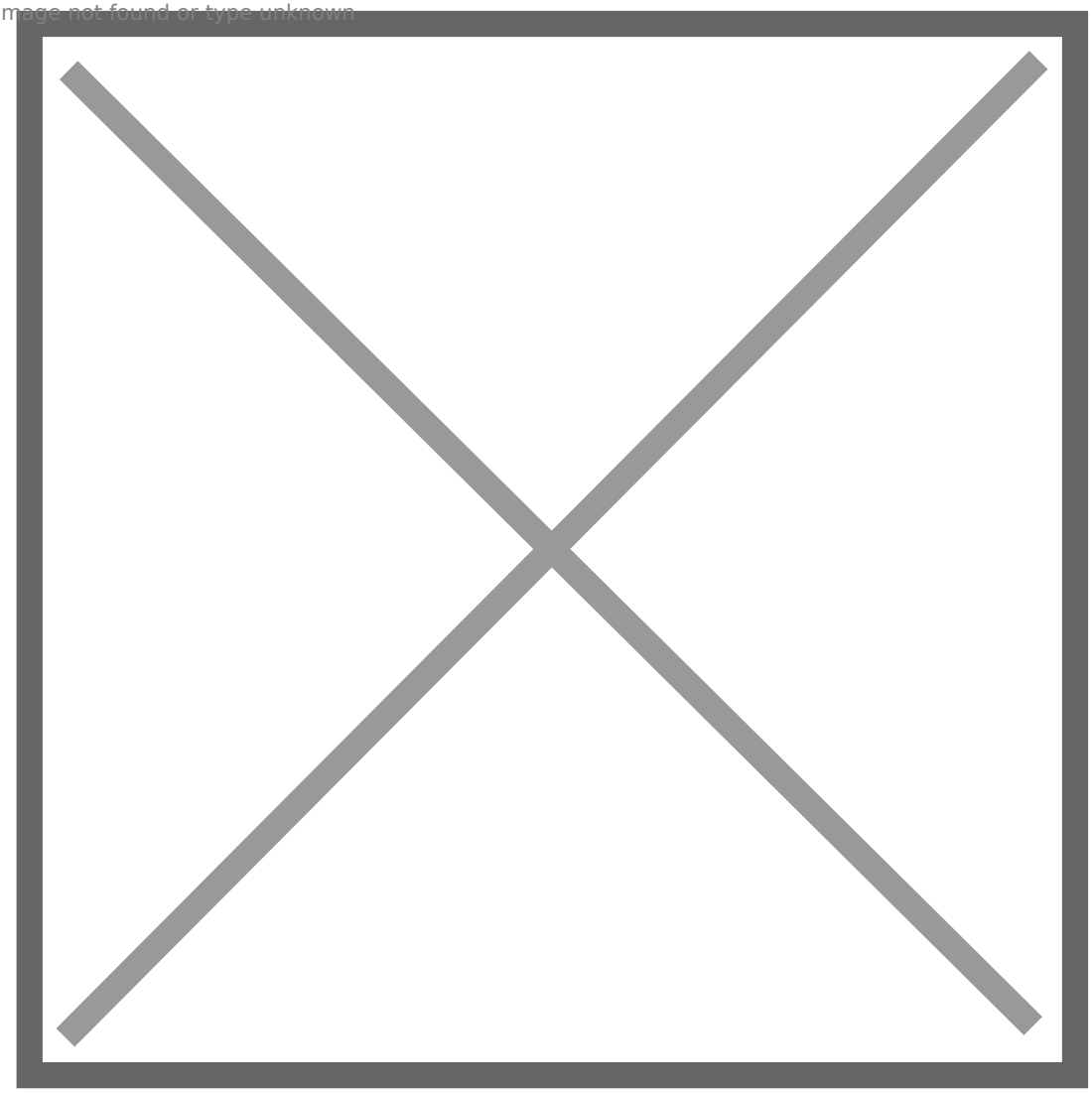
6. Choose your desired Overlay Position from Top Left, Top Right, Bottom Left, Bottom Right and Below Product. Note that products can display one overlay per position.

Image not found or type unknown



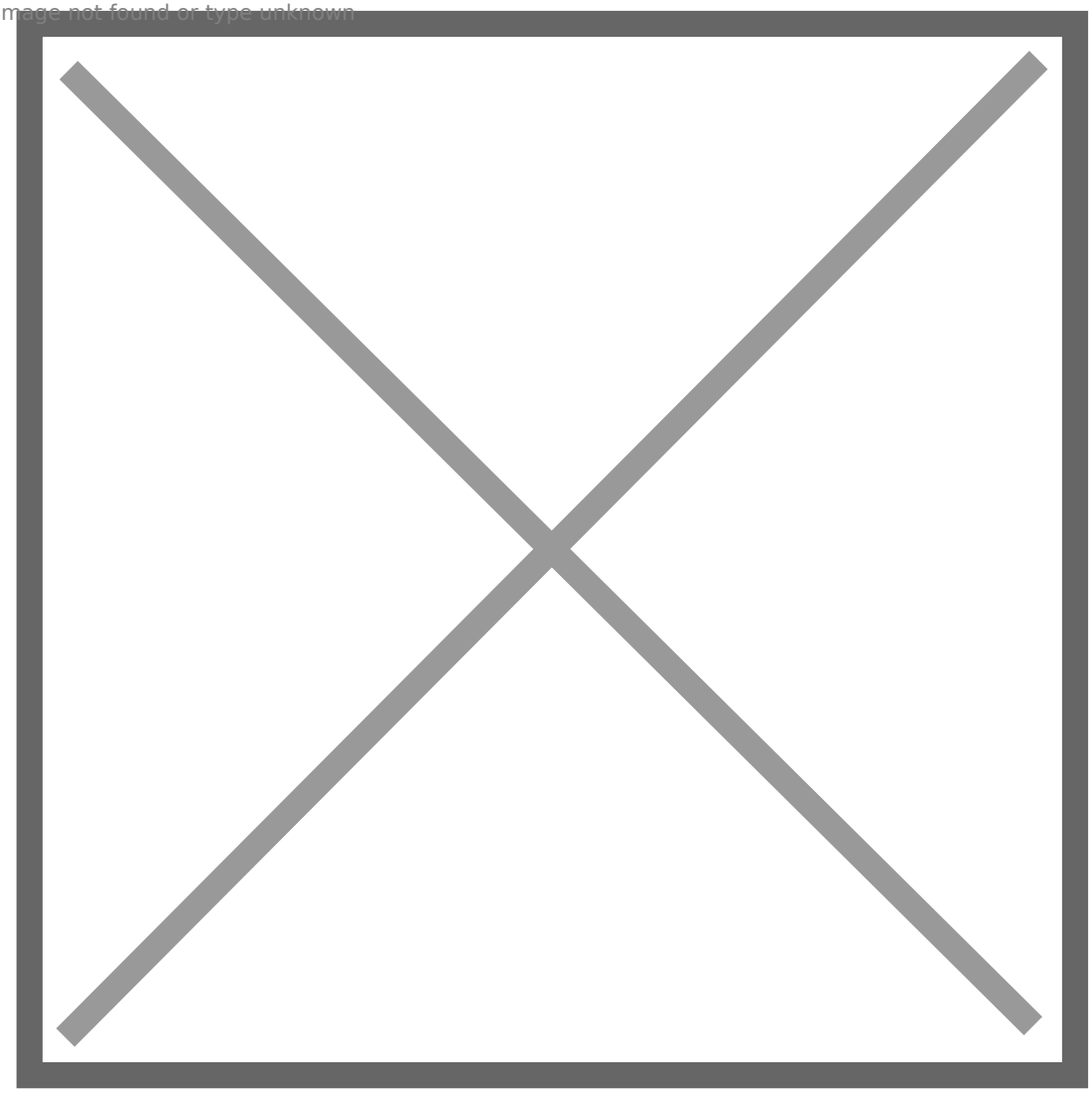
7. Choose your preferred Overlay shape from Circle or Rectangle.

Image not found or type unknown



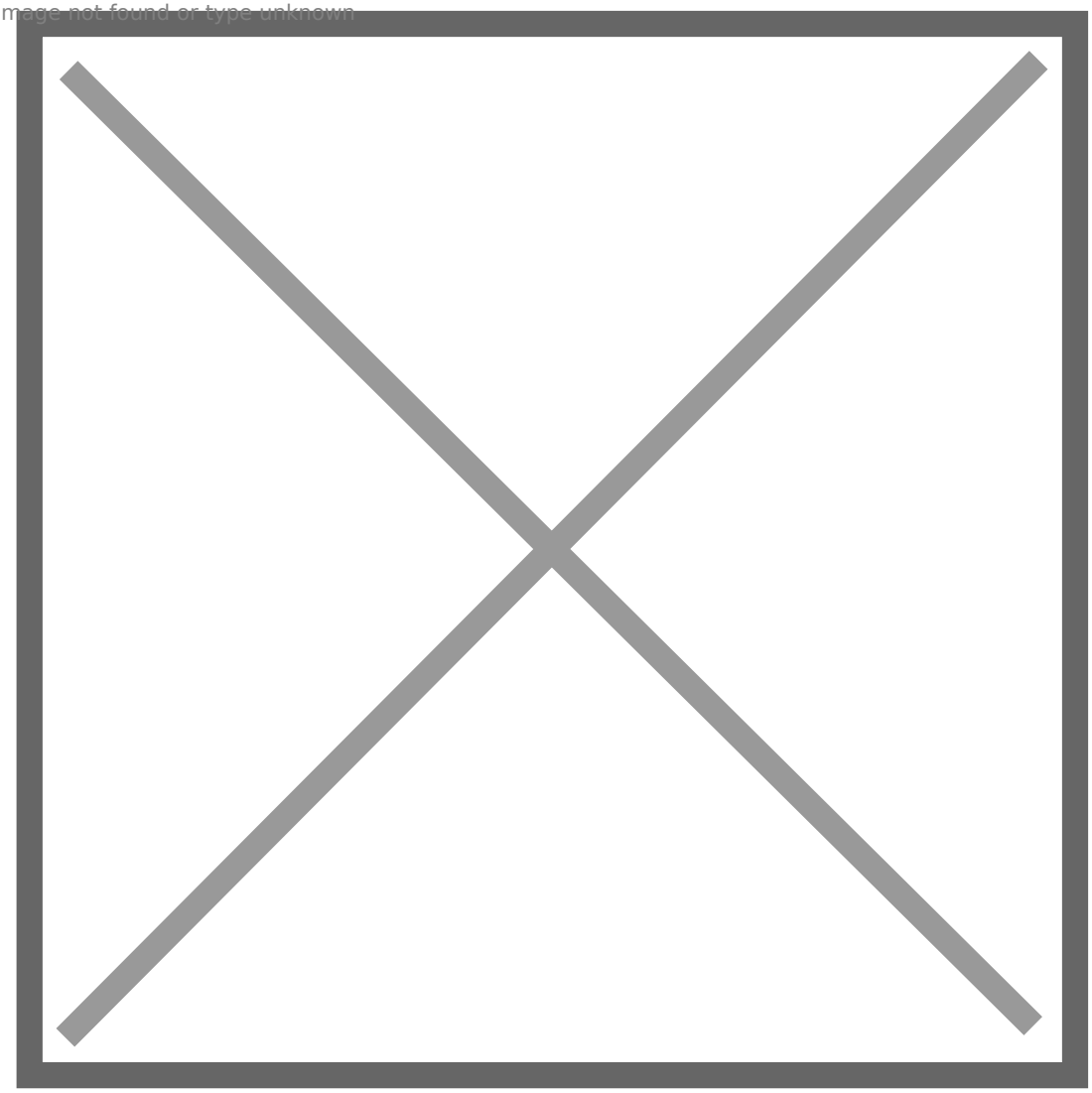
8. Type in the text that you wish to use on your Overlay. In this instance we have used "BLACK FRIDAY SALE".

Image not found or type unknown



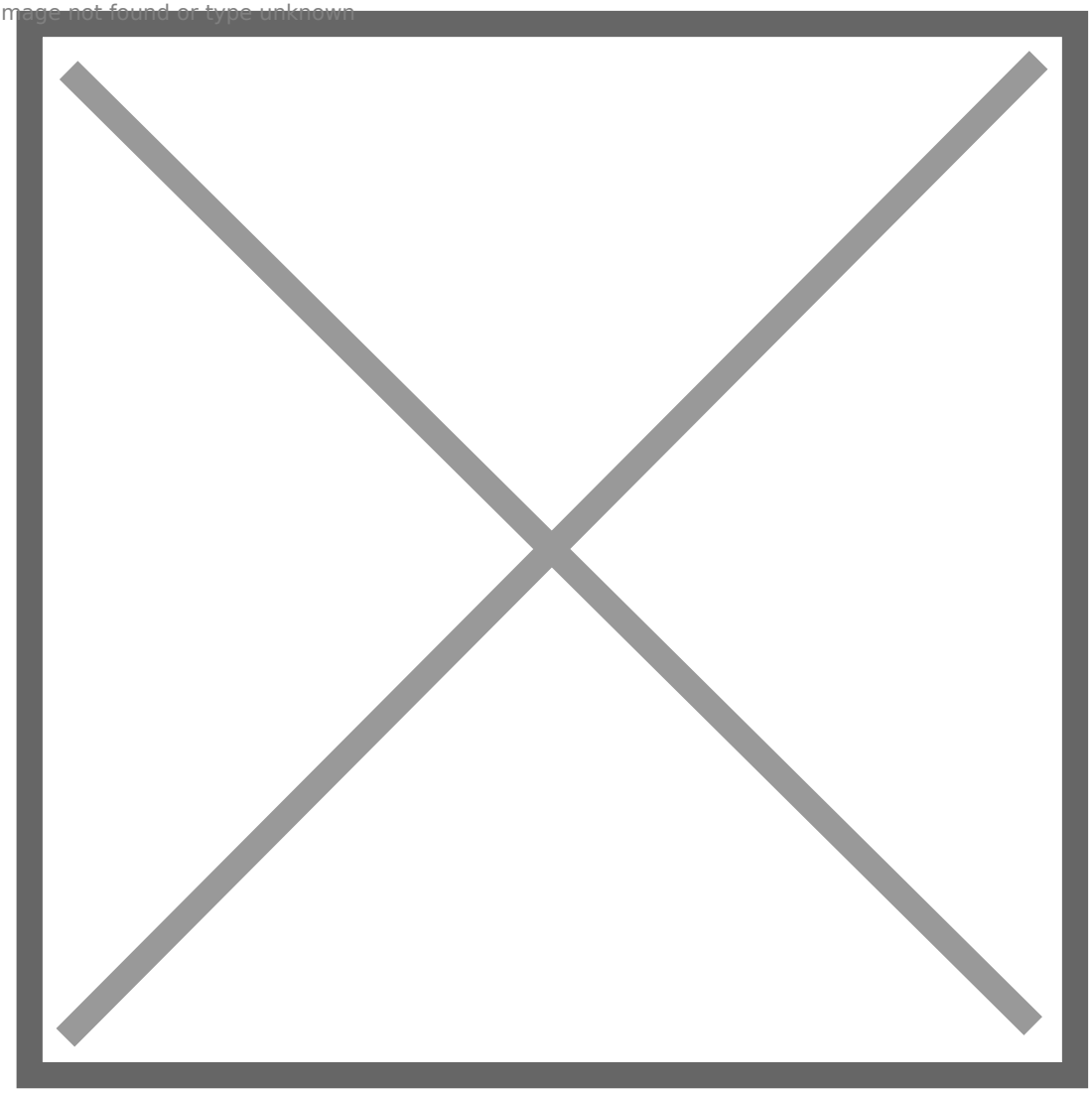
9. Choose your desired text colour.

Image not found or type unknown



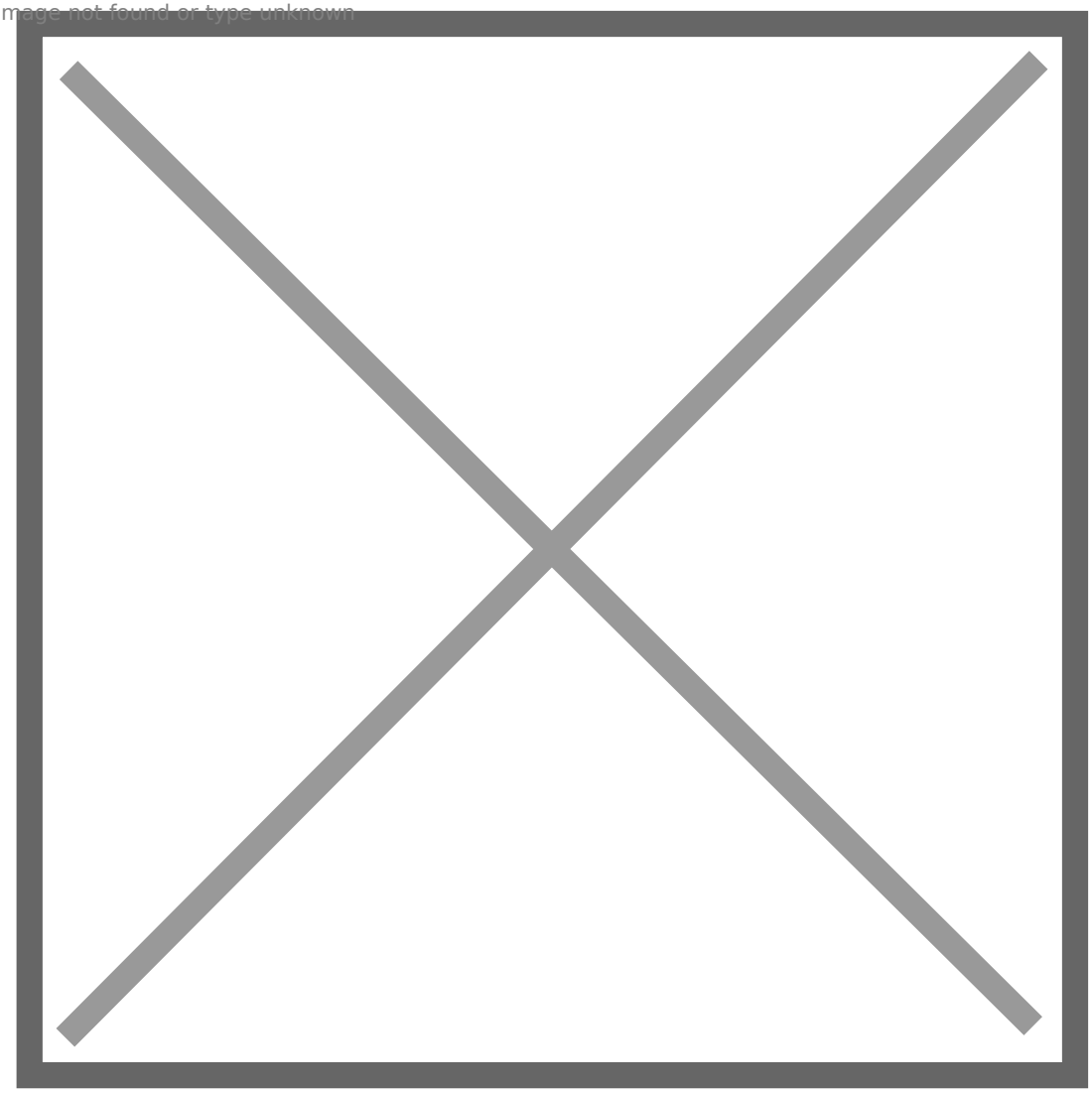
10. Choose your desired background colour.

Image not found or type unknown



11. Once you are happy, click "Add" to complete the set up of a the text overlay. Once you have done this, a preview of the Overlay will be shown.

Image not found or type unknown



How to Assign Overlays to Products in Bulk

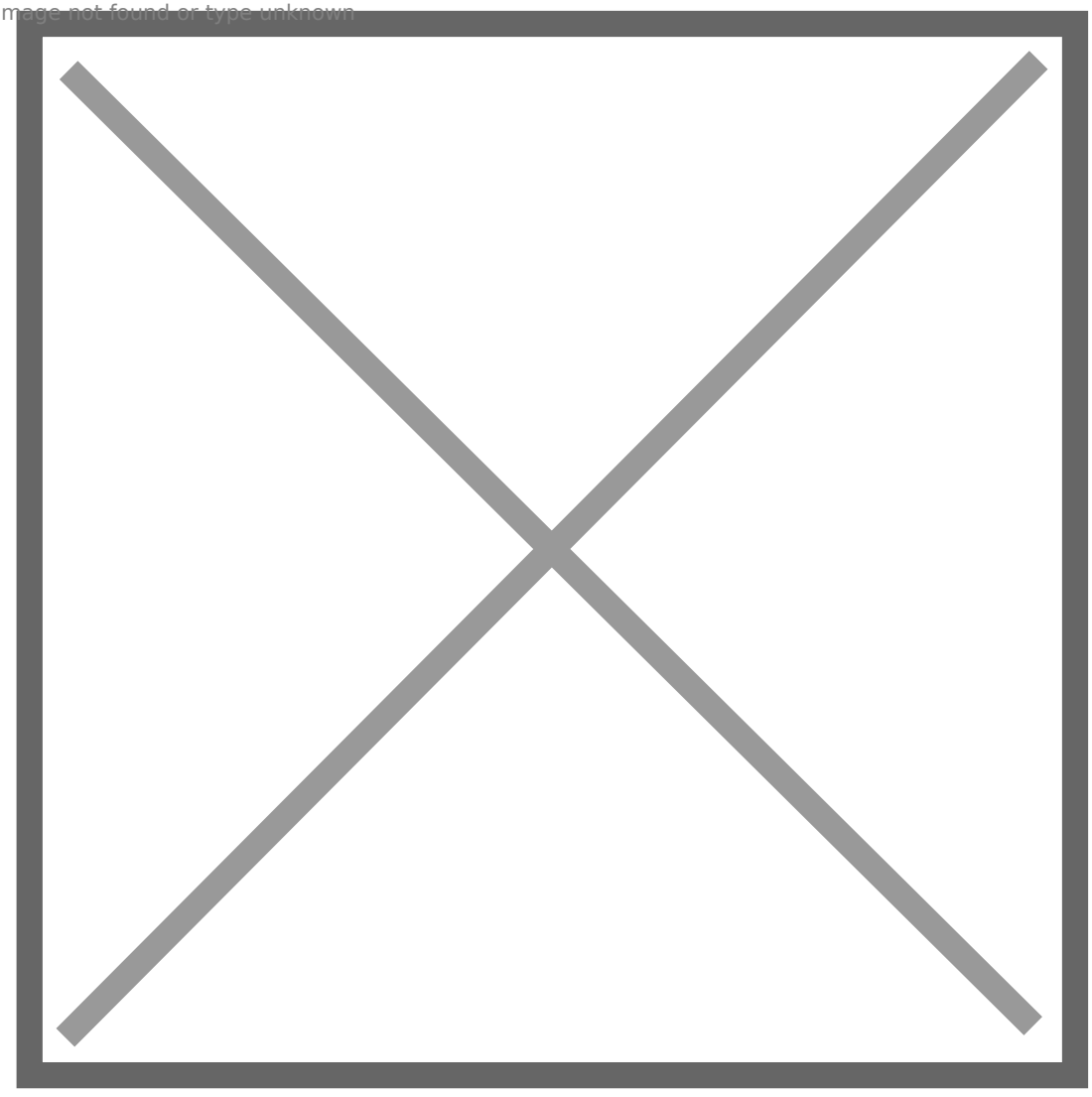
Overlays can be assigned in bulk to products using the Overlay Rules tab as follows:

> Products can have one Overlay assigned per position (Top Left, Top Right, Bottom Left, Bottom Right, Below Product). When assigning an Overlay, keep in mind that it may not show on products where an Overlay is already assigned to the same position.

1. Navigate to your CMS.

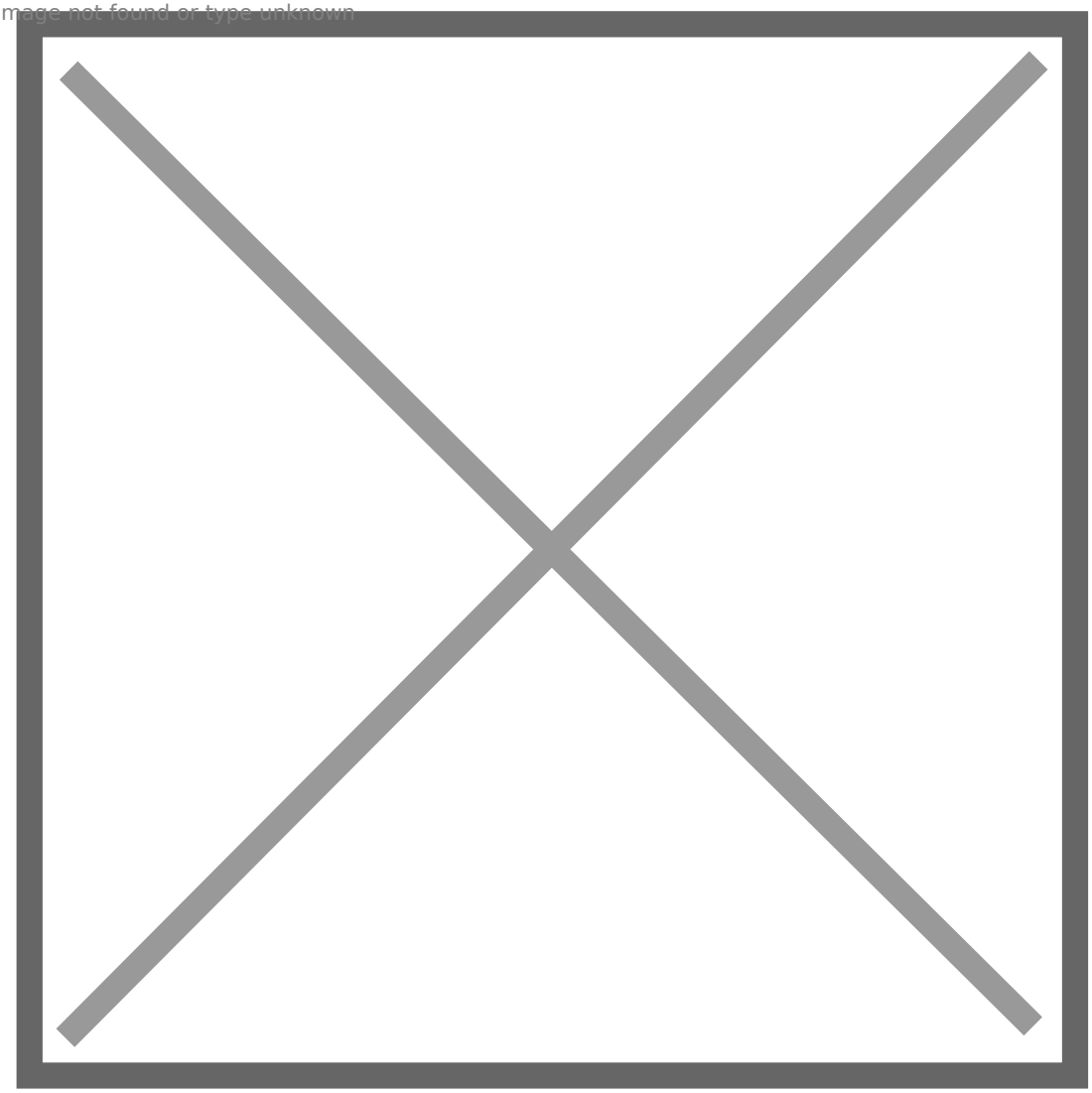
2. Click "Product Overlays" under Catalogue.

Image not found or type unknown



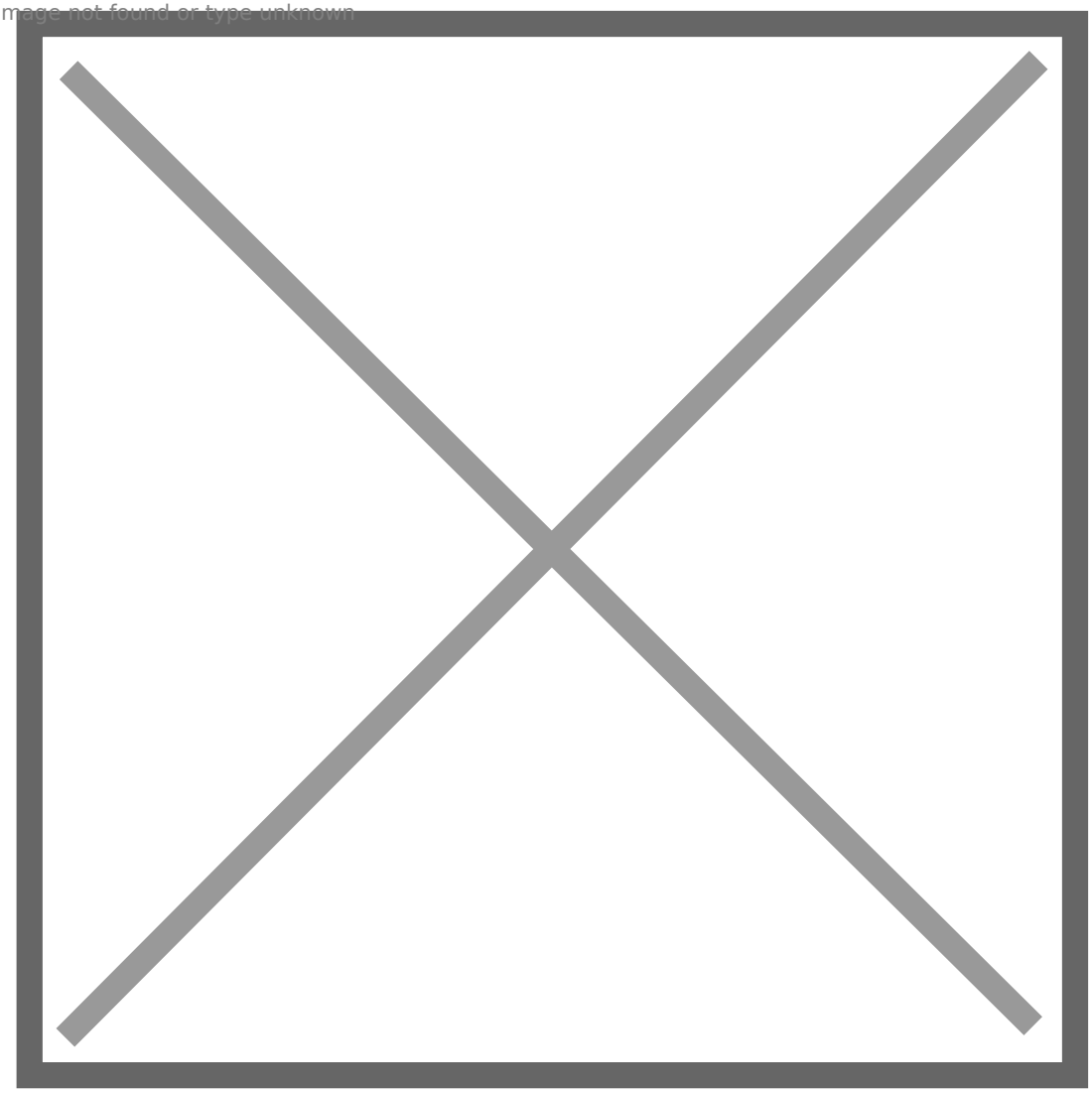
3. Add a new Overlay, or click the edit icon to go in to an existing one. In this case we are choosing "Black Friday Sale".

Image not found or type unknown



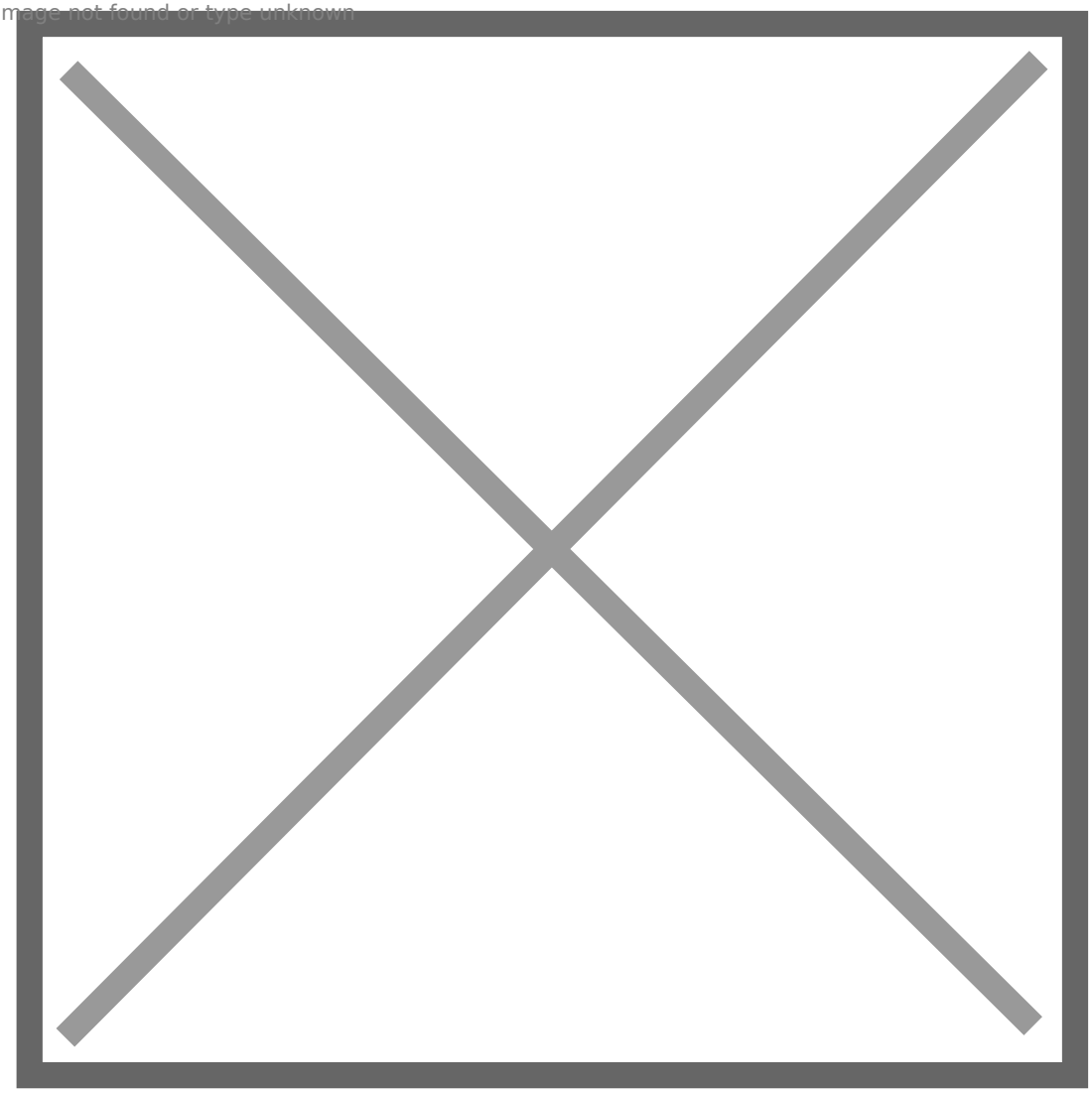
4. Once an Overlay has been added, the "Overlay Rules" tab will become visible. Click the tab to open the rules.

Image not found or type unknown



5. You can select multiple criteria to ensure that the Overlay is assigned to the appropriate products. In this instance we are choosing to the display the Overlay against all products that are currently "In stock". This is dynamic, so if stock arrives for a product that previously had no stock, the Overlay will then be applied.

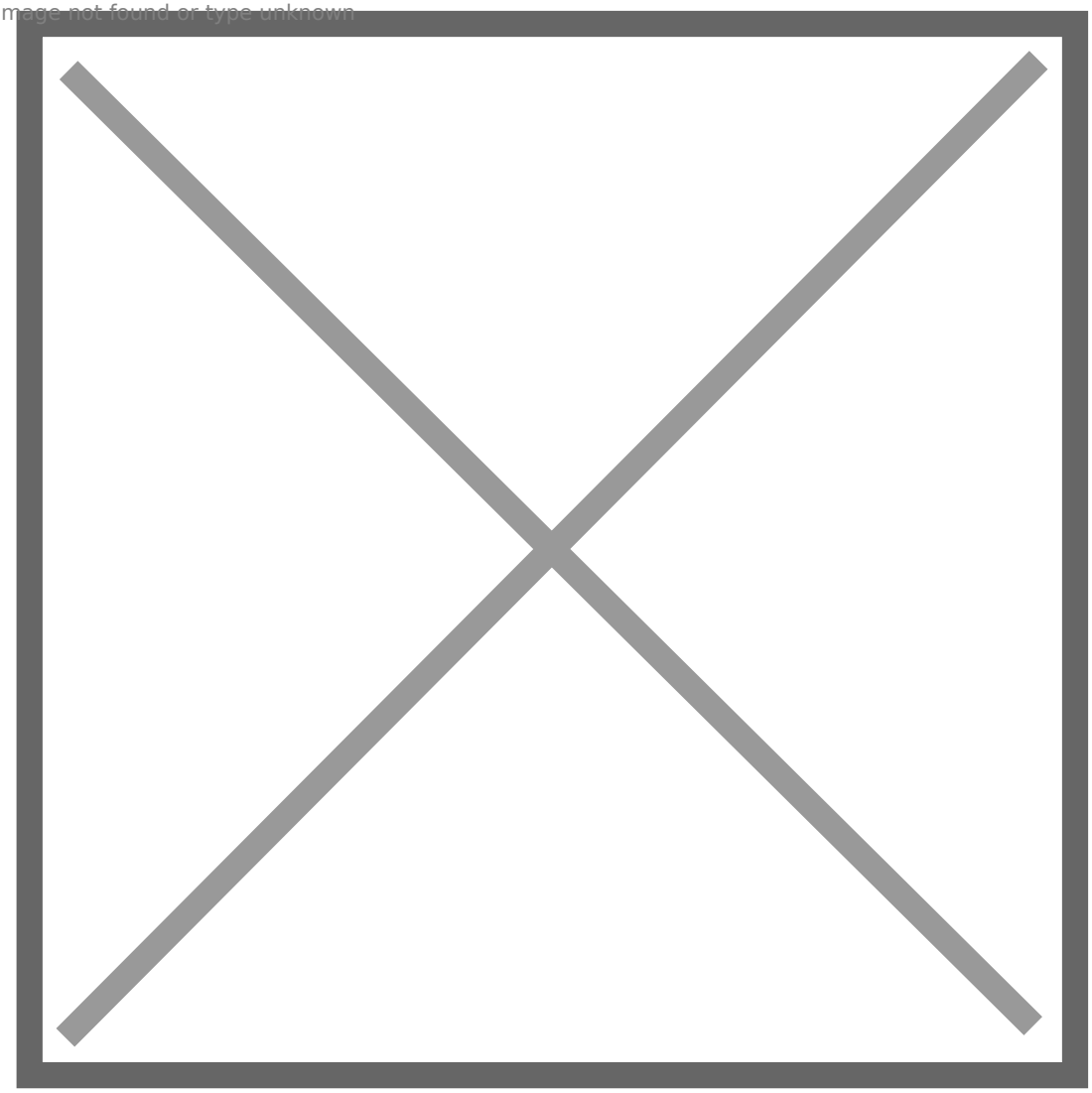
Image not found or type unknown



Category Feature Product - any product marked as a feature product from within the product screen.
Home Page Product - any product marked to show on the home page.
In stock - any product that currently has stock allocated to it.
Best sellers above X sales rank - any product that is performing above a set rank in terms of sales.
Has an active sale price over X% - any product that has a sales price greater than the chosen percentage.
Added within X days - any product that has been added to the CMS within the set number of days.

6. You may wish to assign the Overlay to specific categories, brands and/or collections. You can also assign to specific attributes that are assigned to products (colour, size etc).

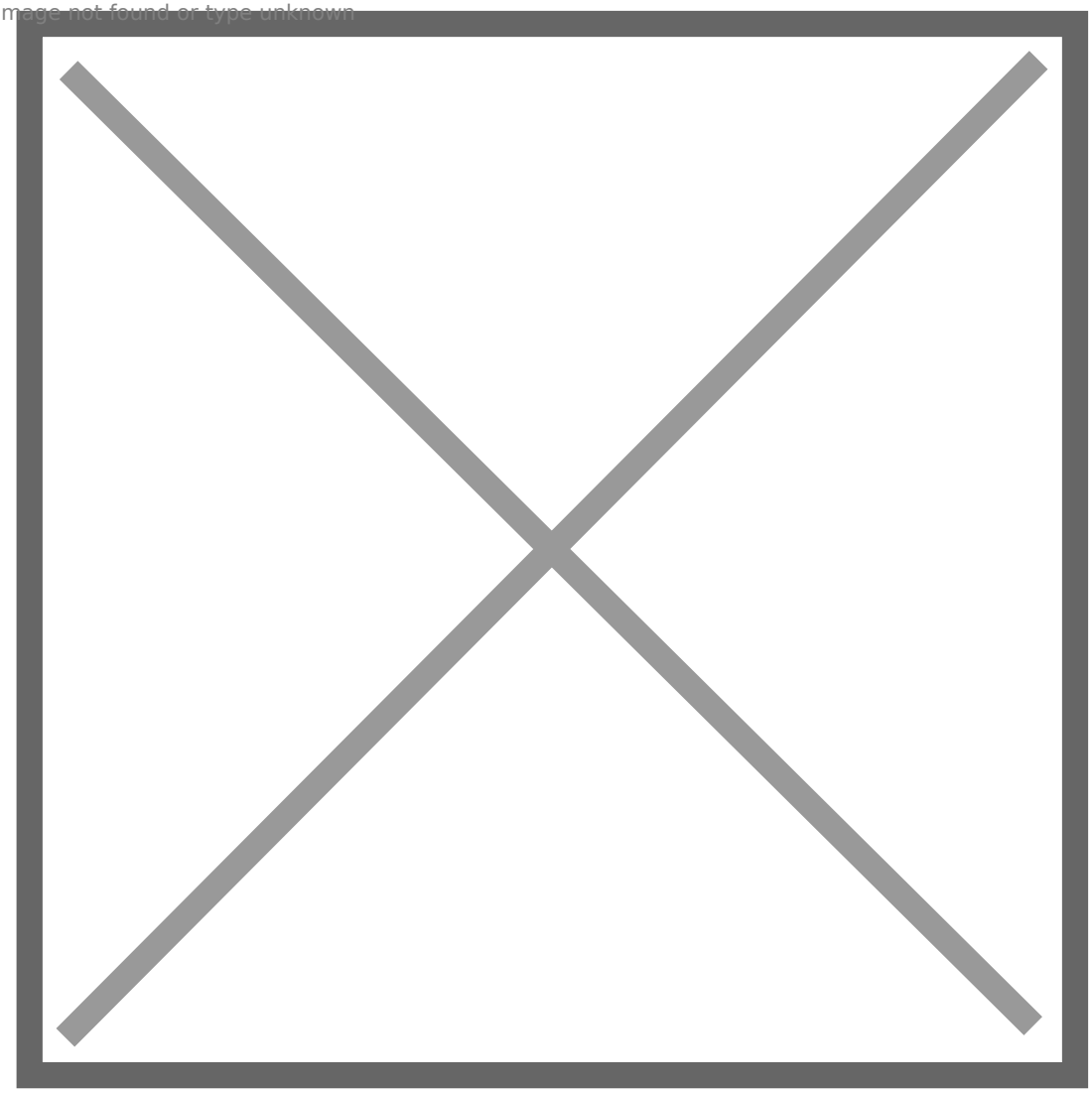
Image not found or type unknown



> Please note that where parent folders exist, ticking to assign an overlay to the parent folder will assign it to everything included in all child folders also. You may wish to assign at a more granular level by assigning to child categories.

7. Once you are happy with how your Overlay will be assigned, click "Update" to complete the setup.

Image not found or type unknown



FAQs

Why isn't my overlay isn't showing?

There are lots of possible answers to this question. Ensure that you have checked:

- if multiple active overlays are in the same location
- if your overlay rules apply to the product in question
- if your overlay has a start or end date that is hiding it