

Promo Banners Manual

Getting Started

Welcome to the **Promo Banners** documentation. Whether you are a new or an advanced user, you can find some useful information here.

First of all, we recommend to check the following link:

- [How to install extension](#)

Second of all, proceed then with [Quick Start](#), which will guide you through creating your own **Promo Banners**.

How to install the extension

1. Backup your store's database and web directory.
2. Login to the SSH console of your server and navigate to the root directory of the Magento 2 store.
3. Copy the installation instructions from the page [My Downloadable Products](#) to the SSH console and press ENTER.
4. Run command `php -f bin/magento module:enable Mirasvit_Core Mirasvit_Banner` to enable the extension.
5. Run command `php -f bin/magento setup:upgrade` to install the extension.
6. Run command `php -f bin/magento cache:clean` to clean the cache.
7. Deploy static view files

```
rm -rf pub/static/*; rm -rf var/view_preprocessed/*; php -f bin/magento setup:static-content:deploy
```

Quick Start

Banner ads encourage you to buy certain products.

And here, it's all about a proper context and placement. To be appropriate and effective, with our **Promo Banners for Magento 2**, the banner's ad placed on a website has got to be associated with that niche and provide the answer to the visitor query that ended up on that website.

It's important that the banner content area of your website is utilized to the best of its ability, and here are a few steps that should be tuned-up:

1. Place different types of [Banners](#) (images, text, combined) on any page.
2. Specify position by creating a [Placeholders](#). Additionally, you can specify criteria (target group) for displaying.
3. Track a [Banners Analytics](#).

This should be a good start. Refer to corresponding sections of this manual to know more.

Banners

You can easily create a positive impression on your customers, direct them to your most compelling offer, etc. what will benefit your income by implementing is an onsite **Promo Banner** campaign.

Follow to **Marketing > Promo Banners > Banners** to manage or create new banners.

Banners grid allows managing by ID, Name, Status, Position, Action, and [Analytics](#).

Let's start from **Add New Banner**:

General Information

- **Active** - Turn-on / off the banner.
- **Internal Name** - Internal banner name.
- **Active From** - Starting date of the banner's displaying.
- **Active To** - Ending date of the banner's displaying.
- **Store Views** - Sets which store views (stores) to display a banner.
- **Customer Groups** - Sets which groups of customers to display a banner (NOT LOGGED IN, General, Retailer, Wholesale).
- **Placeholder** - Places on the page where to display the banner on the site. You can add your own [Placeholders](#).
- **Priority** - Priority of each banner.

Conditions

At the **Conditions** tab, you will see a conditional block, which allows you to filter attributes, to which **Promo Banners** should be applied.

Attributes can be different for each store - depends on whether the attribute participates **Cart Attributes** or **Product Attribute** or **Page Attributes**. It has a number of options apart from Magento's default options (leave the conditions blank if you want to apply for all products).

Content

- **URL** - adds the link where visitors will be redirected by clicking on the banner.

Edit banner's text or image content with a default Magento [Using the Editor](#).

Analytics

Our special tool to track Impressions and Clicks per banners. Analytics count in real-time, no need to set up cron for this. If some unique visitor sees your banner +1 Impression, he clicks on it and follows the link you added + 1 Click. As a result, you get the percentage value per each banner.

Extremely useful to know what's interesting for your store visitors and customers.

Placeholders

Placeholder - is a place on a page of the web site where a banner can be displayed. The same placeholder can be used for more than one banner.

Follow to **Marketing > Promo Banners > Placeholders** to manage or create new placeholders.

To set up a new placeholder, you need to click the button **Add New Placeholder**:

General Information

- **Active** - Turn-on / off the placeholder. If the placeholder is active, it will be displayed in Banner placeholder's settings.
- **Internal Name** - Internal placeholder name.
- **Display Mode** - Display formats: **Rotator** - Randomly rotates the banner ads that are seen by users, so that each time the site is visited or refreshed a different banner ad will appear;
Pop-up - Displays on top of site content after page loading. By clicking the Close button, the banner is completely closed.

Position

There are two formats Use **predefined position** set **Yes** or **No**.

If set **No**, there is available only:

- **Position** with Syntax: layout/container/before/after Example:
`catalog_product_view/product.info.extrahint//-`

If set **Yes**, the following settings are available:

- **Display on** - defines a page where banners will be displayed, for example, All pages, Shopping Cart, Product page, and others.
- **Container** - specifies a particular place on page to display banner, use a [debug mode](#) to simplify positioning.
- **Before** - special field, which helps to place the placeholder before all other elements in the container, use "-" to implement it.

Display Conditions

At the **Conditions** tab, you will see a conditional block, which allows you to set attributes, to which **Promo Banners** should be applied.

Attributes can be different for each store - depends on whether the attribute participates **Cart Attributes** or **Product Attribute** or **Page Attributes**. It has a number of options apart from Magento's default options (leave the conditions blank if you want to apply for all products).

Use **Action name**, if you want to display banners on CMS pages, Category or Product, Checkout Cart pages. Use **URI** if you want to display banners on the particular pages, for example, Sale, Blog, or Landing pages.

How to upgrade extension

To upgrade the extension follow these steps:

1. Backup your store's database and web directory.
2. Login to the SSH console of your server and navigate to the root directory of the Magento 2 store.
3. Run command `composer require mirasvit/module-banner:* --update-with-dependencies` to update current extension with all dependencies.

Note

In some cases the command above is not applicable, it's not possible to update just current module, or you just need to upgrade all Mirasvit modules in a bundle. In this case command above will have no effect.

Run instead `composer update mirasvit/*` command. It will update all Mirasvit modules, installed on your store.

4. Run command `php -f bin/magento setup:upgrade` to install updates.
5. Run command `php -f bin/magento cache:clean` to clean the cache.
- 6.

Deploy static view files

```
rm -rf pub/static/*; rm -rf var/view_preprocessed/*; php -f bin/magento setup:static-content:deploy
```

Disabling the Extension

Temporarily Disable

To temporarily disable the extension please follow these steps:

1. Login to the SSH console of your server and navigate to the root directory of the Magento 2 store.

2. Run command `php -f bin/magento module:disable Mirasvit_Banner` to disable the extension.
3. Log in to the Magento backend and refresh the store cache (if enabled).

Removing the Extension

To uninstall the extension, please follow these steps:

1. Login to the SSH console of your server and navigate to the root directory of the Magento 2 store.
2. Run the command `composer remove mirasvit/module-banner` to remove the extension.
3. Log in to the Magento backend and refresh the store cache (if enabled).

1.0.6

(2020-09-11)

Improvements

- Small spelling fixes
-

1.0.5

(2020-07-29)

Improvements

- Support of Magento 2.4
-

1.0.4

(2020-07-14)

Improvements

- Support of GraphQL API

Fixed

- Issue with placeholder rules validation
-

1.0.3

(2020-05-12)

Improvements

- Backend Interface

Fixed

- Issue with layouts
-

1.0.2

(2020-04-21)

Improvements

- Extended display rules: Product Rules and Category Rules
-

1.0.1

(2020-04-15)

Features

- Free shipping variables for banners

1.0.0

(2020-03-25)

Features

- Initial release