

Marketing Popup Module

User Guide: Installation and Configuration

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I. License

Thank you for choosing and buying the "*Marketing Popup*" module!

The "*Marketing Popup*" module for the Prestashop solution has the same license as all the modules available on the <http://addons.prestashop.com> website. Therefore, this module can be used only once for a Prestashop online store.

If you use this module on several online shops using the solution Prestashop, please pay the licence as much time that it will be necessary by buying this module.

For further information, please send an email to: contact@uplight.fr

II. Introduction

1.1 Background

In the context of the implementation of an e-commerce store with Prestashop solution, an automatic display of a lightbox menu can be interesting for several reasons.

First of all, a popup at the opening of a website to highlight a product, sales, promotions, or other important information, often linked to a particular event. This will potentially increase the conversion rate of your shop.

In addition, it can be also interesting to put forward social networks or a newsletter subscription, in order to develop your community.

Finally, the module "*Marketing Popup*" has been developed in Responsive Design, so it will fit on smartphones and tablets.

1.2 Purpose of this document

This document is designed to describe the installation and configuration of the "*Marketing Popup*" module, developed by the Uplight Company as a module for Prestashop online store solution.

1.3 Has who is intended this document?

This document applies to all persons having an online shop with Prestashop solution (or wishing to put one in place) and acquired the "*Marketing Popup*" module. This person will then make a full use of the features that offers this module.

III. Features

The "*Marketing Popup*" module allows displaying a lightbox at the visitor arrival on your online store.

The main features of this module are:

- Fully customizable content with WYSIWYG (texts, images, videos, html...)
- Activation or not of the lightbox
- Display programming (start date and end date)
- Setting the width of the lightbox
- Setting the height of the lightbox
- Setting of the internal margin (padding) of the lightbox
- Setting of the external margin (padding) of the lightbox
- Display or not the close button of the lightbox
- Setting the background color of the lightbox
- Setting of the delay before the lightbox appears
- Setting of the time before the next opening of the lightbox (cookie expiration)
- Ability to add icons social networks
- Ability to add a registration form to the newsletter
- Ability to define pages where the popup will not be displayed (pages exceptions)

IV. Module installation

3.1 Requirements

Being developed for the Prestashop solution, the "*Marketing Popup*" requires a fully functional online store based on this system.

This module has been tested and works perfectly on Prestashop 1.4.9, 1.4.10, 1.4.11, 1.5.2, 1.5.3.1, 1.5.6, 1.5.6.2, 1.6.0.4, 1.6.0.5 and the 1.6.0.6 version (the last official version at the time of this writing).

In order to install and configure this module, it must obviously be have access to the "Administration" section of the shop. If the user rights management is in place, make sure to have access to the tab "Modules" of the administration area.

3.2 Reminders

The Prestashop solution is based on a modular system which allows you to add additional functionality, through an interface dedicated to this. The "*Marketing Popup*" module uses this system and so, use the same installation way as any other module.

The purpose of this document is not to describe the use of modules in the Prestashop solution so, we refer you to the official documentation that you can find at the following address:

<http://www.prestashop.com/fr/downloads/>

3.3 Installation

For the purposes of this document we will consider that our shop is available at:
<http://localhost/prestashop/>.

The area of administration will be available at:
<http://localhost/prestashop/admin123/>.

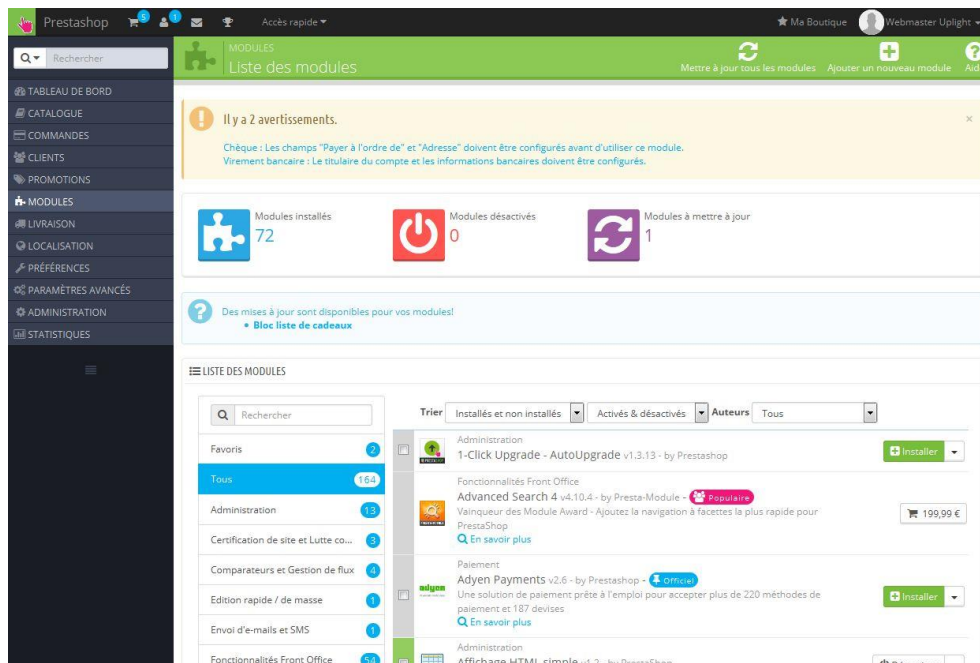
Note: for obvious security reasons it is advisable not to have a simple name (admin123) for access to the area of administration of your shop.

The Prestashop solution offers two ways to load a module:

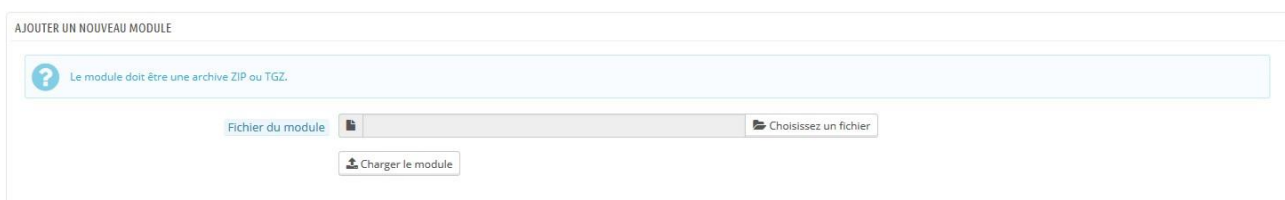
- From the "Modules" tab of the admin area page
- From the files tree of your Prestashop store

3.3.1 Loading through the area of administration

First go to the "Modules" page by clicking on the tab of the same name.



At the top of this page, click on the link "add a module from my computer". The area appears as follows:



To install the module, the "*marketingpopup.zip*" file is required. It has provided during the acquisition of the module.

In the left box ("the module file"), click on the "Browse" button.

In this dialog box, select the "*marketingpopup.zip*" file, and then click on the "open" button. Once the file selected, click on the "Upload this module" button below the "Browse" button in the previous screenshot.

The "*Marketing Popup*" module is then loaded into the modules list.

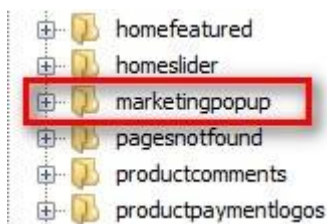
To find it, you can either use the search function of the "Modules" page by typing the name "*Marketing Popup*" (the first 3 letters should be sufficient to display it), or unfold the "Front Office Features" category.

Then, the "*Marketing Popup*" module appears confirming that the module has been loaded:



3.3.2 Loading by the files tree of the shop

Another way to load the "*Marketing Popup*" module, is to unzip the "*marketingpopup.zip*" file, provided during the acquisition of the module, using a program such as Winzip, Winrar, 7-Zip, or even Windows.



Once this done, you get a directory named "*marketingpopup*" containing all the files and directories necessary for the proper functioning of the module. We must then copy this directory, and placed in the "modules" directory of your shop, next to all other modules in your Prestashop store.

Then, go to the admin area of your store (in our case <http://localhost/prestashop/admin123/>) and display the "Modules" page by clicking on the tab of the same name.

To find the module, you can either use the search function of the "Modules" page by typing the name "*Marketing Popup*" (the first 3 letters should be sufficient to display it), or unfold the "Front Office Features" category.

Then, the "*Marketing Popup*" module appears confirming that the module has been loaded:



3.3.3 Installing the module

The installation is very simple. A click on the "Install" button makes the "*Marketing Popup*" module to be operational (with default options).



Although operational, first you should configure the "*Marketing Popup*" module to display what you want. To do this, click on the "configure" button.

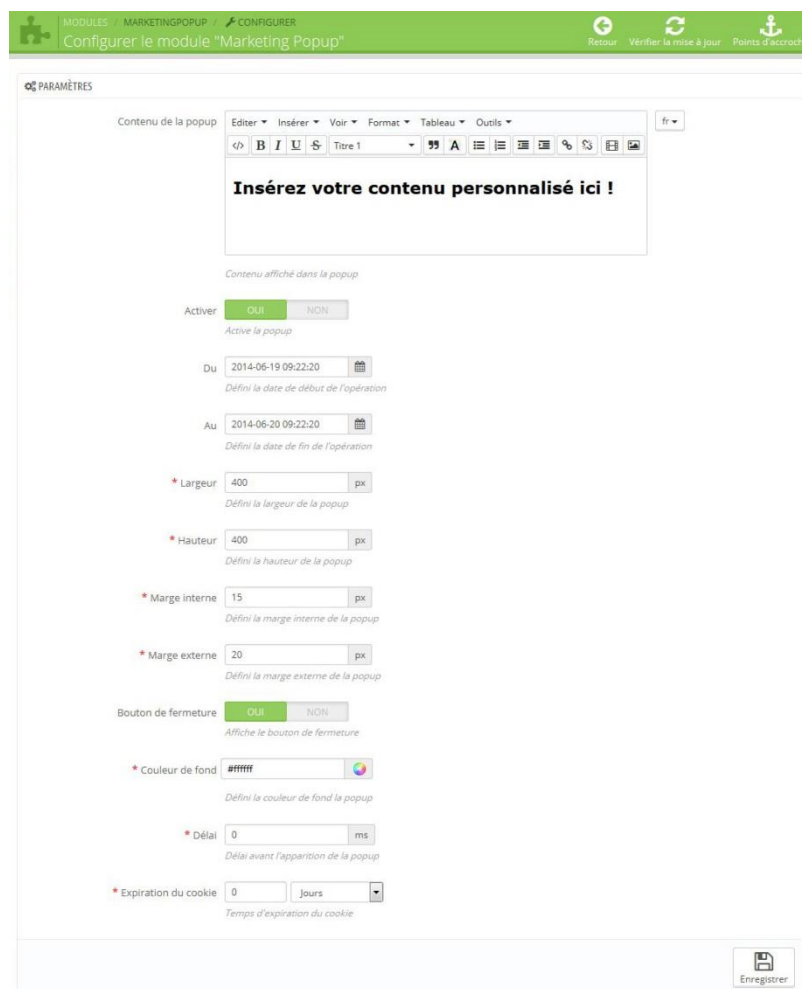
V. Module configuration

On the "Modules" page, search the "*Marketing Popup*" module, by using the "Modules" page search function by typing the name "*Marketing Popup*" (the first 3 letters should be sufficient to display it), or unfold the "Front Office Features" category.

The "*Marketing Popup*" module appears:



A click on the "Configure" button displays the module configuration page:



The admin section of the "*Marketing Popup*" module has been translated into English and French and it automatically displays the correct language according to the language used for the management of your shop. However, it is possible to create new translations for other languages through the translation system of the Prestashop solution (for more information, see the official documentation of the Prestashop solution: <http://www.prestashop.com/fr/downloads/>)).

In this section, we detail features by section.

4.1 *Settings area*

This area contains the main features of the "*Marketing Popup*" module:

- « Popup content »: thanks to the WYSIWYG, it is possible to add any type of content (texts, images, videos...)
- « Enable »: allows to activate or not the lightbox
- « From »: start date of the lightbox display
- « To »: date de fin d’affichage de la popup
- « Width »: lightbox width (in pixel)
- « Height »: lightbox height (in pixel)
- « Padding »: lightbox padding (in pixel)
- « Margin »: lightbox margin (in pixel)
- « Close button »: allows to show or not the close button of the lightbox
- « Background color »: lightbox background color
- « Delay »: delay before the lightbox appears (in milliseconds)
- « Cookie expiration time »: interval between two views of the lightbox for a same visitor. If it is set to 0, the lightbox will be displayed at each change of page.

The “Save” button will save all your changes.

4.2 *Additional features area*

This area allows automatically adding social networks icons and a registration form to the newsletter of your shop. To benefit from these features, simply move the cursor of the functionality desired on 'yes '. Please note that six social networks are available: Facebook, Twitter, RSS feeds, Youtube, Google + and Pinterest.

4.3 Exceptions management area

This area allows creating pages exceptions. By default, the lightbox will be displayed on all pages of your store. For example, if a visitor comes directly on a product page, bypassing the homepage of your store, the lightbox will be displayed. Pages presents in the "Exceptions" field will not display the lightbox. It is possible to add as many pages as you want.

4.4 Support area

This area only provides access to the module documentation, send an e-mail to our team in charge of the support, or to read Copyright information.

For more information, also see "Additional information" and "Support" of this document.

VI. Additional information

5.1 Useful files

You can customize the banner module, so you can adapt it to your theme. To do this, you have one .tpl file in the directory of the "*Marketing Popup*" module (/modules/marketingpopup/view/templates/hook):

- marketingpopup.tpl : file corresponding to the lightbox

This file is "Smarty template" and there is editable in the same way as any other page of your store, located in the /themes directory.

For design changes, the static.css CSS file is available in the /modules/marketingpopup/css/ directory.

Please note that the final CSS file (marketingpopup.css) is generated by the "*Marketing Popup*" module. To ensure that your changes are taken into account, therefore click on a 'Save' buttons present on the back office of the module. This was done to allow the customization of the module without decreasing the performance of your shop.

The final CSS file (marketingpopup.css) should never be manually changed.

VII. Support

Our team did its best to develop the "*Marketing Popup*" module. Despite the many tests that we were able to do so, some bugs, unknown at the present time, can be presents in this application.

In order to develop this module and provide a quality service, we provide full support for our creations.

Don't hesitate to contact us at the address: contact@prestaddons.fr

You can use this email address to tell us of any dysfunction, ask for more information, or simply give your opinion on the future developments of this module. We will answer you as quickly as possible.

Check out all our addons for Prestashop on: www.prestaddons.fr

Thanks for using the "*Marketing Popup*" module for Prestashop solution and good sales!