

**amasty**

For more details see how the [Promo Banners for Magento 2](#) extension works.

# Guide for Promo Banners for Magento 2

With the **Amasty Promo Banners** extension, you can easily enhance your advertising actions. Use a great variety of conditions and rules to display an appropriate banner in any place of your webshop for any marketing campaign.

- Add banners to the product pages, category pages and carts
- Adjust banners display by setting conditions
- Choose the most suitable position for banners
- Show promo banners based on product attributes
- Add lists of promo items to banners

## General Settings

Display banners according to the priority. To manage settings, go to **Admin Panel → Stores → Configuration → Amasty Extension → Promo Banners**.

- To display one promo banner per page position, select **Show only one with the highest priority**. A banner with the highest priority will be applied. If there are Banner A with *priority 2* and Banner B with *priority 1*, the Banner A will be applied.
- To display several banners per one position at once, select **Show all, sorted by priority**. All the banners that meet the conditions will be displayed. A banner with the highest priority will be displayed above the ones with lower priority.

### General Settings

In case several banners are active for one position [global]

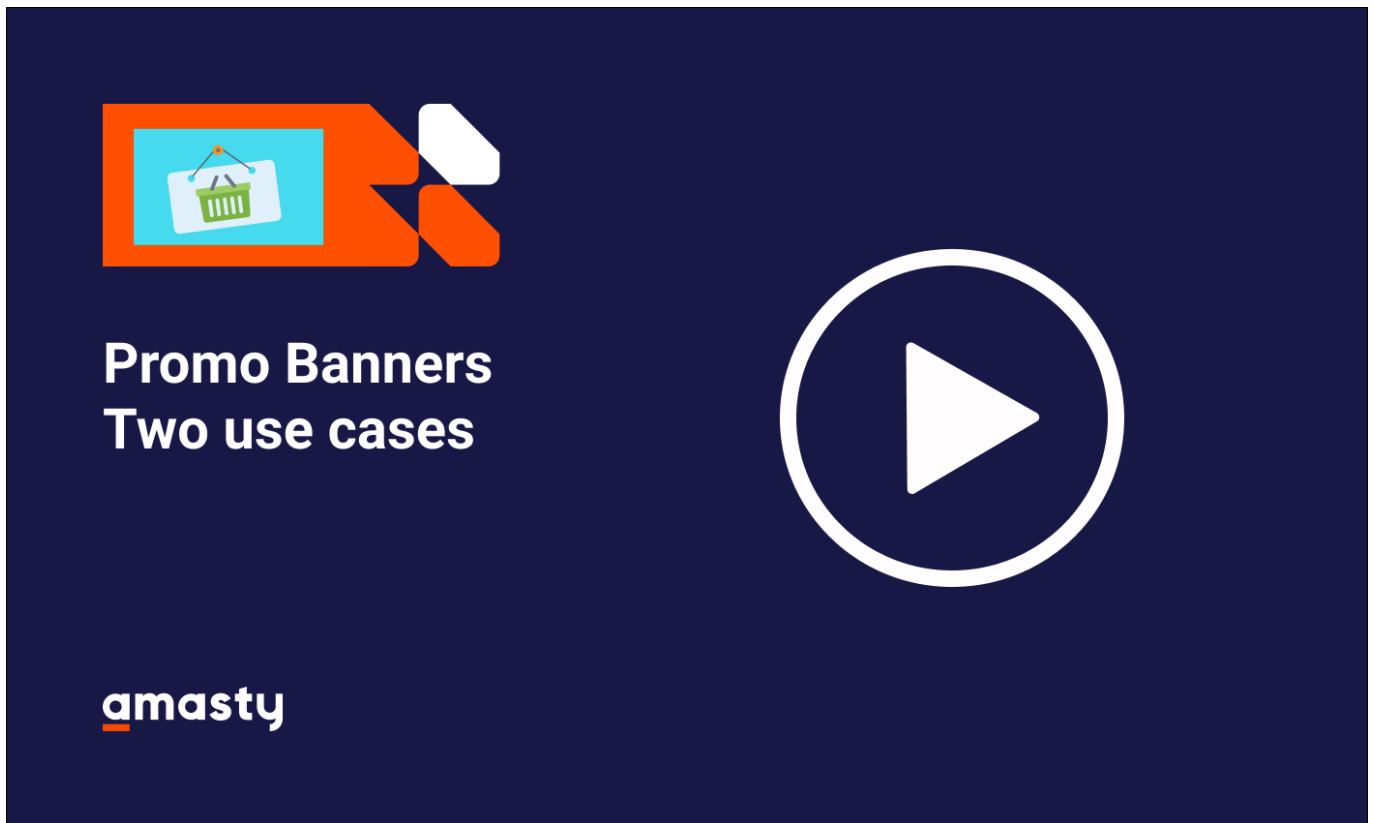
Product collection container selector [global]

Category page width (in products) [global]

Used as a limit for 'Among Category Products' banner position

Product container selector [global]

Use this **video guide** to check the most common use cases configuration:



## Banner General

To create banners and set up rules for their display, go to **admin panel** → **Promotions** → **Banners**. To create a banner, click *Add Banner* button.

**Name** - Select an appropriate name for a promo banner.

**Status** - You can activate or deactivate a banner in this field.

**Stores** - Select stores, where your promo banner should be displayed.

**BANNER**

General

Banner Content

Cart Conditions

### General

Name \*

Status \*  ▼

Stores

**Main Website**

**Main Website Store**

Default Store View

Leave empty to show the banner in all stores

**Customer Groups** - Select an appropriate group of customers to display a promo banner to.

Customer Groups


NOT LOGGED IN


General

Wholesale

Retailer

Leave empty to show the banner for all groups

From Date  

To Date  

Priority

**From Date - To Date** - Apply a time interval, when a promo banner is activated.

There is an intuitive user-friendly calendar. Select a month and a year from dropdowns, pick a day on

the grid. There are UI sliders to easily select **Hour, Minute, Second**.

**Priority** - The priority takes effect when several banners are displayed in the same position. Banners with the highest priority will be displayed at the top.

The screenshot displays a date and time selection interface. At the top, there are dropdown menus for the month (Sep) and year (2016). Below this is a calendar grid for September 2016, with the 29th highlighted. Underneath the calendar are three sliders for Time (11:22:40), Hour, Minute, and Second. At the bottom of the interface are two buttons: "Go Today" and "Close". Below the main interface, there is a "From Date" field containing the text "2016-09-29 11:22:40" and a calendar icon.

From Date

2016-09-29 11:22:40



## Banner Content

Choose **Position** to place promo banner on your webshop pages.

- *Above cart.* The banner is displayed on the shopping cart page, above the list of items added to cart.
- *Cart Page (Below Total).* The banner is displayed below the Cart Total on the Shopping Cart Page.
- *Sidebar Additional.* You can place banners on the sidebars of the product pages.
- *Sidebar Main.* The banner is displayed on all pages in the sidebar.
- *Product Page (Top/Bottom).* The banner is displayed on a product page, above/under the product image and description.
- *Product Page (Below Cart Button).* The banner is displayed on a product page, under the *Add to*

Cart button.

- *Category Page (Top/Bottom)*. The banner is displayed on the selected category pages.
- *Category Page (Below Cart Button)*. The banner is displayed on a category page, under the *Add to Cart* button.
- *Catalog Search (Top)*. The banner is displayed on top of the Catalog Page.
- *On Top of Page*. The banner is shown on the very top of the selected page.
- *Home Page Under Menu*. Displays a banner right under the main menu of your site.

## Banner Position and Type

<b>Position</b>	<p>Above Cart</p> <p>Cart Page (Below Total)</p> <p>Sidebar Additional</p> <p>Sidebar Main</p> <p><b>Product Page (Top)</b></p> <p>Product Page (Bottom)</p> <p>Product Page (Below Cart Button)</p> <p>Category Page (Top)</p> <p>Category Page (Bottom)</p> <p>Category Page (Below Add to Cart Button)</p> <p>Catalog Search (Top)</p> <p>On Top of Page</p> <p>Home Page under Menu</p> <p>Among Category Products</p>
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Where to display this banner

*Among Category Products*. You can place a banner on the category page on the grid of products. After you select this position, two new fields will appear. (In *Product line number*, input a number of a tier on the product's grid, where you want to display a banner. In *Banner width*, select a number of products' positions you want to cover with a banner)

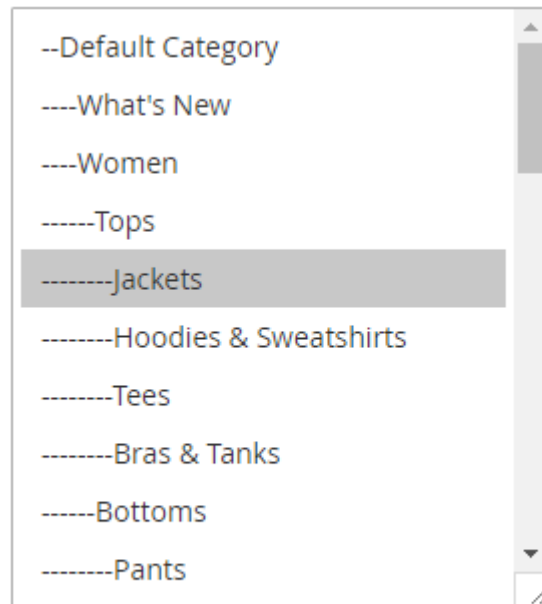
Product line number

Banner width (number of products)  ▼

When **Position** is selected, you can choose product categories for which a banner should be

displayed.

**Categories**

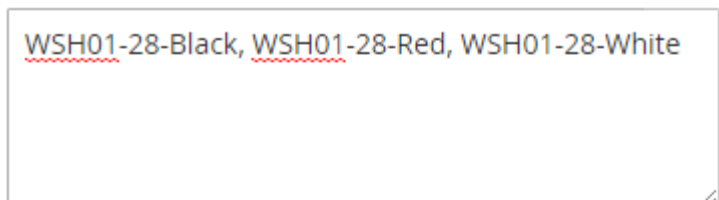


Leave empty to show in all categories. Not applicable for `Above Cart` position.

**Product SKUs.** You can also specify SKUs of particular products on pages, where banner should be displayed.

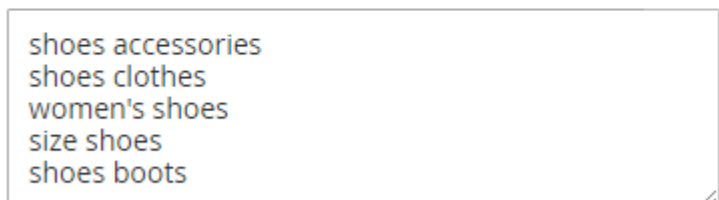
**Search Keywords.** Allows displaying this banner on Magento Search Results page. To show the banner on all catalog search pages, leave empty.

**Product SKUs**



Comma separated list of product SKUs where this banner should be displayed. Leave field blank to display banner on all products

**Search keywords**



Provide search keywords one per line. Leave empty to show banner on all catalog search pages

## Banner Type

The extension offers three types of promo banners. Choose whether to use **Image**, **CMS Block**, or **HTML Text** for your promo campaign.


**Image.** Simply upload a picture of any format or insert a link to any image in the web. Name it.

**Banner Type \***    
What kind of content banner will display

**Show Products \***    
Choose Yes to show selected products below banner

### Image

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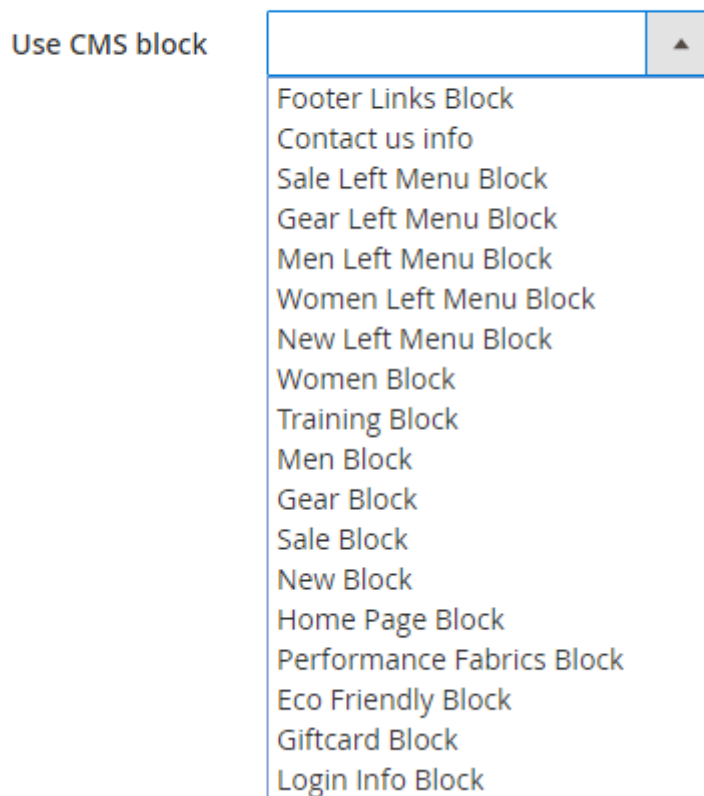
**Image**  No file chosen  


**Link**

**Title**

**CMS Block.** Choose from available or create a new CMS block for a proper marketing campaign.

## CMS Block

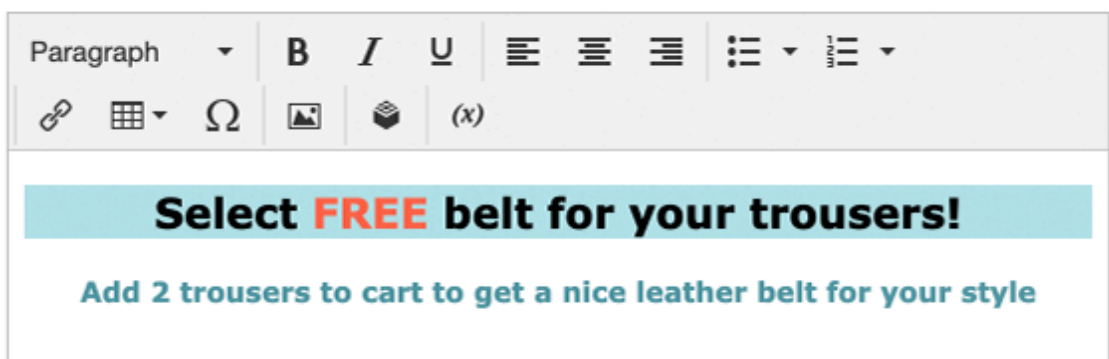


**HTML Text.** You can create a catchy banner, using HTML code. Easily insert media in banner and provide necessary links.

## HTML Text

HTML Text

Show / Hide Editor



Please note that in the Magento 2.3 and higher, the module uses the TinyMCE4 editor. To adjust the banner's background or text colours, you can use HTML styles. In the editor, it will look something like on the screenshot below.

## HTML Text

HTML Text

Show / Hide Editor

Insert Widget...

Insert Image...

Insert Variable...

```
<h2 style="text-align: center; background-color: powderblue;"><strong>Select <a style="text-size: 32px; color: tomato;">FREE</a> belt for your trousers!</strong></h2>  
<p style="text-align: center; color: #4f97a3;"><strong>Add 2 trousers to cart to get a nice leather belt for your style</strong></p>
```

## Product Attributes

You can show a banner on pages of products, which utilize specific attributes. Or depending on cart attributes. *For instance, choose colour - green and material - wool, to see a label being displayed on the pages of products, that contain these colour and material.*

### Product attributes

If **ALL** of these conditions are **TRUE** :

Please choose a condition to add.

Conditions Combination

**Cart Item Attribute**

- Price in cart
- Quantity in cart
- Row total in cart

**Product Attribute**

- Activity
- Attribute Set
- Category
- Category Gear
- Climate
- Collar
- Color
- Eco Collection
- Erin Recommends
- Features
- Format
- Gender
- Material

# Products

You can add a list of products to your HTML-, Image- or CMS- block banner. Set *Show Products* option to Yes to enable this feature.

Go to the **Products** tab and select the items which should be displayed in the list of products on the banner.

Show Products \* Yes   
Choose Yes to show selected products below banner

**BANNER**

- General
- Banner Content
- Products**
- Cart Conditions

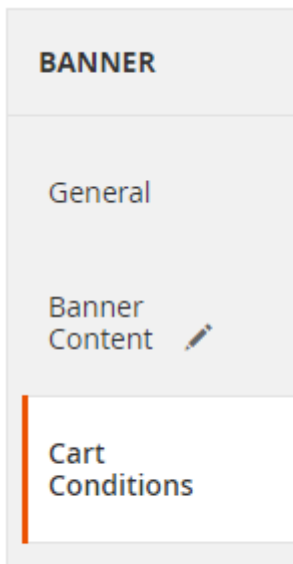
Search [Reset Filter](#) 2046 records found

20  per page  1 of 103

<input type="checkbox"/>	ID ↑	Name	SKU	Price
<input type="button" value="Any"/> <input type="button" value="v"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="From"/> <input type="text" value="To"/>
<input checked="" type="checkbox"/>	2046	Set of Sprite Yoga Straps	24-WG085_Group	
<input checked="" type="checkbox"/>	2045	Erika Running Short	WSH12	\$45.00
<input type="checkbox"/>	2044	Erika Running Short-32-Red	WSH12-32-Red	\$45.00
<input type="checkbox"/>	2043	Erika Running Short-32-Purple	WSH12-32-Purple	\$45.00

# Cart Conditions

At the **Conditions** tab, you can select conditions for a banner display. If conditions are met by the products in the cart, the banner will be displayed.



Apply the rule only if the following conditions are met (leave blank for all products).

If ALL of these conditions are TRUE :

Please choose a condition to add. ▲

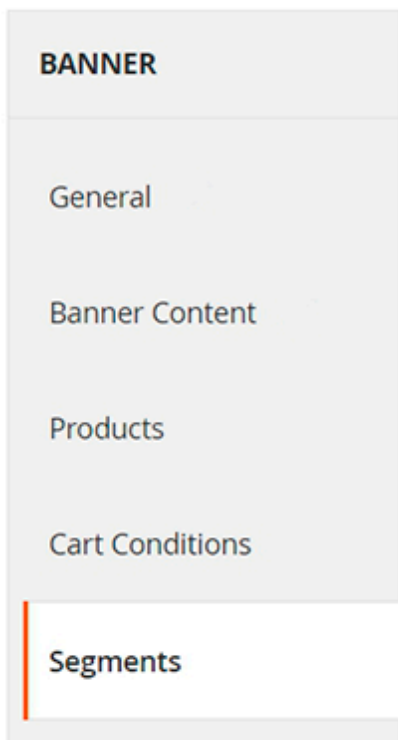
Please choose a condition to add.

- Products subselection
- Conditions combination
- Cart Attribute**
  - Subtotal
  - Total Items Quantity
  - Total Weight

## Segments

This functionality works by default in Magento EE. To allow it in a Magento CE, you need to install the **Customer Segmentation** extension.

At the **Segments** tab, you can select user segments to adjust the users' list who will see the banners. This way, you can set highly specific banner promotions and show banners only to customers who are most likely to be interested in your offer.



### Segments


Segments

- General Users
- Interested in sports
- Interested in watches

To configure the segments, please go to the **Admin Panel → Customers → Manage Segments**.


Here you will see the **Manage Segments Grid**, where you can edit, delete existing segments. To add a new segment, please press the **Create New Segment** button.

## Manage Segments

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[Create New Segment](#)




 Filters

 Default View ▾

 Columns ▾

Actions ▾ 4 records found

20 ▾ per page  1 of 1 

	ID	Segment	Status	Website	Action
<input type="checkbox"/>	4	Interested in watches	Active	Main Website	<a href="#">Edit</a>
<input type="checkbox"/>	3	Holiday promotion	Inactive	Main Website	<a href="#">Edit</a>
<input type="checkbox"/>	2	Interested in sports	Active	Main Website	<a href="#">Edit</a>
<input type="checkbox"/>	1	General Users	Active	Main Website	<a href="#">Edit</a>

On **New Segment** configuration page, fill in all necessary fields to adjust the segment for your needs.

# New Segment

demouser ▾

← Back

Save and Continue Edit


Save

## Segment Information



**Segment Name** \*

**Description**

**Stores** \*  

**Status**  ▾

Conditions



Matched Guests (0)



Matched Customers (4)



**Segment Name** - enter the name for the segment. It will be visible when configuring the Segments option for promo banners.

**Description** - add a description with some additional info, if needed.

**Stores** - choose the list of store views, for which the segment will be activated.

**Status** - set to *Active*, if you wish to turn on the segment. Set to *Inactive* to disable the segment.

### Conditions



Apply the rule only if the following conditions are met (leave blank for all products)

If ANY of these conditions are TRUE :

Days From Last Completed Order greater than 3

If total quantity greater than 0 for a subselection of items in viewed product matching ALL of these conditions:

Category is 25, 26, 16, 17, 37

Erin Recommends is Yes

\* available for guests and registered customers

On the **Condition** tab you can configure the rules for customers segmentation. It is possible to precisely select customers that might be interested in a new promotional offer based on last viewed products and/or products in a wishlist.

Below, you can see all the customers and guests that match the created conditions.

### Matched Guests (0)



### Matched Customers (4)



4 records found

20 per page 1 of 1

<input type="checkbox"/>	ID ↑	First Name	Last Name	Email	Group	Phone	Country	State/Province	Customer Since
<input type="checkbox"/>	4	Mary	Osborn	osborn@example.com	General	5555551234	United States	Pennsylvania	Jan 23, 2020 12:13:37 PM
<input type="checkbox"/>	3	Jane	Wilsow	jane@example.com	General	123456789	United States	Arizona	Jan 23, 2020 12:11:56 PM
<input type="checkbox"/>	2	Michael	Lewis	michael@example.com	General	1234566789	United States	Arizona	Jan 23, 2020 12:09:52 PM
<input type="checkbox"/>	1	Veronica	Costello	roni_cost@example.com	General	(555) 229-3326	United States	Michigan	Jun 24, 2016 7:22:18 AM

Find out how to install the **Promo Banners** extension for Magento 2 via [Composer](#).

From:

<https://stg.amasty.net/docs/> - **Amasty Extensions FAQ**

Permanent link:

[https://stg.amasty.net/docs/doku.php?id=magento\\_2:promo-banners](https://stg.amasty.net/docs/doku.php?id=magento_2:promo-banners)



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