OB solutions
WEB DEVELOPMENT

User guide

Email Capture Popup Campaigns

with Discount Vouchers

Instructions for the installation of "Email Capture Popup Campaigns with Automatic Vouchers"

Prestashop Module developed by OBSolutions

Compatible PrestaShop v.1.5 or higher

This module allows to create campaigns with pop up that allows customers to obtain a discount for limited time by subscribing to the newsletter.

Main features:

- ✓ Create multiple campaigns and schedule in time
- ✓ Allows you to select voucher type.
  - Automatically generated
  - Select one created
- ✓ Different predefined pop-up designs
- ✓ Includes predefined layouts PSD
- ✓ Allows you to create pop-up a fully customized design
- ✓ Allows you to resize the pop-up
- ✓ Allows you to select if you want the voucher active by default
- ✓ Allows you to configure de voucher discount type
  - Percent (%)
  - Amount
  - Only free shipping
- ✓ Allows you to set voucher discount amount
- ✓ Set a minimum amount for the validity discount
- ✓ Allows you to set free shipping for voucher
- ✓ Set the time limit during which he remains on the discount
- ✓ Sets the method of opening the pop-up Campaign
  - In few seconds
  - When customer exit the focus of the page
  - Before customer closing the window
- ✓ Allows you to set how often you want the pop-up opens
  - Each time
  - Everyday
  - Each week
- ✓ Allows to schedule campaigns
  - Start date
  - End Date

- ✓ Discount linked to the customer(only on voucher “Automatic” selection) when full registration (non-transferable discounts)
- ✓ Subscribed customers emails are stored in the Prestashop’s newsletters table and in Prestashop’s customers table to be used by other modules

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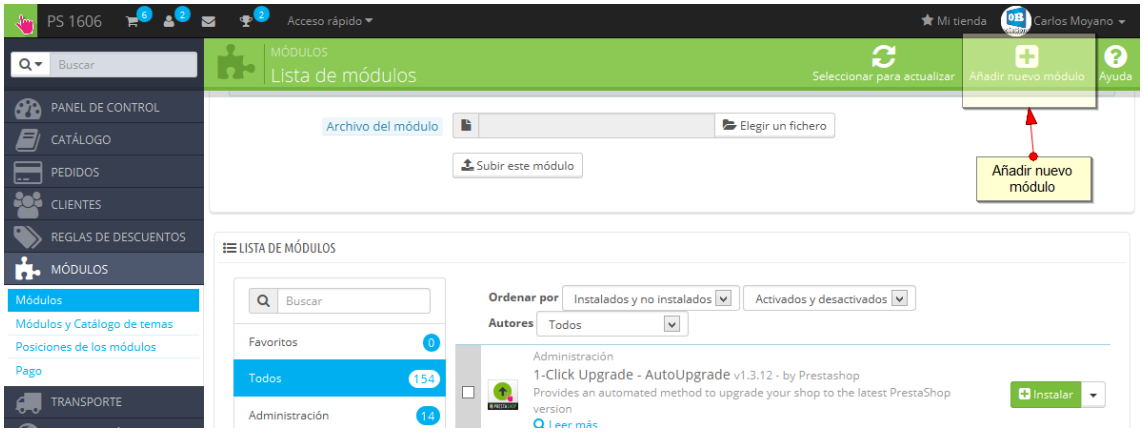
0. Preliminary considerations

0.1. Blocknewsletter module

For proper operation of this module it is necessary to install the native module Prestashop 'Blocknewsletter' preinstalled as the module save email accounts on the table in this module.

1. Module installation

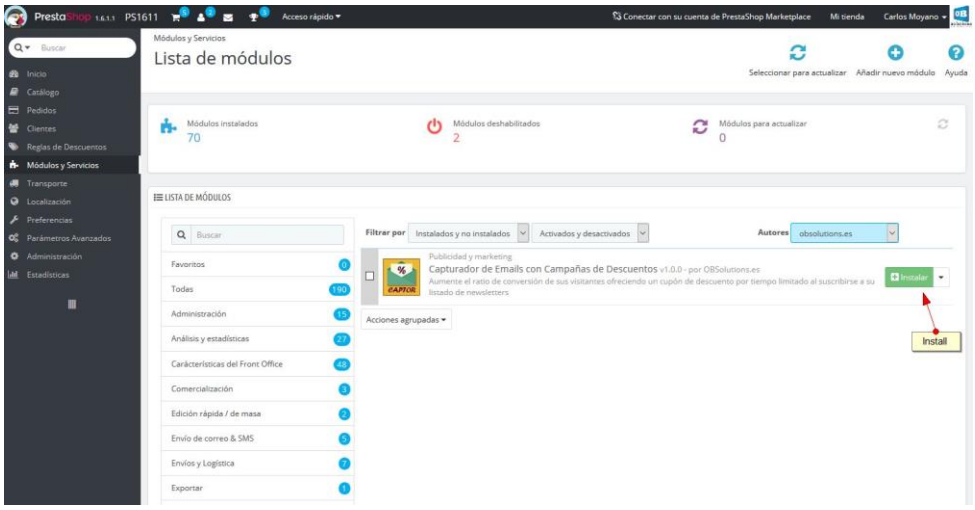
Step 1. ZIP file selection



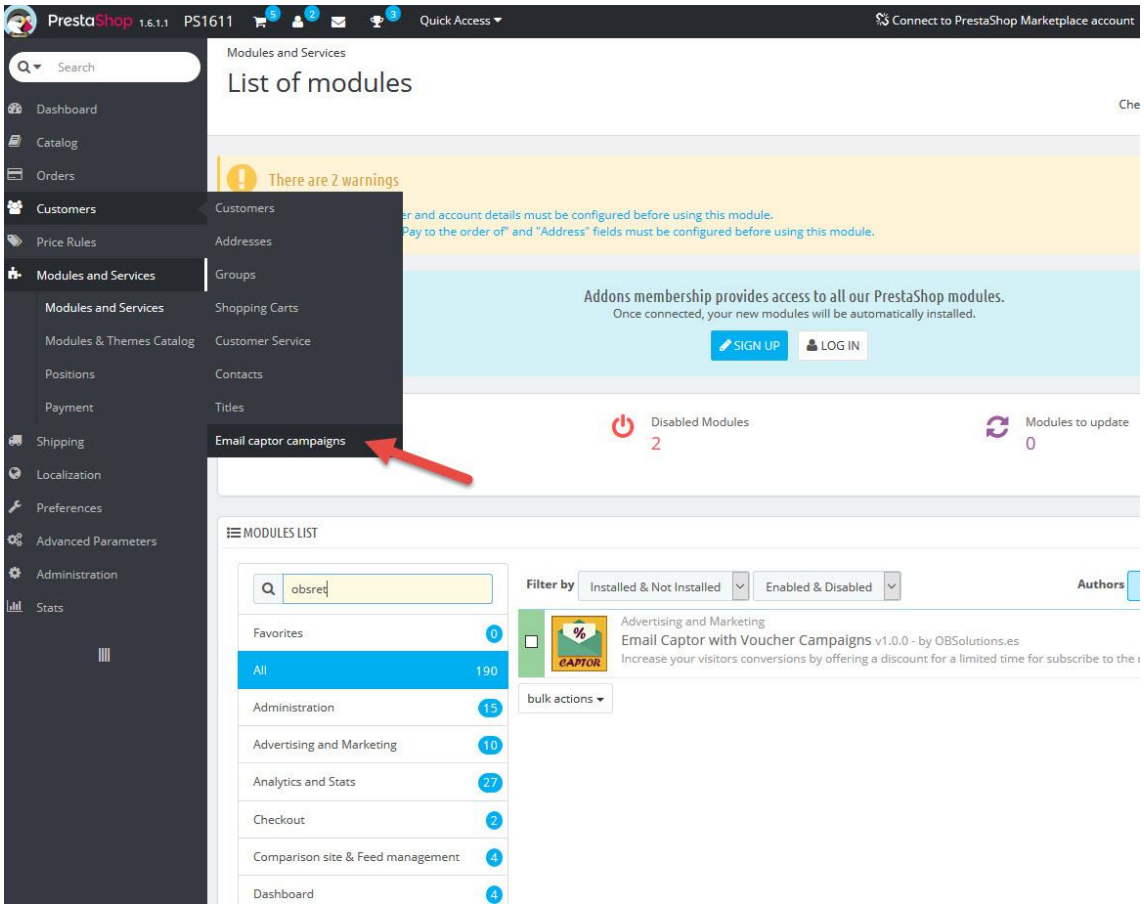
To install the module you need to go to the **'Modules'** tab of your Prestashop's Back-Office and select **'Add a new module'**. It will open a new section where to select the ZIP file that you've downloaded after purchasing this product; once selected, you need to click the button **'Upload this module'**.

Step 2. Installation

To install the module must press the 'Install' button that accompanies the module:



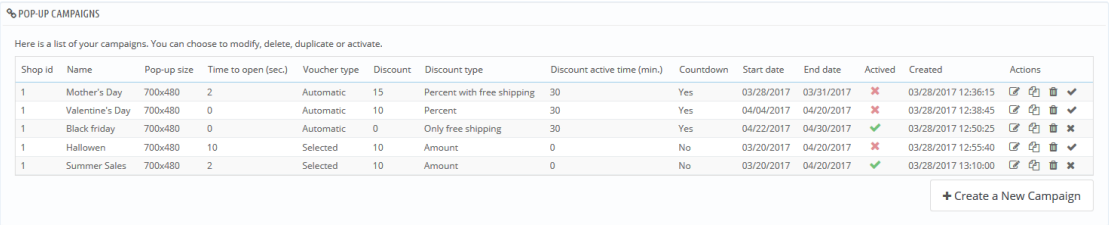
When the module is installed a new menu option module will appear in the 'Customers' tab called 'Email Capture Popup' providing access to the configuration and usage of the module:



2. Configuration

2.1. Campaigns List

Once we access the module configuration will find the list of created campaigns as well as a small form at the bottom will allow us to activate or deactivate all campaigns and set the CMS page with our privacy policy.

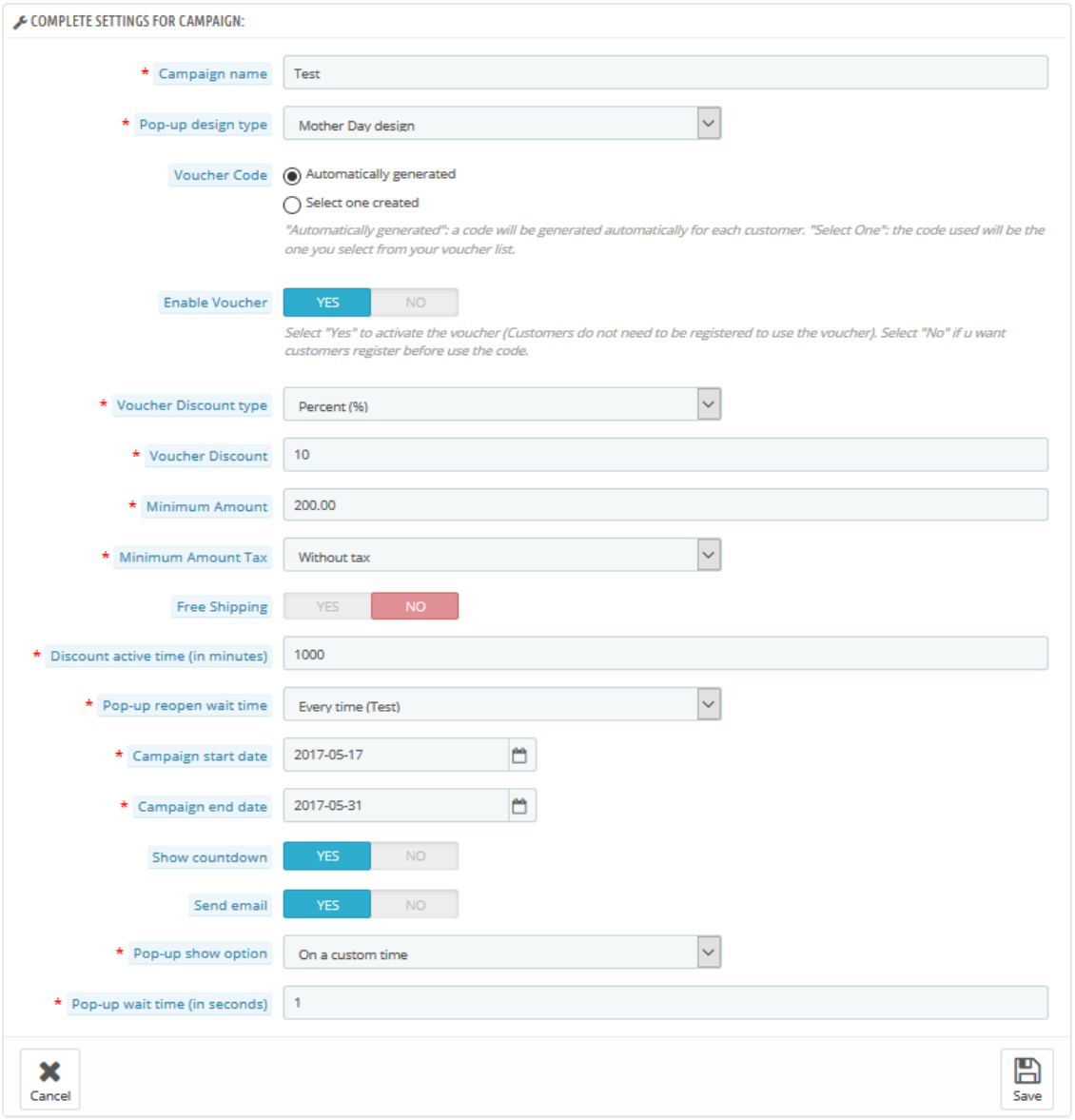


2.2. Create a campaign

To create a new campaign should push the button 'Create a new campaign' to open the registration form.

The module allows you to create 3 types of campaigns according to their design:

- **Default Design:** Mother's Day, summer sales, Halloween, black Friday. With a predefined design by our designers.
- **Basic design:** To create campaigns any day of the year with a basic design.
- **Custom design:** To create 100% customized campaigns, these campaigns allow you to insert the HTML code directly.



Description of fields:

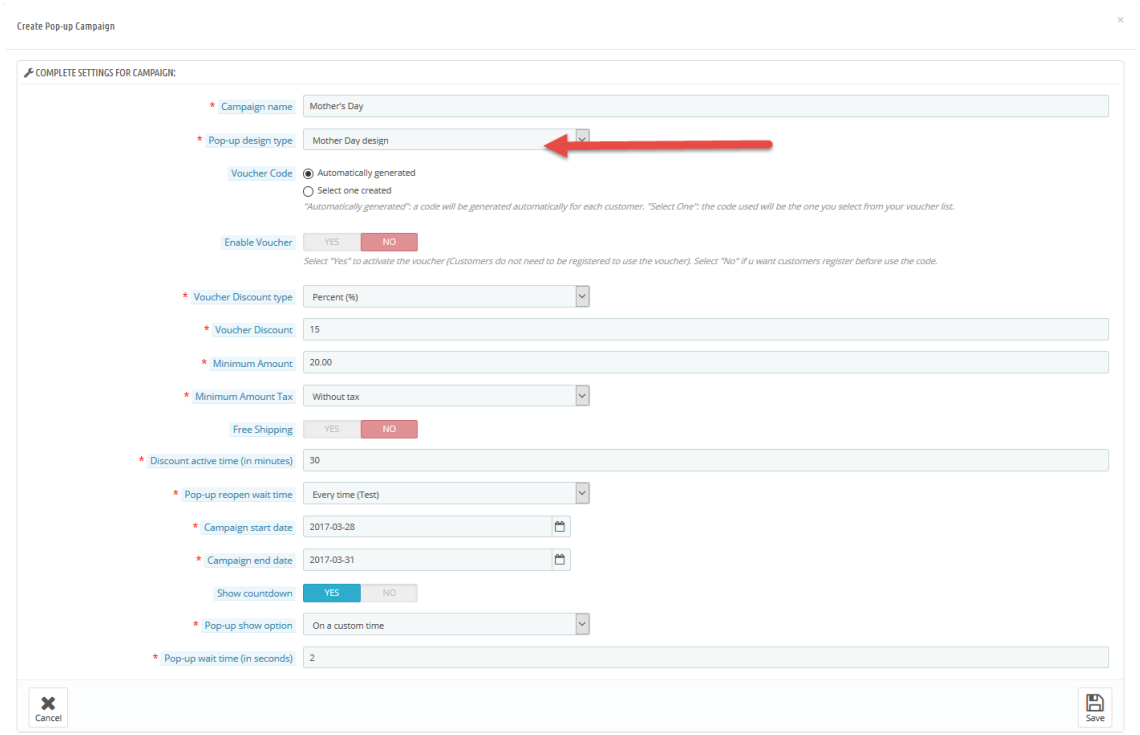
- **Campaign Name:** Name to identify the campaign.
- **Design type:** Select the type of design we want for our campaign.
- **Popup Width:** Set the width of the popup of the campaign. (Not available for predefined designs).
- **Popup Height**: Set the height of the popup of the campaign. (Not available for predefined designs).
- **Voucher:** Select voucher type that will be used for campaign.
  Available options:
    - Automatically generated: Automatically generated voucher for each customer with parameters set in campaign configuration.
    - Select one created: The one you select from your list of voucher will be used in the campaign.

- **Enable voucher:** Select yes or not to create the voucher enabled. (Not available if the voucher is select from list).
- **Discount type:** select discount type to be applied. (Not available if the voucher is select from list).
  Available options:
    - Percent (%)
    - Amount
    - Only free shipping
- **Discount:** discount amount to be applied. (Not available if the voucher is select from list).
- **Minimum amount:** Minimum cart amount to activate discount. (Not available if the voucher is select from list).
- **Tax minimum amount:** Select if the minimum amount is introduced including taxes or no taxes. (Not available if the voucher is select from list).
- **Free shipping:** Allows you to select if you want free shipping to be applied. (Not available if the voucher is select from list).
- **Popup display time**: Set interval to show the customer Popup.
- **Campaign Start date:** Set the start date of the campaign, which will be automatically activated. . (Not available if the voucher is select from list).
- **Campaign End Date:** Set the end date of the campaign, which will be automatically deactivated. . (Not available if the voucher is select from list).
- **Discount active Time**: Set the minutes during which the voucher created remain active, once past the minutes set the voucher is automatically disabled. (Not available if the voucher is select from list).
- **Show countdown:** Enable or disable the option to show a countdown of validity of his voucher to the customer.
- **Send Email:** Enables or disables the sending of emails to the customer with the discount code.
- **Option popup display**: Set when the pop-up will open.
  Available options:
    - **In a moment of time**: Set the seconds before opening the pop-up. For example, 10 seconds mean that the popup would open within 10 seconds of entering the customer in the store.
    - **When the mouse loses focus of the page**: The popup opens when the customer takes the mouse off the page, for example, when it will switch tabs in the browser.
    - **Closing the window / tab browser**: The popup opens when the client is closing the tab or browser window. Just before closing, warning discount.

2.2.1. Create campaign with pre-set design

Our designers have created several predefined designs for the main day of the year discounts: Mother's Day, Summer Sale, Black Friday, etc that will be added gradually to the module.

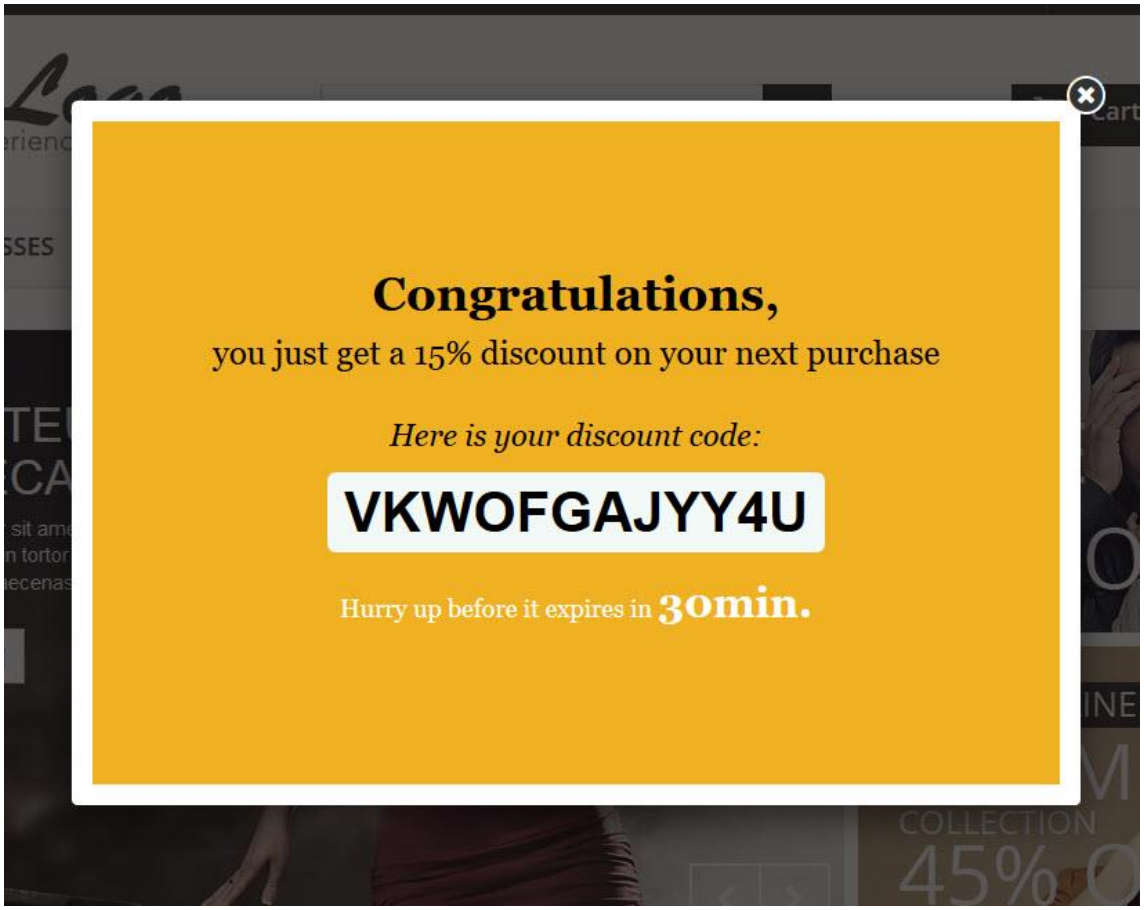
To create a predefined campaign must select the design name in the 'popup design type' field, in this example we choose the design 'Mother's Day':



Result example:

Before subscription:

After subscription:

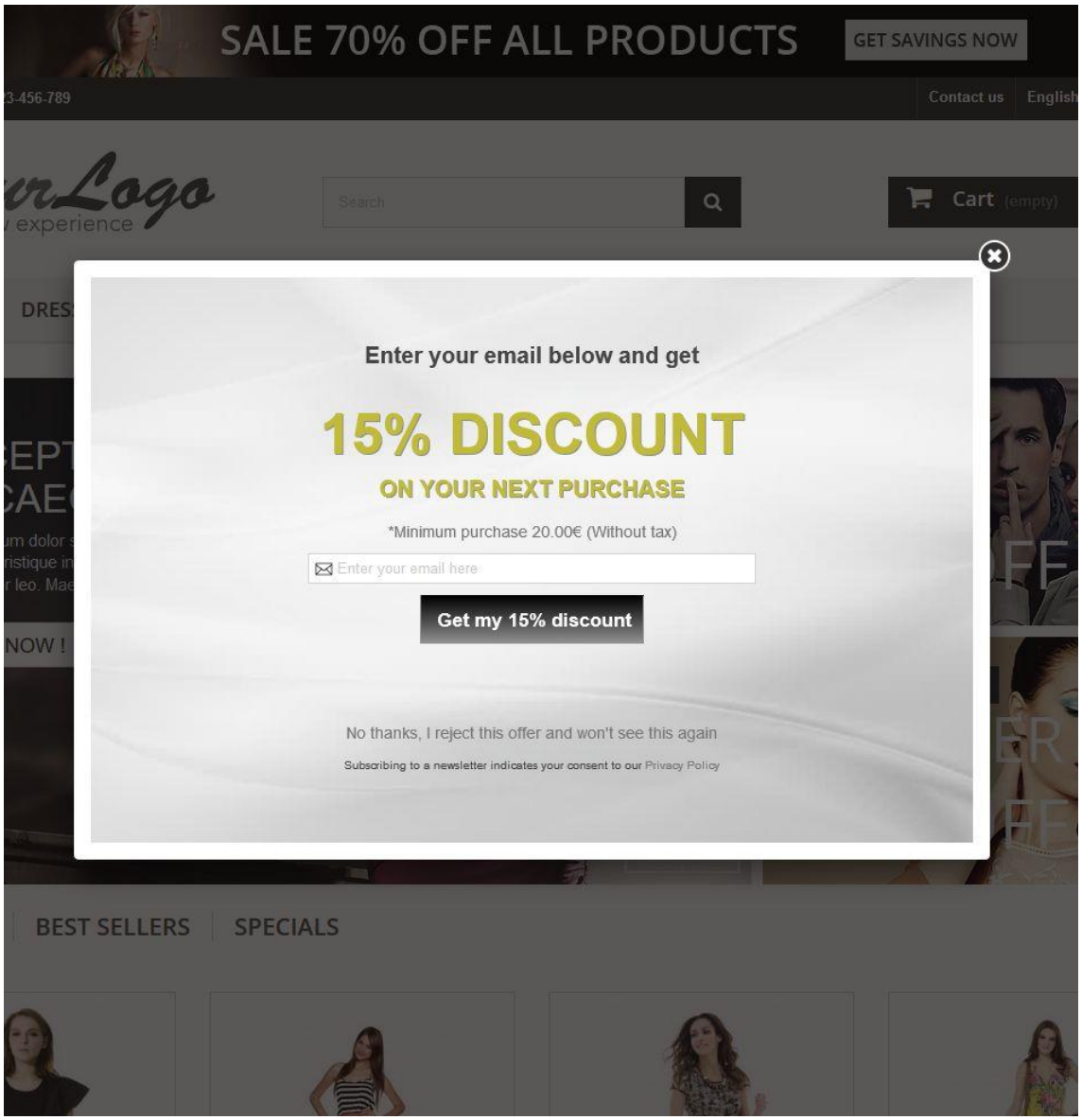


2.2.2. Create campaigns with basic design

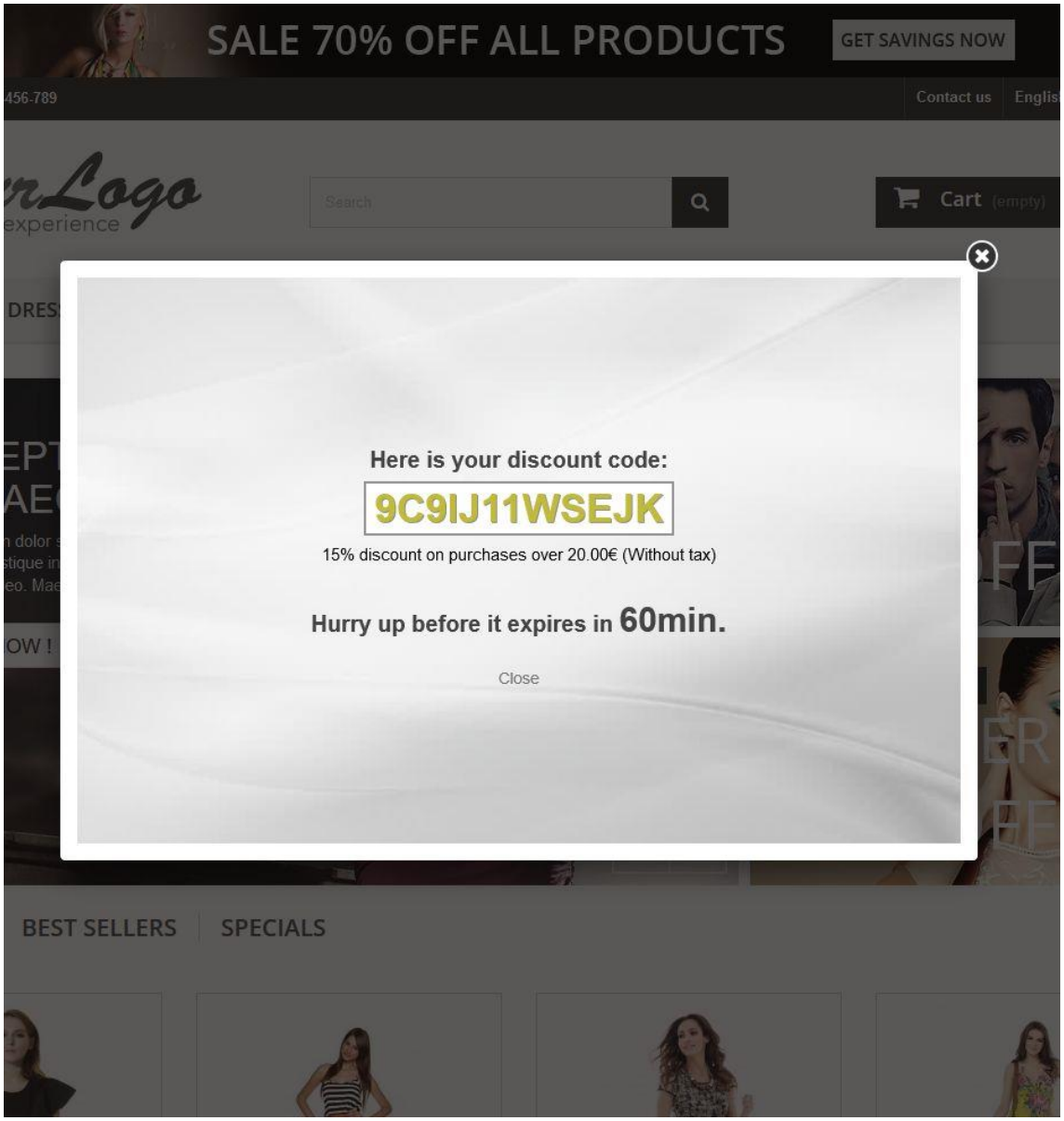
Our designers have created a 'basic' design to create any kind of campaign at any time. For this we design selection 'Basic' in the 'Type popup design' field.

Example:

Before subscription:

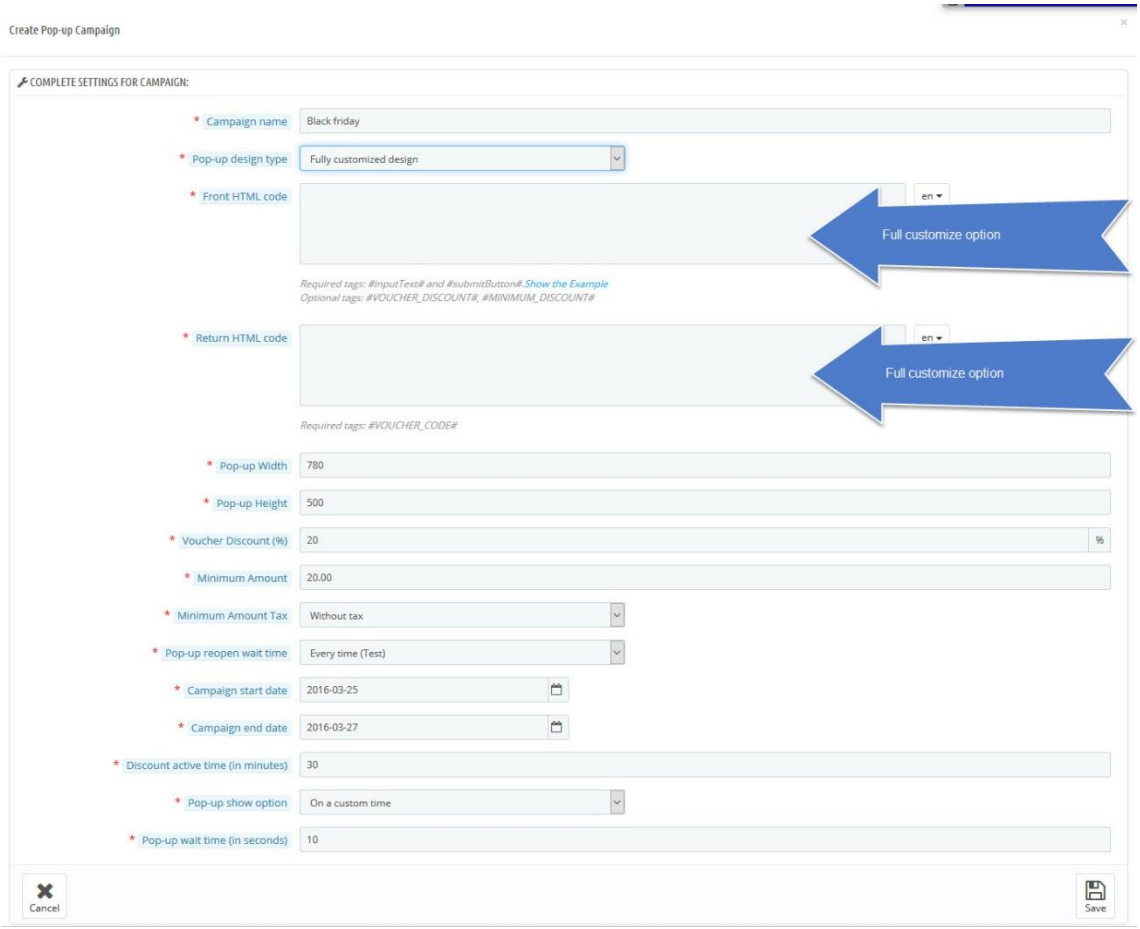


After subscription:



2.2.3. Create full custom campaigns

This module allows you to create full custom campaigns, where you can directly insert the HTML code but you must respect some essential labels for proper operation that module itself inform you when you select ‘custom design’. For this we design selection 'Custom' in the 'Type pop design’ field.



Required labels: #inputText# y #submitButton#

For the module to create the text box and the submit button

Optional labels: #VOUCHER_DISCOUNT#, #MINIMUM_DISCOUNT#

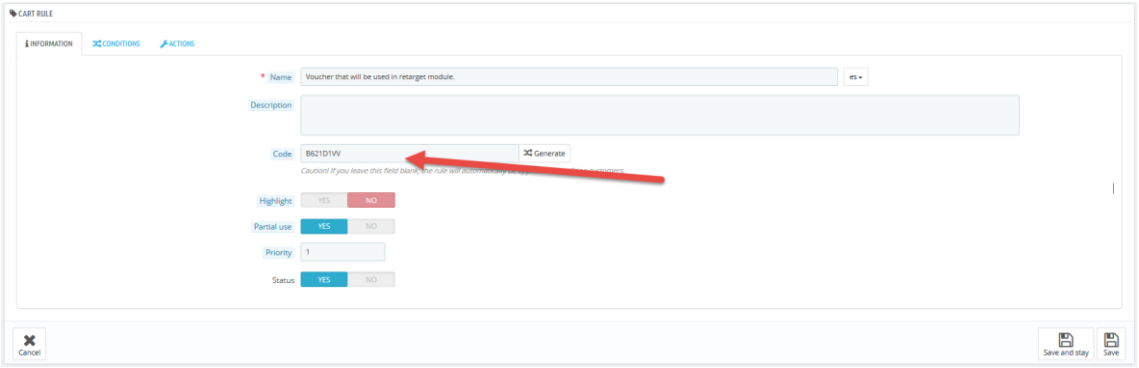
Where the module will display the discount code and the minimum allowable amount

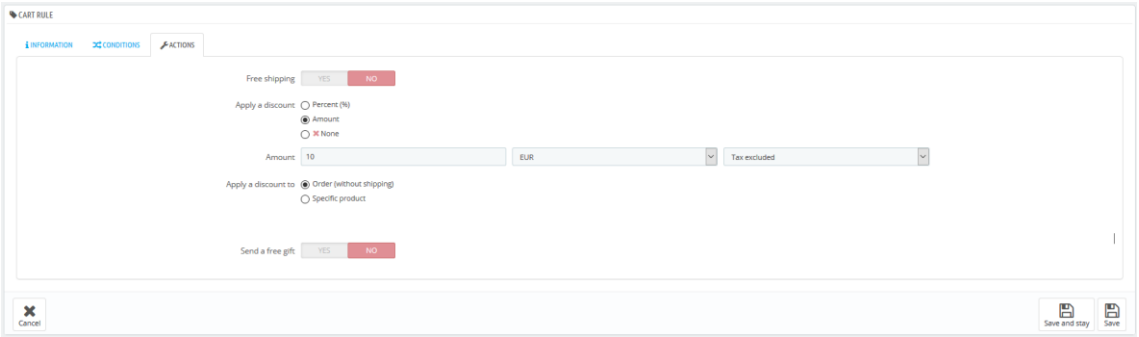
2.2.4. Create campaign with voucher selected from list

With the new functionalities added, now is possible to select a voucher created previously on “cart rules” section of Prestashop.

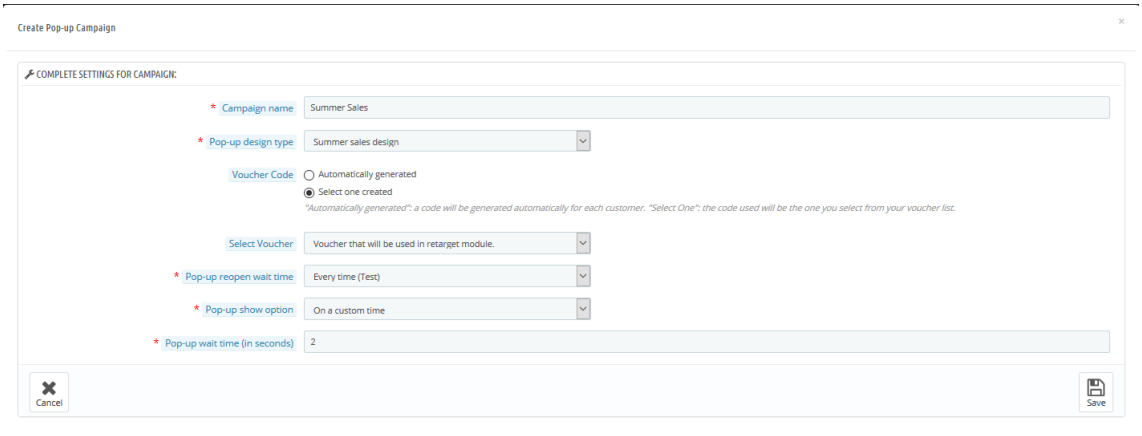
Attention: The selected voucher will be the one we will use in the campaign. Campaign start date and end date will be set from the one’s we configured in cart rule, along with other data relative to selected voucher.

Cart rule creation:



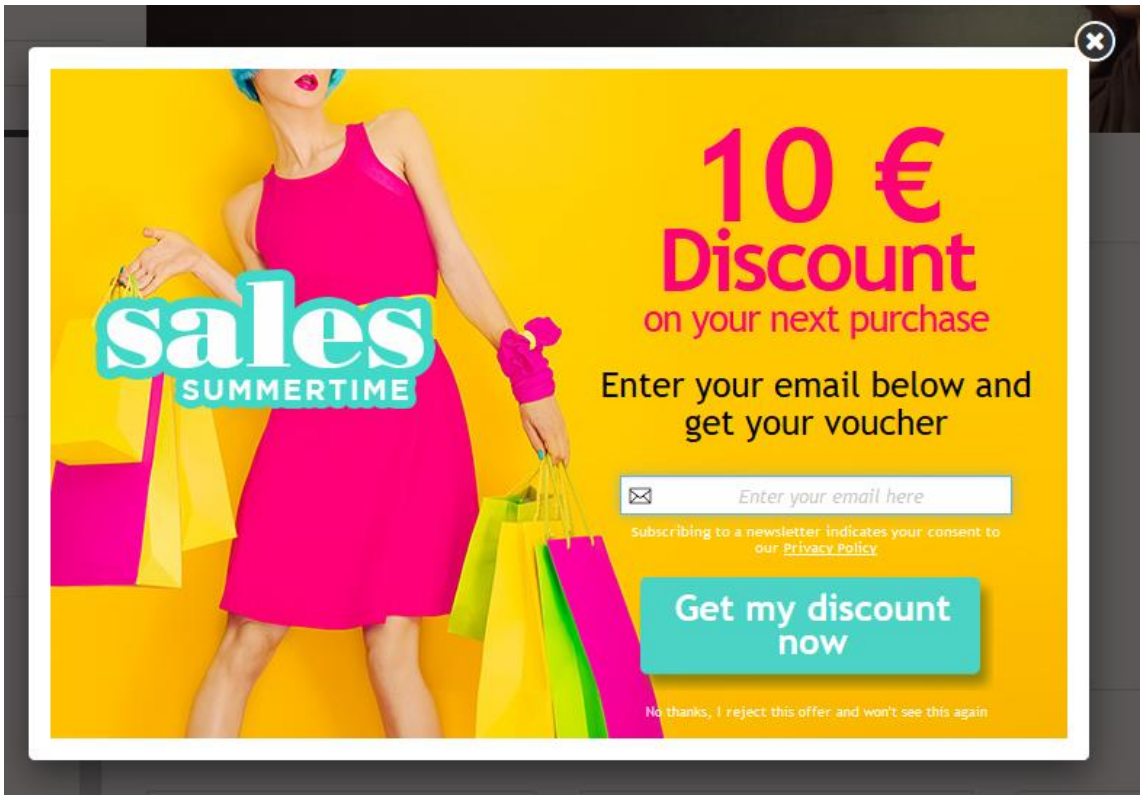


Campaign configuration with voucher selected:

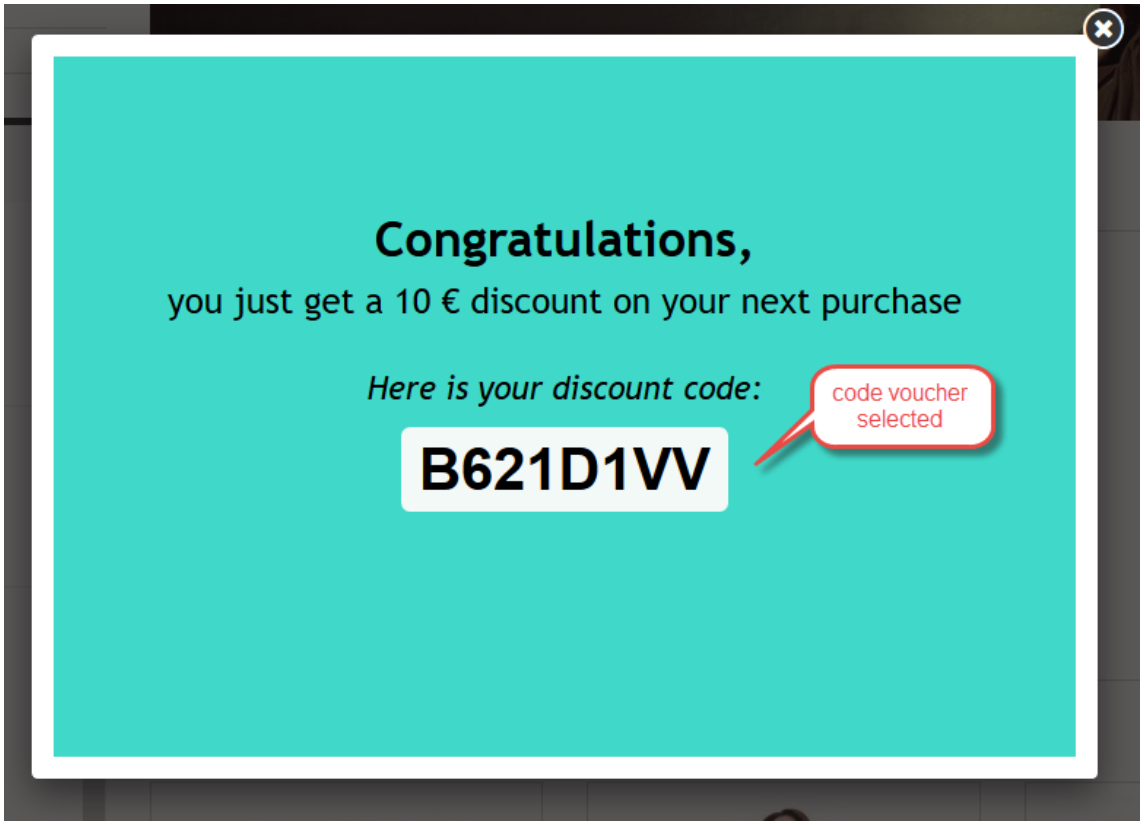


Result Example

Before Subscribe:



After Subscribe:



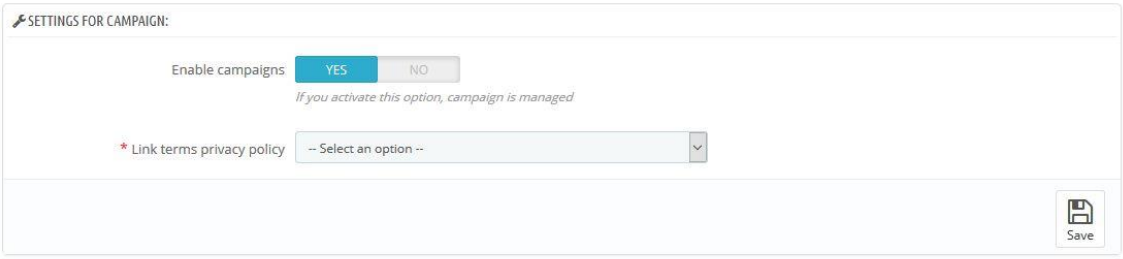
2.3. Enable / Disable / Edit / Duplicate / Delete campaigns

In the list of created campaigns we'll see that each one of them accompanies them 4 icons:

1. The first icon allows to edit the campaign
2. The second icon allows to duplicate the campaign
3. The third icon allows to delete the campaign
4. The fourth icon have 2 functionalities:
    a. V icon allows to enable the campaign
    b. X Icon allows to disable the campaign

It is important to note that you cannot activate two campaigns that match in some date. It will therefore be necessary that the date ranges campaign never overlap.

2.4. Generic configuration for all campaigns



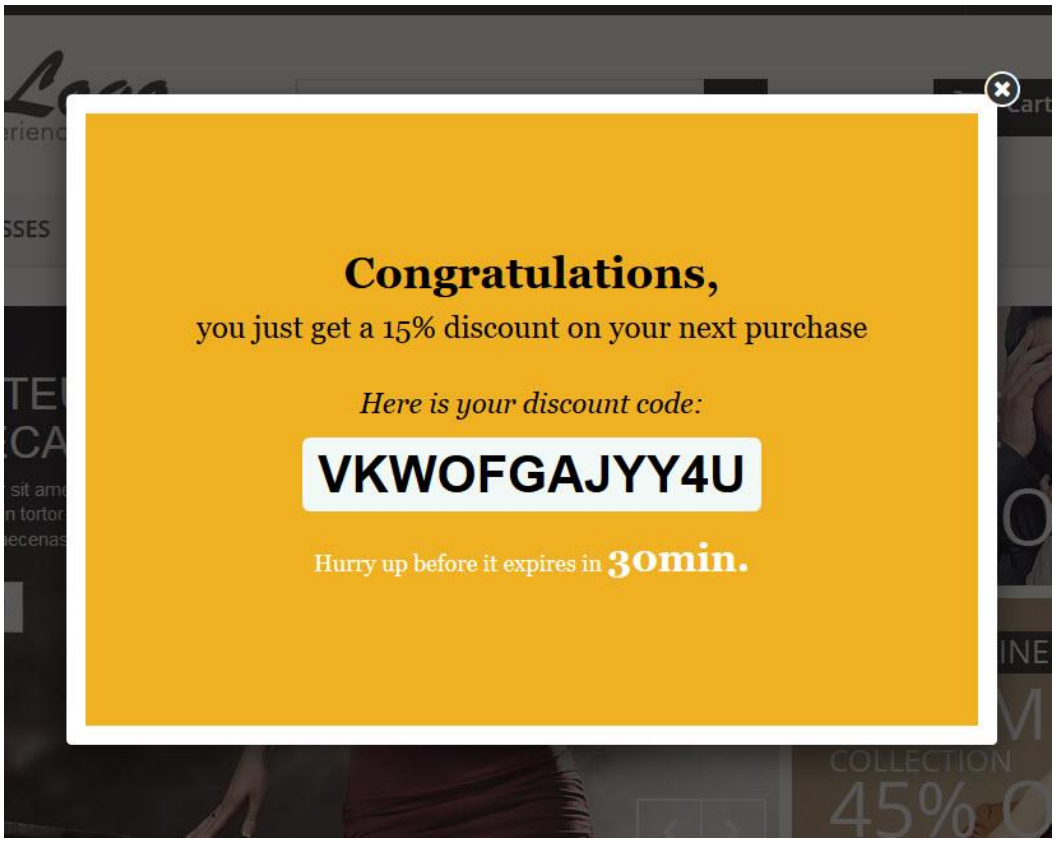
Fields descriptions:

- **Enable campaigns: Allows to enable/disable all campaigns.**
- Link terms privacy policy: Allows to select the CMS Prestashop page corresponding to our privacy policy. So allow customers to see the page before subscribing (required by law).

2. Display the campaign in the front-office

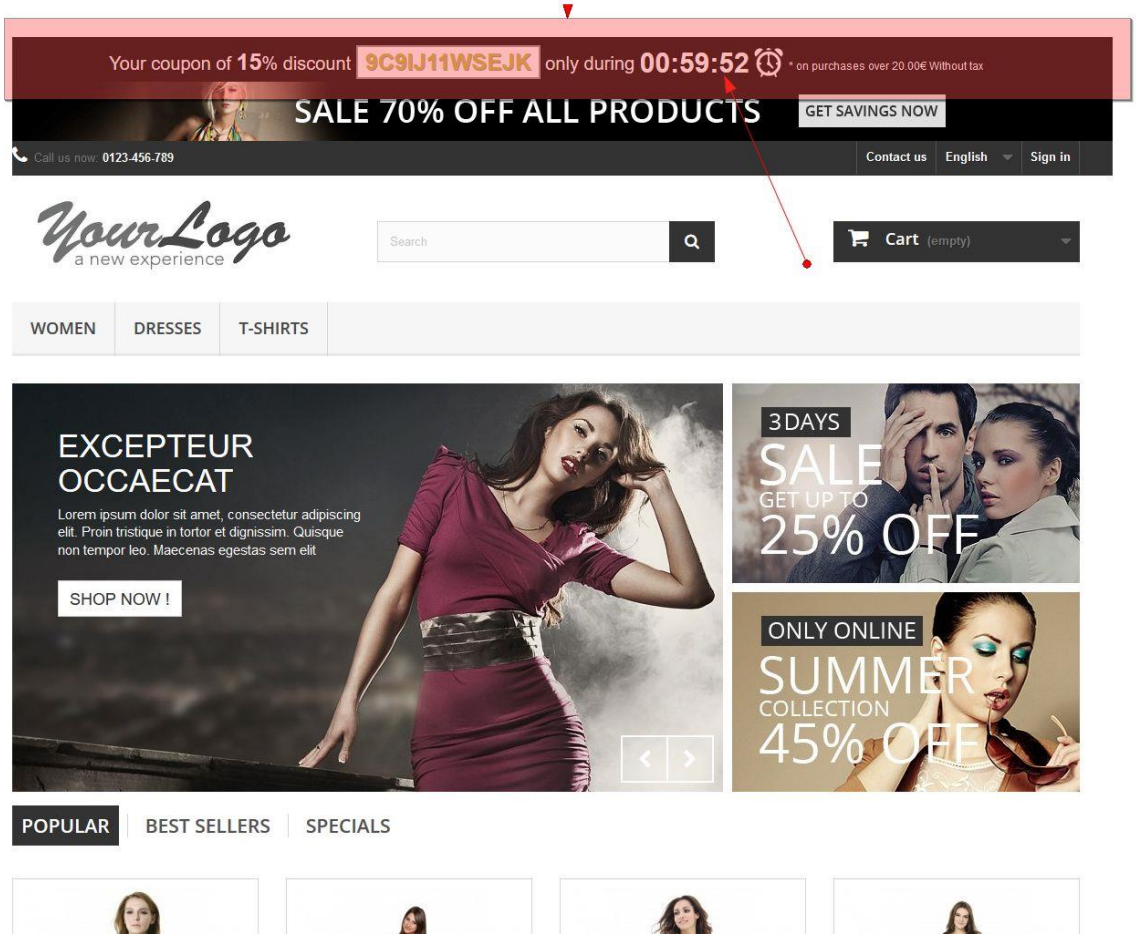
3.1. Request form subscription

3.2. Subscription result and voucher creation



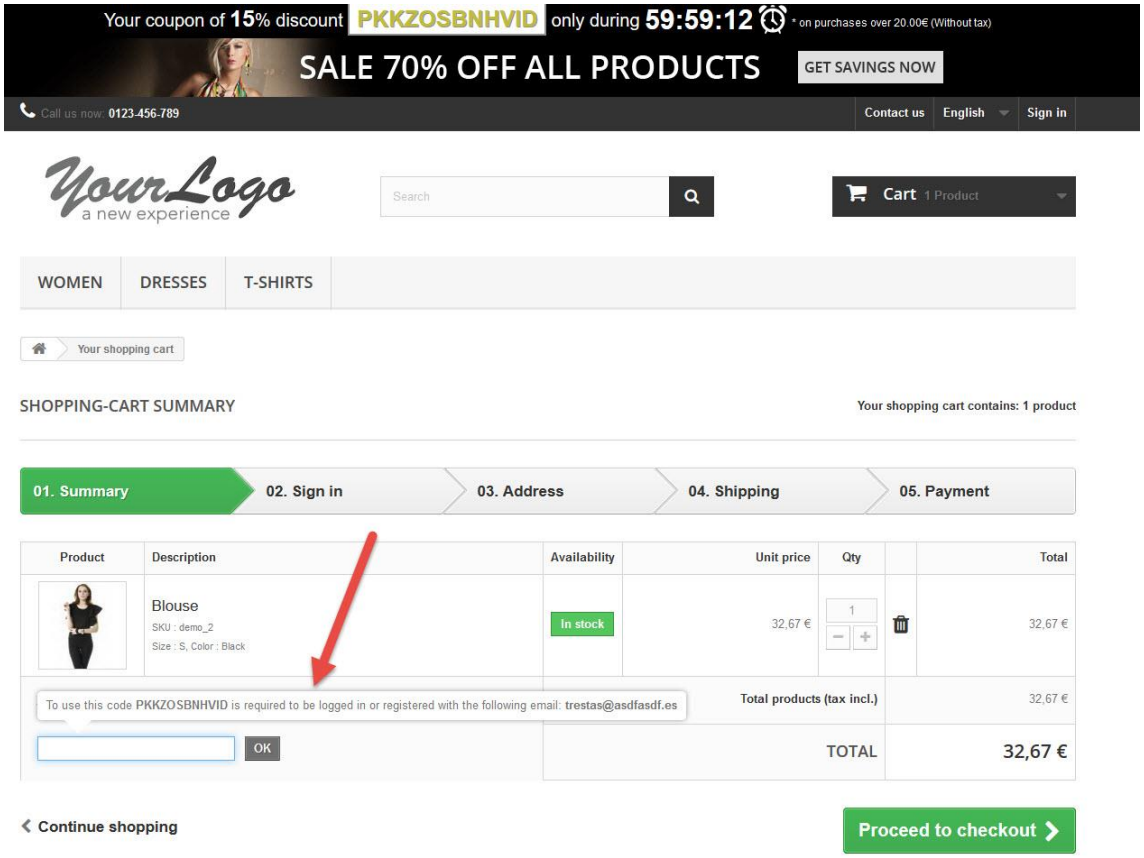
3.3. Countdown top band

Once created the discount, the customer can always see at the top of the store, along with the countdown of time during which it is active.



3.4. Using the discount voucher

To prevent abuse, the discount is associated with the email account subscribed, so can only use it the client that register with the same email account used in the subscription:



4. Pre-set designs PSD files

The module includes all PSD files of predefined designs allowing the user to modify or create the design for a new language.

The designs files are in the 'psd/' module folder.

4.1. Create design for new language

Since some designs include text within the image, we have given the opportunity to create the image for a new language.

To do this we modify the design for the PSD and save the image in the appropriate folder.

For example, to create popup design 'Mother's Day' for the French language must open the PSD 'mother_day.psd' make the necessary changes and save the image in the module folder '/views/img/mother_day/background- popup-fr.jpg '.

Is important to put in the file name iso language code in the above example 'fr' well being 'background-popup-fr.jpg'.

4.2. Fonts for designs

Probably if you want to modify a PSD not have all the fonts used. Therefore we have included the fonts used in the directory '/views/fonts' so we can install on your machine.

4.3. CSS style files

All styles of predefined designs as basic design are properly separated by separate folders within the folder '/views/css'.

Module developed by OBSolutions

Web: http://addons.prestashop.com/en/65_obs-solutions