

Rich Banner Slider

for Magento 2

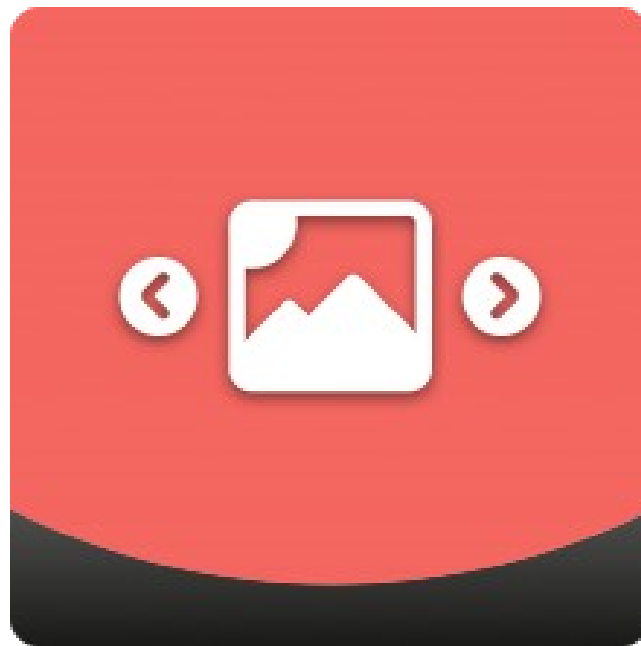


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Introducing Rich Banner Slider

Magento 2 Rich Banner Slider is designed for a flawless management of rotating banner sliders. Store admins can create in-page and widescreen banners with configurable images, URL's, animations, timing, and other parameters. Banners can be put on particular pages and page sections. The performance of each banner can be evaluated by viewing key banner stats in the individual grid.

The extension introduces advertising banner rotation to the Magento 2 stores:

- Multiple Slides available for Banner composition;
- Adjustable Banner and Slide look;
- Customer group targeting.

Compatibility: Magento Open Source 2.3.X, Magento Commerce using on prem 2.3.X, Magento Commerce on Cloud 2.3.X.

Extension Logic

The module allows adding banner slides (or simply banners) to home, product, catalog, blog pages, or display banners via a custom Magento 2 widget. Each banner can contain several slides and target either selected customer groups or customer segments ([Customer Segmentation](#) for M2 is required). Explicit configuration options of display of sliders clearly define the place of banners within a store, the content of the slides and, furthermore, allow to prompt action with overlay features. Additionally, the extension provides the click-through rate (CTR) statistics per slider for evaluation of the efficiency of the promotional campaign, put behind the use of the slider.

What's New

The present version of the extension (v. 1.4.0) enables the following new features to have sliders finer and more catchy: different slider images for desktop and mobile store views, text and buttons over the image of the slider.

Getting Around

Rich Banner Slider introduces its sections under **Content > Rich Banner Slider by Aheadworks**. The extension comes with three sections:

- Slides - allows store administrator create and manage slides;
- Banners - allows store administrator create and manage banners;
- Statistics - provides an overview of the banner and slides performance.

Sliders on Backend

Banners consist of slides, base units of a banner slider. It is suggested that you first come up with an idea for a banner, configure it on the backend and then populate the banners with slides. To populate banners with slides, you will have to create them on the backend, and assign to the target banners. Each slide can have a unique background image, overlay content and destination URL.

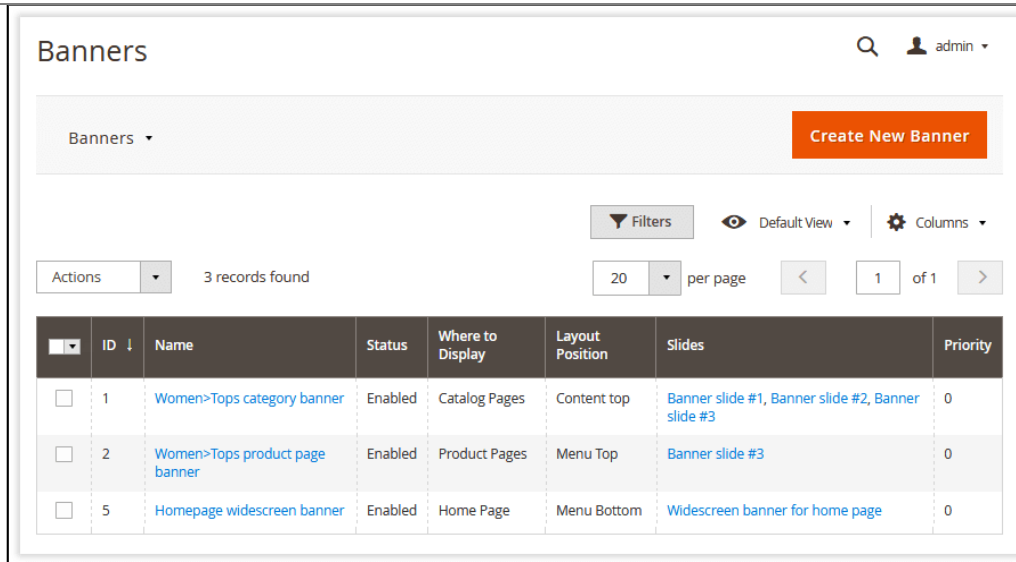
Banners

Banners are composed of slides and represent a block of images located at a defined position on the storefront.

Banners grid

The **Banners page** comes as a grid of the following columns:

- **ID** - identification number of a banner;
- **Name** - name of a banner (to reflect your promotion/sales strategy);
- **Status** - status of a banner (enabled / disabled);
- **Where to Display** - location of a banner (product pages, catalog pages, home page, custom widget);
- **Layout position** - position of a banner within the place page of display (menu top, content top, menu bottom, page bottom);
- **Slides** - list of slides assigned to the banner (active link to the configuration page of a slide);
- **Priority** - priority of display of banners of same location and position of display.



The screenshot shows the 'Banners' management interface. At the top, there is a search bar and a user profile 'admin'. Below that, a 'Banners' dropdown menu and a 'Create New Banner' button are visible. The main area contains a table with columns: Actions, ID, Name, Status, Where to Display, Layout Position, Slides, and Priority. There are 3 records found, and the page is set to 20 items per page, showing 1 of 1 items.

Actions	ID	Name	Status	Where to Display	Layout Position	Slides	Priority
<input type="checkbox"/>	1	Women>Tops category banner	Enabled	Catalog Pages	Content top	Banner slide #1 , Banner slide #2 , Banner slide #3	0
<input type="checkbox"/>	2	Women>Tops product page banner	Enabled	Product Pages	Menu Top	Banner slide #3	0
<input type="checkbox"/>	5	Homepage widescreen banner	Enabled	Home Page	Menu Bottom	Widescreen banner for home page	0

To create a banner, click the Create New Banner button at the top of the page. To edit a banner, click on the name of a banner in the grid.

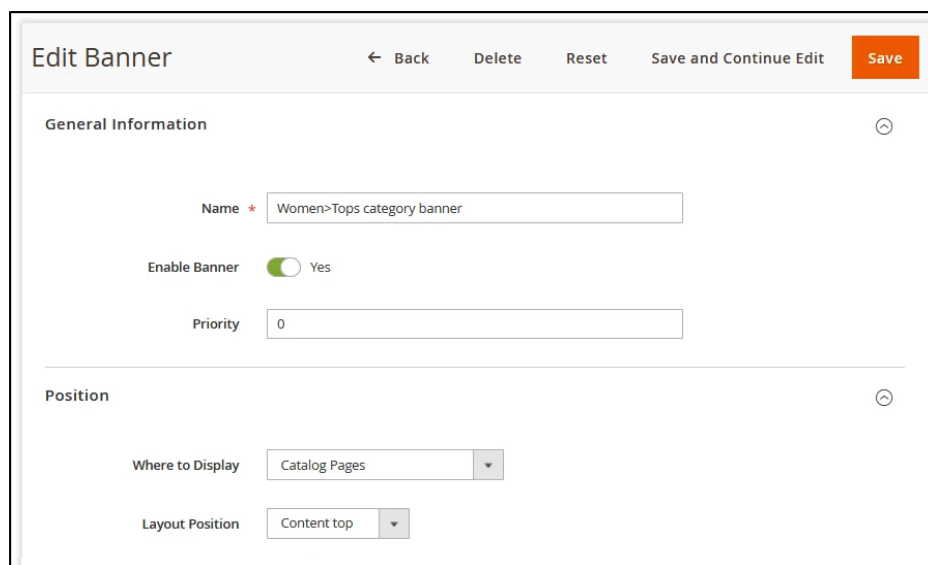
Create / Edit Banner

The Create/Edit Banner page is represented with four setting blocks: **General Information, Position, Behaviour, Slides.**

General Information and Position

The General Information block allows tweaking the following settings for a banner:

- **Name** - a meaningful name of the banner (will be used for internal identification purposes);
- **Enable Banner** - allows enabling/disabling the banner on frontend;
- **Priority** - a whole numeric to define the priority of display of the banner in an array of thereof sharing same position and location.



The screenshot shows the 'Edit Banner' form. At the top, there are navigation buttons: Back, Delete, Reset, Save and Continue Edit, and a Save button. The form is divided into two sections: 'General Information' and 'Position'. In the 'General Information' section, there is a 'Name' field with the value 'Women>Tops category banner', an 'Enable Banner' toggle switch set to 'Yes', and a 'Priority' field with the value '0'. In the 'Position' section, there is a 'Where to Display' dropdown menu set to 'Catalog Pages' and a 'Layout Position' dropdown menu set to 'Content top'.

The Position sections presents the following configuration options:

- **Where to Display** - defines the pages to display the banner.

On choice of the display option, the admin will be asked to specify the product, catalog pages or the widget in accordance with the table below:

Where to display	Additional configuration options
<p>Home Page</p> <p>The banner is displayed on the home page of the store.</p>	NA
<p>Product Pages</p> <p>The block of configurable conditions will be shown for the admin to specify the products to display the banner.</p> <p>Leave blank to display the block on all product pages.</p>	<p>If ALL of these conditions are TRUE :</p> <p>If ALL of these conditions are TRUE : </p> <p>Sale is Yes </p> <p>Gender contains Men, Boys, Unisex </p> <p></p> <p></p>
<p>Catalog Pages</p> <p>The catalog tree will be shown for the admin to specify the catalog pages to display the banner.</p> <p>Tick the checkbox next to each page you want to display the banner. Click + / - to fold/unfold the category.</p>	<p>Category</p> <ul style="list-style-type: none"> <input type="checkbox"/> Default Category (1181) <input type="checkbox"/> What's New (0) <input type="checkbox"/> Women (0) <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Tops (784) <ul style="list-style-type: none"> <input type="checkbox"/> Jackets (186) <input type="checkbox"/> Hoodies & Sweatshirts (182) <input type="checkbox"/> Tees (192) <input type="checkbox"/> Bras & Tanks (224) <input type="checkbox"/> Bottoms (228) <input type="checkbox"/> Men (0) <input type="checkbox"/> Gear (46) <input type="checkbox"/> Collections (13) <input type="checkbox"/> Training (6) <input type="checkbox"/> Promotions (0) <input type="checkbox"/> Sale (0)
<p>Custom Widget</p> <p>The banner is displayed via the selected widget.</p> <p>You will have to create a widget and configure it to display the banner. Follow the official Magento 2 user guide to learn more.</p>	NA

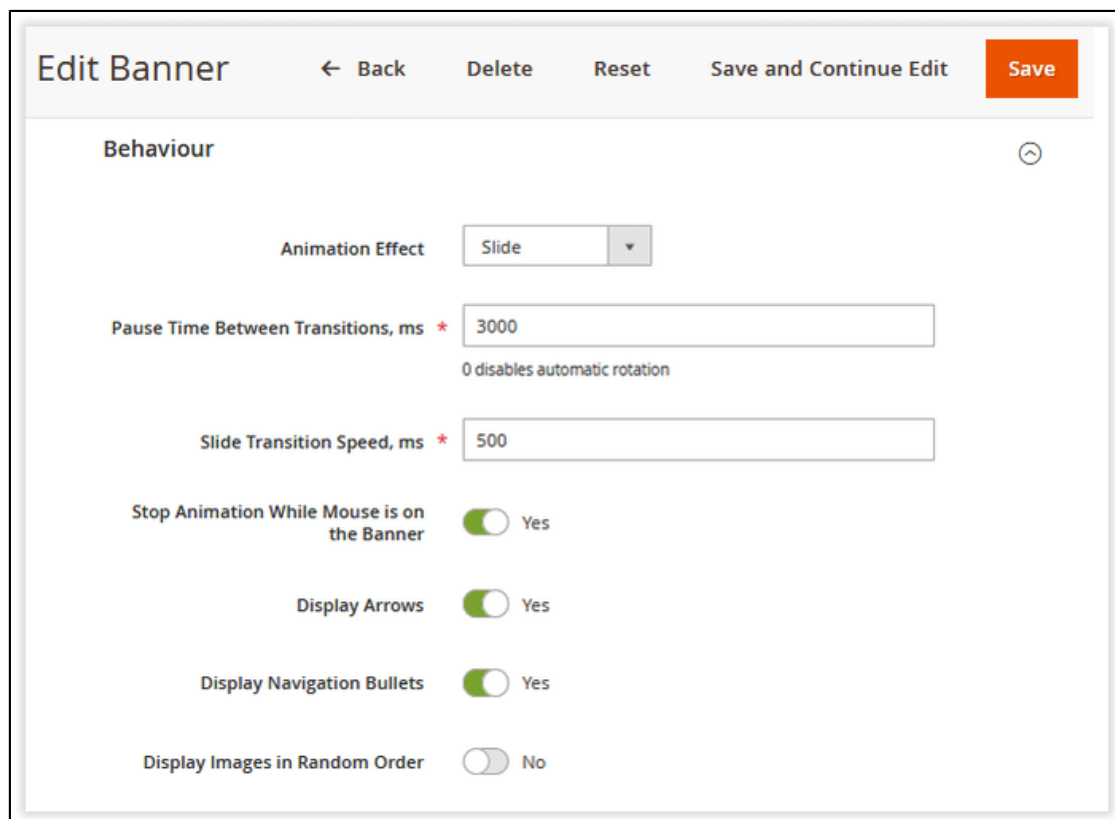
Layout Position - defines the position of the banner on the target page:

- *Menu Top;*
- *Menu Bottom;*
- *Content top;*
- *Page bottom.*

Banner Behaviour

The block allows defining the behavior of the banner against the following parameters:

- **Animation Effect** - slide change animation effect:
 - *Slide*;
 - *Fade Out/In*;
- **Pause Time Between Transitions, ms** - the interval between switching slides automatically;
- **Slide Transition Speed, ms** - the speed at which slides are switched;
- **Stop Animation While Mouse is on the Banner** - defines if the slide switching should stop upon the mouse hover;
- **Display Arrows** - enables/disables navigation arrows at the Banner;
- **Display Navigation Bullets** - enables/disables navigation bullets at the Banner;
- **Display Images in Random Order** - defines if the slides should be displayed randomly.



The screenshot shows the 'Edit Banner' configuration interface. At the top, there are navigation buttons: 'Back', 'Delete', 'Reset', 'Save and Continue Edit', and a red 'Save' button. The main section is titled 'Behaviour' and contains the following settings:

- Animation Effect:** A dropdown menu set to 'Slide'.
- Pause Time Between Transitions, ms ***: A text input field containing '3000'. Below it, a note says '0 disables automatic rotation'.
- Slide Transition Speed, ms ***: A text input field containing '500'.
- Stop Animation While Mouse is on the Banner:** A toggle switch set to 'Yes'.
- Display Arrows:** A toggle switch set to 'Yes'.
- Display Navigation Bullets:** A toggle switch set to 'Yes'.
- Display Images in Random Order:** A toggle switch set to 'No'.

Slides Assigned to Banner

The section comes as a grid to features all available slides. This is where the admin is able to assign the chosen slides to the banner. For convenience reasons the grid is supported with the filter head row, which helps maneuvering over long lists of slides.

To assign a slide to the banner, tick the checkbox next to the chosen slide. The grid in general looks the same as that of the Slides Page, thereby proceed below to learn more on it.

Edit Banner ← Back Delete Reset Save and Continue Edit **Save**

Slides ↻

i Use same resolution images for best results

Search **Reset Filter** 3 records found 20 per page 1 of 1

<input checked="" type="checkbox"/>	ID ↑	Thumbnail	Name	Status	Assigned to Banners	Customer Groups	Store view	Display From	Display To	Position
<input checked="" type="checkbox"/>	12		Banner slide #3	Enabled	Women>Tops category banner, Women>Tops product page banner	NOT LOGGED IN, General, Wholesale, Retailer	All Store Views	From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	2
<input checked="" type="checkbox"/>	11		Banner slide #2	Enabled	Women>Tops category banner, Homepage banner	NOT LOGGED IN, General, Wholesale, Retailer	All Store Views	From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	3
<input checked="" type="checkbox"/>	10		Banner slide #1	Enabled	Women>Tops category banner, Blog Page Banner	NOT LOGGED IN, General, Wholesale, Retailer	All Store Views	From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	1

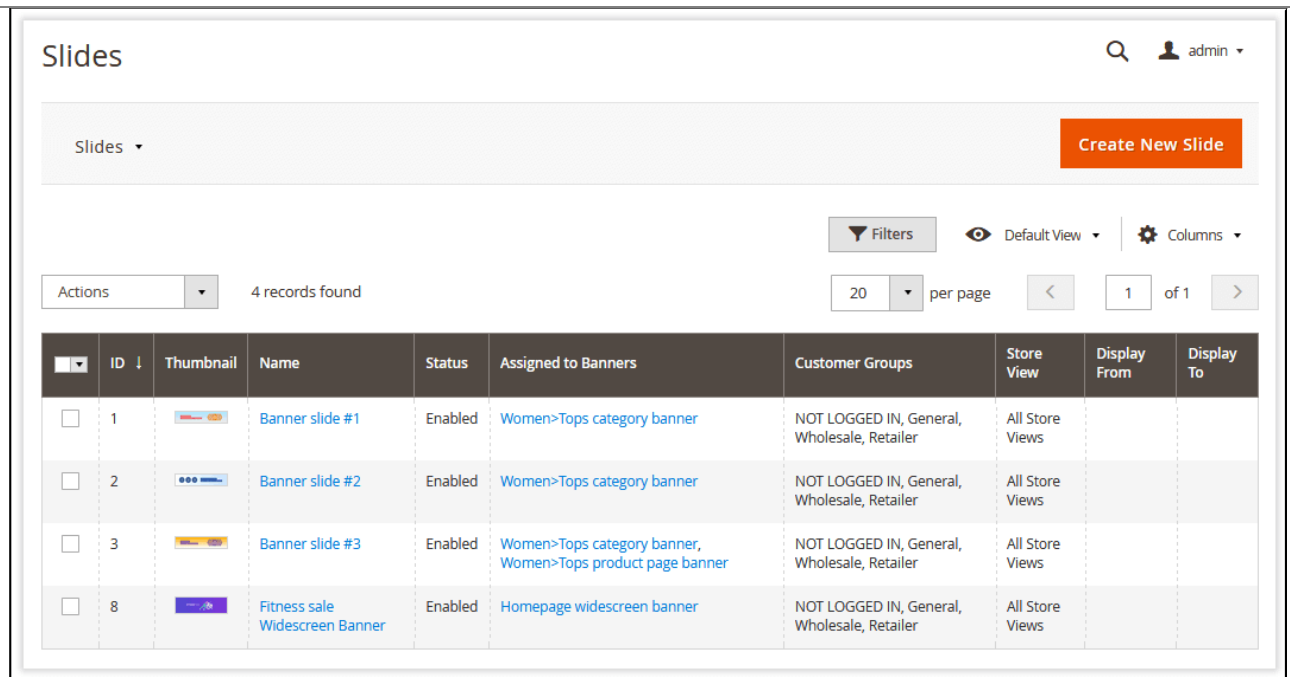
Slides





Slides Grid

To create and manage slides proceed to Content > Rich Banner Slider by Aheadworks > Slides. The Slides Page comes as a grid with the following columns:

- **ID** - the identification number of the slide;
- **Thumbnail** - the thumbnail image of the slide (for preview within the grid);
- **Name** - the name of the slide (have it meaningful to reflect the marketing strategy behind);
- **Status** - the status of the slide (enabled / disabled);
- **Assigned to Banners** - the list of banners to contain the slide (active links leading to a Create/Edit Banner Page);
- **Customer Groups** - the list of groups to see the banner;
- **Store View** - the view of the store to show the banner;
- **Display from / to** - the dates of display of the banner.

To create a new slide, click on the Create New Slide button in the top right corner of the page. To edit a slide, click on the name of the slide in the grid.



Actions	ID	Thumbnail	Name	Status	Assigned to Banners	Customer Groups	Store View	Display From	Display To
<input type="checkbox"/>	1		Banner slide #1	Enabled	Women>Tops category banner	NOT LOGGED IN, General, Wholesale, Retailer	All Store Views		
<input type="checkbox"/>	2		Banner slide #2	Enabled	Women>Tops category banner	NOT LOGGED IN, General, Wholesale, Retailer	All Store Views		
<input type="checkbox"/>	3		Banner slide #3	Enabled	Women>Tops category banner, Women>Tops product page banner	NOT LOGGED IN, General, Wholesale, Retailer	All Store Views		
<input type="checkbox"/>	8		Fitness sale Widescreen Banner	Enabled	Homepage widescreen banner	NOT LOGGED IN, General, Wholesale, Retailer	All Store Views		

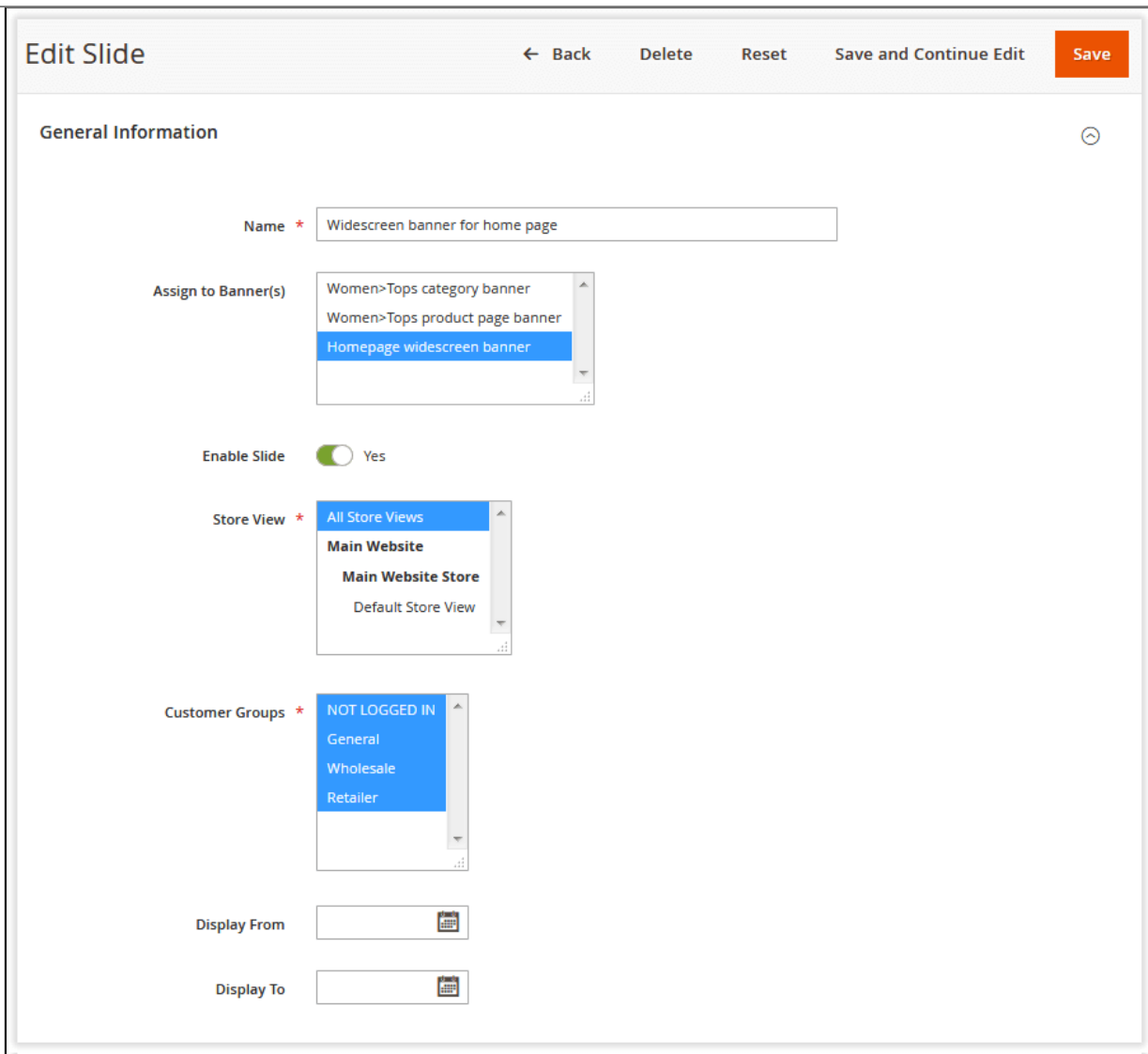
Create / Edit Slides

The **Edit Slide** page is represented with the four blocks of settings: **General Information**, **Background Image**, **Overlay Content** and **URL Options**.

General Settings

The General Settings block comes with the following settings:

- **Name** - the name of the slide (used for internal identification purpose);
- **Assign to Banner(s)** - the list of banners to assign the slide to;
- **Enable Slide** - the status of the slide (enabled/disabled);
- **Store View** - the store view to feature the slide;
- **Customer Groups** - the customer groups the slide is to be displayed to;
- **Customer Segments** (available when [Customer Segments](#) is installed, v. 1.1.0 or newer) - the customer segments the Slide is to be displayed to;
- **Display From/to** - the date range the slider is to be displayed on the storefront.



Edit Slide

← Back Delete Reset Save and Continue Edit **Save**

General Information

Name * Widescreen banner for home page

Assign to Banner(s)
Women>Tops category banner
Women>Tops product page banner
Homepage widescreen banner

Enable Slide Yes

Store View * All Store Views
Main Website
Main Website Store
Default Store View

Customer Groups * NOT LOGGED IN
General
Wholesale
Retailer

Display From

Display To

If Customer Segmentation is installed, enable the "**Compatibility with frontend extensions**" option in **Stores** → **Configuration** → **Aheadworks** → **Customer Segmentation** for correct integration with the present extension.

Background Image

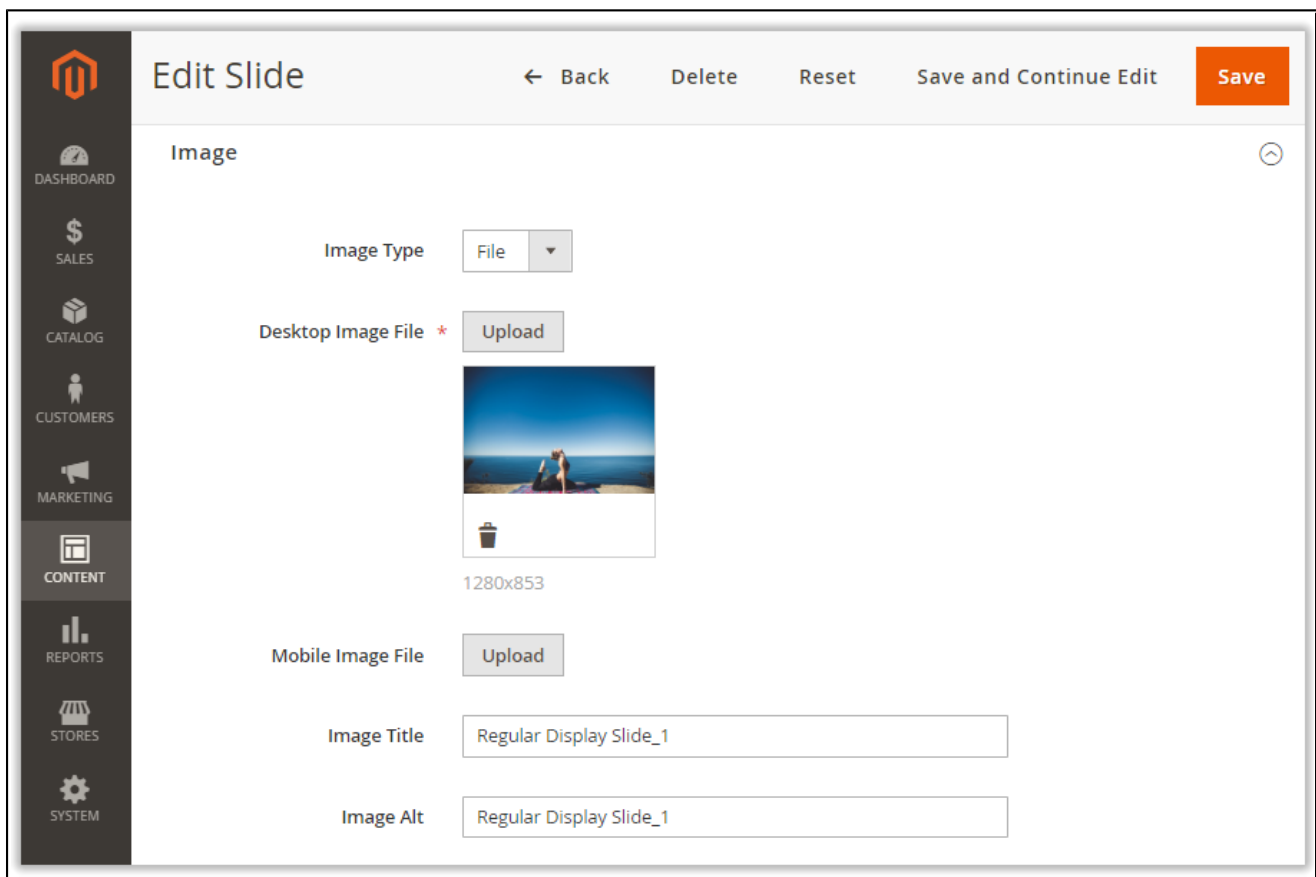
The **Image** section allows uploading an image for the slide, as well as tweaking some related options.

- **Image Type** - select between an image file type and URL for image upload;
- **Image Title** - define a title for the image;
- **Image Alt** - define the text to display upon mouse hover over the image.

To ensure best content representation practice across multiple devices, admins can upload two images of the same kind though of different size - for desktop and mobile devices. Click either on the Upload Desktop Image File or Upload Mobile Image File button to do so. Should no image be uploaded for mobile devices, the desktop image will be used.

The size of images depends solely on your taste and design needs, though there are some observations that may dictate some limitations. It is widely accepted that the 300x250 px is best for a slide image for mobile devices, both for handset and tablet. At the same time, this could change depending on the ad placement and ad style.

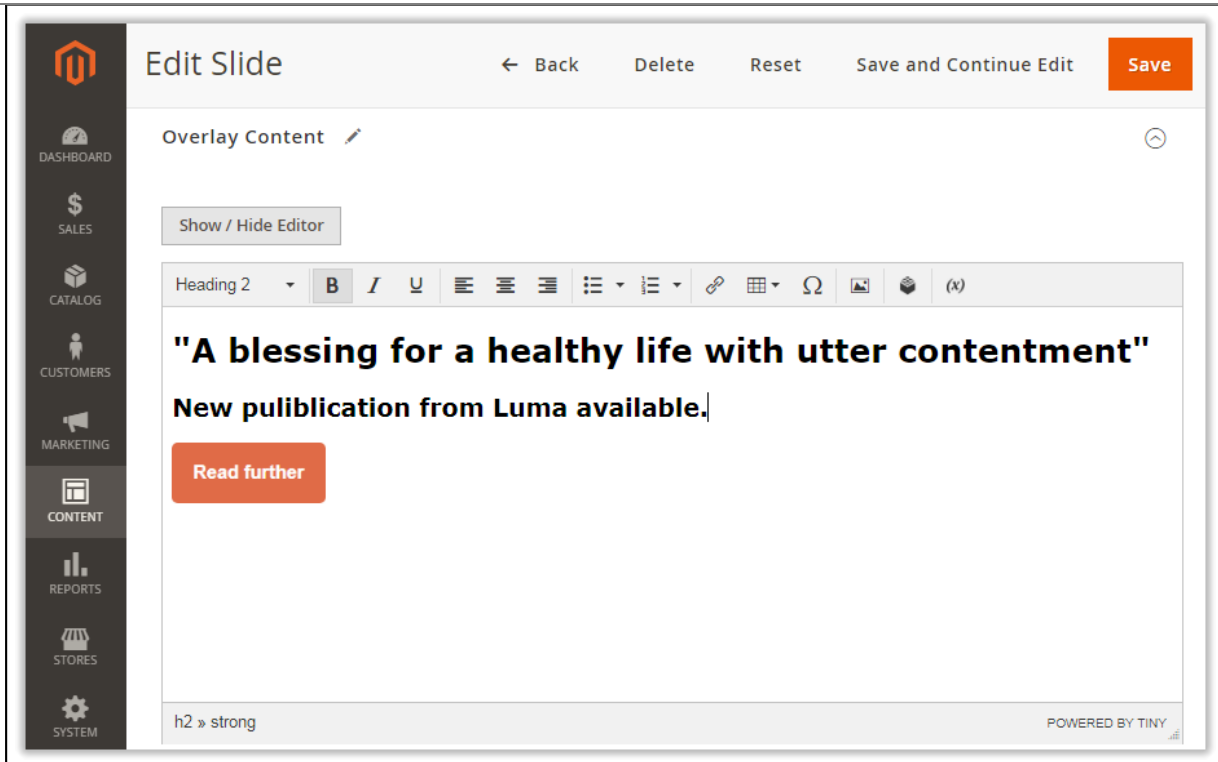
It is recommended, the size of all images be the same, since the size of the banner is calculated from size of the first image in a slider.



Overlay Content

The **Overlay Content** functionality allows placing formatted text and image elements over the slide image. This further enhances the informative capacity of the slide and prompts customers respond to the call to action.

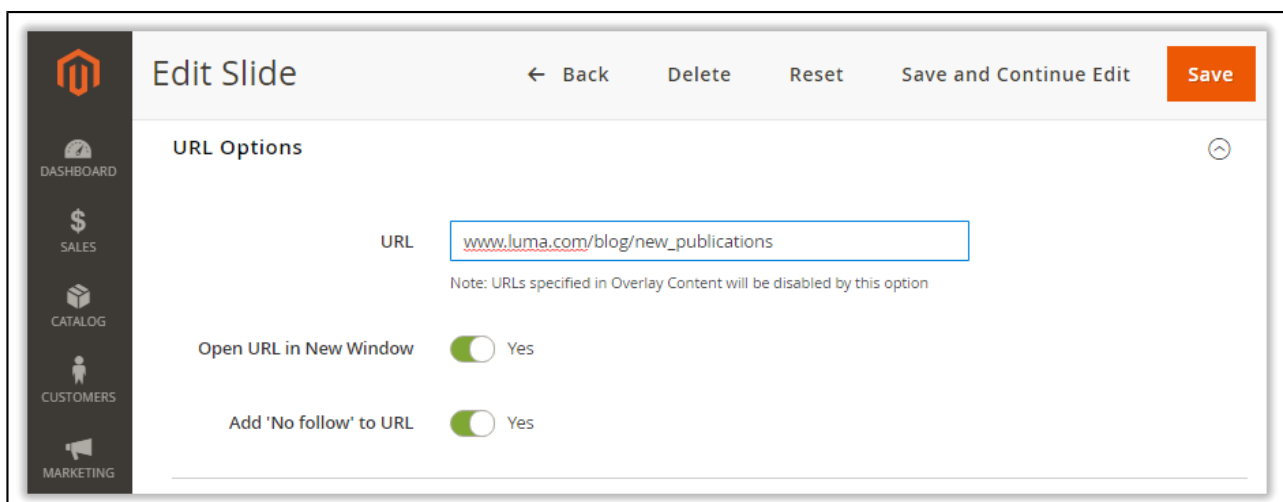
The Overlay Content block contains a WYSIWYG editor. Type in some text in the text-area, upload pictures or tables and apply necessary formatting options. No special designing skills are required to have really rich slides this way.



URL Options

This is where you define a destination URL for the image and slide. The block features the following options for configuration:

- **URL** - the text-field to type-in a URL;
- **Open URL in New Window** - defines if the destination URL should be opened in a new browser window;
- **Add 'No follow' to URL** - defines if `rel="nofollow"` should be added to the destination URL.



On completing the set-up, click the Save button at the top.

Having created a set of slides, proceed to creating a banner.

Slider Performance Statistics

Once the banners are set up, you can estimate the performance of each banner. Proceed to **Content > Rich Banner Slider by Aheadworks > Statistics** to find performance statistics of every slider. The page comes as a grid of the following columns:

- **Thumbnail** - the grid preview image of the slide;
- **Slide** - the name of the slide (active link to the Create/Edit Slide page);
- **Banner** - the name of the banner to contain the slide (active link to the Create/Edit Banner page);
- **Slider Loadings** - the number of loadings of the slider;
- **Click** - the number of clicks per slider over the time of validity;
- **CTR** - the click-through-rate (ratio between the latter two) in %.

Statistics prompts analysis and allows evaluating the performance of a slide within your marketing campaign.

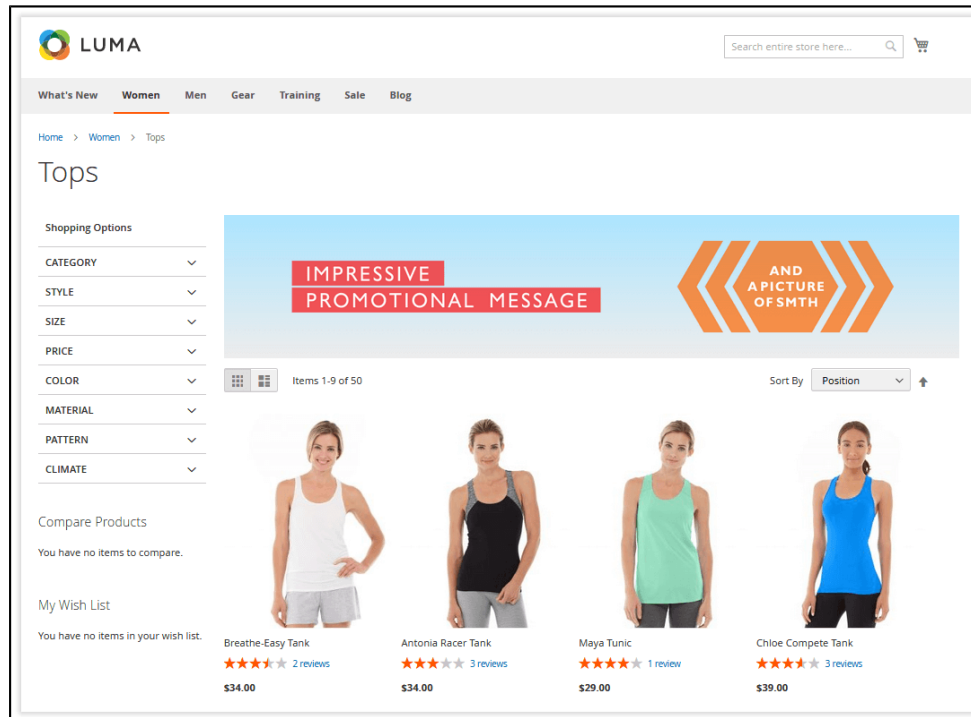
	Thumbnail	Slide	Banner	Slider Loadings	Clicks	CTR
<input type="checkbox"/>		Banner slide #1	Women>Tops category banner	10672	175	2%
<input type="checkbox"/>		Banner slide #2	Women>Tops category banner	10673	191	2%
<input type="checkbox"/>		Banner slide #3	Women>Tops category banner	10673	174	2%
<input type="checkbox"/>		Banner slide #3	Women>Tops product page banner	588	6	1%
<input type="checkbox"/>		Fitness sale Widescreen Banner	Homepage widescreen banner	1	0	0%

Sliders on Frontend

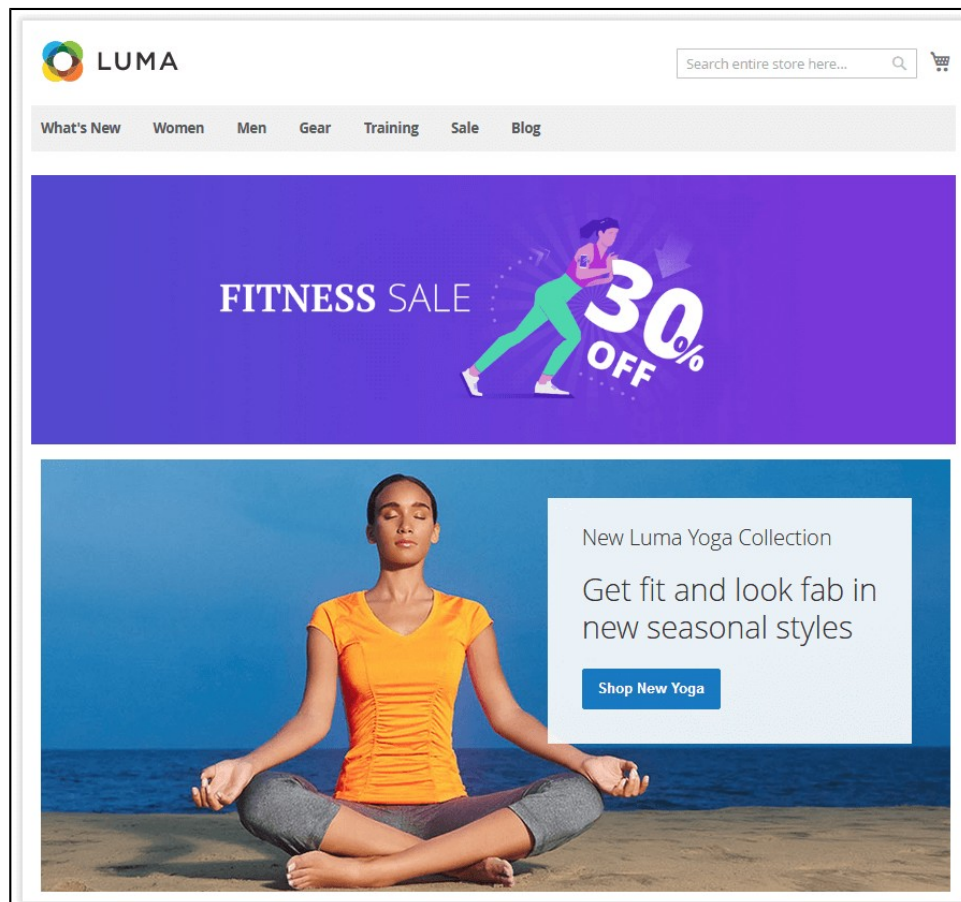
On the storefront, the pre-configured banner sliders are loaded at the same time as the whole content of the page.

Customers are able to scroll slides in the banner with the help of either the display arrows or navigation bullets (as configured on the backend).

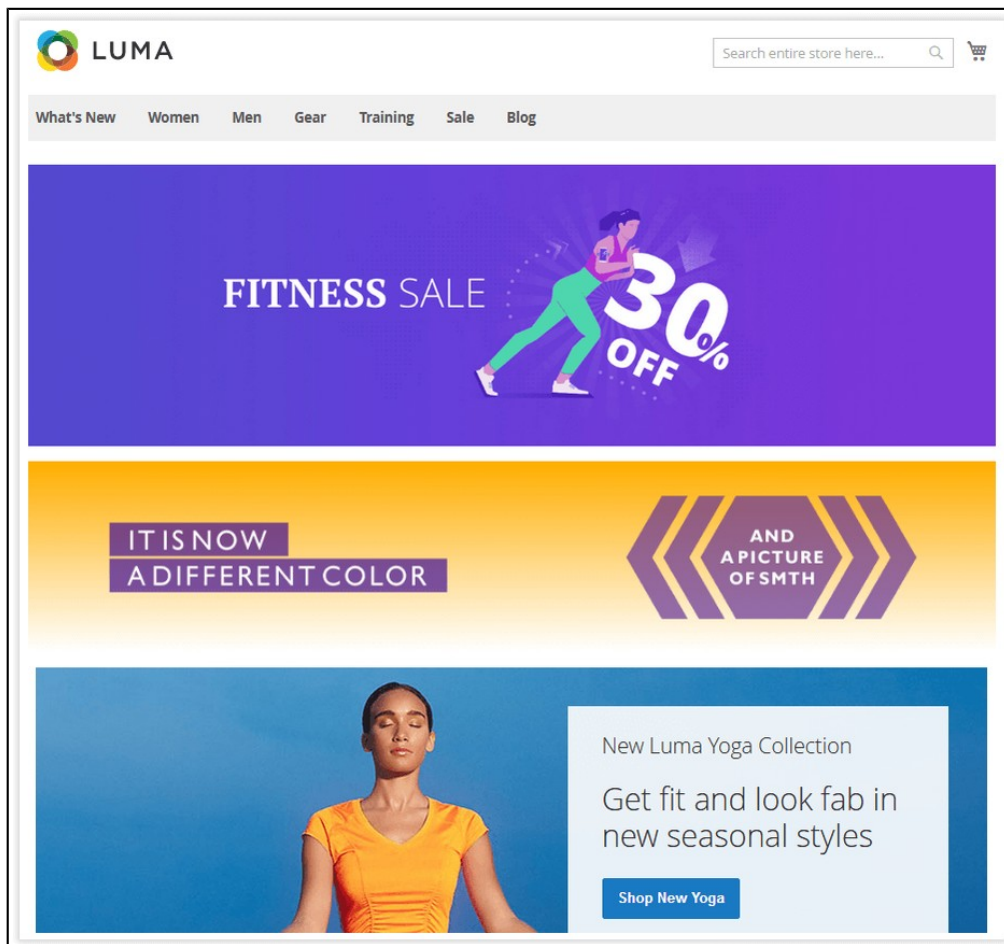
A sample banner of a single slide on a category page will look as follows:



A widescreen banner on Home Page will look like this:



Banners, positioned and located similarly, will be displayed in sequence defined by their priority values configured on the backend.



For an in-depth look visit Rich Banner Slider demo store at the extension's [product page](#).

Feel free to contact our support team with any questions:

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