

# Spin and Win v1.0 for Magento 2



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## Installation & User Manual v1.0

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## 1.0 Introduction

Spin and Win module for Magento 2 is an alluring time-triggered gamified interface. The gamified popup for Magento 2 offers an intuitive and fun-filled interface to your store visitors. The gamified approach motivates them to provide their email ids without annoying them with the conventional subscription popups.

Spin and Win extension for Magento 2 not just boosts the shopping experience of the customers, it even has a direct impact on the sale volume of the site. Spin and Win plugin for Magento 2 offers coupons and discounts in a different, but better way. Spin and Win subscription pop-up for Magento 2 incorporate a Wheelio or roulette wheel in the front-end of the site. The store visitors are required to enter their email IDs in order to spin the wheel. The wheel rotates with the admin defined labels on them and the customers get coupons associated with the coupon code.

### 1.1 Features offered by Spin and Win plugin for Magento 2:

- The Spin and Win module for Magento 2 can be used at the three places, that is, at the entry or exit of the customers or when they scroll down.
- The Spin and Win extension for Magento 2 even allows the store admin to set the type of store visitors who can view the spin wheel interface.
- Spin and Win subscription pop-up for Magento 2 offers email recheck option. The admin can avoid redundancy of the email IDs by enabling this feature.
- Exit intent pop-up for Magento 2 comes with a number of pre-designed themes and wheel designs. The store admin can choose the one that suits his requirement.

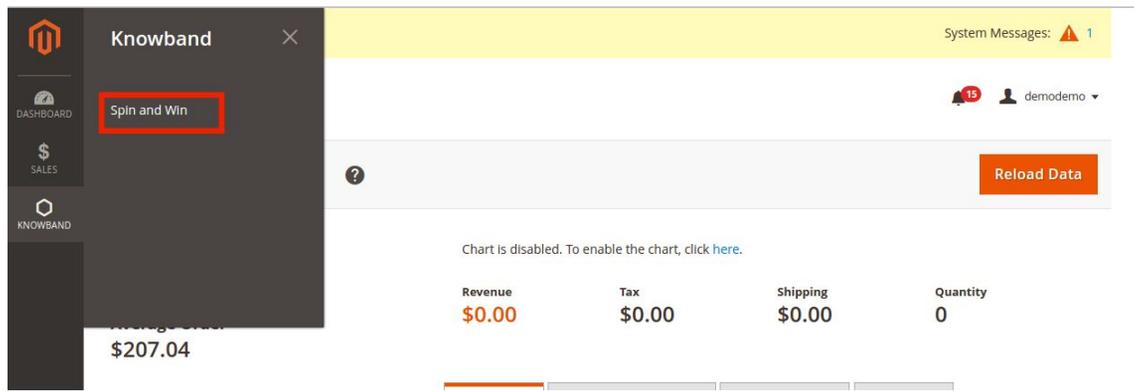
- The spin wheel of Spin and Win plugin for Magento 2 can even be customized at a few button clicks. Thus, it can be easily made to blend with the theme of the website.
- The custom CSS option in the admin interface of Spin and Win extension for Magento 2 allows the merchants to change the look and feel of the wheel design accordingly.
- The feature-rich Spin and Win module for Magento 2 reduces the manual effort of the store admin. The email integrator for Magento 2 syncs the captured details with the MailChimp, Klaviyo and Constant Contact account of the store admin.
- The interactive popup extension for Magento 2 comes with number of email templates.
- This makes it even easier for the store admin to send promotional triggers to the customers.
- The admin gets full access to manage the discounts being offered. The admin can customize the slices of the spin wheel from the back-end of the Spin and Win extension for Magento 2.
- Even the possibility of a slice appearing once the wheel is rotated can be fixed from the admin interface of Spin and Win plugin for Magento 2.

## 2.0 Installation

Follow the simple steps in order to install the Spin and Win Module for Magento 2:

1. Download the extension package of Spin and Win Extension for Magento 2 from the store.
2. You'll get a zipped file. Unzip the package on the root folder of your Magento setup via FTP manager (like Filezilla or WinSCP - download here: <http://filezilla-project.org/>).

- The extension is now installed and ready for use. In Admin Panel go to “*Knowband Extensions | Spin and Win*”.



You can now use and configure the Spin and Win Module for Magento 2.

### 3.0 Admin Interface

The web admin interface of Magento responsive pop-up offers easy customization option to the store admin. The spin wheel can be configured and managed in a few simple steps. Spin and Win Module for Magento 2 has 8 setting tabs. They are mentioned below:

- General Settings
- Display Settings
- Look and Feel Settings
- Text Settings
- Slice Settings
- Email Marketing Settings
- Statistics

Let us discuss the various customization options are discussed in detail.

## 3.1 General Settings

The General settings of Spin and Win Module for Magento 2 allows the store admin make the basic configuration settings. The various fields in this tab is discussed below.

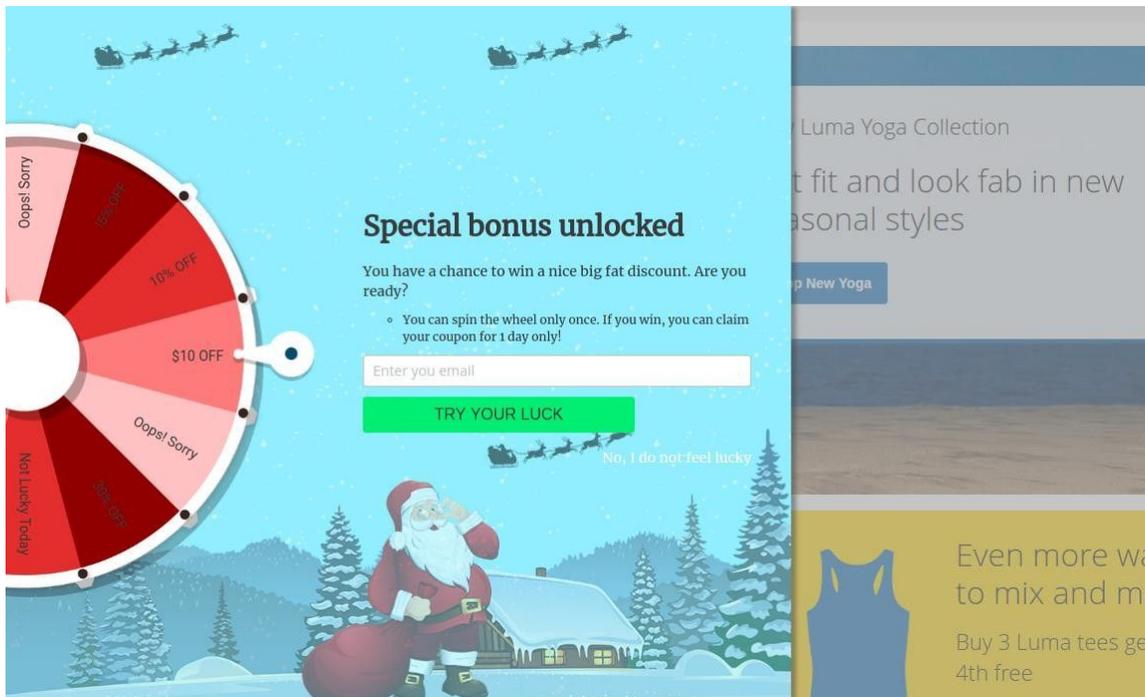
### General Settings

The screenshot shows the 'General Settings' section of the Magento 2 admin interface. It includes the following settings:

- Enable the Extension:** A toggle switch set to 'Yes'. A red callout box says 'Toggle to enable the module'.
- Show pull-out tab:** A toggle switch set to 'Yes'. A red callout box says 'Toggle to hide/show the pull-out tab'.
- Email Recheck:** A toggle switch set to 'Yes'. A red callout box says 'Enable to prevent the customers from using the same email ID more than once'.
- Show Fireworks:** A toggle switch set to 'Yes'. A red callout box says 'Enable to show fireworks in the spin wheel whenever a customer wins a coupon'.
- \* Wheel Display Interval:** A text input field containing '0' and a 'Days' label. A red callout box says 'Set the interval after which the wheel will pop up'.
- Custom CSS:** A text area for adding custom CSS code. A red callout box says 'Enter custom CSS code here'.
- Custom JS:** A text area for adding custom JS code. A red callout box says 'Enter Custom JS code here'.

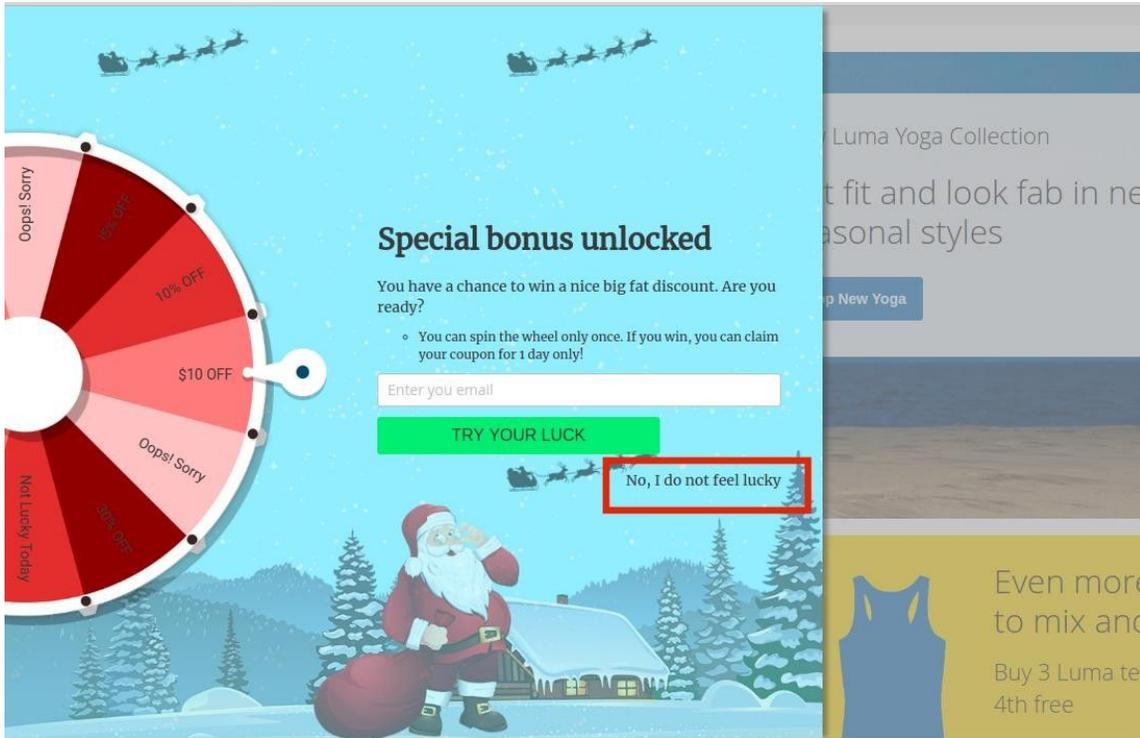
### 1. Enable the extension

Enable this feature in order to show the wheel in the front-end of the site. If enabled, the spin wheel will be displayed in the website as shown in the image below:

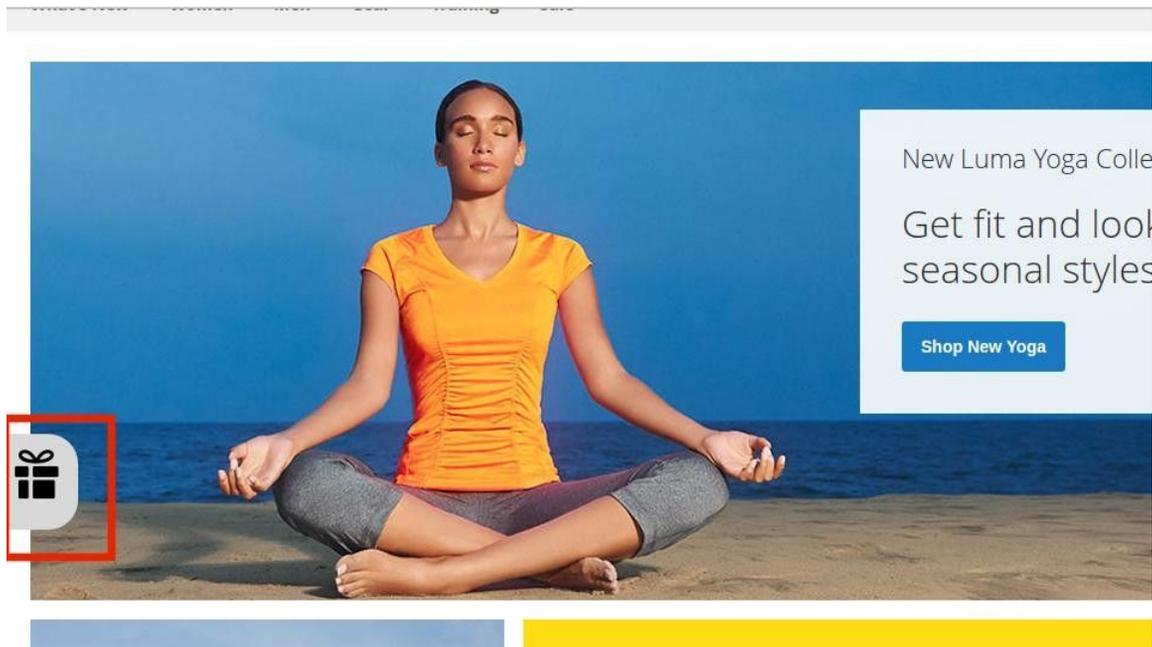


## 2. Show Pull-out tab

The site visitors can remove the spin wheel from the screen of the website by clicking on the '**No I do not feel lucky**' button. In order to bring the wheel back on the site, the customers get an option of pull-out button. This button will be displayed only if this feature is enabled from the back-end of entry/exit popup module for Magento 2.



Once this link is clicked, the wheel will display and the pull-out tab can be seen as shown below:



### **3. Email Recheck**

The store admin can check the duplicity of email IDs entered in the subscription pop-up by enabling this option. If enabled, the customers will not be allowed to rotate the wheel with the same email ID. This makes sure that one email id can avail the offer only once. Thus, email subscription popup for Magento 2 makes it easier for the store admin to increase their subscriber base.

### **4. Wheel Display Interval**

Fix the number of days after which you want the pop-up to appear on the website. By default, it is set to 0 which means the wheel will be displayed all the time.

### **5. Custom CSS**

The admin gets to make changes in the appearance by entering the custom CSS code in this section of the Magento extension.

### **6. Custom JS**

The admin can enter custom JavaScript in this section.

## **3.2 Display Setting**

This tab of Spin and Win subscription popup for Magento 2 allows the admin to manage the appearance of wheelio as per the requirement.

## Display Settings

The image shows a 'Display Settings' form with several fields. Red arrows point from red-bordered callout boxes to specific fields. The callouts contain the following text:

- Minimum Screen Size:** Select minimum compatibility screen size for the spin wheel
- Maximum Display Frequency:** Select when you want to display the spin wheel
- Hide Spin Wheel After:** Select the time interval of wheel display
- Set Fix Time:** Enable if you want to display the wheel for a particular period
- Whom to show:** Select whom you want to show the spin wheel
- When to Show:** Select when you want to display the wheel after the customer visits the site
- Geo Location:** Select the geographical location where you want to display it

The form fields are as follows:

- Minimum Screen Size:** Smartphone (320x480)
- Maximum Display Frequency:** Every Visit
- Hide Spin Wheel After:** Always Display
- Set Fix Time:** No
- Whom to show:** All Visitors
- When to Show:** Immediately
- Geo Location:** World Wide

The various customization options are discussed in details below:

### 1. **Minimum Screen Size**

Select the minimum standard size of the screen with which the wheel displayed in the front-end will be compatible. The wheel will work seamlessly on the all the screen size larger than the selected one.

### 2. **Maximum Display Frequency**

Select the frequency of wheel display from the drop-down list. Y

### 3. **Hide Spin Wheel After**

Select when you want to hide the wheel from the drop-down list.

### 4. **Set Time Interval**

Enable this functionality if you want to display the spin wheel for a particular time period. Once enabled, the admin will be required to select the start and end time as shown in the image below:



The image shows a configuration form for setting a time interval. At the top, there is a toggle switch labeled 'Set Fix Time' which is currently turned on (green) and labeled 'Yes'. Below this, there are two input fields, each with a red asterisk indicating a required field. The first field is labeled '\* Active Date/Time' and the second is labeled '\* Expire Date/Time'. Both fields have a calendar icon on the right side, indicating they are date pickers. The fields are currently empty.

Enter the date in the prescribed format, that is, mm/dd/yy as well as the time in both the sections. The wheel will be displayed only in between the selected duration set.

### 5. **Whom to Show**

Choose the visitor type to whom you want to show the spin wheel. You can either select all the visitors, or the new visitors or returning visitors of your site.

### 6. **When to Show**

Choose the time which you think is feasible for displaying the wheel by selecting one option from the drop-down list.

### 7. **GEO Location**

Select the GEO location where you want to display the interactive subscriber pop-up for Magento 2. Selecting the default option of worldwide will display the Spin and Win Exit Intent extension for Magento 2 at every places where the website is being viewed.

### 3.3 Look and Feel Settings

The Magento 2 store admin can change the look and feel or appearance of the spin wheel subscription popup from this tab of spin and win module for magento 2.

Here are some of the ways in which you can change the look and feel of the spin and win extension for magento 2.

Look and Feel

Theme: Xmas Theme 1 Select the theme of the spin wheel

Wheel Design: Wheel Design 2 Select the wheel design

Wheel Preview:  The selected wheel design can be previewed here

\* Wheel Background Color: #90eeff Change the background color of the wheel from the color chart

\* Font Color: #3b3b3b Change the font color from here

\* Button Background Color: #00e72 Change the background color

\* No, I do not feel lucky text color: #3b3b3b Change the color of the 'I do not feel lucky' button from here

Display Logo:  No Enable if you want to display the logo with the wheel

#### Theme

The spin and win module for magento 2 offers a default front-end themes for the store owner to choose from. The admin can select the desired one from the drop-down list.

## **Wheel Design**

Along with the front-end themes, the spin and win plugin for magento 2 offers wheel designs as well. The e-merchants can choose the desired one from the drop-down menu in this section.

## **Wheel Preview**

The selected wheel design can be previewed here.

## **Wheel Background Color**

The background color of the wheel can be changed by selected the desired shade from the color chart.

## **Font Color**

The color of the texts written on the wheel can be changed from here.

## **Button Background Color**

The background color of the buttons on the spin wheel can be changed from here.

## **'No, I do not Feel Lucky' text color**

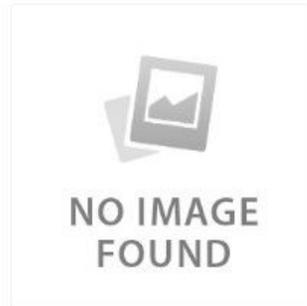
Change the font color of the button by selecting the shade from here.

## **Display Logo**

Enable this function if you want to display the logo of your site on the spin wheel. If enabled, the admin will get an option to choose the logo image from their local drive.

Display Logo  Yes

\* Upload Logo



No file chosen

Only .png or .jpg file format accepted. File size should not be more than 2 MB.

### 3.4 Text Setting

The text displayed on the wheel background can be changed and saved from this tab of spin and win pop-up module for magento 2.

#### Text Settings

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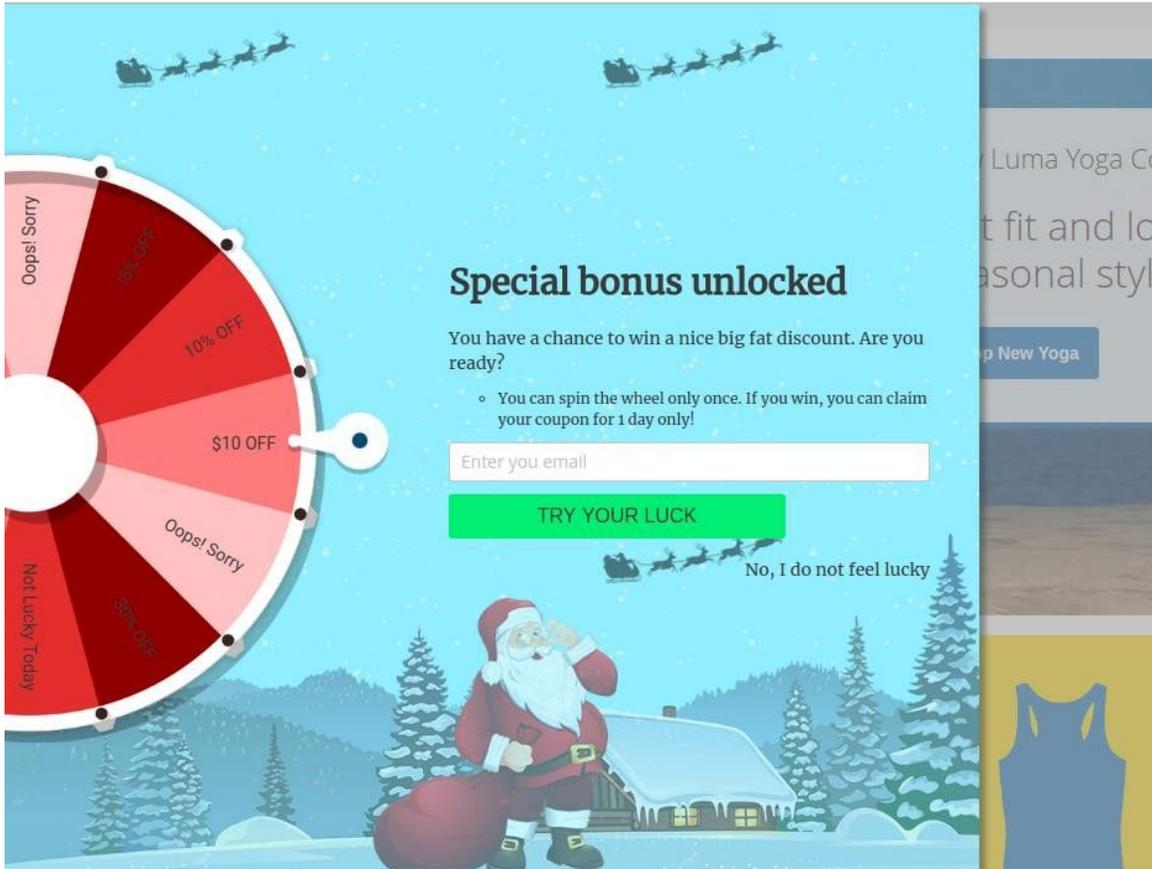
\* Title Text

\* Subtitle Text

\* Rules Text

One rule should be entered in one line in order to show it on pop up point wise.

The changes made here will be reflected in the front-end as shown below:



### 3.4 Slice Setting

The slices of the wheel is where the offers are displayed. The admin can customize all the 12 slices of the wheel.

## Slice Settings

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#	Slice Label	Coupon Type	Coupon Value	Gravity (%)
1	\$10 OFF	Fixed	10	25
2	10% OFF	Percentage	10	10
3	15% OFF	Percentage	15	10
4	Oops! Sorry	Fixed	0	5
5	\$20 OFF	Fixed	20	15
6	Not Lucky Today	Fixed	0	0
7	25% OFF	Percentage	25	10
8	Oops! Sorry	Fixed	0	0
9	30% OFF	Percentage	30	10
10	Not Lucky Today	Fixed	0	0
11	30% OFF	Percentage	30	15
12	Oops! Sorry	Fixed	0	0

The slice setting tab of spin and win module for magento 2 consists of 4 sections.

**Slice Label:** Enter the unique name of the slice that will be displayed on the website.

**Coupon Type:** Select the type of the offer you are giving. You can either select fixed discount or percentage discount type.

**Coupon Value:** Enter the value of the coupon being offered here.

**Gravity:** This section specifies the possibility of a particular slice being selected after the

spin. Enter the desired value in the Gravity column accordingly. This value cannot be greater than 100 or less than 1. Moreover, the sum of the value of all the 12 slices should not exceed 100.

### 3.5 Email Marketing

The email integration extension for magento 2 has an inbuilt email integrator. The email ids of the store visitors captured by the plugin is automatically added to the MailChimp, Constant Contact and Klaviyo accounts of the store owner.

#### Email Marketing

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Enable Mailchimp	<input checked="" type="checkbox"/> Yes
*Mailchimp Api Key	<input type="text" value="e80e610ed10f2c1df5ebb41fc6bd1ff1-us16"/>
Mailchimp List	<input type="text" value="Velocity"/> ▼
Enable Klaviyo	<input checked="" type="checkbox"/> Yes
*Klaviyo Api Key	<input type="text" value="pk_926f54462d86a8c18c9e766dee33016d38"/>
Klaviyo List	<input type="text" value="Newsletter"/> ▼
Enable Constant Contact	<input checked="" type="checkbox"/> Yes
*Constant Contact Api Key	<input type="text" value="hdknjqez5bn5s3484mmz24yw"/>
*Constant Contact Api Token	<input type="text" value="b20906ea-81d3-495f-9a86-70c30c9b4a7d"/>
Constant Contact List	<input type="text" value="General Interest"/> ▼

Enable the respective integrator, enter the API Key of your account and select the list of the email ids. The MailChimp Integrator for magento 2, Klaviyo Integrator for magento 2 and Constant Contact Integrator for Magento 2 will sync the email details of the customers in the respective account of the store admin.

### 3.6 Email Template Settings

This tab of the Spin and Win extension for Magento 2 allows the admin to display the coupons in three ways. The coupon can either be displayed only on the wheel or can be send to the customer’s email or can be shown on the email as well as the wheel. The admin can select any option from the drop-down list of **Coupon Display Options**.

Spin and Win plugin for Magento 2 offers a number of default **Email Templates**. The admin can select the desired theme.

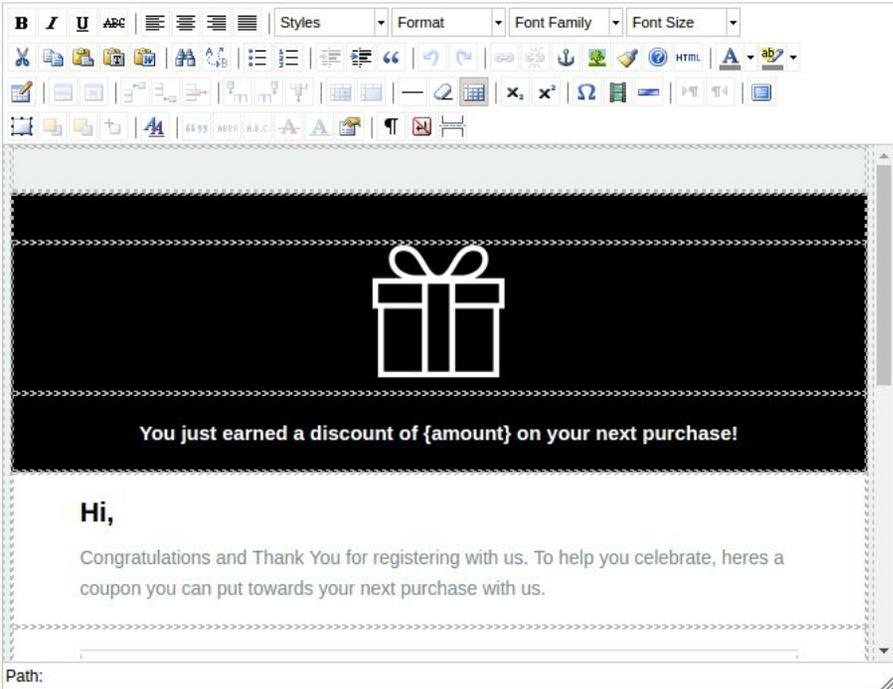
#### Email Settings

Coupon Display Options

\*Email Subject

Email Template

\*Email Content



Path:

Test Email

## **3.8 Statistics**

The Spin and Win module for Magento 2 offers the statistical report of the number of coupons that are generated along with the number of coupons that were used and the ones that were left unused.

# Statistics

**Total Generated**

**5**

Till 22 Feb, 2018

**Total Used**

**1**

Till 22 Feb, 2018

**Total Unused**

**4**

Till 22 Feb, 2018

## Coupon Statistics (Graphical)

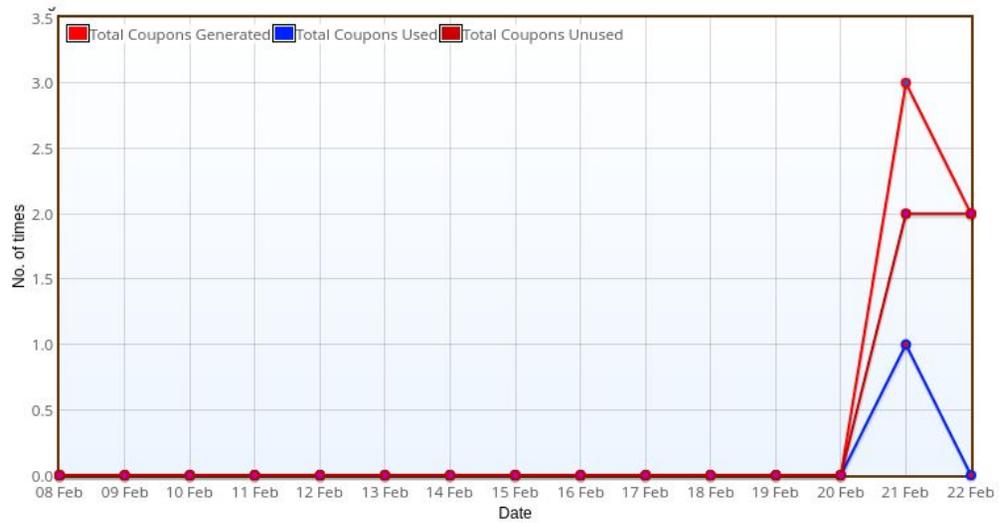
02/08/2018



02/22/2018

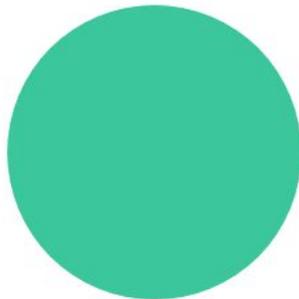


Generate



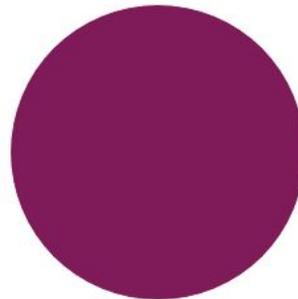
## Other Statistics

### Country Statistics



India : 100% (5)

### Device Statistics



Desktop : 100% (5)

The same report is generated in tabular as well as in the graphical format. The report can be filtered by selecting the dates.

### Coupons List

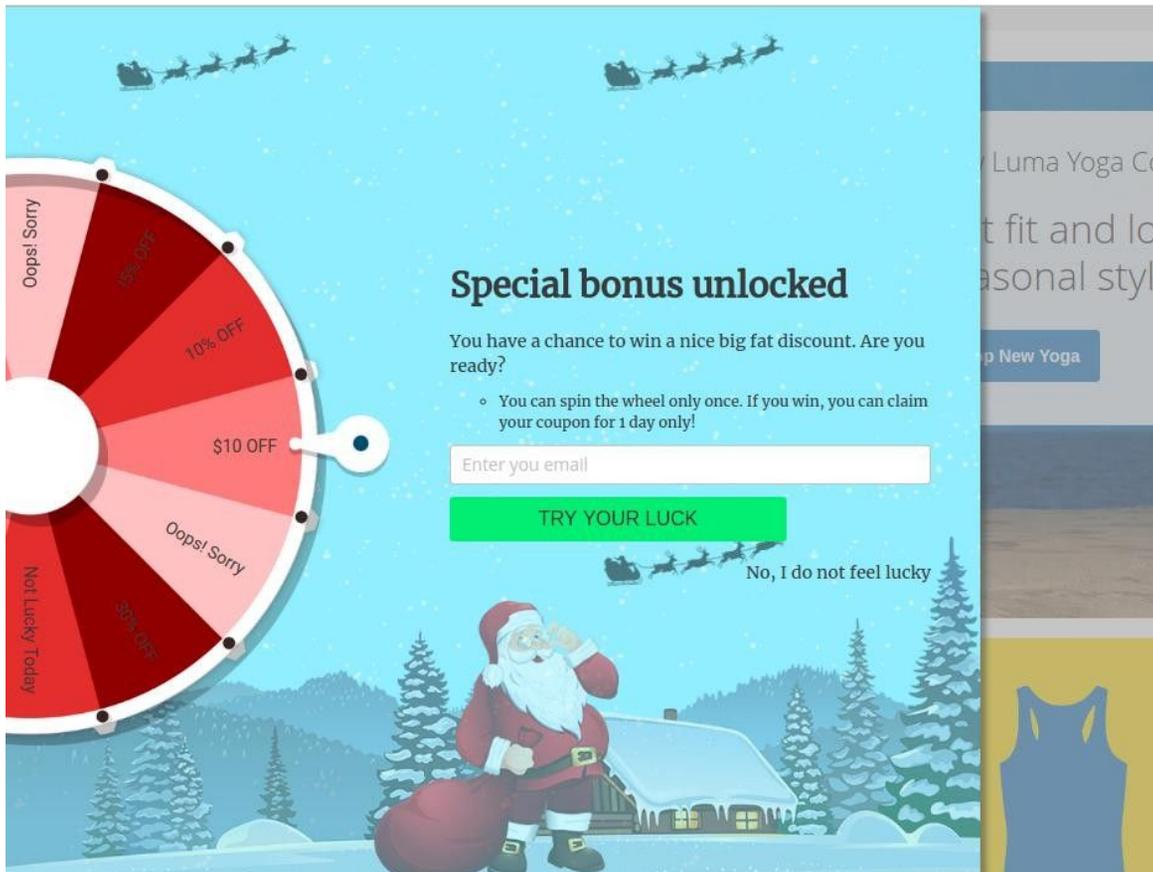
[Reset Filter](#)
5 records found

per page
 <
1 of 1
 >

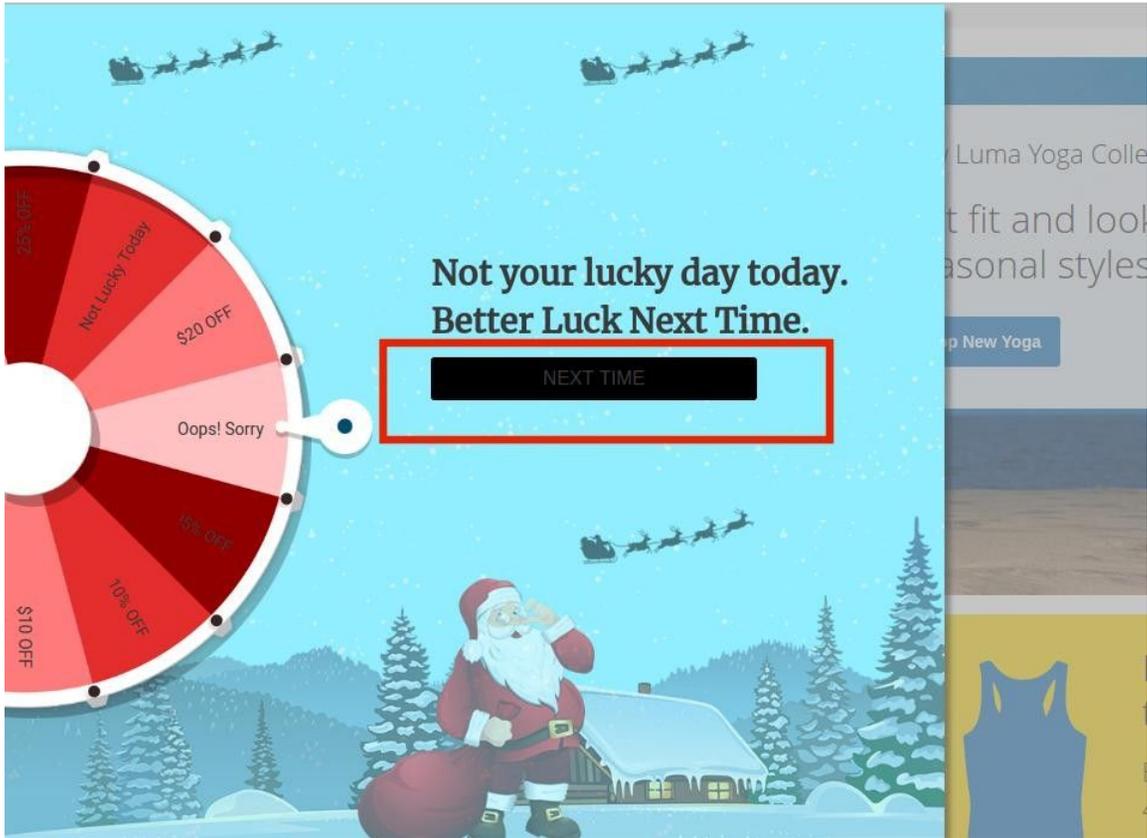
# ↓	Coupon Code	Customer Email	Country	Device	Coupon Used	Coupon Generated On
	<input type="text"/>	From <input type="text"/> To <input type="text"/>				
2	ACKBSYHZX3PG	Demo@demo.com	India	Desktop	No	Feb 21, 2018, 1:11:36 PM
3	HQUZSCANFJXA	JohnDoe@gmail.com	India	Desktop	Yes	Feb 21, 2018, 1:16:31 PM
4	MCSR0FTGHTHV	Britney@gmail.com	India	Desktop	No	Feb 21, 2018, 2:13:57 PM
5	DYTPAVQ4DYSN	demo1@demo.com	India	Desktop	No	Feb 22, 2018, 5:24:24 AM
6	96H8T4QYPRVD	demo@text.com	India	Desktop	No	Feb 22, 2018, 6:32:31 AM

## 4.0 Store Front-end

Once the Spin and Win extension for Magento 2 is enabled and all the configuration options are fixed, the responsive pop-up will displayed in the front end of the Magento 2 eCommerce store.



The store visitors can spin the wheel by entering their email ids. In case, the customer wins nothing, the 'Next time' button will be flashed as shown below:



Once the customer wins a discount, the coupon will be generated. This coupon can be used to get the offered discount in the checkout page.

Hurrah! You've got 10% .  
Lucky day!

Don't forget to use the discount code at checkout!

GTPCNY2NRJVZ

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