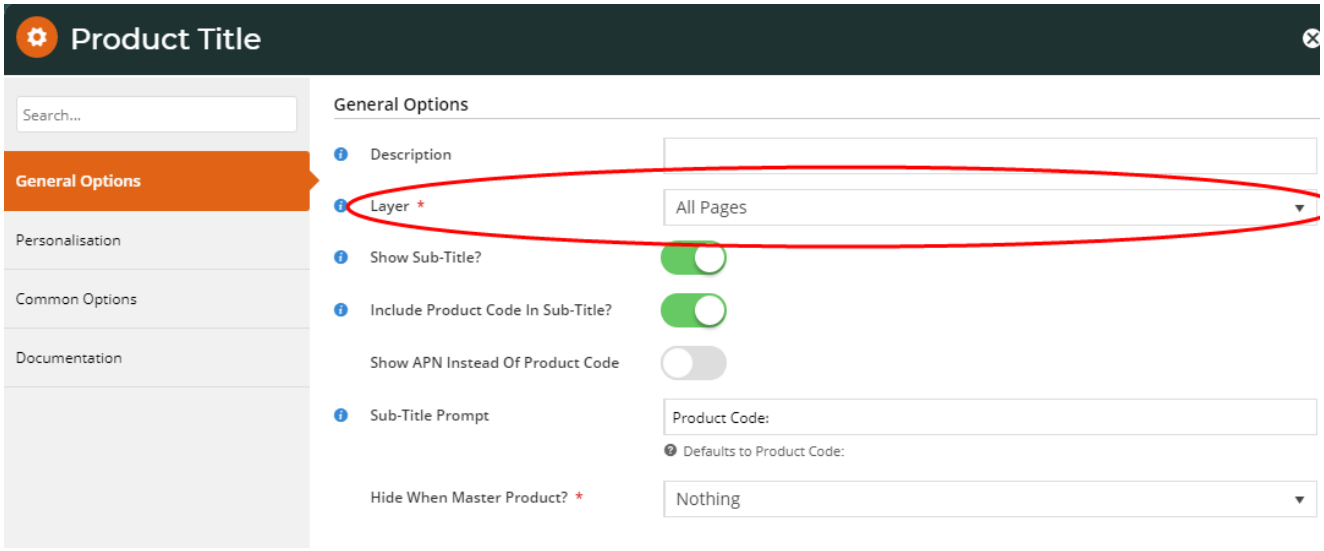
Layers

Overview

Layers are used by all widgets and various functions to filter or restrict the content or access to a particular audience. A layer can be based on conditions such as the user's authentication status (logged in vs. public), their role, and/or their customer code, just to name a few.

If you've ever edited a widget in the CMS, you may have noticed the Layer selector under the General Options tab:

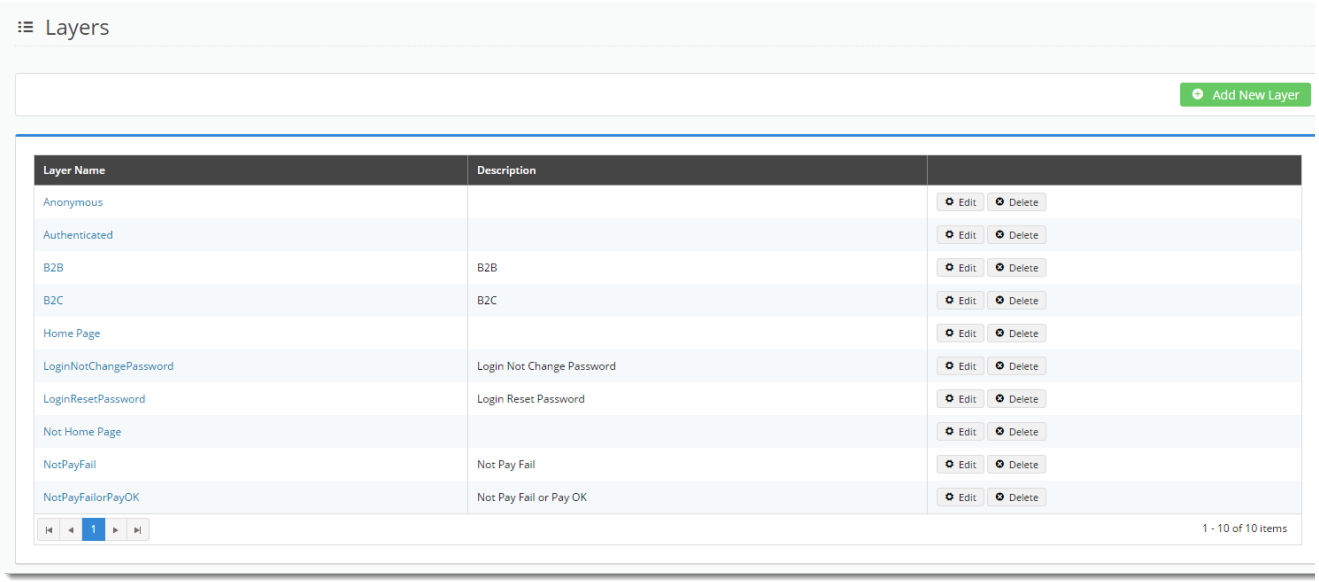


Usage

Let's imagine you have a banner image advertising an exciting promotion, but it only applies to your B2C customers. In this case, you'd place the banner on the page using a Static Content widget, then use a layer to restrict that widget to users on a B2C role. As a result, B2B users would not see the banner at all.

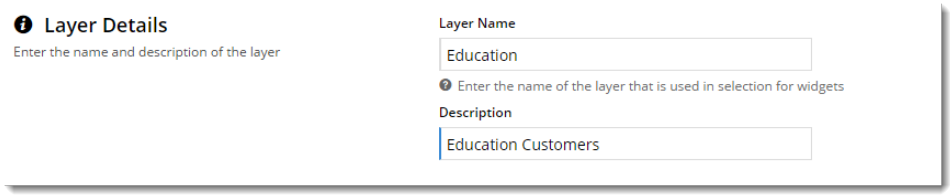
Best Practice Design websites come equipped with several standard Layers out of the box. You are free to edit, remove, or add to these Layers as required.

To access Layers, in the CMS, navigate to **Advanced Content Layers**.

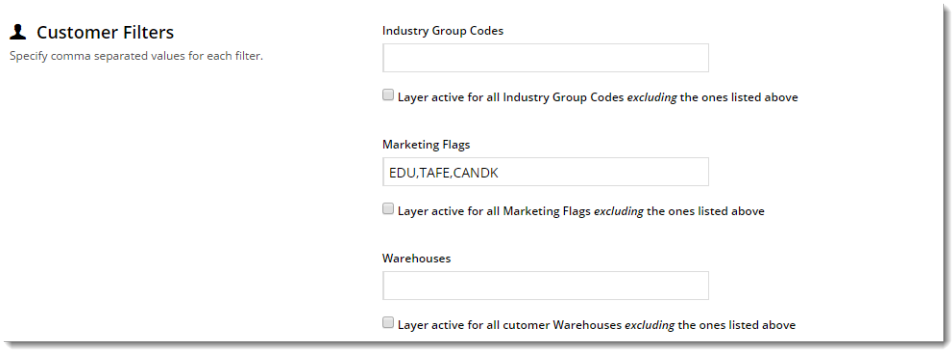


How To Create a Layer

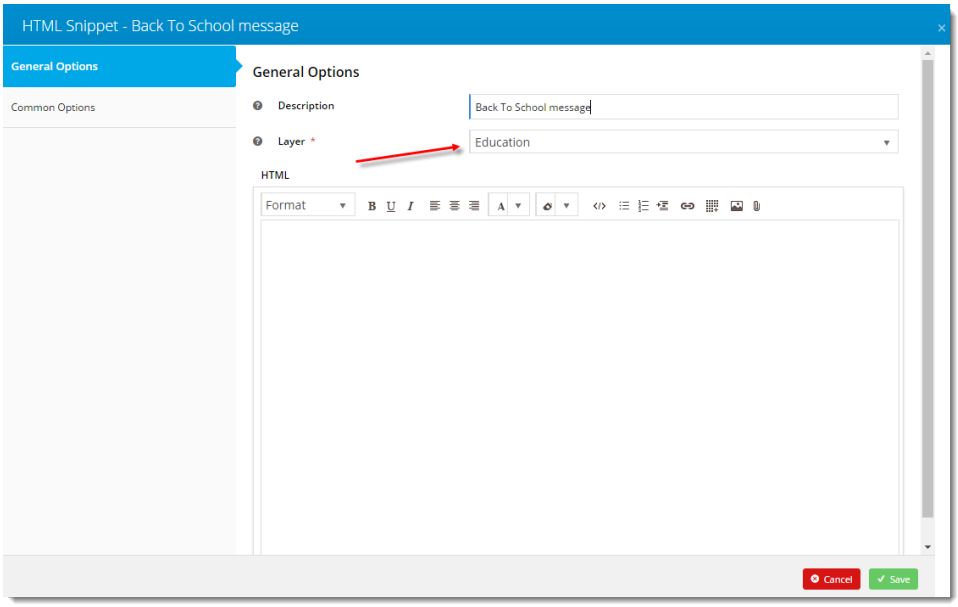
1. *In the CMS, navigate to **Advanced Content Layers**.*
2. *Click **Add New Layer**.*
3. *Give the new layer a **Name** and a **Description**; anything that's meaningful to you.*



4. *Next, specify the conditions under which this layer will 'activate'. It could be for particular roles, accounts, or marketing flags, for example.*
   (For further information on layers and examples of use, see our blog post on Personalisation here!)



5. *Click **Save & Exit**.*
6. *Your new layer is now ready to use! Add it to any widget on your site - it's that easy.*



Layer Options

Field name	Description

URL Pattern	The widget will activate when the customer browses a particular page or pages. Use the '*' wildcard to include all like pages, or exclude a page using '!'
User Authenticated Status	Defines the layer based on Logged In users (Authenticated), Logged Out users (Anonymous), or Any user.
Role	Defines the layer based on the role of the user. You can include, or exclude any role from the list.
Account	A single account code, or a list of debtors from PRONTO that should be included (or excluded) from this layer.
Bill-to Account	Similar to the Account option, this specifies a Bill-to Account filter, using an include or exclude.
Catalogues	If your site uses Custom Catalogues, you can define a layer based on what catalogue the user is browsing. Specify the Global Catalogue, any Custom Catalogue, or a list of Custom Catalogues.
Customer Filters	There are several Customer fields integrated from PRONTO ERP that can be used to define a layer, including: • Industry Group Codes • Marketing Flags • Warehouses (i.e. the current customer's Warehouse) • Rep Codes (i.e. the current customer's assigned rep code) • Territories • Customer Types • Company Masks • Industry Sub Groups Any of the above can be done as a list (separated by commas), and can be set up to include or exclude the values supplied.
User Email Pattern	Defines a layer of users based on one or more email patterns.
User Groups	User defined set of users. (See User Group Filtering help for more details.)

Additional Information

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Minimum Version Requirements	**.**.**
Prerequisites	**
Self Configurable	Yes
Business Function	Site Structure
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	n/a

Related help

- User Group Filtering
- Layer Group Filtering
- Personalisation Rules
- Wisdom of the Crowd - Suggested Products
- Mailchimp Automated Email Marketing
- Layer filters - User email address
- Targeting Banners by Device

- Personalisation How To