

Product Campaigns

Overview

Product Campaigns are a simple way to feature a group of products on a website. Campaign products might be sale items, top sellers, highlighted brands, or any other criteria you fancy.

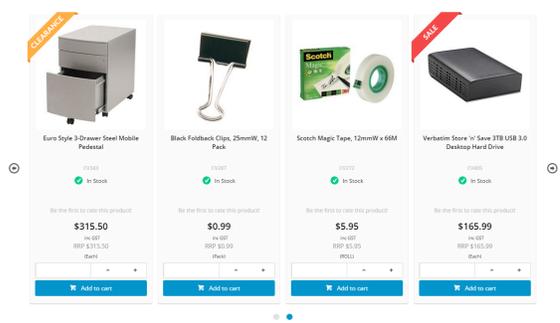
With Commerce Vision's Ecommerce Platform, you can track the number of visits, product views, and sales for the products in your campaign. Adding, removing, and editing campaigns is quick and easy. Your Ecommerce team can even drag and drop an entire campaign from one location to another on the page.

NOTE - Bear in mind that advertising campaigns on your website, e.g., home page, can use up resources and slow page load speeds down. It is suggested your website be tested for page load speeds, e.g., with tools such as [PageSpeed](#), after adding a campaign banner.

On this page:

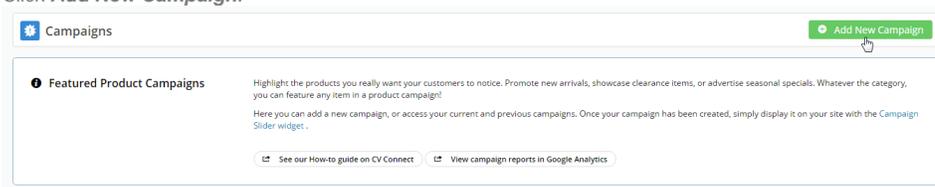
- [Overview](#)
- [Create a Campaign](#)
- [Export Products from a Campaign](#)
- [Import Products to the Campaign](#)
- [Display a Campaign](#)
- [Related help](#)

This guide will step you through the process of creating, editing, and displaying a product campaign.



Create a Campaign

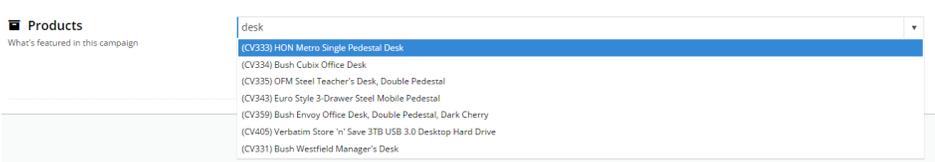
1. In the CMS, go to **Campaigns & Promotions Campaigns**.
2. Click **Add New Campaign**.



3. Give the campaign a **Description** and define the **Start and End Dates**.

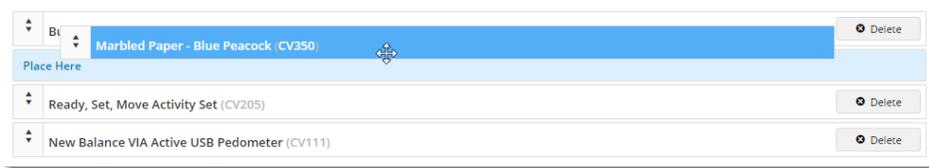


4. Now add products. Enter the product code or description into the lookup field. Suggestions will appear as you type at least three characters.



5. Select the correct item from the list and hit **Enter** or click **Add Product**.
6. Repeat Steps 4 & 5 for all required products in the campaign.

7. You can drag and drop the products in the list to reorder them. This reflects the order in which they'll appear to your customers.



8. To remove a product, click **Delete** on the right hand side of the product.



9. Click **Save** at the top of the page, and you're finished!

Edit a Campaign

Once your campaign is created, it will appear as the latest tile on the Campaigns page. (**NOTE** - the most recently edited campaign will appear first.)

Campaigns ➕ Add New Campaign

Featured Product Campaigns

Highlight the products you really want your customers to notice. Promote new arrivals, showcase clearance items, or advertise seasonal specials. Whatever the category, you can feature any item in a product campaign!

Here you can add a new campaign, or access your current and previous campaigns. Once your campaign has been created, simply display it on your site with the Campaign Slider widget .

[See our How-to guide on CV Connect](#) [View campaign reports in Google Analytics](#)

Campaign Name	Status	Start Date	End Date
Currently Trending	Active	14-Feb-2017	14-Apr-2017
Popular Products	Active	01-Sep-2016	30-Sep-2017
Featured Products	Active	03-Sep-2015	09-Oct-2020
Music Sale	Active	24-Jan-2017	30-Sep-2017
Widget Clearance	Expired	19-Aug-2016	26-Aug-2016

1. Select the tile to view campaign details.

The screenshot shows the 'Edit Campaign: Featured Products' page. At the top, there are buttons for 'Options', 'Cancel', 'Save', and 'Save & Exit'. Below this, the 'Campaign Details' section shows the description 'Featured Products' and the start date '3/09/2015'. A dropdown menu is open, showing options: 'Delete Campaign', 'Export Products', and 'Import Products'. The 'Products' section lists several items with 'Add Product' and 'Import Products' buttons. The 'Statistics' section contains a table with the following data:

	Total Impressions	Product Views via Direct Clicks	Product Views via Other Sources	Total Product Views	Qty Sold	Value Sold
Bonges (CV172)	-	0	10	10	2	\$128.88
Uni-ball 207 Retractable Gel Pen, Medium (CV249)	-	0	38	38	29	\$550.88
Starter Acoustic Guitar (CV174)	-	0	22	22	4	\$286.72
PENN Championship Tennis Balls - 12-Pack (CV118)	-	0	23	23	13	\$360.78
Euro Style 3-Drawer Steel Mobile Pedestal (CV343)	-	0	13	13	5	\$1,541.78
Black Foldback Clips, 25mmW, 12-Pack (CV282)	-	0	6	6	41	\$44.16
Verbatim Store 'n' Save 3TB USB 3.0 Desktop Hard Drive (CV455)	-	0	5	5	0	\$0.00
High Visibility Waterproof Safety Trousers (CV148)	-	0	1	1	0	\$0.00
Campaign Totals	-	0	117	117	96	\$3,131.09
Lifetime Campaign Totals	587	0	141	141	96	\$3,131.09

2. On this page, you can:

- **Edit** the Description, Start, and End Dates
- **Add and Remove** Products
- **View** Campaign Statistics (as long as tracking is enabled on the [Campaign Slider Widget](#))
- **Delete** a Campaign
- **Export and Import** Products to the Campaign

4. **Save** your changes.

Export Products from a Campaign

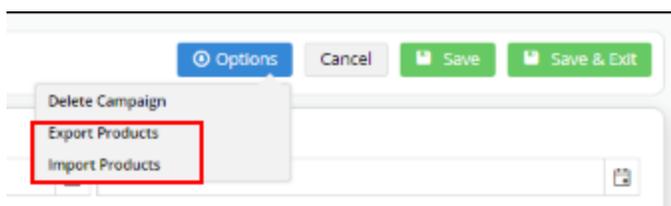
You can export the list of existing products in the campaign as a .csv file.

1. In the **Options** menu, select **Export Products**. The CSV file is automatically downloaded to your device.

Import Products to the Campaign

You can add products and/or change the display order of existing products to the campaign. To add a product individually, click the **+Add Product** button. You can also import products in bulk. For this option

1. In the **Options** menu, select **Import Products** or click the **Import Products** button next to the **+ Add Products** button.



2. Create a CSV file for the products you want to import. In the **Campaign Product Import** page, you can download an example template. This template provides details of the headers needed and an example of a product.

	A	B	C
1	CampaignDescription	ProductCode	Sequence
2	Featured Products	CV172	1
3	Featured Products	CV249	2
4	Featured Products	CV174	3
5	Featured Products	CV118	4
6	Featured Products	CV343	5
7	Featured Products	CV287	6
8	Featured Products	CV405	7
9	Featured Products	CV148	8

3. For each product you want to import, enter these details:
 - a. 'CampaignDescription', enter the Campaign Name
 - b. 'ProductCode', enter the product's code
 - c. 'Sequence', enter the number you want the product to display in the campaign.
4. Save the file.



Use Overwrite to change product display order

You can use Overwrite Import if you just want to resequence the order existing products display in a campaign. In the CSV file, under the 'Sequence' header, simply change the number for each existing product. For instance, we have changed 'CV148' so it displays first by changing its number to '1'. All other products will move down in the list. **IMPORTANT-** As you can see, it's the Sequence number that controls the display order, not the position the product sits in the CSV file.

	A	B	C
1	CampaignDescription	ProductCode	Sequence
2	Featured Products	CV172	2
3	Featured Products	CV249	3
4	Featured Products	CV174	4
5	Featured Products	CV118	5
6	Featured Products	CV343	6
7	Featured Products	CV287	7
8	Featured Products	CV405	8
9	Featured Products	CV148	1
10			

5. In the **File Upload** section, for **Import Type**, select 'Append' if you want to add more products to the campaign, or 'Overwrite' to replace all existing products and their display orders.
6. Click **Select files...**
7. Select the CSV file you created earlier.
8. Check the **Import Log** section for system messages about your import. If one or more products were successfully imported, 'Import Successful' is displayed.

You may see one or more other Import Log messages:

- i. If the Import Type selected is 'Append' and the product is already in the campaign, this message is displayed. **Note-** 'Line _' tells you the product row number in the CSV file. Since the Header occupies Line 1, the first product will be 'Line 2' etc.

No Products Were Imported

Line 2: Warning: No need to import as the campaign product is already present

Line 3: Warning: No need to import as the campaign product is already present

ii. If the Campaign Name entered under the CampaignDescription header for a product does not match the current campaign, this message is displayed:

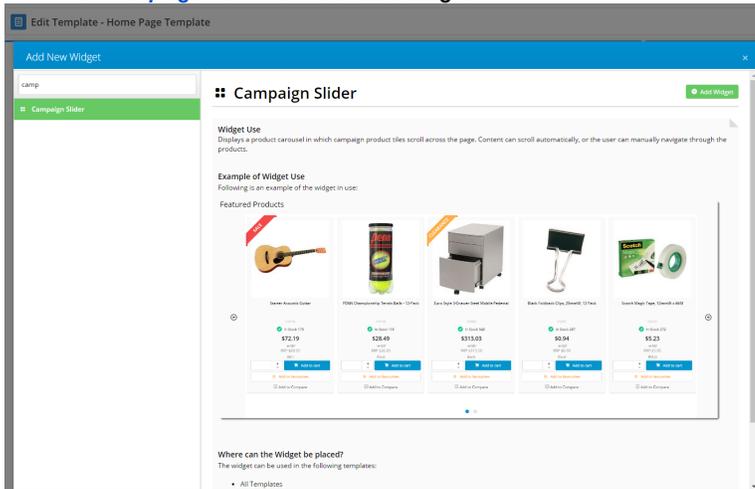
No Products Were Imported

Line 2: Warning: Skipping Campaign: " as it is not the Campaign being currently viewed

Display a Campaign

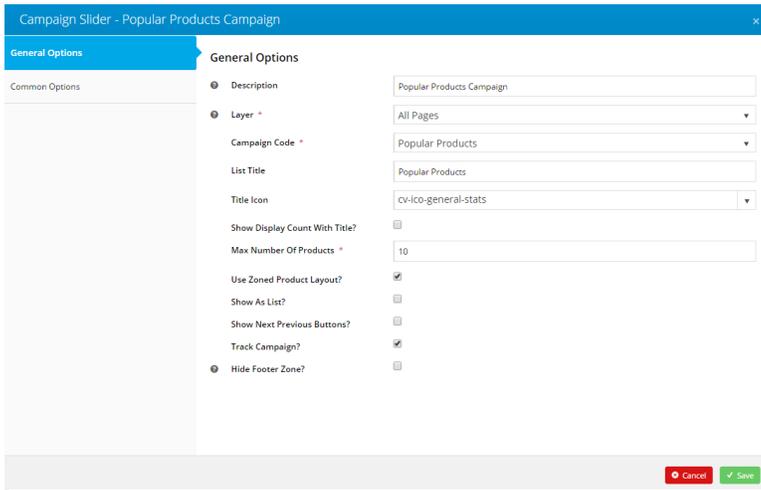
Once your campaign is created, you can display it on your site with a widget.

1. In the CMS, go to the page you want the campaign to appear on. For example, **Content Other Pages & Templates**, and select the **Home page** template.
2. Select the appropriate zone according to your page layout, and click **'Add Widget'**.
3. Search for **'Campaign Slider'** and click **'Add Widget'**.



4. Select your campaign from the **'Campaign'** drop-down, and configure options as required. If you'd like statistics on your campaign's performance, tick the **'Track Campaign'** option.

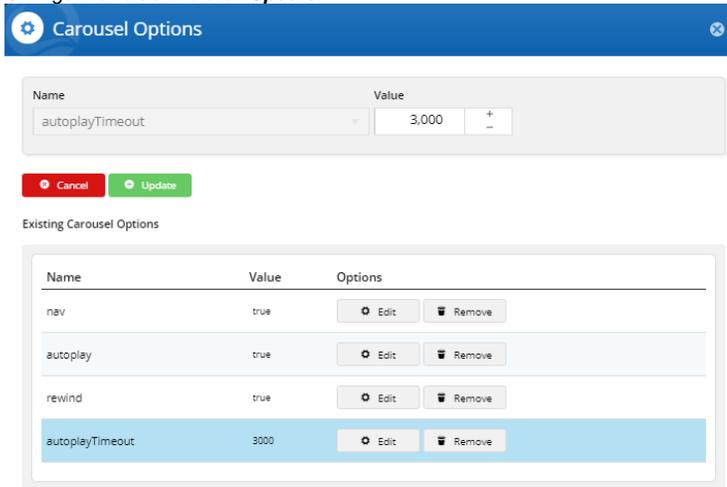
You can find full widget documentation here - [Campaign Slider Widget](#).



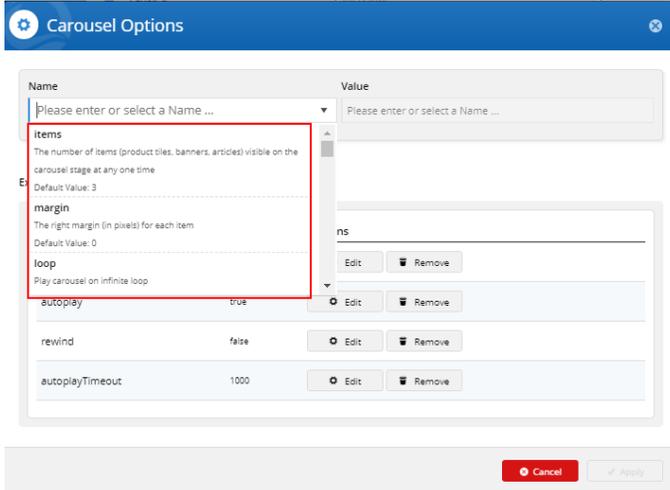
5. The carousel options give you control over the display and functionality of your campaign slider.

6. To change a value, highlight the option and click **Edit**.

7. Change the value and click **Update**.



8. You can add more features by clicking the down-arrow and selecting a feature—there are many to choose from.

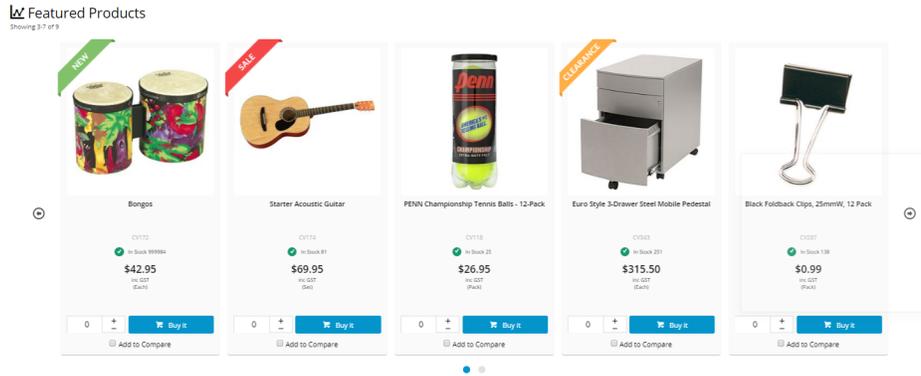


9. You can remove a feature by clicking **Remove**, or disable it by toggling the **Enable/Disable** button when you edit the feature.

Name Value Enable/Disable loop

10. Click **Save**.

11. Load your website in another browser or incognito tab and check that your campaign is displaying as expected.



Want to try something trickier? Check out our guide on [Split Campaigns](#).

Minimum Version Requirements	**.*.*
Prerequisites	--
Self Configurable	Yes
Business Function	Products & Categories
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	n/a

Related help

- [Customer Payment Token Management Widget](#)
- [Account Payment Widget](#)
- [CC Order Confirmation emails](#)
- [Cart Checkout Button Widget](#)
- [Delivery Address B2C Widget](#)