



# ADVERTISER MANUAL

PREPARED BY :  
**FATBIT TECHNOLOGIES**

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Quality Solutions at  
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TECHNICAL SUPPORT

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## 1. Advertiser Module

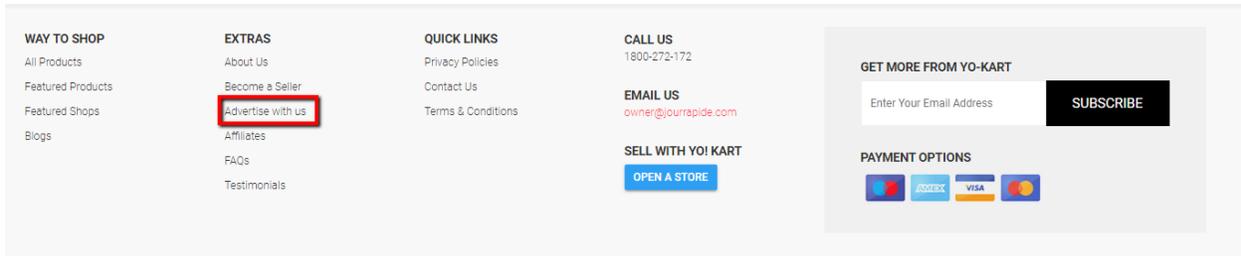
A user can register on the website as an Advertiser user for promotions at the banners sections on the website. However, every seller on the platform will be an advertiser user as well which allows them to advertise their respective shop & products along with the banner sections.

The Basic model of advertising the Banners, Shop and Products is based on the Pay Per Click functionality. Users will pay for the promotions requested to the admin from their wallet virtual credits

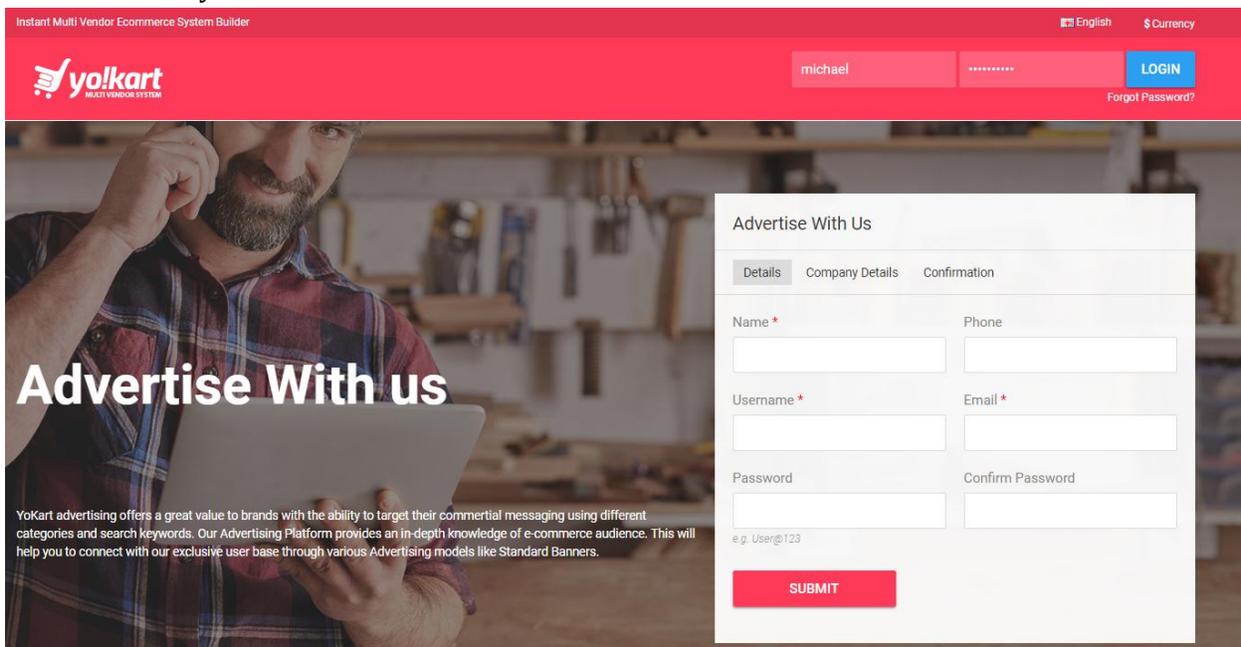
- 1) The promoted slider will be displayed on home page slider.
- 2) Promoted banners will be displayed either on home page or the product detail page
- 3) The promoted products & shops will be displayed on the homepage only.

## 2. Registration & Login

An Advertiser can find the “Advertise with Us” option at the footer navigation bar which would redirect the user to the Advertiser Landing page.



On the Advertiser Landing page, the user can fill the multi-step sign up form to create an advertiser account in the system.



User needs to fill out the following details to create an advertiser account:

1. Details tab
  - a. Name
  - b. Phone Number
  - c. Username
  - d. Email Address
  - e. Password
  - f. Confirm Password
2. Company Details tab
  - a. Company Name
  - b. Brief Profile

c. Products/services you wish to advertise?

The user will need to verify the registered email address to login to the system. After the email verification step, the user can only then log into the system by using the common login form for all users. This form is available by clicking Sign link from the top navigation.

### 3. Dashboard

After successful logging in to the system, the advertiser user will be redirected to their Dashboard area where they have the following options

1. Current Credit/Wallet Balance
2. Minimum Balance required for the promotion
3. Add Money to the wallet
4. View Latest Promotions
5. Action on Latest promotions

Advertiser Dashboard

**ADVERTISER**

Quick Filters

- Dashboard

Promotions

- My Promotions
- My Credits

Profile

- My Account
- Change Password
- Change Email

#### Advertiser

Latest Promotions
VIEW ALL >

**Current Balance: \$2,500.00**

Minimum Balance Required For Promotions : \$20.00

ADD MONEY TO ACCOUNT

Promotions	Type	CPC	Budget	Clicks	Duration	Approved	Action
Slide Promotion	Slides	\$2.00	\$300.00	0	Start Date : 01/02/2019 End Date : 28/02/2020	No	
Shop Promotion	Shop	\$1.00	\$300.00	0	Start Date : 01/02/2018 End Date : 28/02/2020	Yes	
Banner Slide	Banner	\$3.00	\$100.00	0	Start Date : 01/09/2018 End Date : 30/09/2020	Yes	
Candle Gold Geniun Lace Up Shoes	Product	\$1.00	\$100.00	3	Start Date : 21/05/2018 End Date : 31/05/2020	Yes	

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## 4. Promotions

Advertisers users can manage their promotions on the website through this section. Following sections can be accessed under promotions:

1. My Promotions
2. My Credits

### 4.1. My Promotions

Under My Promotions, an Advertiser will be able to view a list of promotions that have been previously added. Advertiser can add a new promotions by clicking on the Add Promotion Button.

Advertiser Dashboard

**ADVERTISER**

Quick Filters

- Dashboard

Promotions

- My Promotions**
- My Credits

Profile

- My Account
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- Change Email

### Promotions

Minimum Balance Required For Promotions : \$20.00

[ADD PROMOTION](#) [MY PROMOTIONS](#)

[SEARCH](#) [CLEAR](#)

Sr. No	Promotion Name	Budget	Duration	Type	Promotion Date	Time	Promotion Status	Approved	Status	Action
1	Slide Promotion	\$300.00	Daily	Slides	Start Date : 01/02/2019 End Date : 28/02/2020	Start Time : 0:00 End Time : 23:00	Active	No	Active	
2	Shop Promotion	\$300.00	Daily	Shop	Start Date : 01/02/2018 End Date : 28/02/2020	Start Time : 0:00 End Time : 23:00	Active	Yes	Active	
3	Banner Slide	\$100.00	Weekly	Banner	Start Date : 01/09/2018 End Date : 30/09/2020	Start Time : 0:00 End Time : 23:00	Active	Yes	Active	
4	Candle Gold Geniun Lace Up Shoes	\$100.00	Daily	Product	Start Date : 21/05/2018 End Date : 31/05/2020	Start Time : 0:00 End Time : 22:00	Active	Yes	Active	
5	Products Banner	\$25.00	Daily	Banner	Start Date : 09/05/2018 End Date : 31/05/2018	Start Time : 9:00 End Time : 18:00	Expired	No	Active	

Following sections can be accessed under the My Promotions section on the website.

#### 1. Add New promotions

Individual Advertisers can submit promotions for sliders/banners only on the website which need to be approved by the Admin before. However, Sellers can also access the advertiser section where they can submit promotions for their Shop, Products along with Banner/Sliders on the website.

Advertiser Dashboard

**ADVERTISER**

Quick Filters

- Dashboard

Promotions

- My Promotions**
- My Credits

Profile

- My Account
- Change Password
- Change Email

### Promotions

Minimum Balance Required For Promotions : \$20.00

**ADD PROMOTION** **MY PROMOTION**

General English Arabic

Identifier\*

Type

Shop\*   
Note: Used To Promote Shop.

CPC [\$]   
PPC Cost Per Click For Shop

Budget [\$]\*

Duration\*

Start Date\*

End Date\*

Promotion Start Time\*

Promotion End Time\*

Status

**SAVE CHANGES**

Upon clicking the 'Add new promotion' button the following form should be available to add a new promotion:

- Identifier – Promotion Identifier
- Type – Shop/Products/Banners/Slider
- Shop – View Shop name
- Product (If Product is selected for promotion) – Advertiser can select their respective product for promotion
- Banner (If Banner is selected for Promotion) – User can select the location for promoting the banner from the provided list. There are 3 locations where the Advertiser can promote the banners
  - Homepage after 1<sup>st</sup> layout
  - Homepage after 3<sup>rd</sup> layout
  - Product detail page

**NOTE: Wireframe of the respective locations can be viewed**
- URL (In case of Banners/Sliders) – Advertiser can submit the URLs to which they want the visitor to be redirected.
- CPC – Cost per click (As set by the Admin from the backend under PPC Management)
- Budget – Advertiser can set their budget for the promotion.

- Duration – Duration of the promotion can be selected as Daily, Weekly or Monthly.
- Start Date – Promotions start date can be selected by the Advertiser.
- End Date – Promotions end date can be selected by the Advertiser.
- Promotion Start Time - Promotions start time can be selected by the Advertiser.
- Promotion End Time - Promotions end time can be selected by the Advertiser.
- Status – Status of the promotion can be selected as Active or In-active.
- Name of the promotion in different languages will be submitted by Advertiser.

## 2. Search Promotion

Advertisers can search for their promotions under My Promotions by using following parameters

- Keywords
- Type of Promotion – Shop/Product/Banner/Slider
- Date From
- Date To

## 3. View Promotions

Advertisers can view their promotions which have been submitted previously by them on the website. They can edit or view analytics of the promotions on the website. Analytics will include the impressions (How many times the promotion is viewed) and clicks (How many times the promotion is clicked)

## 4.2. My Credits

List of all transactions will be displayed under this section. Advertisers can also send a fund withdrawal request to the admin or add money to their account from this section. They can also search for a transaction by using the following search filters:

1. Keyword
2. Transaction type (Credit/Debit/Both)
3. From date & To Date

The screenshot shows the 'My Account' interface. On the left is a navigation sidebar with options like 'Advertiser Dashboard', 'Quick Filters', 'Promotions', and 'Profile'. The main area is titled 'My Account' and contains a 'Search Transactions' section with three summary cards: 'Total Balance Available: \$2,508.00', 'Promotion Wallet To Be Charged: \$8.00', and 'Current Balance: \$2,500.00' with a 'REQUEST WITHDRAWAL' button. Below these are search filters for amount, keyword, transaction type, and dates, along with 'ADD MONEY TO ACCOUNT', 'SEARCH', and 'CLEAR' buttons. At the bottom is a table of transactions.

Txn Id	Date	Credit	Debit	Balance	Comments	Status
TN-0000070	04/02/2019	\$2,500.00	\$0.00	\$2,508.00	Loaded Money To Wallet	Transaction Completed

An Advertiser can add money to the wallet account by clicking on the Add Money into the Account button. The system will redirect the user to the checkout page. Upon completing the payment, credits will be added into the wallet account.

Upon clicking the **Request Withdrawal** button, advertiser will be redirected to the Withdrawal Request page from where the advertiser needs to fill the bank details if not added previously in the “Bank Account” tab under “My Account” section.

## My Account

### Request Withdrawal

Amount To Be Withdrawn [\$]\*

Current Wallet Balance \$85.01

Bank Name\*

Account Holder Name\*

Account Number\*

IFSC/Swift Code\*

Bank Address

Other Info Instructions

SEND REQUEST

CANCEL

Once the request is submitted, the admin can approve/decline the request. Admin will transfer the money to the bank account offline and update the status of the request. The same status will be reflected in the transaction history section of the page.

## 5. Profile

An Advertiser can manage the following sections under “Profile” tab

1. My Account
2. Change Password
3. Change Email

### 5.1. My Account

An Advertiser can manage account information such as profile details, bank account information and return address (in case the Advertiser is seller as well) under this section.

#### My Account

An Advertiser can edit profile details such as:

1. Customer name
2. Phone no.
3. Country
4. State
5. City
6. Company name
7. Brief Profile
8. Products/services you wish to advertise?

An Advertiser cannot edit their Username as it is a unique field that is used in the database records. If Advertisers want to edit their email address or password then the same can be done from “Change Password” and “Change Email” section mentioned in this document.

An Advertiser can also upload or remove their profile image from this section. Advertiser also has the feature to select the default dashboard to be displayed after login.

Advertiser Dashboard

**ADVERTISER** ↓

Quick Filters

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## Profile

Account Information

My Account Bank Account



Username

REQUEST TO REMOVE MY DATA

REQUEST MY DATA

Email

Customer Name\*

Date Of Birth

Phone

Upon clicking the **Request to Remove My Data** button, Advertiser can submit a request to the admin to remove all their account data like orders etc as per GDPR rule.

Upon clicking the **Request My Data** button, Advertiser can submit a request to the admin to share all their account data as per GDPR policies defined by admin.

Account Holder Name\*

**Request Data**

Request System Owner To Get Your Account Information

Email

Name

Purpose Of Request Data\*

Click Here To Read The Policies Of Gdpr

SEND REQUEST

SAVE CHANGES

## Bank Account

An Advertiser can add all bank related information under this tab. Following details can be added under this section:

1. Bank Name
2. Account Holder Name
3. Account Number
4. IFSC Swift Code
5. Bank Address

Advertiser Dashboard

ADVERTISER

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### Profile

#### Account Information

My Account Bank Account

---

**Bank Name\***

**Account Holder Name\***

**Account Number\***

**IFSC Swift Code\***

**Bank Address**

Buds

Your Bank/card Info Is Safe With Us

REQUEST TO REMOVE MY DATA

REQUEST MY DATA

SAVE CHANGES

## 5.2. Change Password

An Advertiser can update their password from this section.

Advertiser Dashboard

**ADVERTISER** ⓘ

Quick Filters

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Promotions

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Profile

- My Account
- Change Password**
- Change Email

### Change Password

Current Password\*

New Password\*

e.g. User@123

Confirm New Password\*

**SAVE CHANGES**

## 5.3. Change Email

An Advertiser can change their email address from this section. NOTE: User will need to verify their new email address before changes reflect in the system.

Advertiser Dashboard

**ADVERTISER** ⓘ

Quick Filters

- Dashboard

Promotions

- My Promotions
- My Credits

Profile

- My Account
- Change Password
- Change Email**

### Change Email

New Email\*

Confirm New Email\*

Current Password\*

**SAVE CHANGES**

Your email address will not change until you confirm it via email