



Advertiser Manual

-For Version 9.3-

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1. Advertiser Module

Any user can register as an Advertiser on the website to add promotions at the banners sections displayed on the website homepage. Please note that all the users that have already been registered as sellers are also registered as advertisers by default. So, the sellers can promote their shops and products by adding banners and promotions from the 'Advertiser' dashboard.

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. Depending upon their types, the promotions are displayed as follows:

- I. The **promoted slider** will be displayed on the homepage slider.
- II. **Promoted banners** will be displayed either on the homepage or the product detail page.
- III. The **promoted products and 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.

NB: Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (*) next to a form control's label indicates it as 'required'.

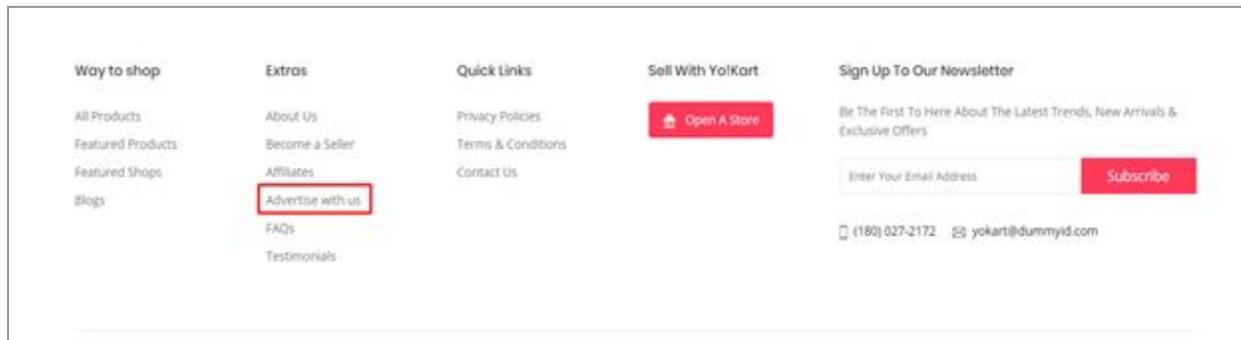
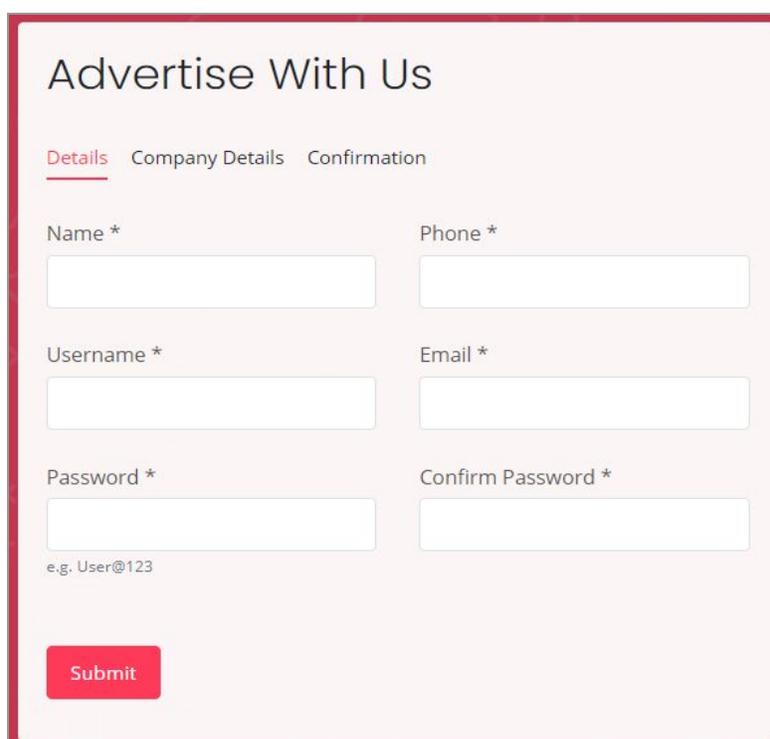


Fig. 2.1: 'Advertise With Us'

The user will be redirected to 'Advertise With Us' form as shown in figure 2.2.



The screenshot shows the 'Advertise With Us' form with the 'Details' tab selected. The form has a title 'Advertise With Us' and three tabs: 'Details', 'Company Details', and 'Confirmation'. The 'Details' tab contains the following fields:

- Name *
- Phone *
- Username *
- Email *
- Password *
- Confirm Password *

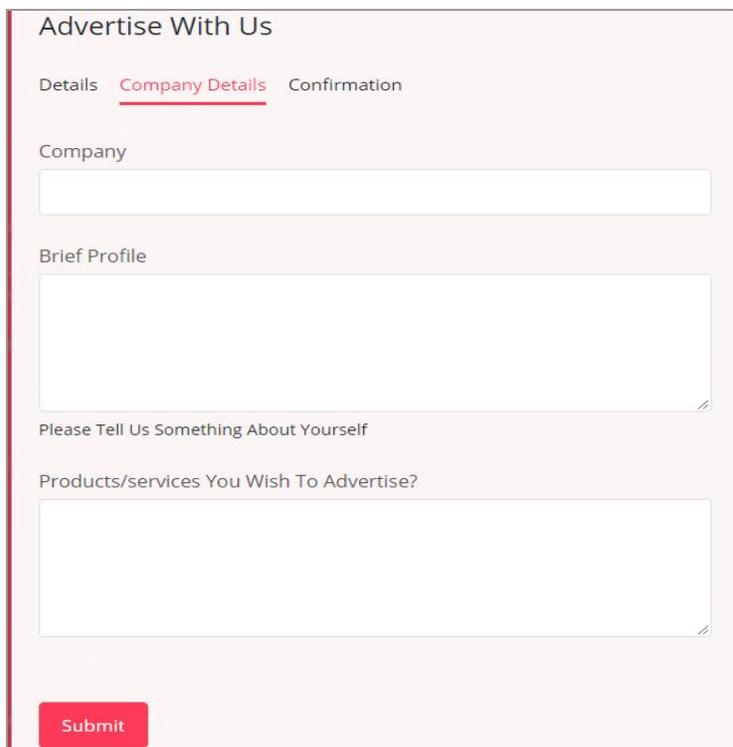
Below the Password field, there is an example: 'e.g. User@123'. A red 'Submit' button is located at the bottom left of the form.

Fig. 2.2: 'Details' tab in 'Advertise With Us' form

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

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- I. **Details tab:** As shown in figure 2.2, the user must:
 - a. Name*: Enter their name.
 - b. Phone Number*: Enter their contact number.
 - c. Username*: Enter their username.
 - d. Email Address*: Enter their valid email address.
 - e. Password*: Setup their password.
 - f. Confirm Password*: Re-enter their password.



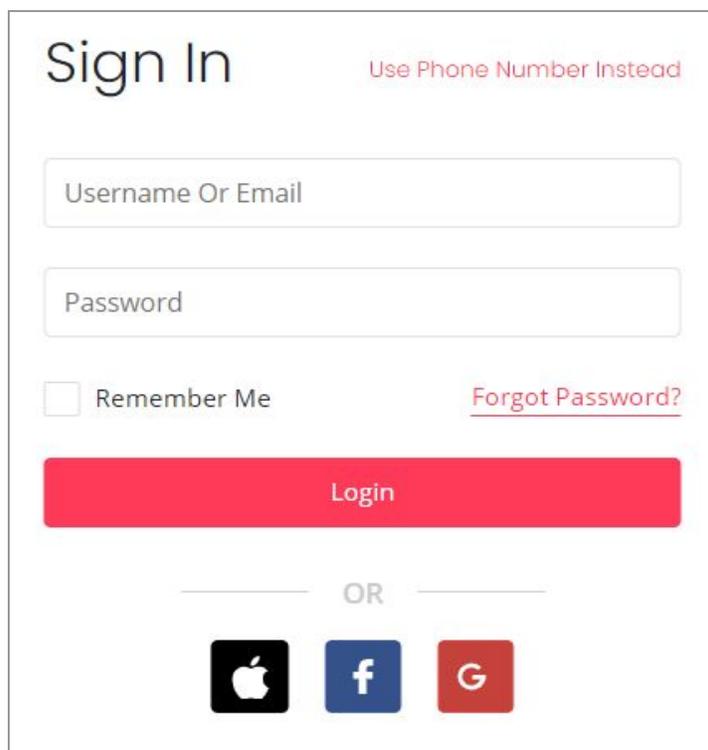
The screenshot shows a web form titled "Advertise With Us" with three tabs: "Details", "Company Details" (which is selected and underlined in red), and "Confirmation". The form contains three main input areas: a text box for "Company", a larger text area for "Brief Profile" with a small icon in the bottom right corner, and another text area for "Products/services You Wish To Advertise?" also with a small icon in the bottom right corner. Below these fields is a red "Submit" button.

Fig. 2.3: 'Company Details' tab in 'Advertise With Us' form

- II. **Company Details tab:** As shown in figure 2.3, the user can:
 - a. Company Name: Enter their company name.
 - b. Brief Profile: Enter a brief description of their profile.
 - c. Products/services you wish to advertise?: Enter details about the kinds of products and services the user wishes to advertise.

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The user will need to verify the registered email address to login to the system. Only after completing the email verification step the user can only log into the system by using the 'Sign In' form as shown in figure 2.4. The user can also open this form by clicking on the 'Login/ Sign Up' button provided on the top navigation bar of the website.



The image shows a 'Sign In' form with the following elements: a title 'Sign In' and a link 'Use Phone Number Instead' in red; a text input field for 'Username Or Email'; a text input field for 'Password'; a checkbox for 'Remember Me'; a link 'Forgot Password?' in red; a red 'Login' button; and social login options for Apple, Facebook, and Google, separated by 'OR'.

Fig. 2.4: Sign In Form

NB: If the admin has activated the 'Request Approval' settings from their end, the user's request to be registered as an 'Advertiser' will be forwarded to the admin. The user can only sign in once the request has been approved from admin-end.

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3. Dashboard

Once logged into the system, the advertiser user will be redirected to their dashboard area which is displayed as shown in figures 3.1 (a) and (b).

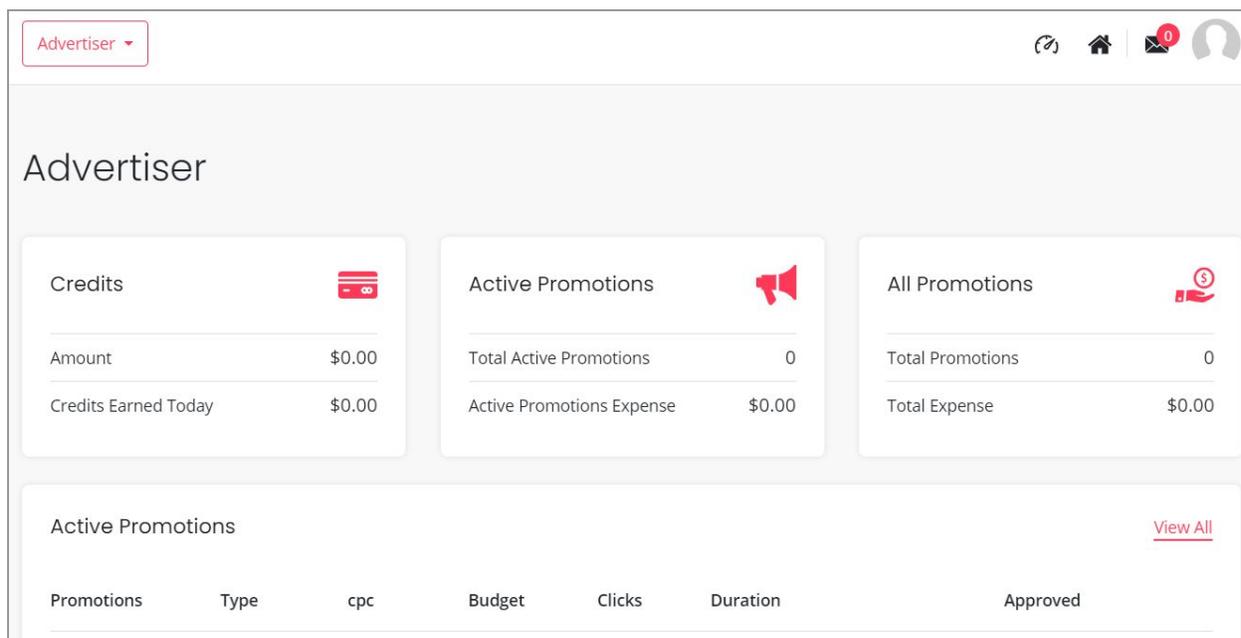


Fig. 3.1 (a): Advertiser Dashboard

Transaction History						
Txn. Id	Date	Credit	Debit	Balance	Comments	Status

Fig. 3.1 (b): Advertiser Dashboard

A. **Top Navigation:** As shown in figure 3.1 (a), the top navigation bar displays several icons which are:

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- User Icon**  : Clicking on this icon, the advertiser will be provided with two buttons as shown in figure 3.2. Clicking on **'Hi, XYZ'** will navigate the advertiser to **'My Account'** module. Clicking on the **'Logout'** button will log the advertiser out of their account.

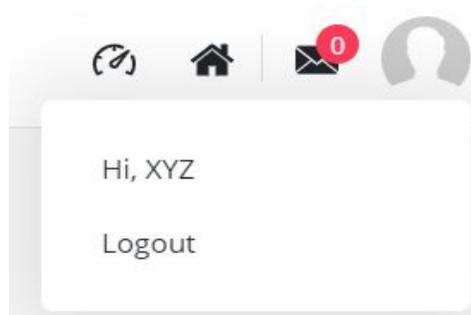
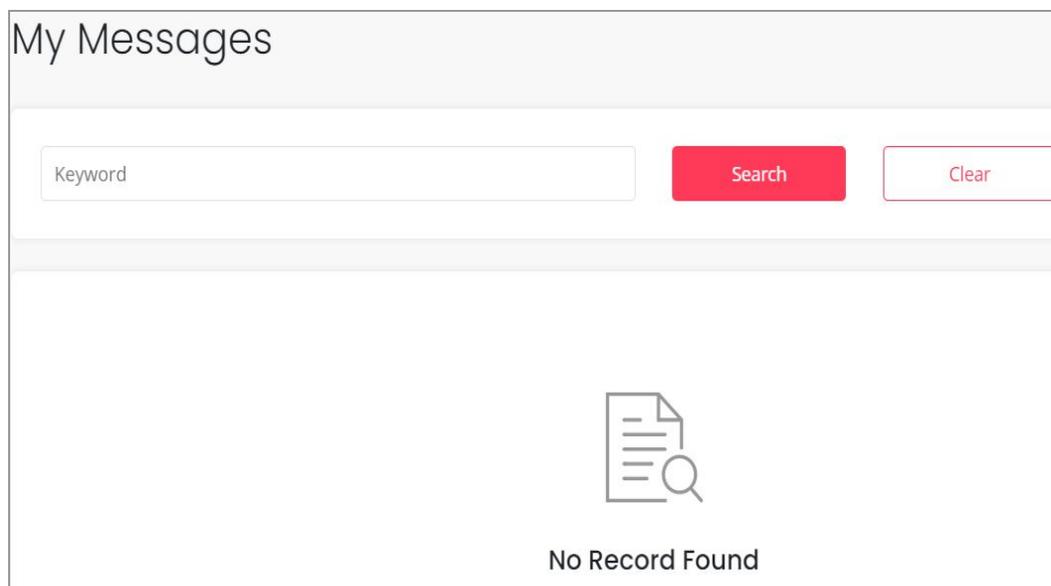


Fig. 3.2: User Icon

- Message icon**  : This is a shortcut button to access the messaging module. This icon will also display the count of unread messages. Clicking on this button will redirect the advertiser to the **'Messages'** page as shown in figure 3.3.



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Fig. 3.3: My Messages Page

- **Home Icon**  : Clicking on this icon will redirect the advertiser to the front-end of the website in a new tab.
- **Dashboard**  : Clicking on this icon will redirect the advertiser to Dashboard. Each time the advertiser logs in, they will see the Dashboard as their homepage.
- **Role Switcher**: The user who has registered as both, advertiser as well as seller can switch to accounts by selecting respective option from this button.

NB: This button will not be displayed to the user who has only registered as an advertiser.

B. Statistics Area: As shown in figure 3.1 (a), this section displays:

- **Credits:** Total credits and the credits earned on the current date through promotions (in default currency). Clicking on this section will redirect the advertiser to '[My Credits](#)' module.
- **Active Promotions:** Total active promotions count and the total amount spent on active promotions (in default currency). Clicking on this section will redirect the advertiser to '[My Promotions](#)' module.
- **All Promotions:** Total promotions count and the total promotions amount (in default currency). Clicking on this section will redirect the advertiser to '[Promotion Charges](#)' module.

C. Active Promotions: As shown in figure 3.1 (a), this section displays a list of latest active promotions (most recent first). The '**View All**' link will navigate the

Advertiser to the '[My Promotions](#)' module. Clicking on the  button will redirect the advertiser to '[Promotion Analytics](#)' page.

D. Transaction History: As shown in figure 3.1 (b), this section displays the list of latest transaction details (most recent first) from advertiser's wallet (in default

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currency). The **'View All'** link will navigate the Advertiser to the ['My Credits'](#) module.

4. Promotions

Advertisers can manage their promotions on the website through this section.

4.1 My Promotions

On this page, the advertiser will be able to view a list of promotions that have been previously added by them. On the top of this page a message is displayed as **'Minimum Balance Required For Promotions: [Amount]'** (in default currency). This value is admin manageable. A search bar is provided below this message using which the advertiser can search promotions from the list using following filters:

- **Keyword:** Enter the keywords of the product to be searched.
- **Status:** The advertiser can search promotions based on their status. Selecting 'All Promotions' will display all the promotions irrespective of their statuses and selecting 'Active Promotions' will display the currently active promotions.
- **Type:** The advertiser can search promotions based on their types which are: Sop, Products, Banner and Slides.
- **Date From:** The promotions added after the mentioned date.
- **Date To:** The promotions added before the mentioned date.

NB: The 'Date From' and 'Date To' filters can also be used together to specify a time period.

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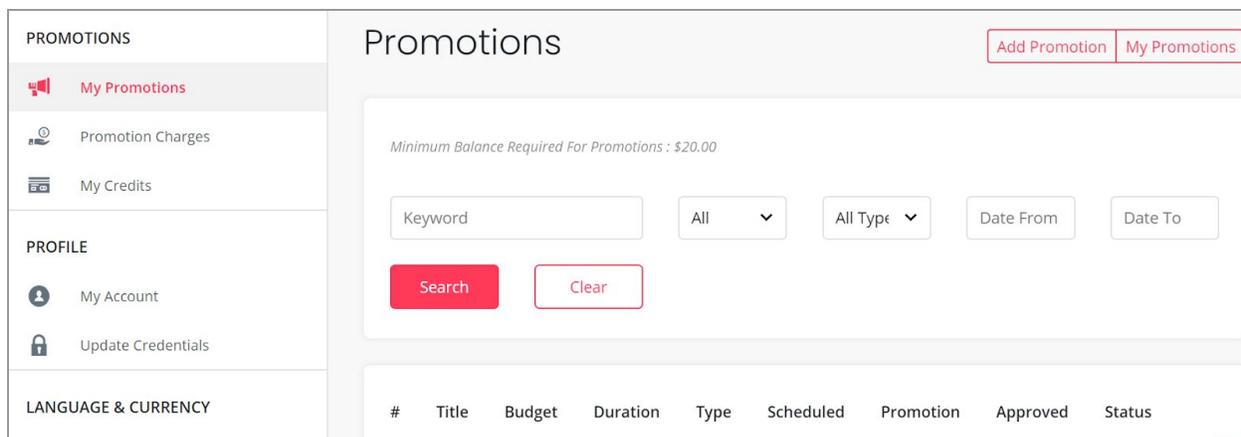


Fig. 4.1.1: My Promotions Page

The 'My Promotions' page provides advertiser following functionalities:

- **Add Promotion:** Clicking on this button will redirect the advertiser to 'Promotions' form which includes two tabs:

→ **General tab:** As shown in figures 4.1.2 (a) and (b), the advertiser must:

- **Identifier*:** Enter unique identifier for the promotion being added.
- **Type:** Select type of promotion from the drop-down list.
- Type Selected '**Shop**':
 - Shop*:** Enter shop name.
 - CPC [Default currency]:** This is admin manageable and will be displayed as set by admin.
 - Budget [Default currency]:** Enter the budget for respective promotion.

NB: This promotion type will not be displayed to the user who is only registered as an Advertiser and not Seller.

- Type Selected '**Product**':

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- i. **Product*:** Enter product name. This is an auto-complete input field which will help the advertiser (who is also a seller) to link their product added in their shop.
- ii. **CPC [Default currency]:** This is admin manageable and will be displayed as set by admin.
- iii. **Budget [Default currency]:** Enter the budget for respective promotion.

NB: This promotion type will not be displayed to the user who is only registered as an Advertiser and not Seller.

■ Type Selected '**Banner**':

- i. **URL*:** Enter the URL to which they want the visitor to be redirected.
- ii. **Budget [Default currency]:** Enter the budget for respective promotion.
- iii. **Location*:** Select the location at which the promotion banner should be displayed at the front-end, from the drop-down list that displays:
 - a. Homepage Top Banner
 - b. Homepage Bottom Banner
 - c. Detail Page Banner
 - d. Homepage Middle Banner (Only for Mobile API)

The advertiser can view the outcome of layout by selecting their option and clicking on the '**View Wireframe**' button provided below this field.

■ Type Selected '**Slides**':

- i. **URL*:** Enter the URL to which they want the visitor to be redirected.

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- ii. **CPC [Default currency]:** This is admin manageable and will be displayed as set by admin.
- iii. **Budget [Default currency]:** Enter the budget for respective promotion.
- **Duration*:** Select the duration of promotion from the drop-down list providing options as: Daily, Weekly and Monthly.
- **Start Date*:** Select the date from which the promotion will be active.
- **End Date*:** Select the date until which the promotion will be active.
- **Promotion Start Time*:** Select the time from which the promotion will be active.
- **Promotion End Time*:** Select the time until which the promotion will be active.
- **Status:** Select the current status of promotion.

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Promotions

[Add Promotion](#) [My Promotions](#)

Minimum Balance Required For Promotions : \$20.00

General Language Data

Identifier*

Type

Product ▼

Product*

Note: Used To Promote Product.

CPC [\$]

Fig. 4.1.2 (a): General tab for 'Add Promotions' Form (Type: Product)

NB: Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'.

Asterisk (*) next to a form control's label indicates it as 'required'.

CPC [\$]

PPC Cost Per Click For Product

Budget [\$]*

Duration*

Start Date*

End Date*

Promotion Start Time*

Promotion End Time*

Status

Save Changes

Fig. 4.1.2 (b): General tab for 'Add Promotions' Form (Type: Product)

The advertiser must click on the **'Save Changes'** button to proceed further with adding the promotion.

→ **Language Data tab:** As shown in figure 4.1.3, the advertiser must:

- **Language:** Select the language type from drop-down list.
- **Promotion Name*:** Enter the name of promotion being added.

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Asterisk (*) next to a form control's label indicates it as 'required'.

Promotions

Add Promotion
My Promotions

Minimum Balance Required For Promotions : \$20.00

General
Language Data

Language

English
▼

Promotion Name*

Update Other Languages Data

Save Changes

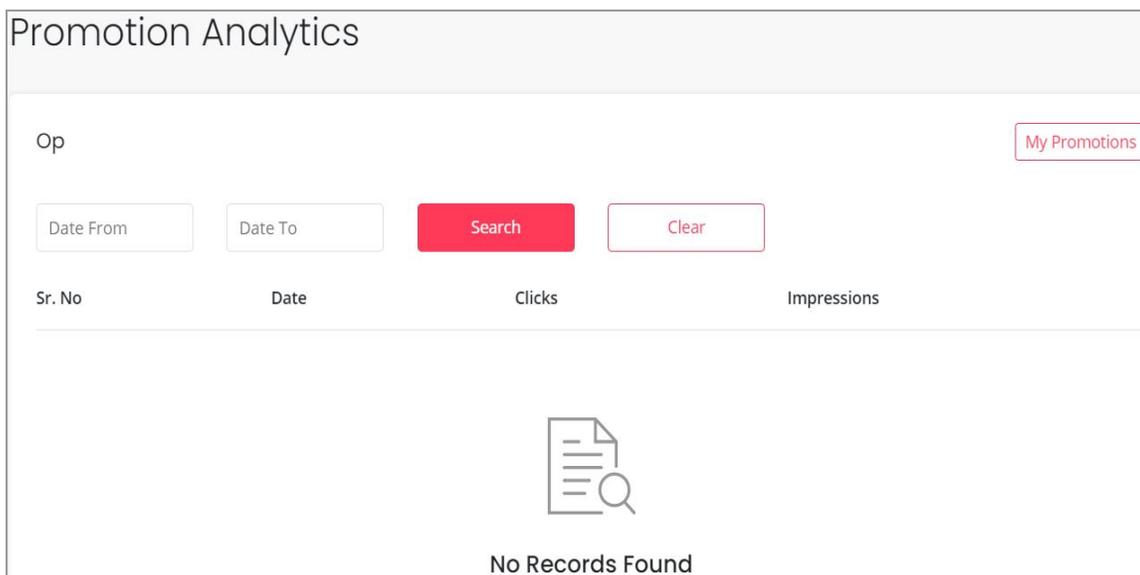
Fig. 4.1.3: Language Data tab for 'Add Promotions' Form

The advertiser must click on the **'Save Changes'** button to proceed further with adding the promotion.

- **Edit**  : Once the promotion has been added, it can be edited by clicking on this icon provided to the right of each promotion displayed in the list. It will redirect the advertiser to 'Promotions' form in which the required changes can be made.
- **Analytics:** The detailed analytics of each promotion can be viewed by clicking on this icon provided to the right of each promotion displayed in the list. The advertiser will be redirected to 'Promotion Analytics' page as shown in figure 4.1.4, on which the **clicks and impressions made by visitors on each date** are

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displayed. The advertiser can also search for details from the **search bar** provided on the top of this page. Clicking on the **'My Promotions'** button provided on the top-right corner of this page, the advertiser will be redirected to the previous page.



The screenshot shows a web interface titled "Promotion Analytics". At the top left, there is a label "Op". In the top right corner, there is a button labeled "My Promotions". Below these, there is a search section containing two input fields labeled "Date From" and "Date To", a red "Search" button, and a "Clear" button. Underneath the search section is a table header with four columns: "Sr. No", "Date", "Clicks", and "Impressions". The table area is currently empty, displaying a large icon of a document with a magnifying glass and the text "No Records Found" centered below it.

Fig. 4.1.4: Promotion Analytics Page

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4.2 Promotion Charges

A detailed record of the amount charged on each promotion will be displayed under this section. The transactions are displayed in this section once the pending promotional charges are deducted from the advertiser's wallet balance.

PROMOTIONS		Promotion Charges																
 My Promotions		<table border="1"> <thead> <tr> <th>Sr. No</th> <th>Promotion Name</th> <th>Type</th> <th>Charged Amount</th> <th>Clicks</th> <th>Charge Date</th> </tr> </thead> <tbody> <tr> <td colspan="6" style="text-align: center;">  No Records Found </td> </tr> </tbody> </table>					Sr. No	Promotion Name	Type	Charged Amount	Clicks	Charge Date	 No Records Found					
Sr. No	Promotion Name						Type	Charged Amount	Clicks	Charge Date								
 No Records Found																		
 Promotion Charges																		
 My Credits																		
PROFILE																		
 My Account																		
 Update Credentials																		
LANGUAGE & CURRENCY																		
 English																		

Fig. 4.2.1: Promotion Charges Page

4.3 My Credits

As shown in figure 4.3.1, the advertiser can:

- **Available Balance:** View the total balance available in their e-wallet on respective date.

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Asterisk (*) next to a form control's label indicates it as 'required'.

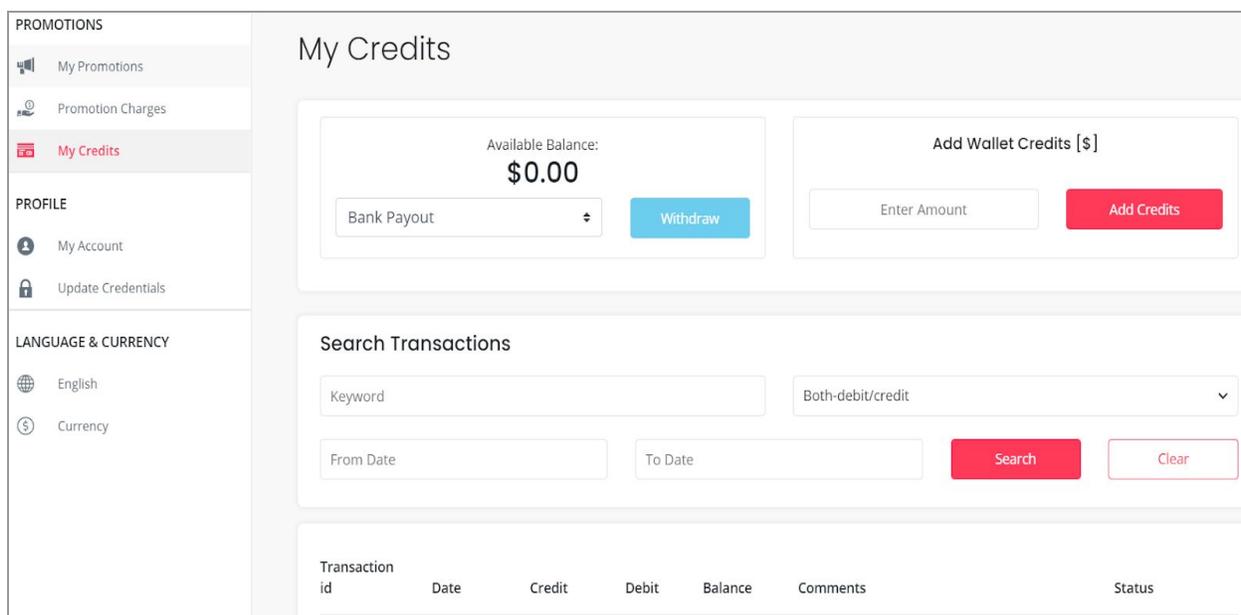
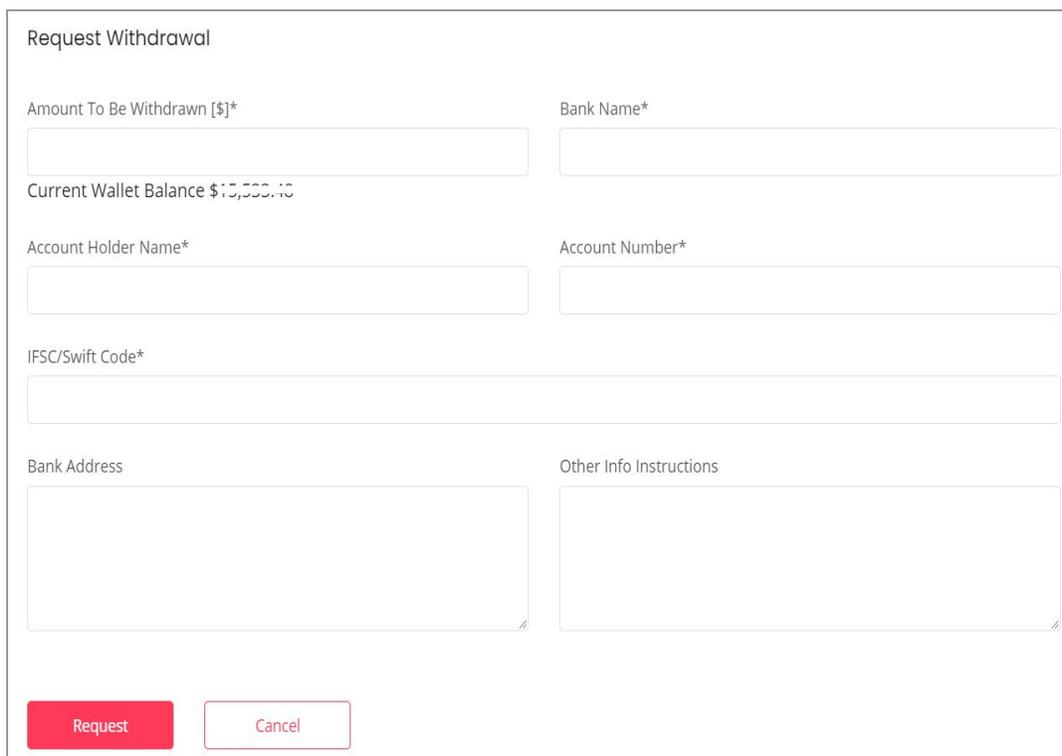


Fig. 4.3.1: My Credits Page

- **Withdraw:** Withdraw their money from their wallet and transfer it to their bank or Paypal accounts.
 - I. If the advertiser chooses the **'Bank Payout'** method from the drop-down and clicks on 'Withdraw' button, a 'Request Withdrawal' form will appear as shown in figure 4.3.2. The advertiser must:
 - **Amount to be Withdrawn [Default Currency]*:** Enter the amount to be withdrawn.
 - **Bank Name*:** The name of the bank in which the advertiser has their account must be mentioned.
 - **Account Holder Name*:** The full name of the account holder must be mentioned in this field.
 - **Account Number*:** Enter their bank account number.
 - **IFSC Swift Code*:** Enter the unique IFSC swift code of their bank.
 - **Bank Address:** Enter the complete address of the branch of the bank.

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→ **Other Infor Instructions:** Add any additional instructions in this text box.



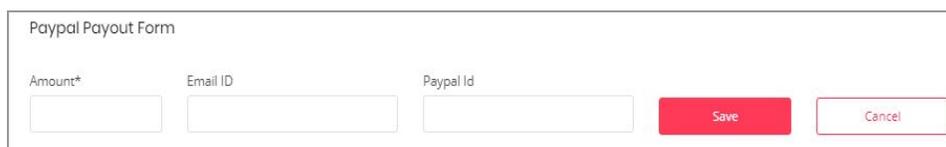
The form is titled "Request Withdrawal" and contains the following fields and buttons:

- Amount To Be Withdrawn [\$\$\$]***: Input field
- Bank Name***: Input field
- Current Wallet Balance \$10,555.40**: Text label
- Account Holder Name***: Input field
- Account Number***: Input field
- IFSC/Swift Code***: Input field
- Bank Address**: Input field
- Other Info Instructions**: Input field
- Request**: Red button
- Cancel**: White button with red border

Fig. 4.3.2: Request Withdrawal Form

The advertiser must click on the 'Request' button to place the request.

- II. **PayPal Payout:** The advertiser will receive their money in their PayPal account by selecting this option. Clicking on '**Withdrawal**' button will open the 'PayPal Payout Form' as shown in figure 4.3.3.



The form is titled "Paypal Payout Form" and contains the following fields and buttons:

- Amount***: Input field
- Email ID**: Input field
- Paypal Id**: Input field
- Save**: Red button
- Cancel**: White button with red border

Fig. 4.3.3: Paypal Payout Form

The advertiser must fill the required details (Email and Papal ID) and enter the amount to be withdrawn under '**Amount***' input field. Clicking on the '**Save**' button will forward the withdrawal request to the admin.

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A **'Withdrawal Request'** will be forwarded to the admin on approving which the advertiser will receive their money through selected payment modes (Bank Account or PayPal).

- **Add Wallet Credits [Default Currency]:** The advertiser can add money into their wallets from this section. Once the advertiser enters the amount and clicks on the **'Add Credits'** button, they will be redirected to the payment gateway.
- **Search Transactions:** The advertiser can search for particular transactions from the below list by using certain filters:
 - **Keywords:** Keywords of a particular transaction.
 - **Type:** Select if the transactions to be viewed are 'Credit', 'Debit' or 'Both' from the drop-down list.
 - **From Date:** The transactions made after the mentioned date.
 - **To Date:** The transactions made before the mentioned date.
NB: The 'From Date' and 'To Date' filters can also be used together to specify a time period.
- **View Transaction History:** A detailed description of all transactions made by the advertiser is displayed in this list.

5. Profile

An Advertiser can manage the following sections under "Profile" tab

1. My Account
2. Change Email/ Password

5.1 My Account

It includes three different tabs.

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In the first tab which is 'My Account' the advertiser can add or edit their basic details. The advertiser cannot make all the changes repeatedly. Fields such as Username, Email ID, phone number and date of birth cannot be changed once entered. As shown in figure 5.1.1, the advertiser can add and modify following fields:

- **Profile Photo:** Upload/change their profile picture by clicking on the 'Upload' button provided below user icon.
- **Full Name*:** Enter/modify their full name.
- **Country*:** Enter the city in which they are located.
- **State*:** Enter the state in which they are located
- **City:** Mention the name of the city in which they are located.
- **Organization:** Mention the name of their organization.
- **Brief Profile:** Mention brief comments regarding their profile.
- **What Kind Products Services Advertise:** Enter brief comments related to the kinds of product services they provide to their customers.

The seller must then click on the "Save Changes" button provided below to save the made changes.

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Account Settings

[Request To Remove My Data](#) [Request My Data](#)

My Account
Bank Account
PayPal Payout



Upload

Preferred Dashboard

Buyer

Seller ✔

Username

Full Name*

Phone

State*

Organization

Brief Profile

Email

Date Of Birth

Country*

City

What Kind Products Services Advertise

Save Changes

Fig. 5.1.1: My Account tab

If any user has been registered on the website with different roles that are, 'Seller', 'Advertiser' and 'Buyer' they can manage which account dashboard is to be preferably displayed when logging into their accounts, from the 'Preferred Dashboard' section.

NB: This section will not be displayed for a user registered only as an 'Advertiser'.

As per the guidelines of **GDPR (General Data Protection Regulation)**, every user has the right to protect their data by collecting, storing, altering, erasing or restricting it. Following these guidelines, two buttons are

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provided for this seller on the top-right corner of **'My Accounts'** page. They are:

- **Request to Remove My Data:** The advertiser can raise a request to the admin to remove their personal data. When the advertiser clicks on this button, a **'Truncate Request'** pop-message will appear as shown in figure 13.1.2. The advertiser can click on 'Yes' to proceed and 'Cancel' to go back.

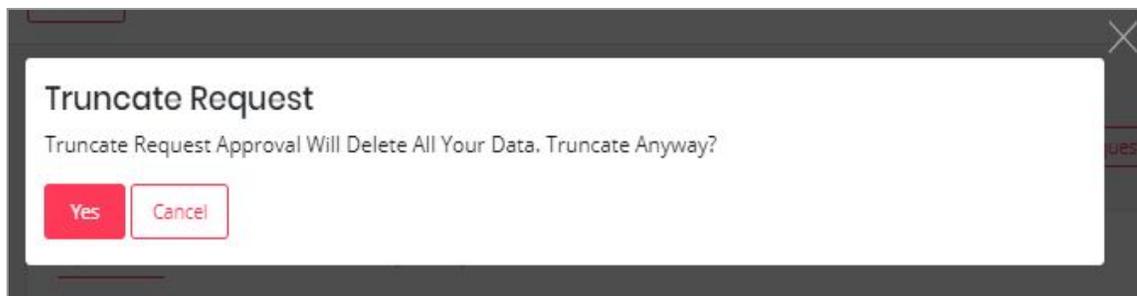


Fig. 5.1.2: Truncate Request

- **Request My Data:** The advertiser can raise a request to the admin to share their account information. When the advertiser clicks on this button, a pop-up **'Request Data'** form will appear. The advertiser must enter the reason for making such a request under the **'Purpose of Request Data'** text-box. To understand the policies of GDPR, the advertiser can click on the hyperlink provided with the message 'Click Here to Read the Policies of GDPR'. The advertiser must click on the **'Send Request'** button to submit the request.

The second tab is the **'Bank Account'** details tab. In this tab, the advertiser can enter all their bank account details as shown in figure 5.1.3. These bank account details will be accessed by the Admin in order to make any transactions to their users when they place ['Withdrawal Requests'](#). The advertiser must enter:

- **Bank Name*:** The name of the bank in which the advertiser has their account must be mentioned.

NB: Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'.

Asterisk (*) next to a form control's label indicates it as 'required'.

- **Account Holder Name*:** The full name of the account holder must be mentioned in this field.
- **Account Number*:** Enter their bank account number.
- **IFSC Swift Code*:** Enter the unique IFSC swift code of their bank.
- **Bank Address:** Mention the complete address of the branch of the bank.

The advertiser must then click on “Save Changes” to save all the details.

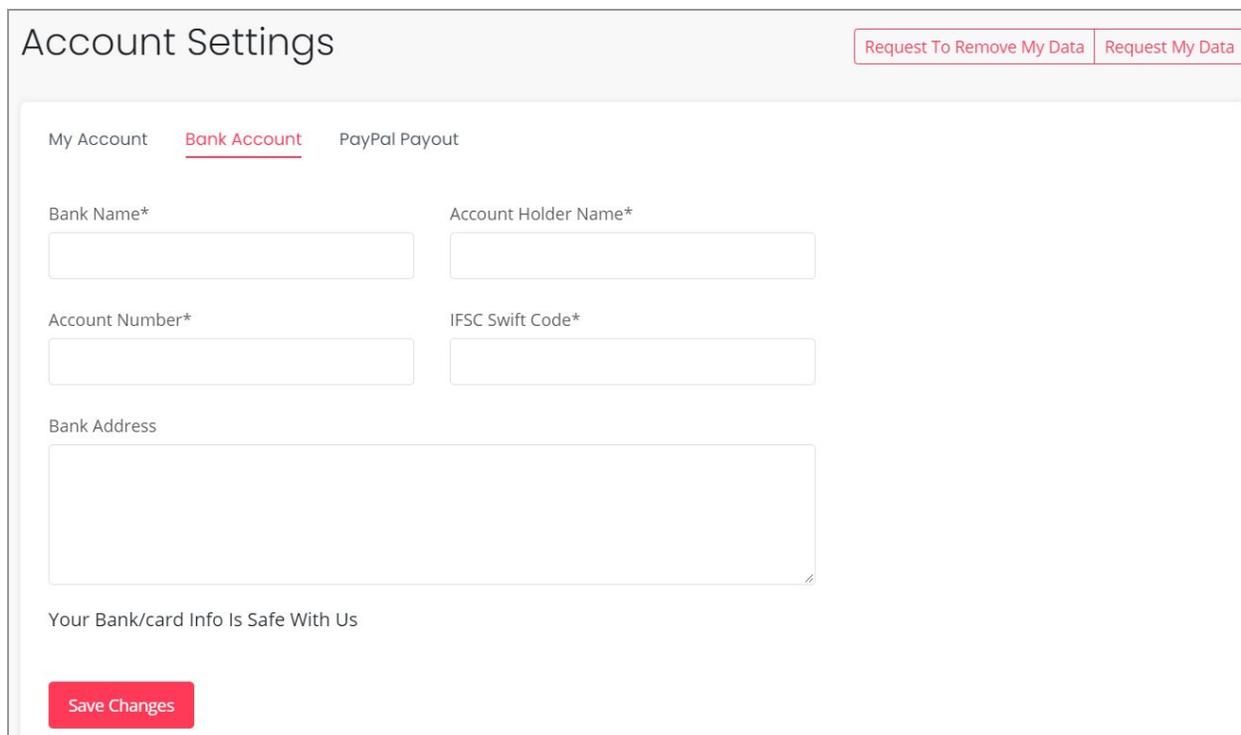


Fig. 5.1.3: Bank Account tab

The third is ‘PayPal Payout’ details tab (Figure 5.1.4). This tab is highly useful to the Admin since it makes it easy to transfer money to advertisers when they place [Withdrawal Requests](#). It provides the advantage of making virtual transactions directly from within the portal. The process to be followed is

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also simpler. The advertiser must enter the details of their PayPal account by providing:

- **Email Id:** Enter their valid email id.
- **Paypal Id:** Enter their Paypal Id in this input field.

The advertiser must click on the “Save Changes” button to save the details.

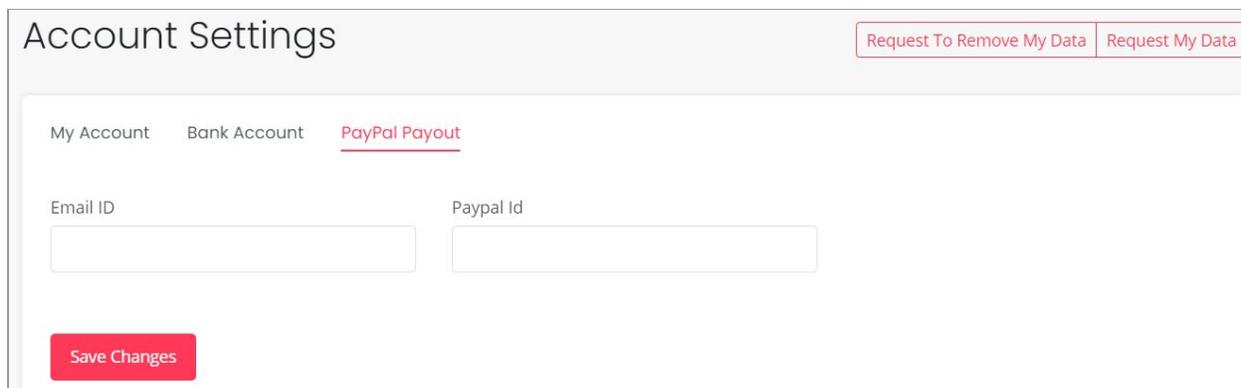


Fig. 5.1.4: PayPal Payout

5.2 Update Credentials

As shown in figure 5.2.1, an advertiser can change their credentials from this section.

NB: The user will need to verify their new email address before changes reflect in the system.

NB: Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning ‘note well’ or ‘take notice’ or ‘please note’. Asterisk (*) next to a form control's label indicates it as ‘required’.

Update Credentials

Update Email

New Email*

Confirm New Email*

Current Password*

Your Email Will Not Change Until You Verify Your New Email Address

Update Password

Current Password*

New Password*

e.g. User@123

Confirm New Password*

Update Phone Number

New Phone Number*

+91 Phone Number

Your Phone Number Will Not Change Until You Verify Your New Number

Fig. 5.2.1: Update Credentials

6. Language & Currency

An advertiser can change the language and currency settings from this section.

LANGUAGE & CURRENCY

🌐
English

💰
Currency

Fig. 6.1: Language & Currency

NB: Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (*) next to a form control's label indicates it as 'required'.

Clicking on  icon the advertiser can change default language to be used at both, front-end and back-end. Clicking on  icon the advertiser can change the default currency to be used at both, front-end and back-end.

NB: Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (*) next to a form control's label indicates it as 'required'.