



Inbound Promotions for Magento 1

Online Version

An online version of this user manual can be found [here](#).

Quick Links

This User Manual is structured in the following sections:

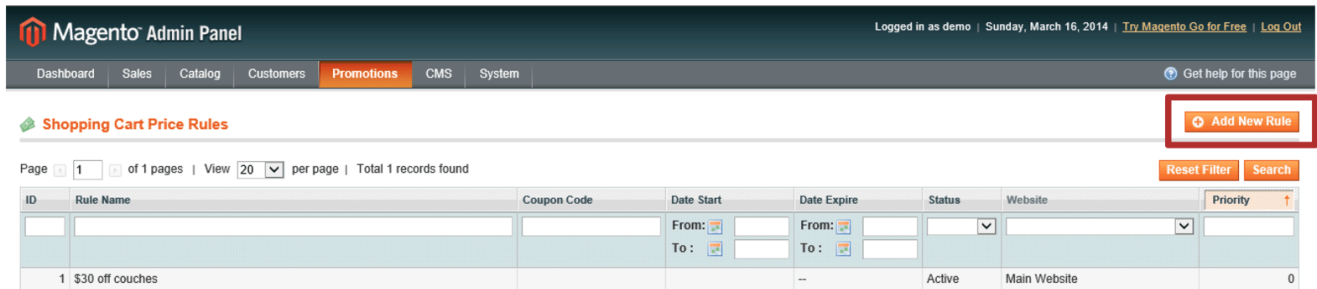
[Install + Set Up \(User Manual\)](#)

2

Install + Set Up (User Manual)

Click on **Promotions > Shopping Cart Price Rules** to get started.

We indicate which features are available on which version of Fooman Inbound Promotions in the following way: (v1.0.0+).



The screenshot shows the Magento Admin Panel interface. At the top, there's a navigation bar with tabs for Dashboard, Sales, Catalog, Customers, Promotions (selected), CMS, and System. Below the navigation bar, the page title is "Shopping Cart Price Rules". On the right side, there's a red box highlighting the "Add New Rule" button. Below the title, there's a table with columns: ID, Rule Name, Coupon Code, Date Start, Date Expire, Status, Website, and Priority. The table contains one row with the rule name "\$30 off couches".

1. First, set up a new rule using Magento's default promotions set up ("Add New Rule"). Any shopping cart price rule which can be created with Magento's default promotion settings can be used for an Inbound Promotion.

Notes:

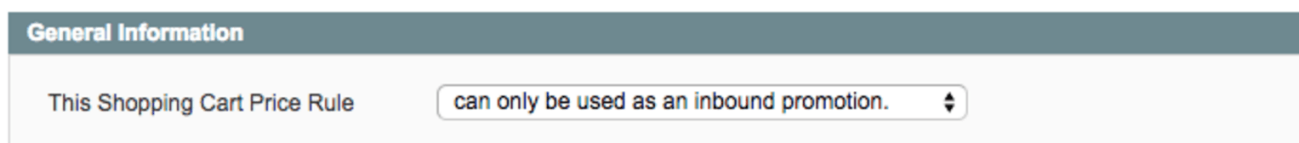
- Any combination of conditions with Magento's default promotion settings can be used for your Inbound Promotion
- You don't need to include a coupon code (the discount will be automatically applied at checkout)
- If desired, add a time limit for the promotion period (using the 'From Date' and 'To Date' fields). Note: this is different to the time limit that an inbound promotion banner will be valid for individual visitors to your site (refer to step 2)
- Further discounts beyond the Inbound Promotion can be avoided by choosing "Yes" to "Stop Further Rules Processing".

2. Save and continue.

3. Click into the "Inbound Promotions" tab. Set up the following fields:

This Shopping Cart Price Rule (v1.0.0+)

Edit Rule '\$30 off couches'



The screenshot shows the "General Information" section of the "Edit Rule '\$30 off couches'" form. It features a dropdown menu with the text "can only be used as an inbound promotion." selected.

Choose from three options:

- Don't use as an inbound promotion (default)
- Can only be used as an inbound promotion
- Can be used both as inbound promotion and standard Magento price rule

Save and continue.

Codes for This Promo (v1.0.0+)

Hit the “Create Code” button. Click “OK” when the pop up tab appears (make sure you have saved your promotion!).

Codes for this Promo

[✕ Create Code](#)

Page of 1 pages | View per page | Total 1 records found

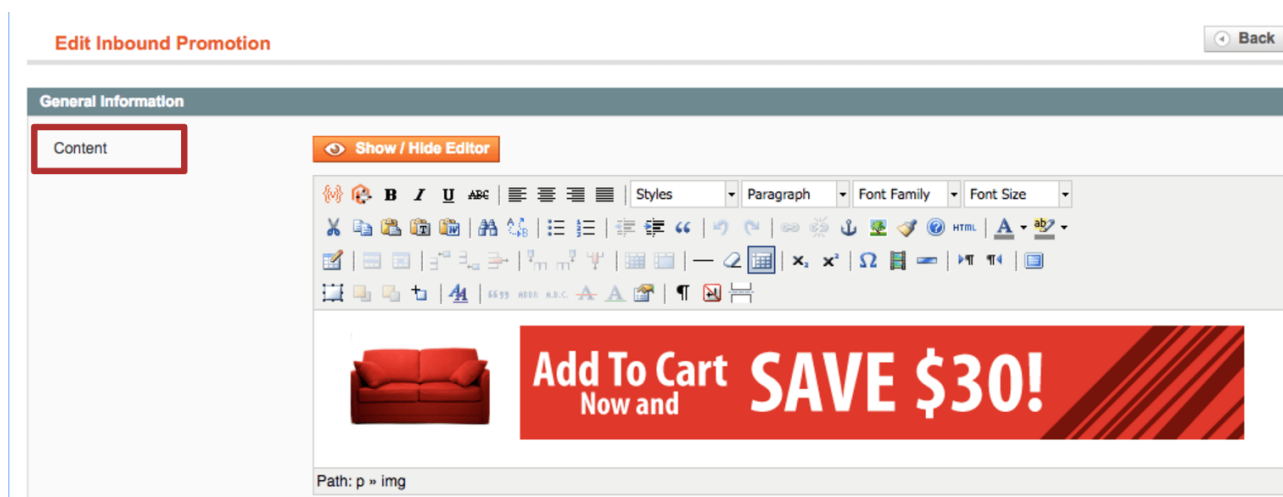
[Reset Filter](#)[Search](#)

Code	Link Example	Action
------	--------------	--------

2. Configure your promotion banner in the Magento backend

In the “Inbound Promotion” tab, set up the following fields. Then click ‘save and continue’.

Content (v1.0.0+)

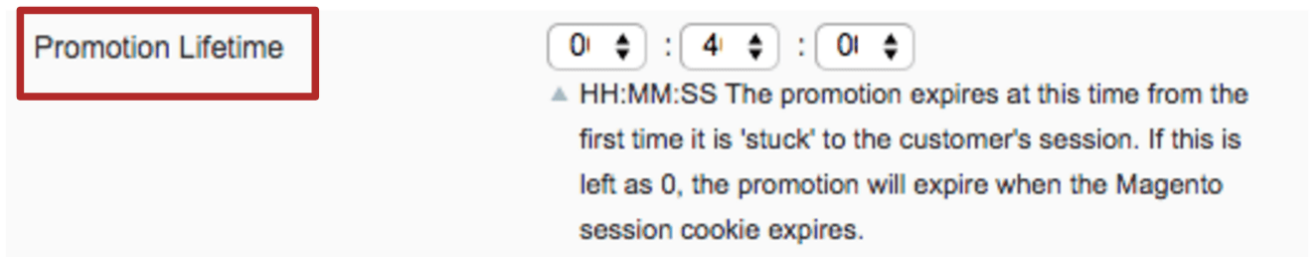


There are two ways to create a banner:

- Upload your own professionally designed banner as an image (recommended), via Magento's WYSIWYG editor
- Create your own banner using the standard formatting options in Magento's WYSIWYG editor. Keep the design simple - for example, text and a plain background

colour

Recommended dimensions for a standard banner are 728 x 90 pixels. Think about the colours and messages that will stand out and motivate new visitors to purchase.

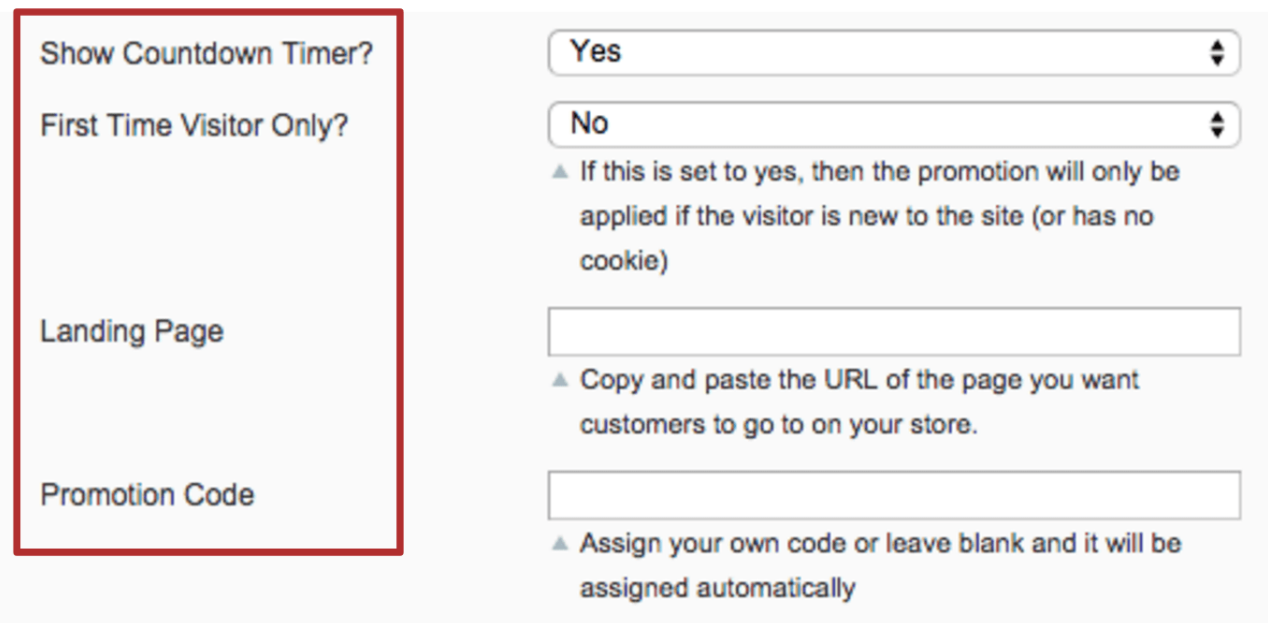


The screenshot shows the 'Promotion Lifetime' configuration field. The field is highlighted with a red border. To the right of the field, there are three input boxes for HH:MM:SS, with values 0, 4, and 0 respectively. Below these boxes, a tooltip explains: 'HH:MM:SS The promotion expires at this time from the first time it is 'stuck' to the customer's session. If this is left as 0, the promotion will expire when the Magento session cookie expires.'

Promotion Lifetime (v1.0.0+)

Choose how long you want the promotion banner to be displayed on your store. This is the time from when the banner first appears, to when the visitor must complete their order by before the promotion expires. The visitor can browse any page on your site during this time.

If you leave this field at 0, the banner will expire when the Magento cookie session expires.



The screenshot shows the 'Promotion' configuration fields. The fields 'Show Countdown Timer?', 'First Time Visitor Only?', 'Landing Page', and 'Promotion Code' are highlighted with a red border. To the right of these fields, there are dropdown menus for 'Yes' and 'No', and two text input boxes. Below the 'Yes' dropdown, a tooltip explains: 'If this is set to yes, then the promotion will only be applied if the visitor is new to the site (or has no cookie)'. Below the 'No' dropdown, a tooltip explains: 'Copy and paste the URL of the page you want customers to go to on your store.' Below the first text input box, a tooltip explains: 'Assign your own code or leave blank and it will be assigned automatically'.

Show Countdown Timer? (v1.0.0+)

Set to "Yes" to display a countdown timer on your banner. This will shows your visitor how long they have before the offer expires.

First Time Visitor Only? (v1.0.0+)

Set to "Yes" to display the banner promotion to first time visitors only (note: this is

determined using Magento's cookie information – if a visit has no cookie information, they will also see the banner).

Set to “No” if you want all visitors will see the promotion banner.

Landing Page (v1.0.0+)

Copy and paste the URL of the page of your store that you want visitors to be directed to when they click on your campaign. This might be your homepage, a product category page, a product page, or a landing page.

If you leave this blank, the link will default to the homepage of your store.

Promotion Code (v1.0.0+)

Enter the name you wish you give your promotion code.

If leave this blank, a promotion code will be automatically generated code when you save this page.

After you have configured these settings, click 'Save and continue edit'.

3. Tag URL with promotion code

You can apply promotions to inbound traffic links from:

- Google Adwords
- Email campaigns
- Content banners
- Affiliate links
- Landing pages
- Blogs
- Any other channel where you can specify the link address

Use the URL link with tagged promotion code that you generated in [the previous step](#). The full URL link can be viewed on the “Inbound Promotion” tab under “Codes for this Promo”:

Edit Rule '\$30 off couches'

General Information

This Shopping Cart Price Rule

can only be used as an inbound promotion. 

Codes for this Promo

Page  1  of 1 pages | View  20  per page | Total 1 records found

Code	Link Example
rf121	http://inboundpromo.demo.fooman.co.nz/index.php/?spc=rf121

URL Link with Promotion Code

Once the link is clicked, the visitor will arrive at your store (at the landing page address you specified in [the previous step](#)), and your promotion banner will appear at the top of the page. An example with Google Adwords is given on the next page.

Example Google Adwords link to a product page:

CampaignsAd GroupsSettingsAdsKeywordsAudiencesAd extensionsAuto targetsDimensionsDisplay Network

All adsSegmentFilterColumnsSearch

Select an ad group

Choose...

New text ad
Write your text ad below. Remember to be clear and specific. [Learn how to write a great text ad](#)

Headline Red Couches

Description line 1 Try Magento Demo Store now for Red

Description line 2 Couches and find our thankyou deal

Display URL demo.fooman.co.nz/RedCouches

Destination URL http://inboundpromo.demo.foome

Device preference ☐ Mobile

Ad preview: The following ad previews may be formatted slightly differently from what is shown to users. [Learn more](#)

Side ad

Red Couches
demo.fooman.co.nz/RedCouches
Try Magento Demo Store now for Red Couches and find our thankyou deal

Top ad

Red Couches
demo.fooman.co.nz/RedCouches
Try Magento Demo Store now for Red Couches and find our thankyou deal

Ad extensions expand your ad with additional information like a business address or product images. [Take a tour](#)

Character limits for ads targeting Eastern European and Asian countries

What happens next?
Your new ad will be reviewed by Google, and might not run until that review is complete. We review most ads within 1 working day. [Learn more](#)

Save adCancel

This is what it would look like when a visitor clicks the Adword:

Ads related to red couch

[Red Couches](#)

inboundpromo.demo.fooman.co.nz/RedCouches

Try Magento Demo Store now for **Red Couches** and find our thankyou deal



Add To Cart
Now and **SAVE \$30!**

THIS OFFER EXPIRES IN

00:16

HOURS MINUTES



Magento®

Search entire store here...

Search

Default welcome mag!

[My Account](#) | [My Wishlist](#) | [My Cart](#) | [Checkout](#) | [Log In](#)

Your Language: [English](#)

[Furniture](#) [Electronics](#) [Apparel](#)

[Home](#) / [Furniture](#) / [Living Room](#) / [Couch](#)



Couch

[Email to a Friend](#)

★★★★★ 1 Review(s) | [Add Your Review](#)

Availability: In stock

\$599.99

Qty: [Add to Cart](#) OR [Add to Wishlist](#)
[Add to Compare](#)

Quick Overview

For a sleek, simple and stylish piece, look no further than the Magento sofa - or sofabed!

RELATED PRODUCTS

Check items to add to the cart or [select all](#)

- | | | |
|--------------------------|---|--|
| ☐ |  | Chair
\$129.99
Add to Wishlist |
| ☐ |  | Cotman
\$299.99
Add to Wishlist |

COMPARE PRODUCTS

You have no items to compare.

Reporting Any Issues/Bugs

We are proud of our quality extension code - it's been widely tested and we stand by it 100%. If something does happen and you think you might be experiencing an issue or bug, please contact us via support@fooman.co.nz and we will help you out.