yo!kart
MULTI VENDOR SYSTEM

ADVERTISER MANUAL

PREPARED BY :

FATBIT TECHNOLOGIES

We Serve with a smile

Quality Solutions at affordable Prices with assured 1 YEAR FREE TECHNICAL SUPPORT

Table of Contents

1. Advertiser Module 3
2. Registration & Login 3
3. Dashboard 4
4. Promotions 5
4.1. My Promotions 5
4.2. Promotion Charges 8
4.3. My Credits 9
5. Profile 11
5.1. My Account 11
5.2. Change Email/ Password 14
6. Language & Currency 14

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.

1. Advertiser Module

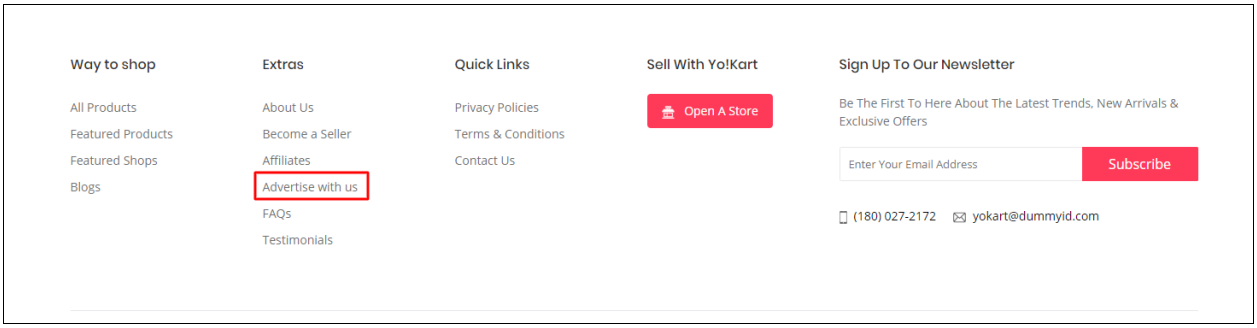
A user can register on the website as an Advertiser user for promotions at the banners sections on the website. However, every seller on the platform will be an advertiser user as well which allows them to advertise their respective shop & products along with the banner sections.

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.

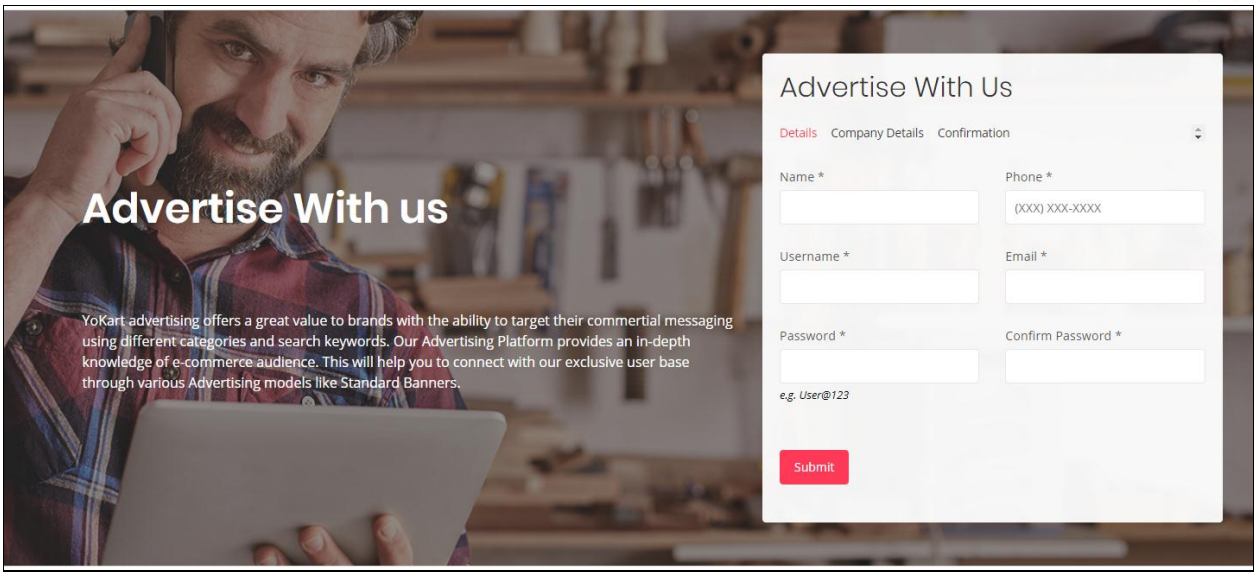
2. Registration & Login

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 a advertiser account in the system.

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.



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

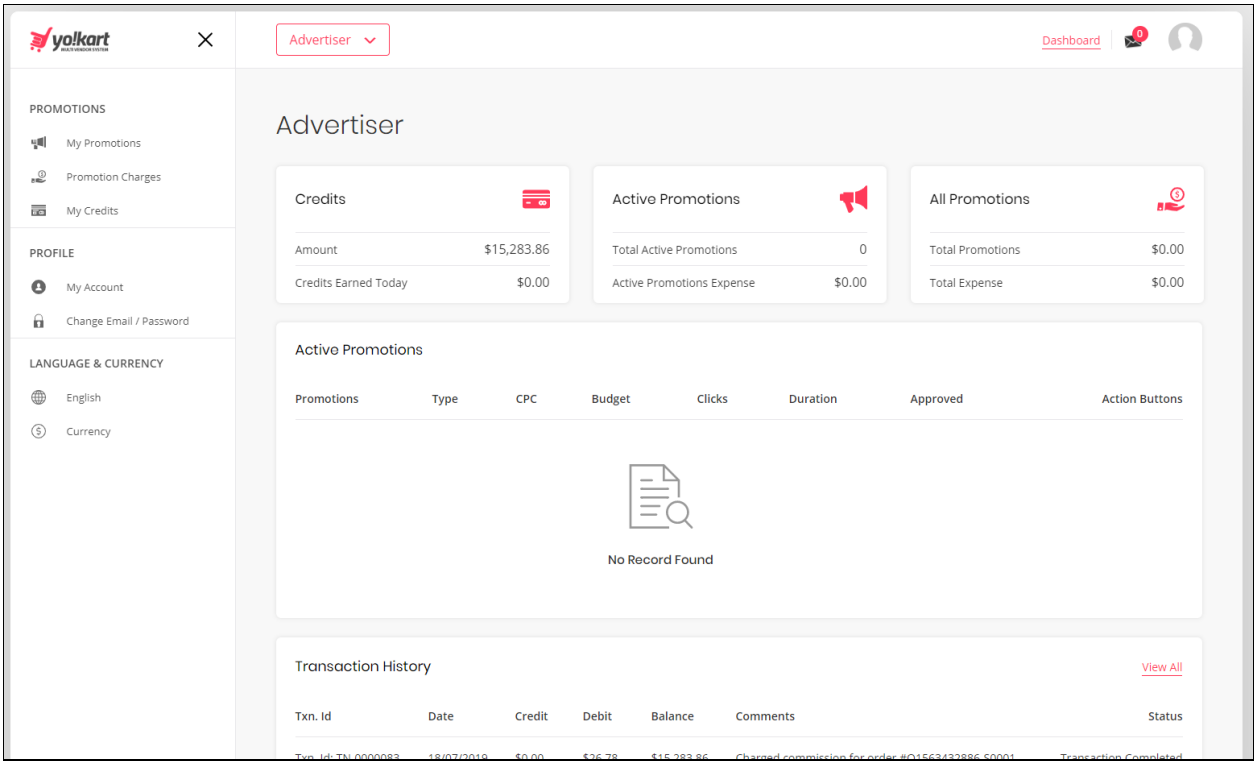
After successful logging in to the system, the advertiser user will be redirected to their Dashboard area where they have the following options

A. Statistics Area
    a. Credits - Total credits vs. credits used today for promotions.
    b. Active Promotions – Total active promotions count vs. Total amount spent on active promotions
    c. All Promotions – Total promotions count vs. Total promotions amount

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.

B. Active Promotions – In this section the Advertiser can view a list of latest active promotions (most recent first). The 'View All' link will navigate the Advertiser to the 'My Promotions' tab. Clicking on the button will display promotion analytics.

C. Transaction History - In this section the Advertiser can view a list of latest transaction details (most recent first) for their wallet. The 'View All' link will navigate the Advertiser to the 'My Credits' tab.



4. Promotions

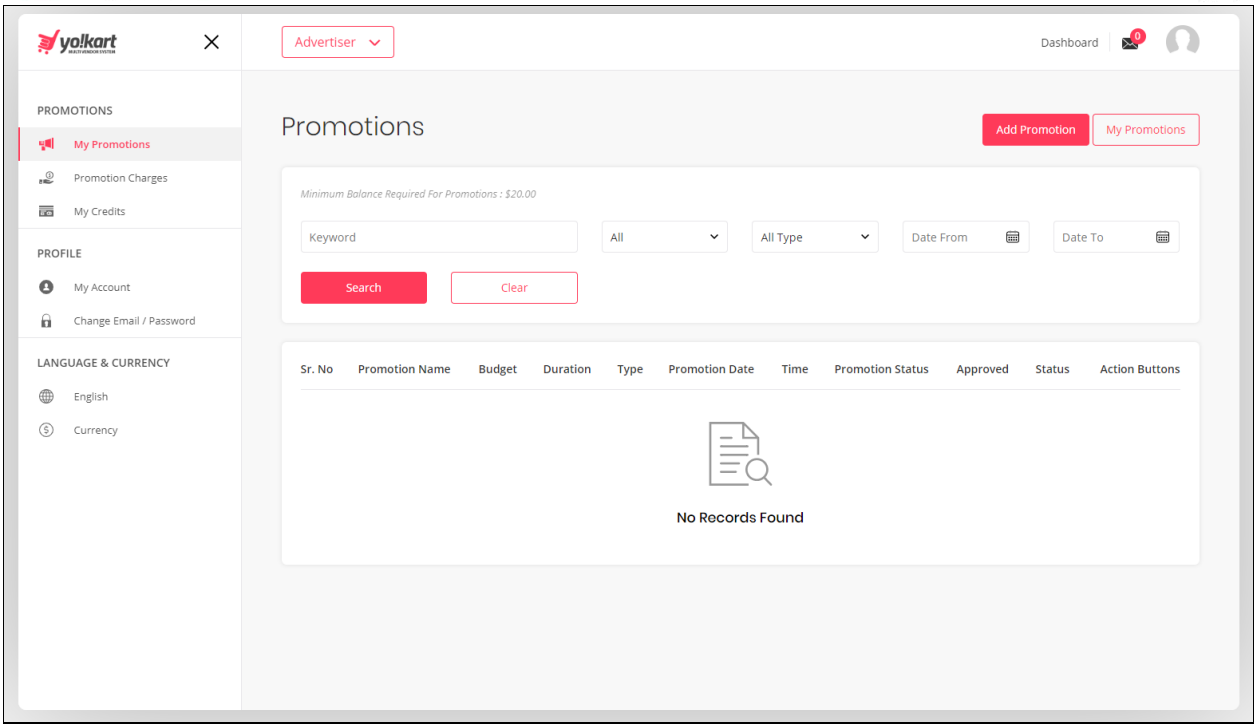
Advertisers can manage their promotions on the website through this section. Following sections can be accessed under promotions:

1. My Promotions
2. Promotional Charges
3. 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 promotion by clicking on the Add Promotion Button.

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.

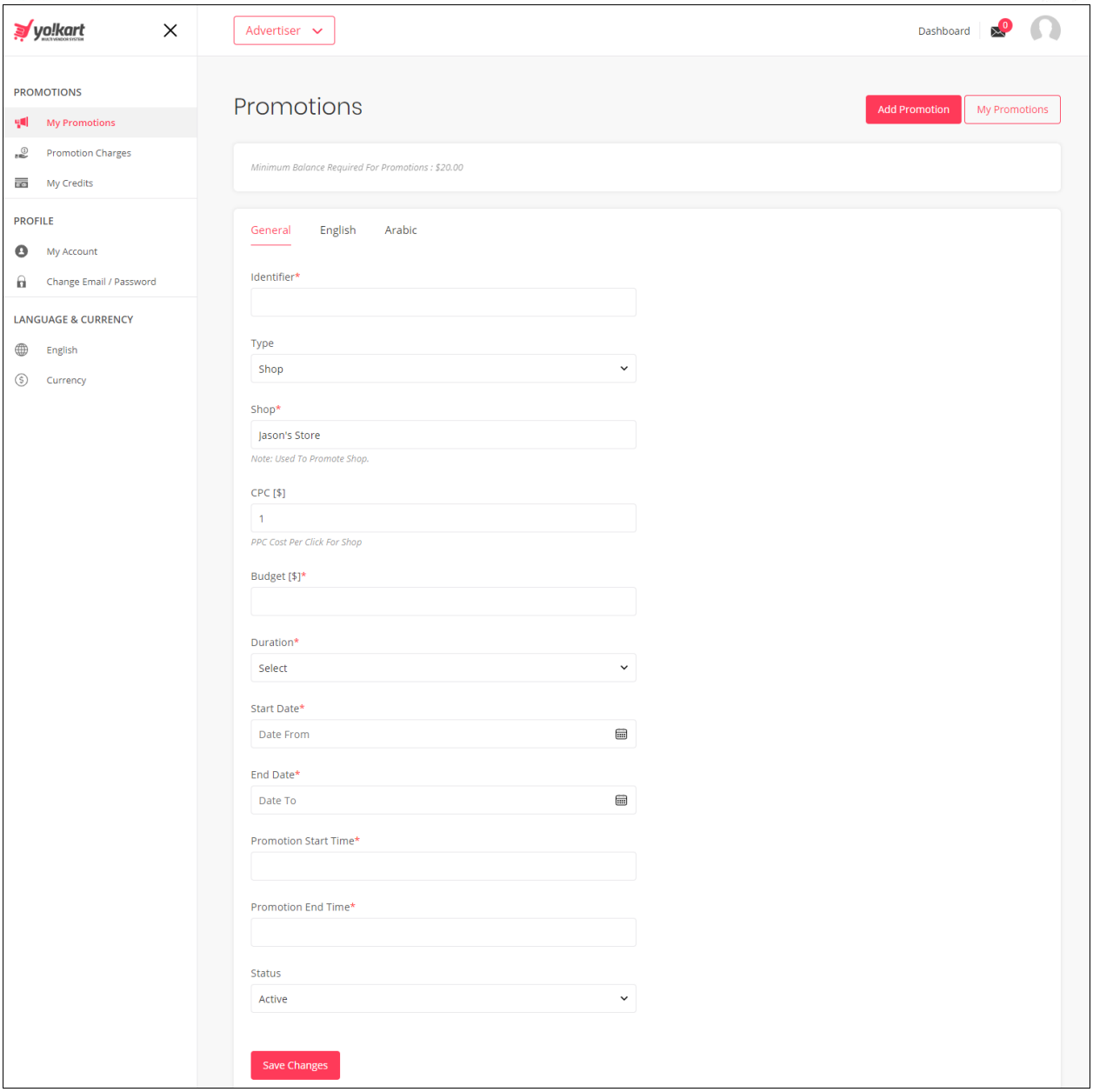


Following sections can be accessed under the My Promotions section on the website.

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.

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.



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 Advertisercan promote the banners

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.

- Homepage after 1st layout
- Homepage after 3rd 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

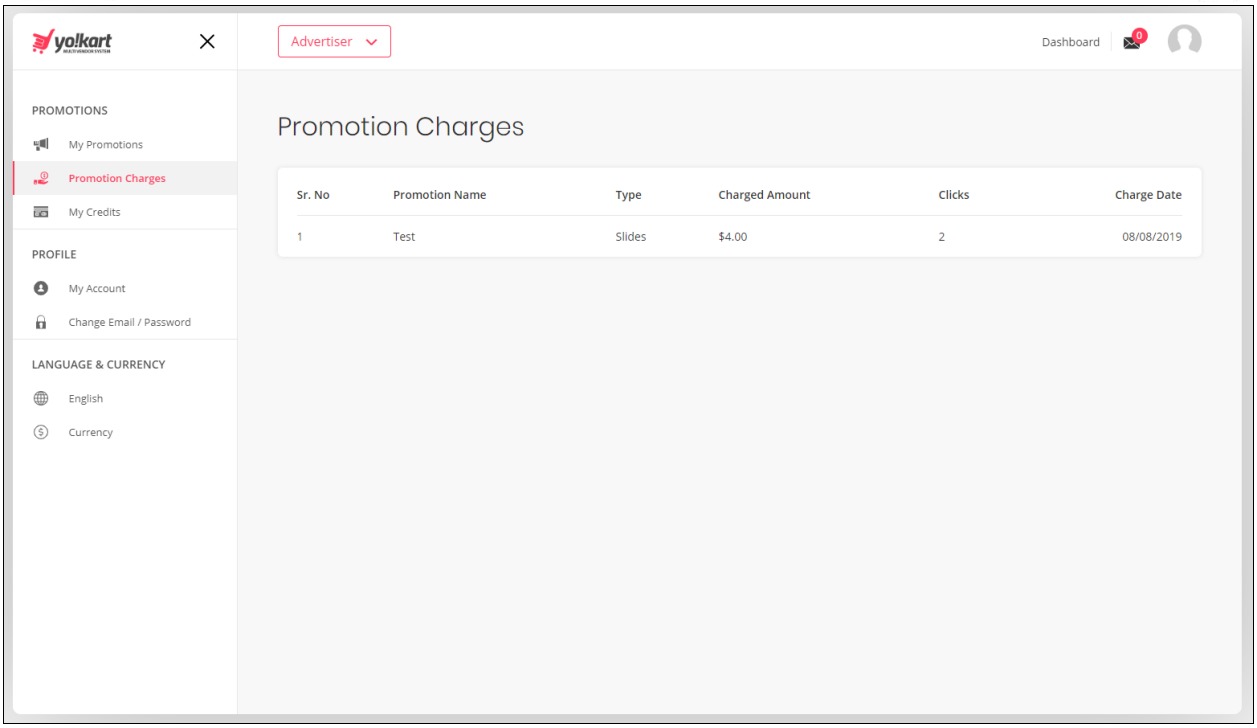
3. View Promotions

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. Promotion Charges

List of amount charged on the promotions will be recorded under this section.

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.

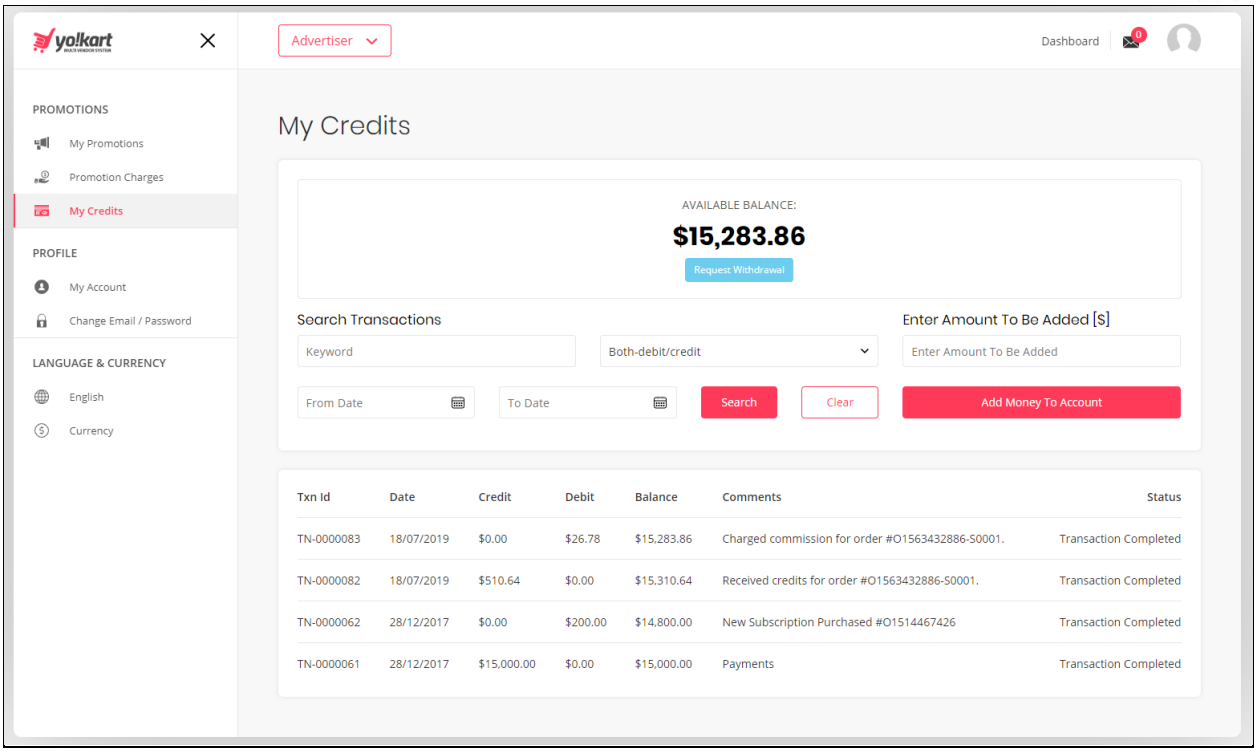


4.3. My Credits

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

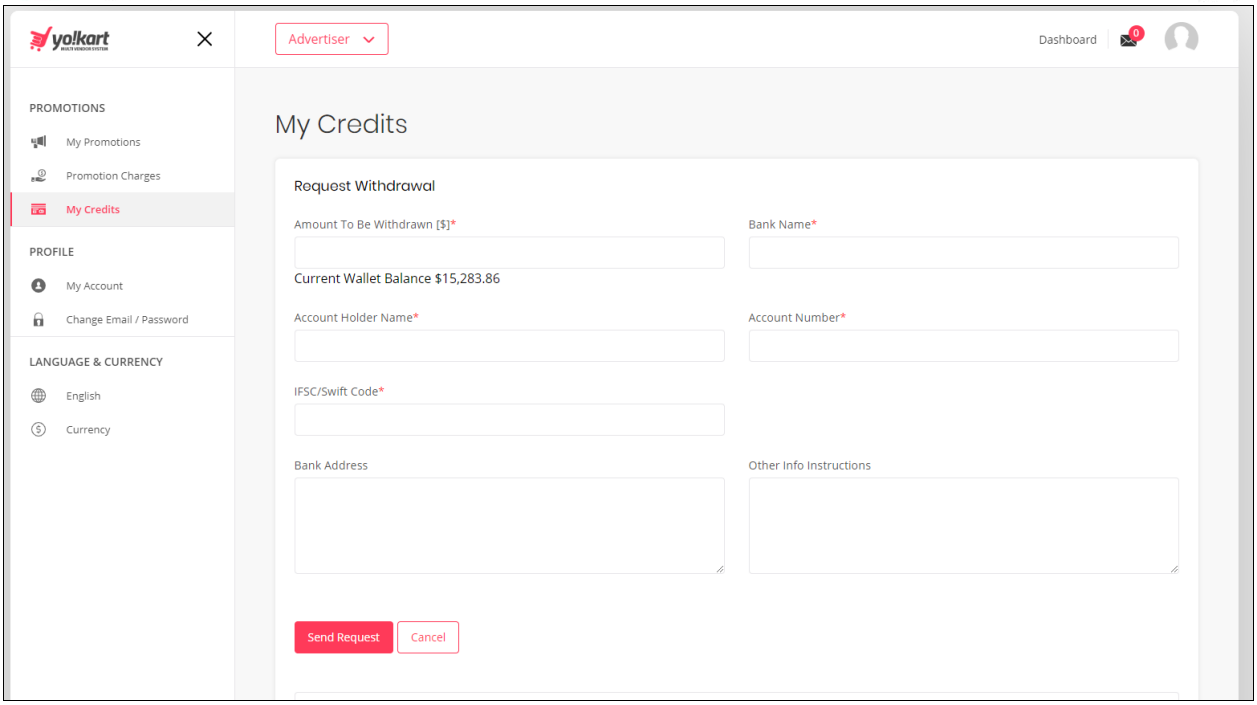
Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.



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.

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.



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 Email/ Password

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

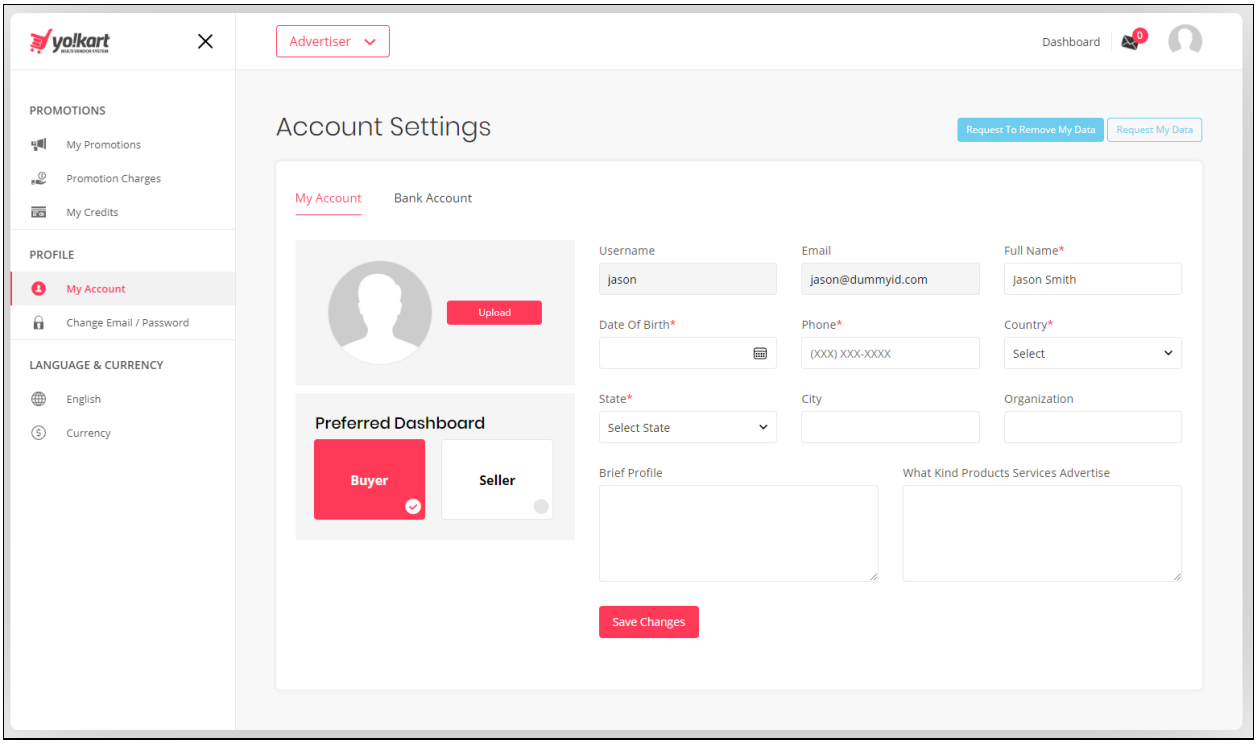
An Advertiser can edit profile details such as:

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?

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.

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.

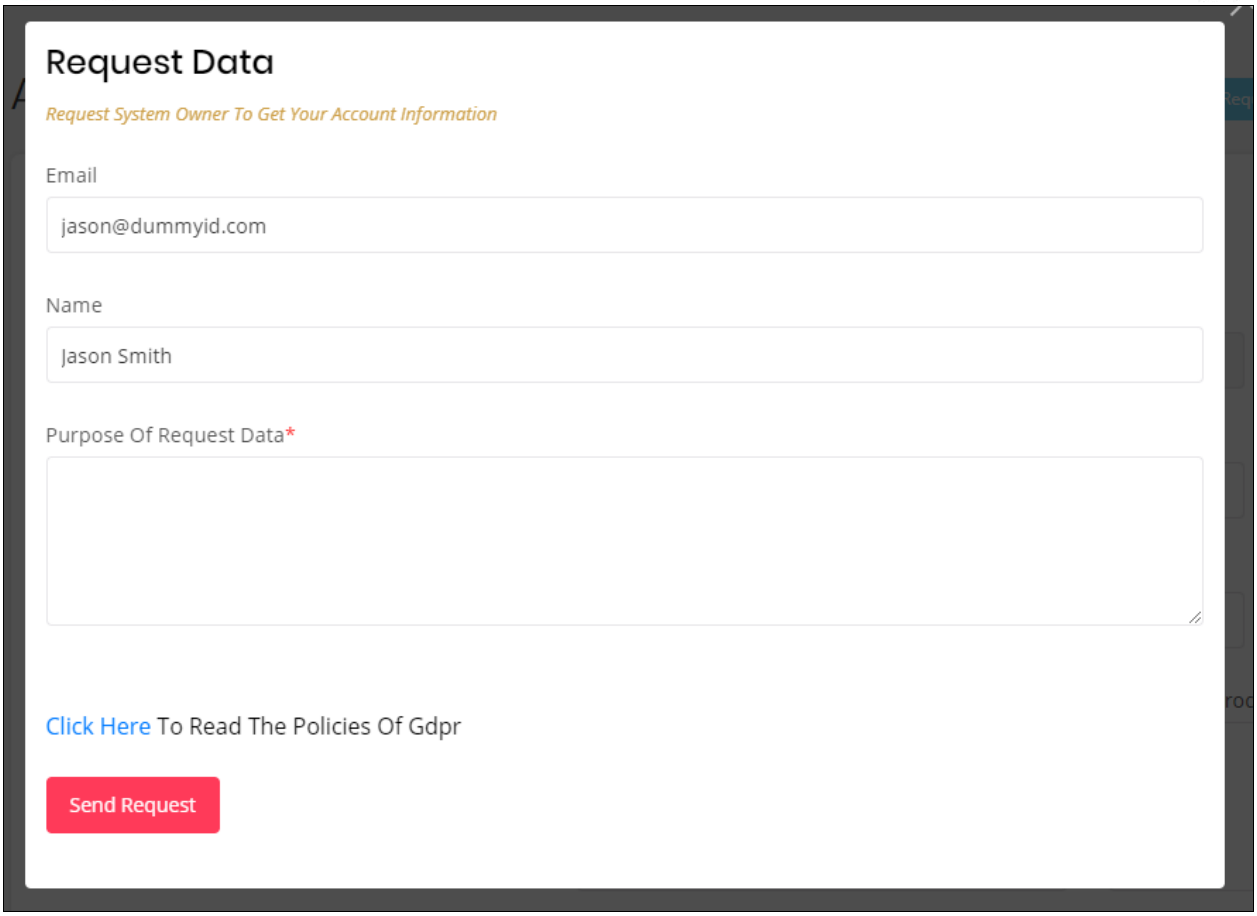
An Advertiser can also upload or remove their profile image from this section. Advertiser also has the feature to select the default dashboard to be displayed after login.



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.

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.

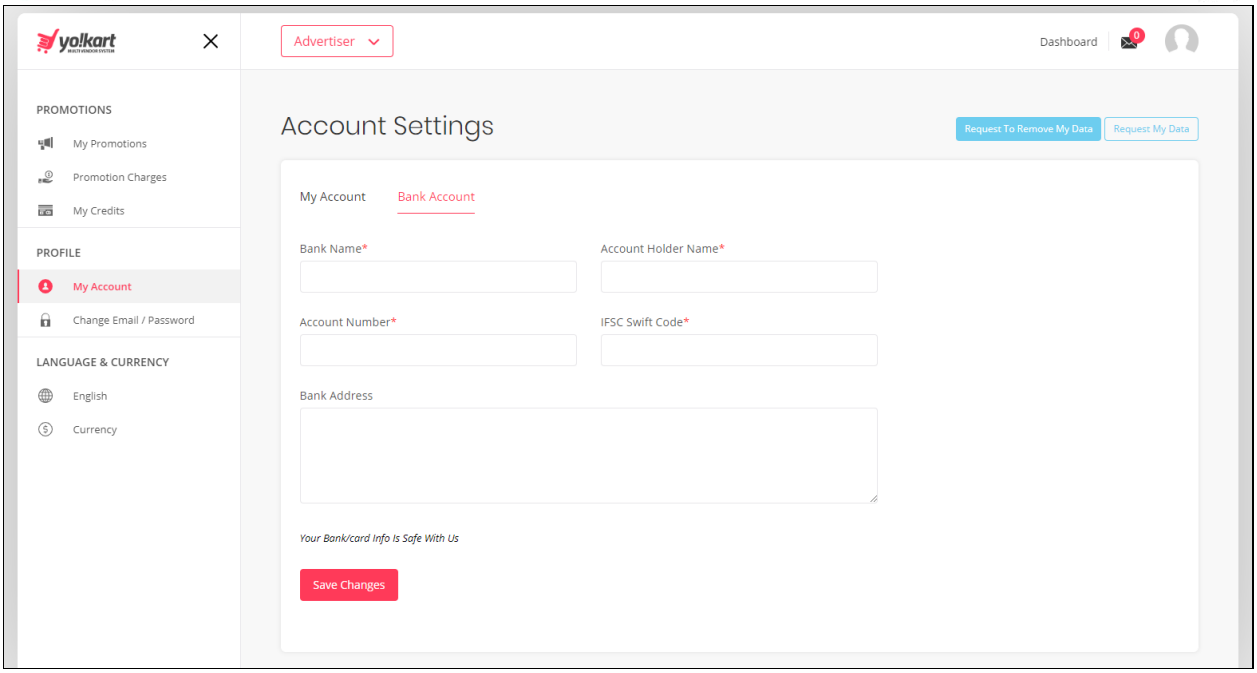


Bank Account

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

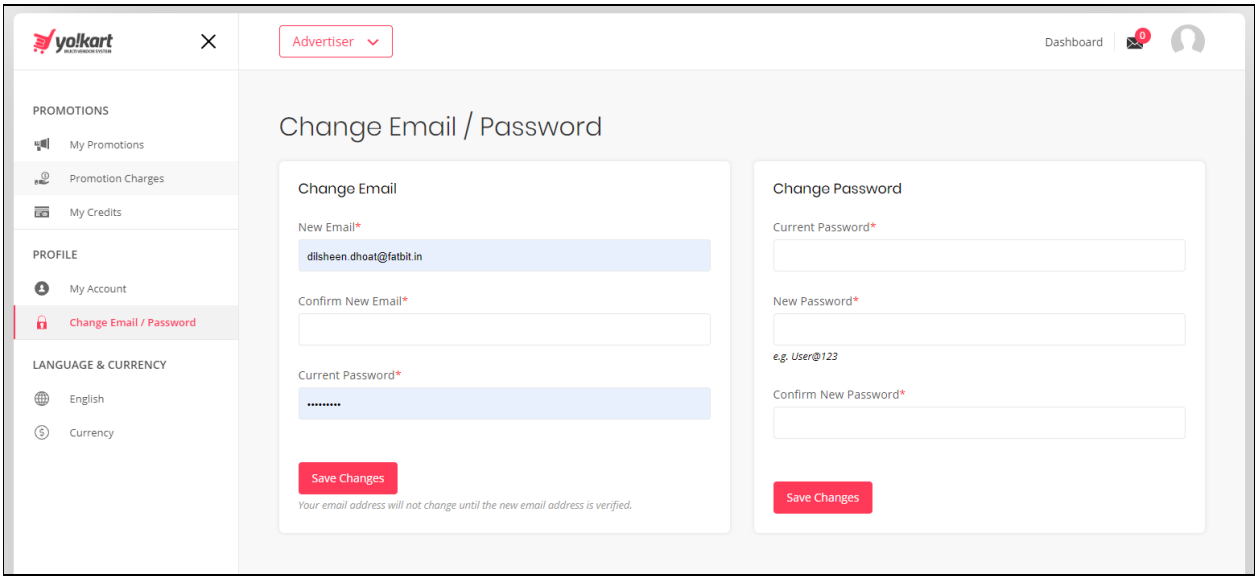
1. Bank Name
2. Account Holder Name
3. Account Number
4. IFSC Swift Code
5. Bank Address

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.



5.2. Change Email/ Password

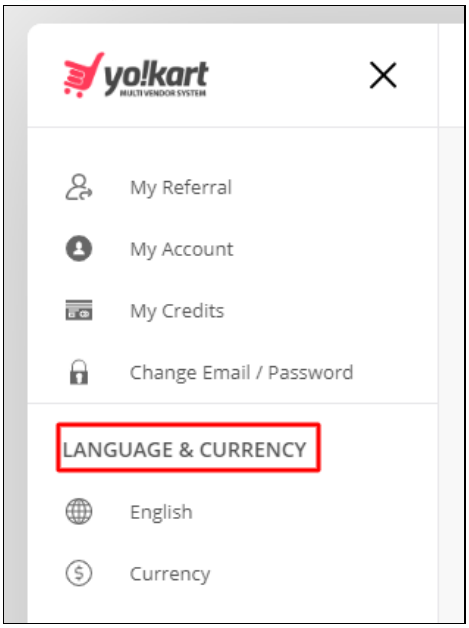
An Advertiser can change their email address and password from this section. NOTE: User will need to verify their new email address before changes reflect in the system.



6. Language & Currency

From this section, Advertiser can change the language and currency.

Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.



Copyright ©2004 – 2019 FATbit Technologies. All Rights Reserved.