

# Getting Started Guide

*Based on an online store's product feed, Product Hero turns product data into beautiful promotional banners for every single product.*

## Placement options

1. Frontpage top banner carousel (best offers)
2. Frontpage full width banner between 2 existing content blocks
3. Category page top section (featured products or personal recommendations)
4. Product page bottom (related, similar offers to the actual viewed product)
5. Email newsletter top banner image (featured product or personal recommendation)
6. Cart recovery emails

## The setup process

The integration process is fully managed on Product Hero's side, you won't ever need to study technical reference documents or tweak obscure settings on a complicated admin interface. We will take care of all the technical stuff - setup, customization or JavaScript coding, if necessary. All you have to do is approve the final look of the banners before going live.

1. **Product feed** - Share your existing product feed URL and let us know the required update schedule.
2. **Customization** - Based on the site's brand guidelines, Product Hero will propose custom color and layout schemes for the required banner placements on your site.
3. **Preview** - When customizations are done, we will give you a preview URL where you will be able to check all the details about your Product Hero banner.
4. **Integration** - One line of JavaScript code needs to be added to your site's HTML code (head tag) manually or using a tag manager. The banner will be live as soon as the code is in place.
5. **Recommender** - If you wish to integrate your Product Hero banner with your existing recommender solution (e.g. Emarsys' Predict), just let us know and we will take care of the rest.
6. **Admin** - After an initial campaign setup, also carried out by us, you will get access to a very simple admin tool where you will be able to control your banner placements and follow key performance metrics.

**Q: What kind of product feed should I provide?**

Google's or Facebook's product data feeds are the best choices, but Product Hero can also use other catalog feeds, as long as they include all the necessary information (product name, price, page and image URLs). Share your existing data feed with us and we will check for compatibility.

Typically, we pull the product feed from a given URL once a day, at a time specified by you. If needed you can also specify multiple updates per day.

**Q: What are the options for visual customization?**

There's an extensive list of customization options such as font faces, weights and sizes; color schemes for texts, buttons, stickers, badges and background patterns; plus a number of layout tweaks and adjustments. Currently we have a range of 27 background patterns to choose from and we are planning to further extend this selection in the future.

That said, Product Hero is not a banner authoring tool with a user facing editor or freely editable templates. We thrive to make automated product banners easy for our customers by sticking to tried-and-tested best practices and design principles.

## Automation modes

**1. Fully automated delivery**

Connected to your existing product recommender through a JavaScript API, all work is done by the system itself. Usually, fully automated operation delivers the best results.

**2. Semi-automated optimization**

Product offers are selected manually using the system admin. A search tool helps select products in seconds and our tool will offer 10 variants for each product slide. Later, these slides can be edited manually or can be optimized for the best CTR by selecting the best performing variants.

**3. Mixed operation**

You can easily mix manually selected products with offers coming from a recommender, even using multiple recommender logics. Also, you can add creatives (i.e. static images) crafted by your staff. Thus, a banner carousel can consist of any number of slides coming from multiple sources.

## A/B testing

In every single case we offer and recommend an initial trial period for carrying out a proper A/B test, where you can compare click-through and conversion rate metrics of our dynamic banner solution to your original banners' performance. In most cases there are statistically significant results after only 2-3 weeks.

Use of our service in a trial period is totally **free of charge** and requires **zero commitment** from you regarding a future contract.

The A/B test can be either set up and run by Product Hero's staff or you can use your familiar A/B testing tools (e.g. Google Optimize or Visual Website Optimizer). Key results will be available in your own Google Analytics account or a temporary GA account provided by us for the test period.

## Analytics, reporting

As soon as the code is installed in your store, we're going to start measuring banner impressions and clicks. There's a section in the admin that gives you an overview about the most relevant data such as:

- Banner impressions
- Banner clicks
- Click through rates
- Trend compared to a previous period of time
- Most viewed creative
- Most clicked creative

## Help, support

You can reach us by email at [team@producthero.ai](mailto:team@producthero.ai) or by phone at +36 30 757 7966. We are located in Budapest, Europe and always available for a chat from 9 AM to 6 PM local time, CET in the winter / CEST in the summer.