

kBanners4SobiPro

Banner Management Solution for SobiPro

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kBanners4SobiPro

A great way to monetize your SobiPro directory is by placing adverts within the directory. But what would be great is that if you can **direct** those adverts based on **what the customer is viewing!** Sounds like Google Ads? Yeah, but this time you make money.

kBanners4SobiPro is a banner manager for SobiPro which allows you to set up banner groups to target specific SobiPro Sections and Categories. Take the example of stock SobiPro installation, it has two sections; Cars and Vehicles, Businesses. kBanners4SobiPro allows you to set up banner groups that should be displayed when the visitor is viewing each of the categories. What's better is that you can even set the banner groups at sub-category levels; show restaurant related ads only when the user is viewing Restaurants.

The banners can be set up to automatically publish and expire on preset dates or based on click count allowing the admins to set up a fully functional banner ad campaign. The statistics module that is integrated to kBanners4SobiPro tracks the exact number of clicks made on a banner along with the time and the IP and also the URL and the module. This allows users to not only track the number of clicks, but also the best performing pages/positions and offer them for a premium!

Installing kBanners4SobiPro

kBanners4SobiPro is installed as any other Joomla extension. Unzip the package before installation to extract the user manual and the installation packages for the module and the component.

Configuring kBanners4SobiPro

Configuring kBanners4SobiPro consists of configuring the component for setting up banners and banner groups and setting up the module to display the banner groups that are set up.

Concepts

If you are an existing customer of kBanners4Joomla or kBanners4Virtuemart, then configuring kBanners4SobiPro will not be any different.

kBanners4Sobipro consists of two extensions, the component and the module.

The users are allowed to set up Banners with the following information:

- Image
- Link
- Number of clicks assigned
- Publication Start and End Dates

Although these information provides the basics of the banner, it does not assign the banner to any specific Sobi Pro category. This task is done via the Banner Groups.

A Banner Group is a collection of banners and an assignment of that collection to one or more SobiPro categories. While assigning to categories you can also decide if the collection should be automatically assigned to all sub cats, show outside the SobiPro extension etc.

The assignment is maintained at the collection (i.e. group) level so that the same banner can participate in more than one assignment.

Configuring Banners

To create new banners and manage existing banners, navigate to kBanners4SobiPro -> Banners from the Joomla backend.

ID	Ordering	Name	State	URL	Start Publish	End Publish	Click Count	Max Clicks
1	1	Banner1	✓	http://google.com/	0000-00-00	0000-00-00	7	0
2	2	Banner2	✓	http://kotu.org/	2011-11-01	2012-01-01	2	0
3	0	Banner3	✓	http://google.com/	0000-00-00	0000-00-00	0	0
5	0	Banner5	✓	http://google.com/	0000-00-00	0000-00-00	0	0

Display # All

It is possible to add new banners or edit/delete existing banners from this page. It is also possible to manually publish or unpublish banners.

kBanners4SobiPro: [Banner Details] Save & Close Cancel

ID: 1

Name:

Link URL:

AltText:

HTML Banner:

Image Banner: Browse...

Current Banner: 
Banner1.png

State: Unpublish Publish

Start Publishing:

End Publishing:

Max Clicks:

Click Count:

Name: Name field of the banner refers to a front-end/user assigned name that can be used to identify the

banner.

Link URL: The URL to be linked to if the banner is an image banner.

AltText: Alternate Text (or Tool Tip Text) to be used if the banner is an image banner.

HTML Banner: If the banner is to be a custom HTML banner (e.g. flash etc.) the HTML code. If there is any text entered in this box, the image attached will be ignored.

Image Banner: Select and upload the image to be used as the banner if the banner is an image banner. Will be ignored if there is any text in the HTML Banner box.

State: Manually publish or unpublish the banner. If this is set to Unpublish, Start Publishing and End Publishing dates would not be considered for displaying.

Start Publishing: Date to automatically start publishing the banner. Set to 0000-00-00 to take affect immediately.

Configuring Banner Groups

End Publishing: Date to automatically end publishing the banner (i.e. expiry date). Set to 0000-00-00 to make the banner valid forever.

Max Clicks: Click limit. If the number is set to a non-zero value, the banner will display only upto that many clicks. If set to zero, the banner will be displayed till it is unpublished manually or automatically.

Click Count: Number of clicks this banner has accumulated so far. Can also be used to reset the click count. Simply change the number and save to reset the number.

It is also possible to assign the order in which the banners should be displayed via the main Banners screen. The banners with a smaller "Ordering" will get displayed first. If two banners have the same "Ordering", they are displayed randomly within the same level. It is possible to use this feature to set up Sticky Banners by assigning a lower Ordering to the Sticky Banners and assigning all other banners with a higher Ordering.

Once the banners are configured, they need to be assigned to one or more banner groups to be displayed. Each banner group can be configured via Banners4SobiPro -> Banner Groups from the Joomla backend. It is possible to add new banner groups or edit/delete the existing banner groups from this screen.

The screenshot shows the 'kBanners4SobiPro: [Group Details]' interface. At the top, there are 'Save & Close' and 'Cancel' buttons. The main content area is a form for editing a banner group. The 'ID' is 1 and the 'NAME' is 'Extenal Banners'. There are three main sections: 'Banners', 'Banner group options', and 'Categories'. In the 'Banners' section, 'Banner1' and 'Banner2' are checked. In the 'Banner group options' section, 'Show in non-SobiPro pages' is checked. In the 'Categories' section, several categories are listed with checkboxes, including Business Directory, Computers and Internet, Communications, Graphics, Hardware, Mobile Computing, Multimedia, Open Source, Software, Games, Card Games, Computer Games, Puzzles, and Video Games.

On creating a banner group, users are able to assign a banner group to various SobiPro sections/categories and assign additional options for the banner group to be used in displaying.

Once the group is created, it is possible to assign it with banners by editing the group.

Banner Group Options

Descend to child categories automatically:

If this option is selected, banners from this group will be displayed on sub-categories automatically. It is required only to select the top level category or the section.

Show in individual product pages:

If selected, individual product/item pages will also display banners from this group if the displayed item belongs to the categories this banner is assigned to.

If **not** selected, individual product pages will **not** display any banners.

Show in SobiPro frontpage:

If selected, displays banners from this group will be displayed on the SobiPro frontpages (i.e. Search, Category Listings pages) where there is no single category to display.

Show in non-SobiPro pages:

If selected, banners from this group are displayed in non-sobipro pages as well.

Statistics

kBanners4SobiPro also has a feature for the users to quickly view and export click statistics.

Statistics screen will display the time of a click, the IP, the banner ID and the module ID the banner was located (useful if the same banner is displayed in multiple module such as top banner, sidebar etc.) and the URL. In addition, it is also possible to view the number of clicks a certain banner has accumulated at the point of a click entry. E.g. if a statistic entry says Click Count is 35, that means the particular banner has got 35 clicks, including this click. In the next click, it will record 36.

Statistics can be exported as a CSV file as well.

Configuring Custom HTML Banners

Although it is relatively easy to configure a banner as a custom banner, additional configurations need to be done to make the custom banner fully workable with the click tracking and click count related publication.

kBanners4SobiPro records click count by making an asynchronous AJAX call pretty much the same way Google Analytics does outgoing click recording. Therefore it is necessary to add some custom code to the Custom HTML Banners for the statistics to properly work.

Each `<a>` tag in your custom HTML code, needs to be added with the following attribute:

```
onclick="kbanners4sobipro_
ajax(this,bannerid,moduleid);"
```

The first parameter `this`, refers to this instance of the code and should **not** be changed.

The second parameter `bannerid`, refers to the id of the banner.

The second parameter `moduleid`, refers to the id of the module where the banner is displayed. If the banner is to be assigned to only one module, then the user has to manually specify the module id here. If the banner is assigned to more than one module, then the user has no option other than to specify a static value such as 0. In such a configuration, users will lose the ability to view the actual module which called the banner.

E.g.

Original Code:

```
<div class="custom_banner">
  <a href="http://sponsorsite.com" target="_
blank">
  
  </a>
</div>
```

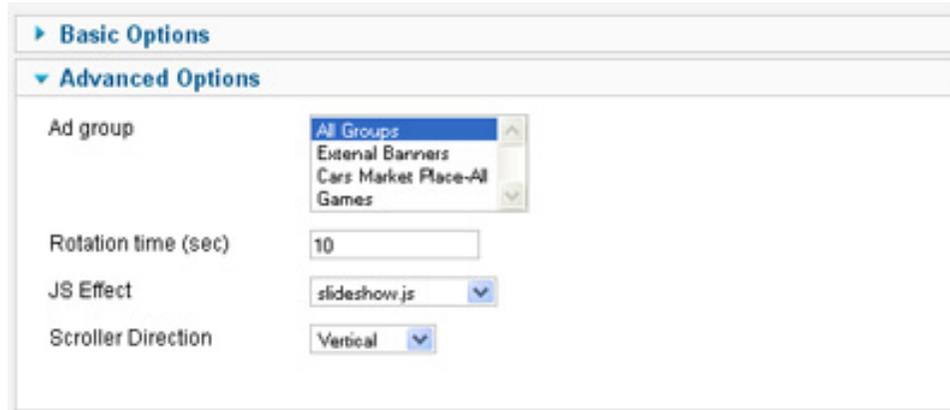
This banner is set up with banner ID of 2 and it is going to be assigned to more than one module.

Modified Code:

```
<div class="custom_banner">
  <a onclick="kbanners4sobipro_ajax(this,2,0);"
href="http://sponsorsite.com" target="_blank">
  
  </a>
</div>
```

Configuring the Display Module

Once the banners are configured in the component backend, kBanners4SobiPro module needs to be configured to display the banners.



The screenshot shows a configuration window with two sections: 'Basic Options' and 'Advanced Options'. The 'Advanced Options' section is expanded and contains the following settings:

Ad group	All Groups External Banners Cars Market Place-All Games
Rotation time (sec)	10
JS Effect	slideshow.js
Scroller Direction	Vertical

Ad Group: Define the group of ads that should be displayed in this position. It is possible to select more than one banner group to be displayed. System will pick the banners from all assigned banner groups as appropriate.

Rotation Time (sec): Rotation time of the banners in seconds.

JS Effect: Javascript file to be used when animating banners. *Do not select ajax.js*

Scroller Direction: Direction of the scroller if scroller.js is selected.

Configuring language files

kBanners4SobiPro is built with multi-language support for administration view. The module is shipped with the default support for en-GB (English - UK). Users can create their own language files to support their native languages.

Language files for kBanners4SobiPro are uploaded to 'language' folder of the main site under the sub-folder for the relevant language (e.g. 'language/en-GB').

kBanners4VM

kBanners4VM is the ultimate banner management solution for Virtuemart that allows users to set up HTML and image banners for your Virtuemart e-shop.

kBanners4VM allows you to set up banner groups and assign them to Virtuemart categories allowing you to target your advertiestments to the correct audience.

Modules2Pages

Modules2Pages is the ultimate module management solution for Joomla that allows users to assign any module to any page.

Ideal for websites that use multi-page components like Virtuemart , JomSocial, Community Builder and SOBI2.

kBanners4Joomla

kBanners4Joomla is the end-all of all banner components for Joomla. Providing the same flexible interface of kBanners4VM and kBanners4SOBI, kBanners4Joomla allows users to target their banners based on conditional URL parameters.