

SalesBoost Popups

App Manual

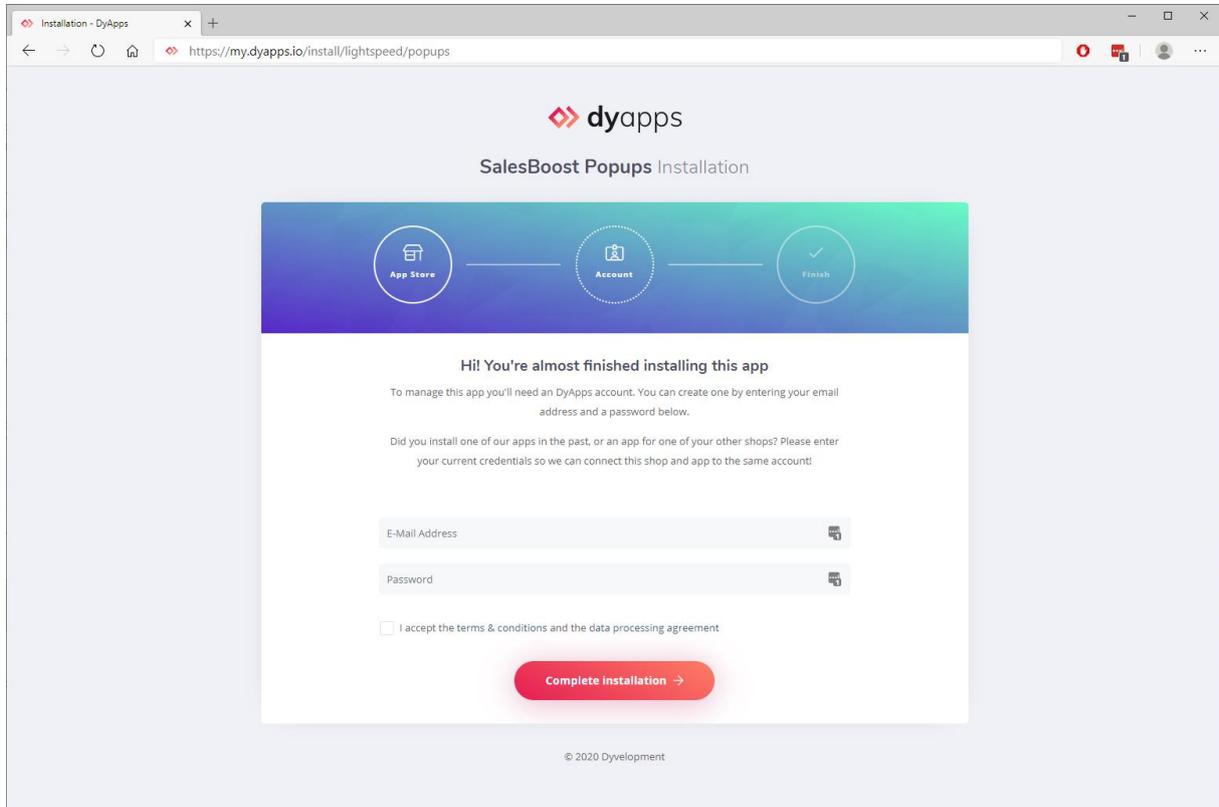


Table of contents

1. Installation & DyApps account	3
2. DyApps Control Panel & shop overview	4
3. Dashboard	5
3.1 Your apps.....	5
3.2 Your account and shops	6
4. Create and edit popups	7
4.1 Create your first popup	8
4.2 Choose a template.....	9
4.3 Design popup.....	10
4.4 Coupon codes	13
4.5 Publish popup.....	15
4.6 View and test popup	16
5. Subscriptions and statistics	17
5.1 Exporting	17
5.2 Anonymizing	17
6. Coupon codes by mail	18
7. Double opt-in.....	20
8. Mailchimp connection.....	21

1. Installation & DyApps account

When you install the SalesBoost Popups app through your webshop's App Store, you'll be redirected to the DyApps installation screen.



To manage your app you'll need an account which you can log in with into the DyApps Control Panel. The DyApps Control Panel is your personal external environment where you can manage all DyApps apps you've installed. Somewhat like your shop's backoffice, but for your DyApps. You can manage multiple apps from the same account and manage these for multiple shops.

Installing a DyApps app for the first time?

During the installation process you'll create your DyApps account. You can enter any email address you own and a custom password which you'll later use to log in with. Your account will be created upon completing installation.

Installed a DyApps app before?

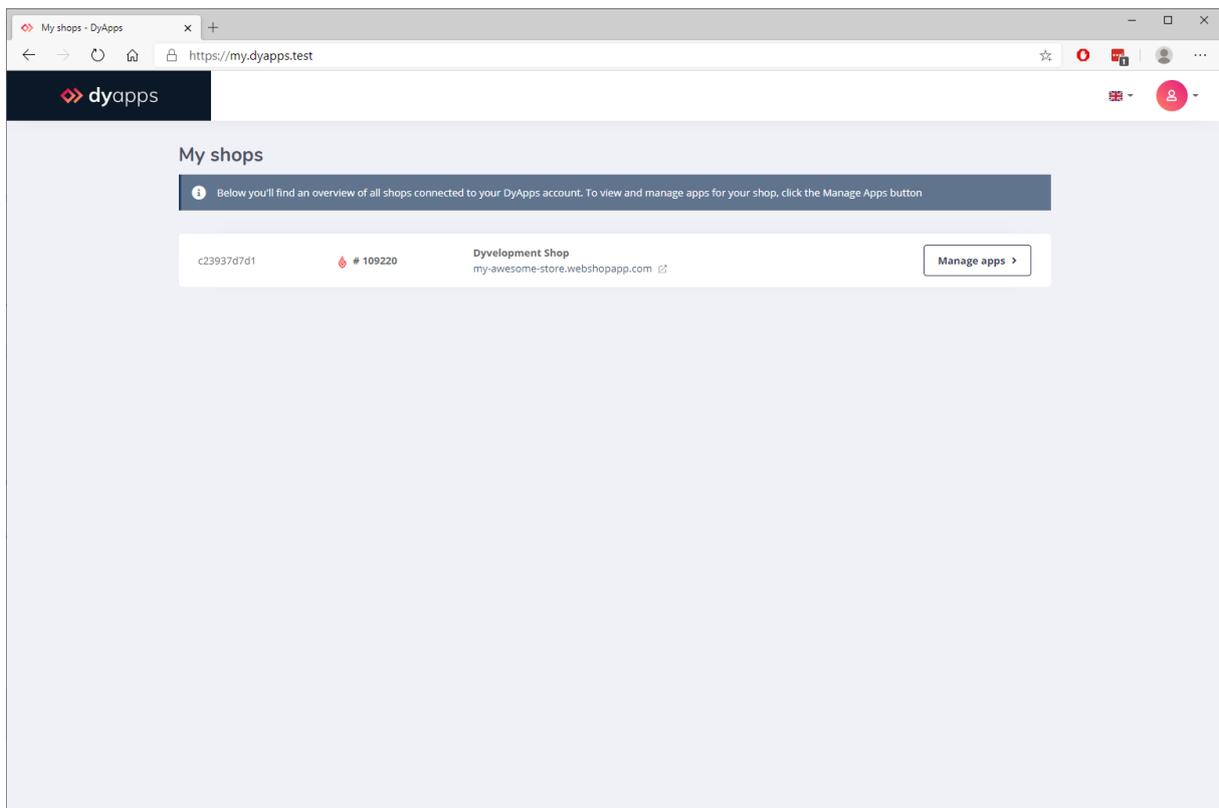
Then please enter the credentials of your current DyApps account. The app will verify your login credentials and will connect your account and shop to the app you're installing. This way you can easily manage all of your apps and shops from the same account.

2. DyApps Control Panel & shop overview

You can log into the DyApps Control Panel with your DyApps account at <https://my.dyapps.io>. From here you can manage all of your installed apps for your shop.

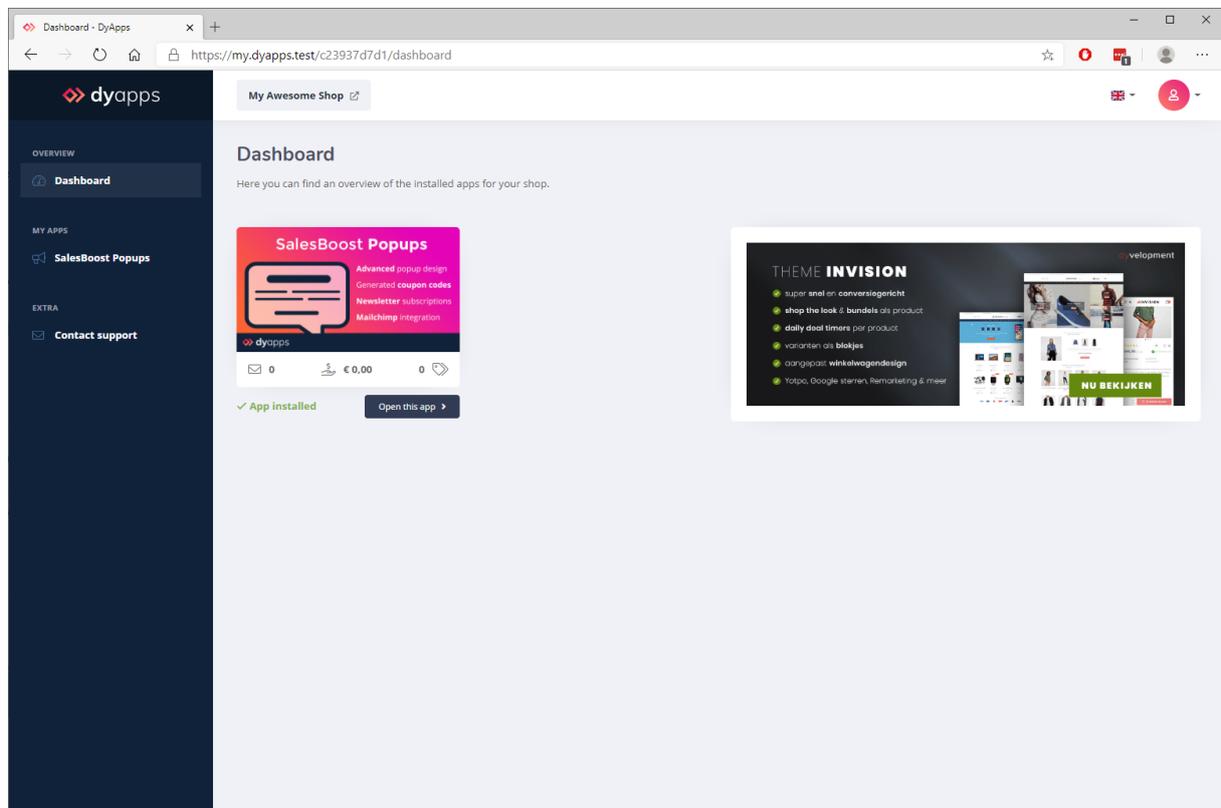
Logging in for the first time?

When you log in for the first time you'll be redirected to an overview page which contains a list of all shops connected to your DyApps account. With the button **Manage apps** you can manage the apps for that specific shop. Clicking this button will load the Dashboard for that shop

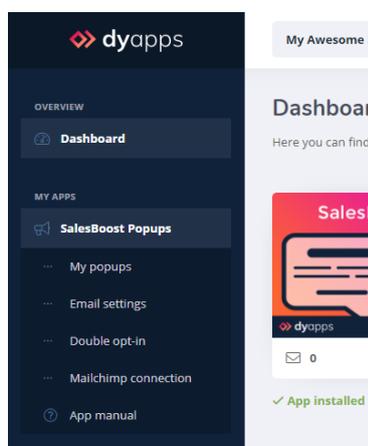


3. Dashboard

The Dashboard is the central area which you'll be redirected to after you've logged in to your DyApps account. The Dashboard contains an overview of your installed apps and is the place to start for managing your apps.

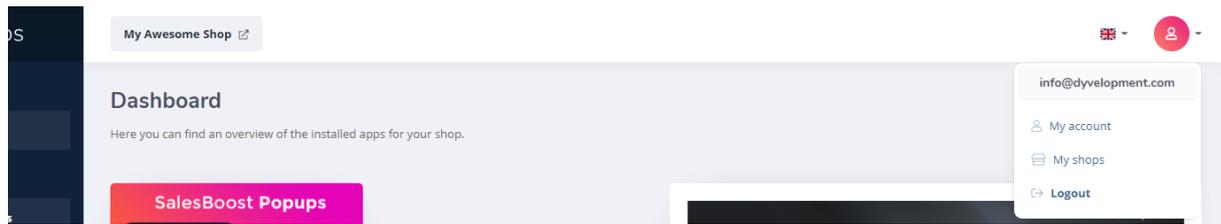


3.1 Your apps



On the left you'll find the navigation bar from which you can open and manage your apps. When you click the app's name it will show you all available options for the app. Of course you'll also find an item to open up this documentation again.

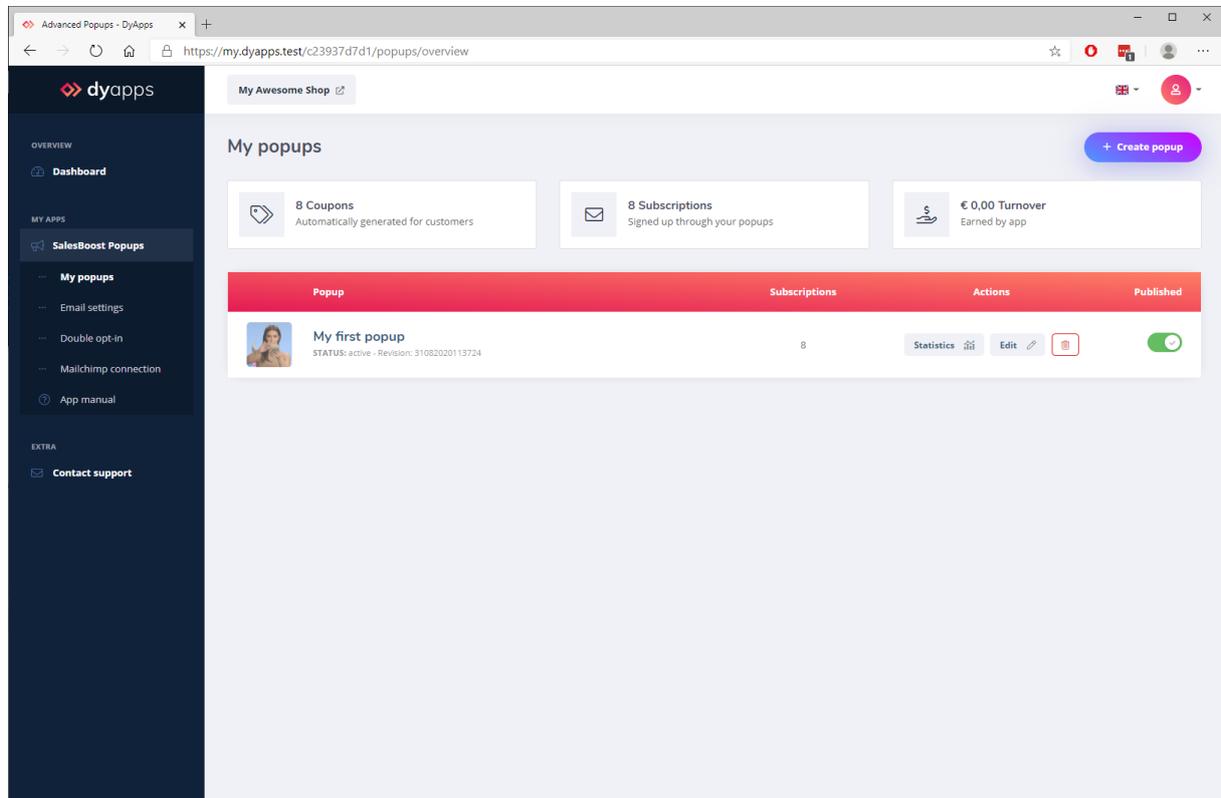
3.2 Your account and shops



At the top of the page you'll find the information and navigation bar that applies to your account and shops. On the left side you'll see the shop you're currently logged into. Through the user icon at the right hand side you can log out and view the shops overview page as described at page 4. From this **My Shops** page you can switch shops to manage your apps for a different shop.

4. Create and edit popups

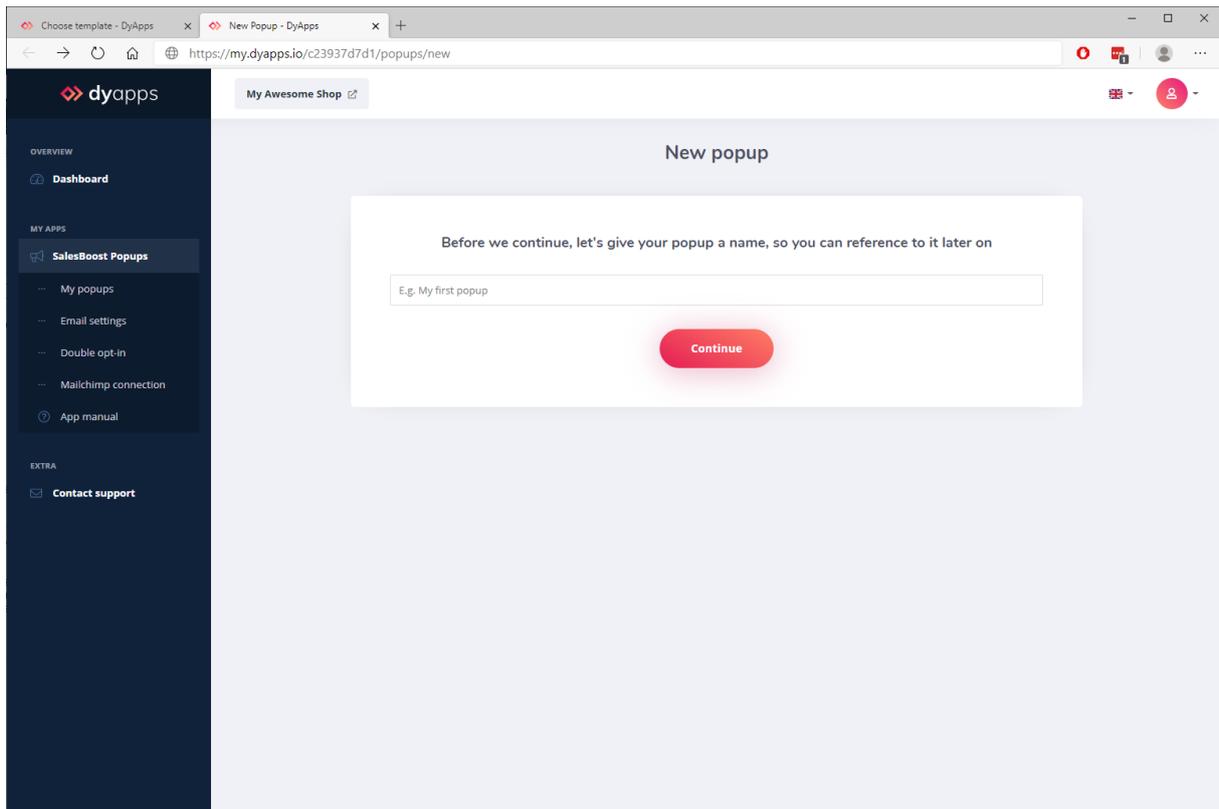
Though the navigation item **My popups** you'll find an overview page containing your popups and some general statistics. From here you can easily edit and republish your popups at a later time.



Keep in mind that when removing a popup, the newsletter subscriptions will only be removed from the DyApps platform.

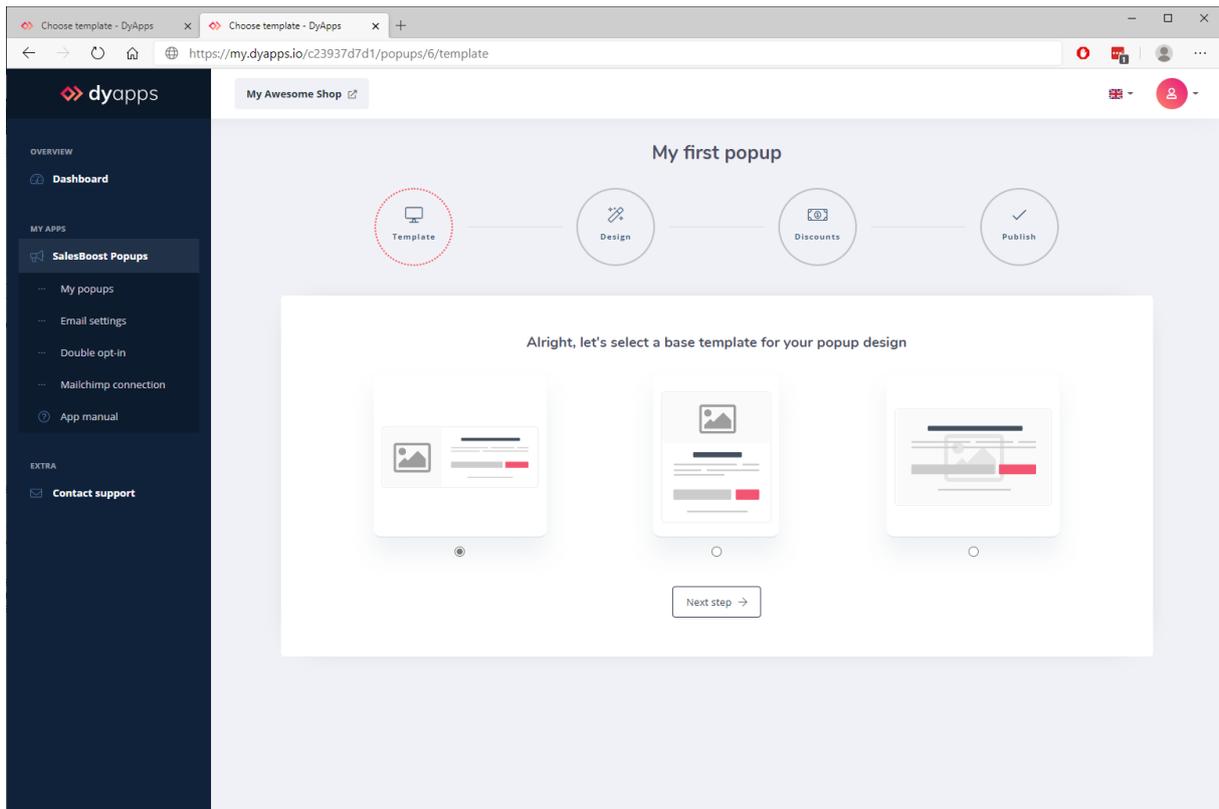
Tip: the statistics on this overview page are cumulative for all popups ever created. Removing a popup does not affect these stats. Only after uninstalling the app, all data is removed.

4.1 Create your first popup



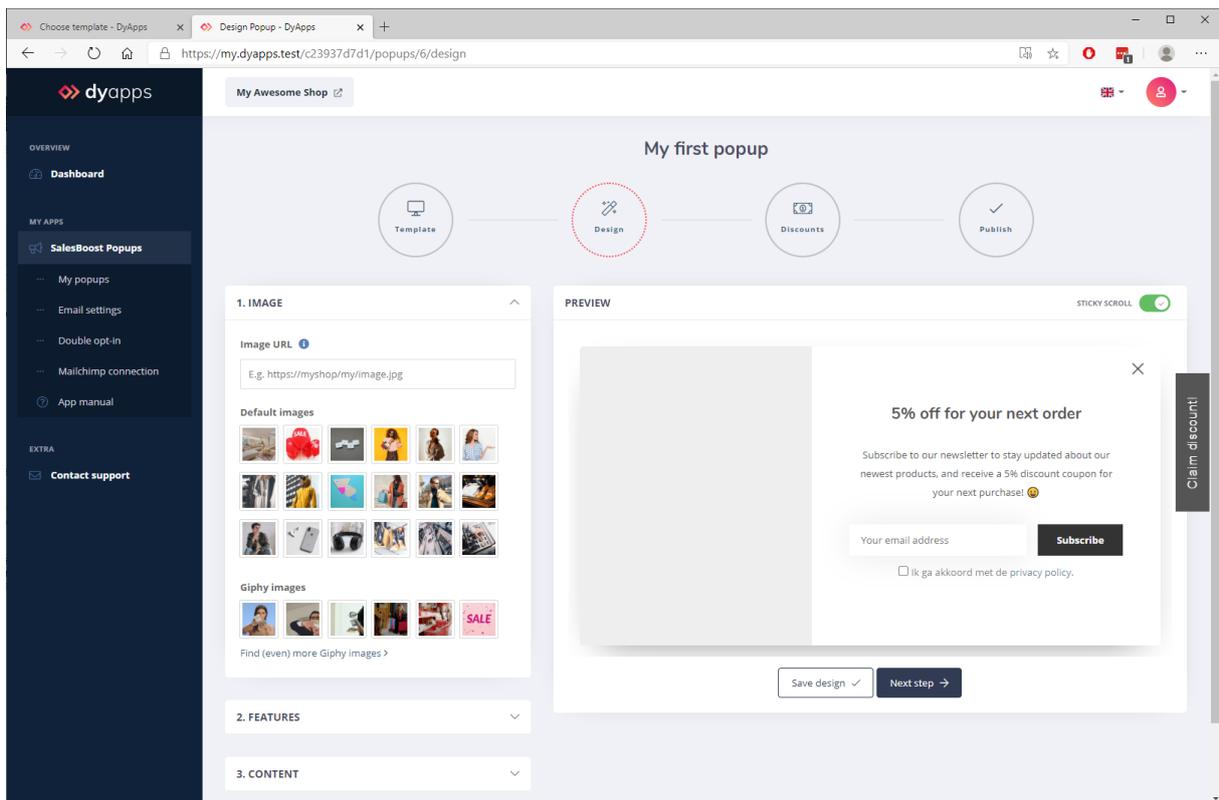
With the button at the top right you can create a new popup. You'll have to name your popup so you can easily reference back to it later on. For example *My popup* or *Summer sale event*.

4.2 Choose a template



You can choose between a few different base templates for your popup design. You can change this template later on if you'd like to do so.

4.3 Design popup



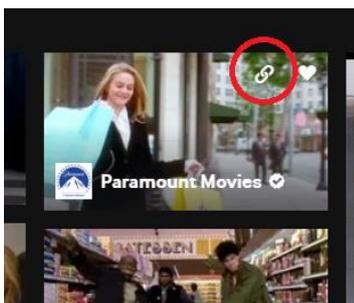
1. Image

To use your own custom image you'll have to upload your image to an image hoster of your choice. For Lightspeed shops for example, you can upload images under Backoffice > Tools > Files. After uploading you can copy/paste the public URL of the image into the **Image URL** field. If you're using another platform like CCV Shop you can upload your image to an external image hoster like <https://postimages.org/>.

Please make sure you copy the direct image URL, that has a valid extension like .jpg or .png, and not just a link to a web page that contains the image.

You can also select any of our pre-defined static images or fun Giphy images. When clicking the thumbnails, the corresponding image URL will be inserted automatically.

More Giphy images



You can get more Giphy images directly from <https://giphy.com/>. When hovering an image, a link icon will show up. Clicking this icon will copy the image URL which you can paste into the Image URL field of the popup.

2. Features

You can enable or disable a set of features per popup. We'll explain them on this page.

Enable newsletter subscription

This feature enables a newsletter subscription field in the popup. When a visitor subscribes to the newsletter through the popup, the subscription will automatically be inserted under “newsletter subscriptions” in your shop as well.

Enable opt-in checkbox

Enabling this feature will place a mandatory checkbox next to the *bottom text* of the popup. The visitor will only be able to sign up after checking this box. Then in your bottom text, you can for example write that when signing up, the subscriber acknowledges having read your privacy policy and that they agree to sign up to the newsletter.

*In most countries, a visitor subscribing to a mailing list must opt-in for receiving email. Dyvelopment Group BV cannot and may not give any legal advice, but believes that when the visitor clicks the **Sign up** button, this is an explicit act of opting in as well, which would make a mandatory checkbox unnecessary. After all, the user clicks the button that tells him he is signing up for a mailing list.*

Enable custom button

Looking for just an informative popup without any newsletter subscriptions? Then you'd probably like to insert custom button that can link to any custom page. Enabling this setting does just that.

Enable coupon codes

If you'd like to hand out coupon codes to visitors or newsletter subscribers you can enable this setting. In the next step (Discounts) you can set up rules for your coupon codes.

Thumbnail button

When the visitor closes the popup without subscribing, a thumbnail button will show on the edge of the screen. With this button the visitor can always reopen the popup again to subscribe after all.

3. Content

Here you can write your popup's content for any active language in your shop. Some fields support html code which you can use to make text bold, or insert a custom link.

Most input fields will speak for themselves, and all fields have support for emoji's 😊.

Success title and Success text

These are the title and body content which will only be shown after a visitor has subscribed to the newsletter. If you're set up the popup to only send coupon codes per mail, and not show them in the popup itself, then don't forget to tell your subscriber he'll receive his coupon code by mail.

4. Colors

Here you can set the colors for individual popup elements. Changes will be visible directly in the live preview.

Color coupon

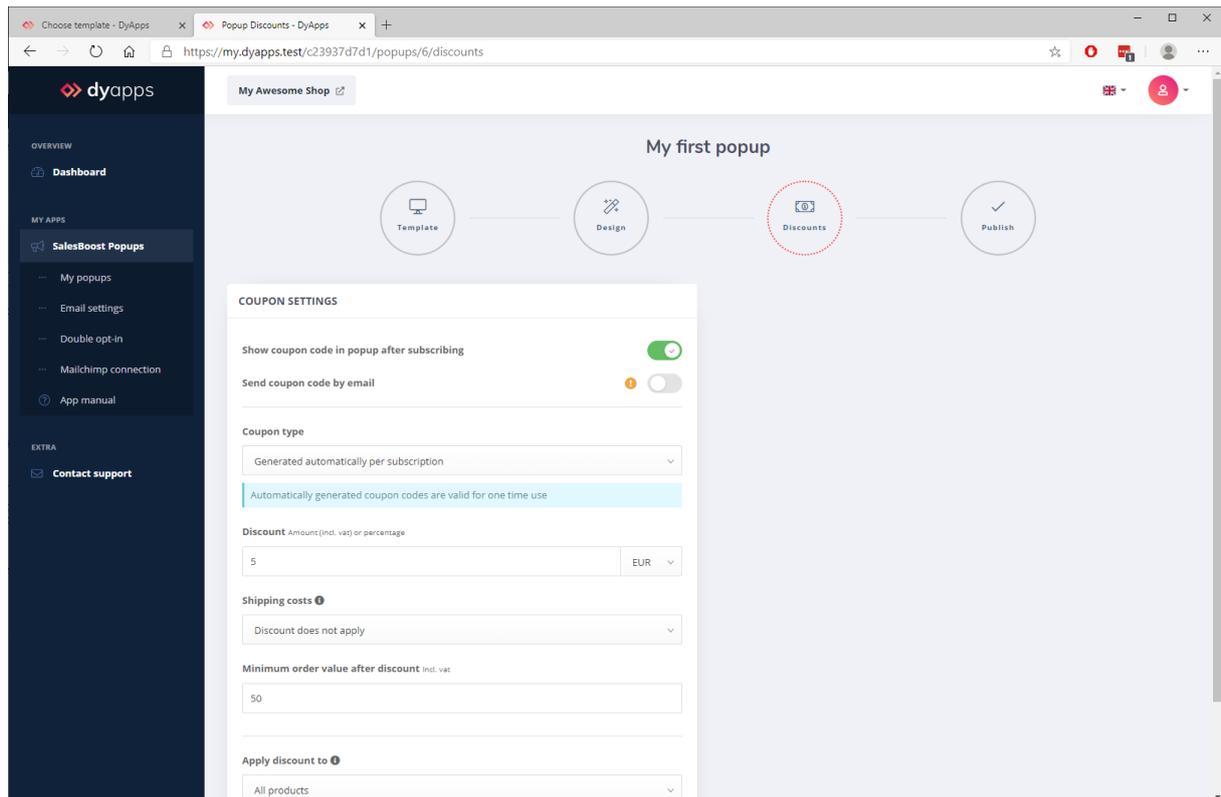
This is the color for the coupon code element in the popup. When you disable the feature for the newsletter subscription, but leave the coupon codes enabled, you'll see a live preview for this element.

The screenshot displays a design tool interface for creating a popup. On the left, a settings panel is visible with three main sections: '1. IMAGE', '2. FEATURES', and '3. CONTENT'. The '2. FEATURES' section is expanded, showing four toggle switches: 'Enable newsletter subscription' (disabled), 'Enable opt-in checkbox' (disabled), 'Enable custom button' (disabled), and 'Enable coupon codes' (enabled). Below these is a 'Thumbnail button' dropdown menu set to 'Right side of screen'. The '3. CONTENT' section is partially visible. The main area on the right is a 'PREVIEW' window. It features a 'STICKY SCROLL' toggle (enabled) in the top right corner. The preview shows a woman holding money on the left and a white popup box on the right. The popup box contains the text '5% off for your next order', a subtext 'Subscribe to our newsletter to stay updated about our newest products, and receive a 5% discount coupon for your next purchase! 😊', and a green dashed box containing the coupon code 'CUSTOMCODE123'. At the bottom of the preview, there are two buttons: 'Save design ✓' and 'Next step →'. A vertical label 'Claim discount' is visible on the right edge of the preview area.

4.4 Coupon codes

If you've enabled the coupon codes feature for your popup you'll be able to configure the coupon codes in this step. Note that some settings may differ depending on your e-commerce platform.

Please note: coupon codes that are generated automatically are only available if you've enabled the newsletter subscription feature for the popup. If you've disabled this feature you'll only be able to hand out custom (manual) coupon codes.



Showing coupon codes

You can decide to show coupon codes directly in the popup after the visitor has subscribed, or if the coupon code has to be sent to the subscriber by email. Keep in mind if you disable the first setting, you don't forget to enable the send by email feature. Else your subscriber won't receive any coupon code at all.

Also don't forget to tell the subscriber that his coupon code is sent by mail, by changing your popup's *Success text*.

Coupon type

You can choose to either generate custom coupon codes (unique per subscriber) or to hand out a custom manual coupon code. When choosing the last, don't forget to create and activate this coupon code in your shop first.

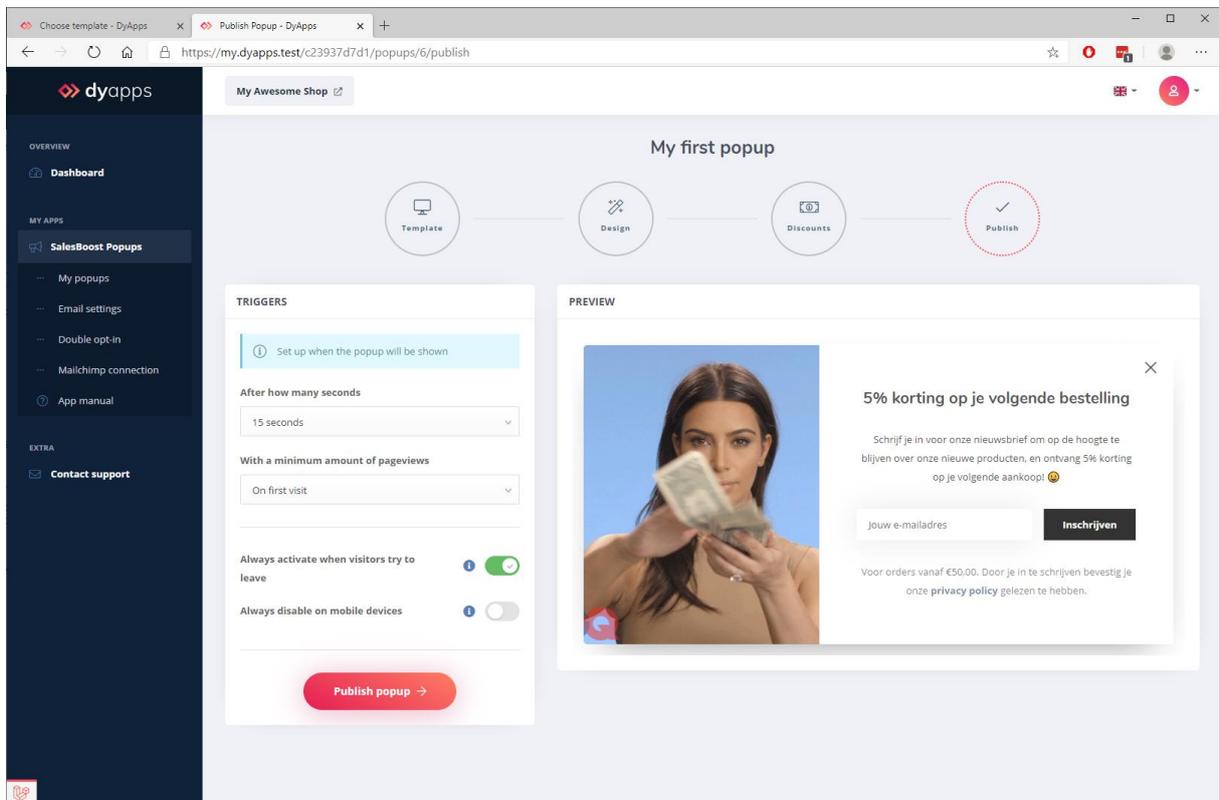
Rules for automatic coupon codes

When you choose to use automatically generated coupon codes, you can set up the rules for the discount. You can set a fixed amount or percentage discount, set which rules apply to the shipping costs, and what the minimum order value (incl. vat) must be.

These automatically generated coupon codes are valid for one month after they're generated.

4.5 Publish popup

You've now set up and designed your awesome popup, which is ready to be published to your visitors.



Before publishing the popup you'll have to set up the triggers for when the popup will be shown to your visitors. You can set a timer delay after which the popup will be shown, and how much pageviews the visitor must have before the timer delay will be activated.

You can also enable the feature that always activates the popup when the visitor is trying to leave the browser window. The app's algorithm detects this action and will show the popup just before the visitor is leaving.

Lastly, you can choose to never show the popup on mobile device.

When you now press the **Publish** button your (edited) popup will be published in your shop. Note that this can take up a few minutes.

4.6 View and test popup

When you now visit your shop, you can see your popup 'live' yourself, in all it's glory. When you've viewed your popup and maybe did a test subscription, you'll notice that the popup stays hidden. After all, you don't want to annoy your visitors by keep showing the same popup again and again even after they've already subscribed.

To view your popup again you could open up an **incognito**, **private** or **inPrivate** window in your webbrowser. If you're using Google Chrome or Edge you can do this with CTRL+SHIFT+N or for Mozilla Firefox with CTRL+SIFT+P. Using a different browser? You'll probably find a same feature when opening the menu.

5. Subscriptions and statistics

Newsletter subscriptions will be inserted in your shop's Backoffice automatically, but you can also find these per popup, under the button **Statistics**.

My Awesome Shop

Statistics for "My first popup"

Export to CSV

- 8 Coupons Issued by this popup
- 8 Subscriptions Signed up through this popup
- € 0,00 Turnover Earned by this popup

Keep in mind that a coupon code could have been claimed by another email address instead of the subscription address

Search for email address...

Subscription email	Coupon code	Order value	Subscribed at	Used
sample@hotmail.com	NYZBLUAYTCYM	Not yet claimed	2020-08-31 12:33:26	Not yet claimed
anything@outlook.com	RNDKAQJSMFBL	Not yet claimed	2020-08-31 12:33:15	Not yet claimed
randomonetwo@outlook.com	SJKKSZEPNR3Y	Not yet claimed	2020-08-31 12:33:09	Not yet claimed
[REDACTED]	9RZNULHYHAF	Not yet claimed	2020-08-31 12:32:57	Not yet claimed
peter@mailing.com	7QHKG437AQ5I	Not yet claimed	2020-08-31 12:32:48	Not yet claimed
info@dyvelopment.com	MF9ZWSPC335B	Not yet claimed	2020-08-31 12:32:42	Not yet claimed
anotherone@outlook.com	M7UYOKTTNJWG	Not yet claimed	2020-08-31 12:32:34	Not yet claimed
testontwo@gmail.com	ID2OX3D44F35	Not yet claimed	2020-08-31 12:32:27	Not yet claimed

8 results | viewing 1 - 8

Here you'll find all gathered newsletter subscriptions and other statistics for this popup. You can even see if a coupon code has been used, and what the total value of that order was.

5.1 Exporting

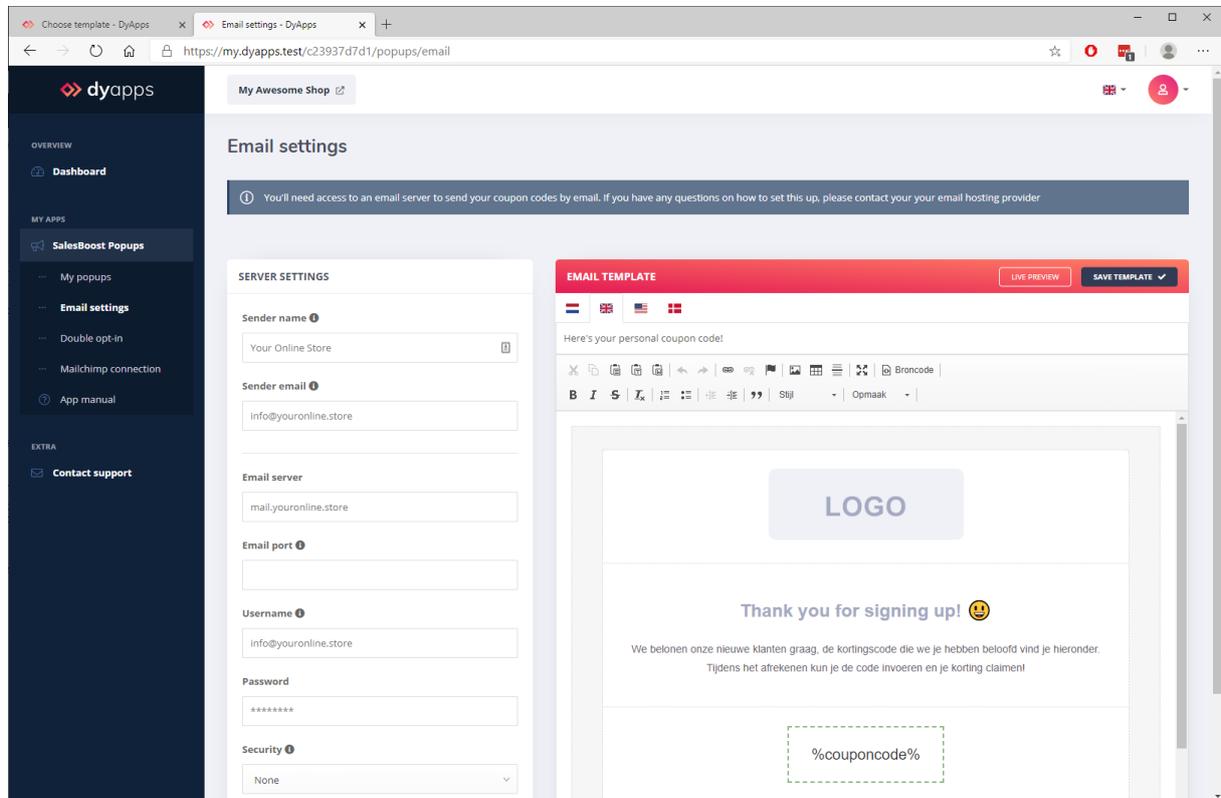
With the export button at the top right you can easily export all subscriptions for this popup to a CSV file.

5.2 Anonymizing

Clicking the remove icon will anonymize email addresses for GDPR guidelines. The email address will then be removed from DyApps. Keep in mind this will only affect the DyApps platform. Subscriptions older than one year will be anonymized automatically by the app.

6. Coupon codes by mail

To send coupon codes by email you'll need access to a mailserver and need to set up your mailtemplate through the navigation item **Email settings**.



Because mailservers are an external service, and every mailserver has its own specific configuration, Dyvelopment unfortunately can't support setting up your email configuration. In general you can enter the same details in here as if you were to set up the email app on your phone or desktop computer. If you need any support on setting up the mailserver you can contact your server administrator or email hosting company.

Server settings

Here you'll need to enter the connection and authentication details for your mailserver. The fields for **Sender name** and **Sender email** can be anything you like. However, keep in mind that 99% of the time, the Sender email must be the same as the email address entered as username for the mailserver. Else email sending could fail or email could be marked as spam.

When saving your server settings, the app will send a test email to the Sender email address.

Email template

Here you can set up your email subject and email content template for each language. With the variable **%couponcode%** you can enter the generated coupon code in your email body. Keep in mind

that every email client will display your email template a bit differently. This is normal behavior and can't be changes.

Dyvelopment unfortunately can't support setting up your email template, but if you're interested in designing a custom mail template please feel free to contact us to discuss the possibilities and costs.

7. Double opt-in

Some countries like Germany require you to implement a double opt-in feature for newsletter subscriptions. This means that subscribers -after signing up- must receive an extra email where they can (again) confirm the subscription. **Most countries like the Netherlands, Canada, or the United States don't require this.** To prevent unnecessary overhead, don't enable this feature unless you are certain this is required for your shop.

Lightspeed eCommerce

When you're using Lightspeed eCommerce, Lightspeed will send this confirmation email automatically for you. You can set up this email through your **Backoffice > Settings > Email notification > Newsletter double opt-in.**

Please note: when this email content in Lightspeed is empty, Lightspeed will fail to send the confirmation email. This results in subscriptions that can't be confirmed anymore.

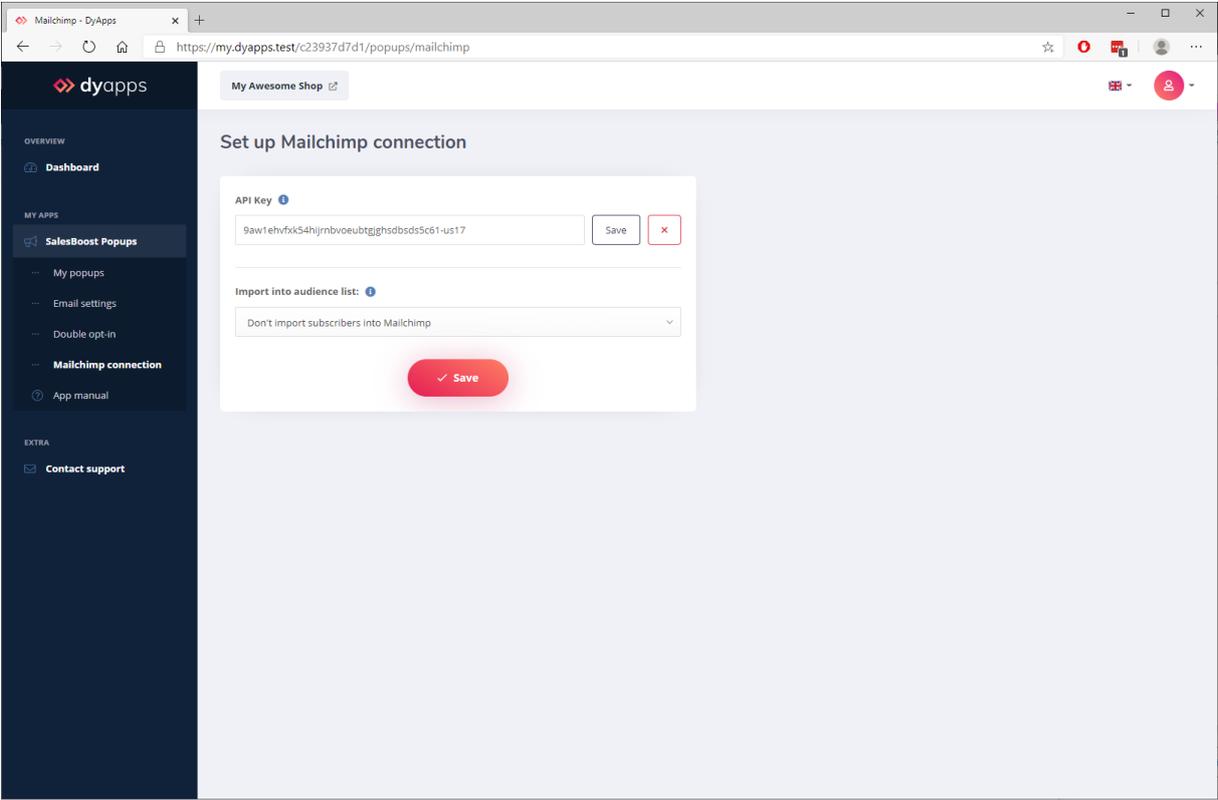
Please note: when enabling the Mailchimp connector, subscriptions are only passed to Mailchimp after the double opt-in is confirmed.

CCV Shop

CCV Shop does not have built in support for double opt-in. If these laws apply to you, you will have to make sure you're allowed to send emails yourself, or through your own marketing software.

8. Mailchimp connection

If you'd like to automatically pass your newsletter subscriptions to Mailchimp, you can connect the app to any Audience List from your Mailchimp account through the navigation item **Mailchimp connection**.

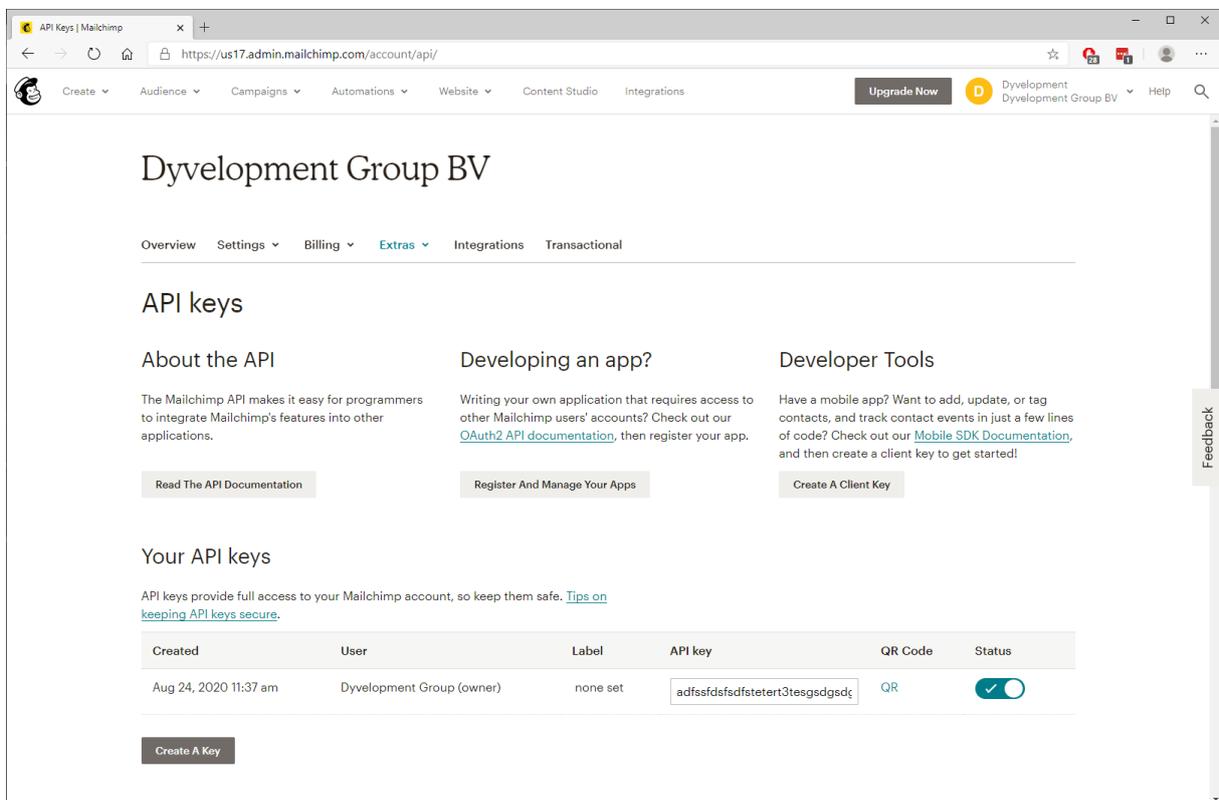


API Key and Audience List

First, enter and save your Mailchimp API key. After you've set your API key you can select the Audience List in which the the subscriptions will be added/

You can get/create your Mailchimp API key through these steps:

1. Log in to Mailchimp
2. At the top right, click your account name
3. Click the item Account
4. On the pages that opens you'll see a few tabs. Open the extras tab
5. Select the API keys item



The screenshot shows the Mailchimp admin interface for 'Dyvelopment Group BV'. The 'Extras' tab is selected, and the 'API keys' section is active. It includes sections for 'About the API', 'Developing an app?', and 'Developer Tools'. Below these is a table of API keys with columns for 'Created', 'User', 'Label', 'API key', 'QR Code', and 'Status'. A 'Create A Key' button is visible at the bottom left of the table area.

Created	User	Label	API key	QR Code	Status
Aug 24, 2020 11:37 am	Dyvelopment Group (owner)	none set	adfssdfdsdfstetert3tesgdsdgc	QR	<input checked="" type="checkbox"/>

From here you can create your API key and copy the key from the **API key** field into the app.