

Each store has the ability to configure the featured products on the homepage of their website. Featured products are useful to promote new and timely products. There are seven total featured product spots with one spot larger than the others. This is referred to as the "hero" spot.

Featured Product Layout

Books Apparel & Accessories Gifts	s & Collectibles Suppli	es Technology	Sale & Clearance	Books Apparel & Accessories	Gifts & Collectibles Suppli	es Technology	Sale & Clearance
U.N.T. Bookstore Apparel, Gifts and Textbooks			UNT	Hero Spot			
NINTH TEXAS	UN.T. Bar Cap \$18.00	University of North Texas Women's Campus Shorts	University of North Texes Mean Green Long Sterve		FP 2	'2 FP 3	FP 4
Stream Stream	- Siller	\$20.00		FP 1			
/ Hunrylow	ETTA:		INFERNO		FP 5	FP 6	FP 7
University of North Texas Mean Green Women's Swing Tank Top \$28.00	k North Texas Hooded Swestshirf \$39.95	Classic Diploma Frame \$160.00	INFERNO \$20.97				

Accessing Your Featured Products

- Log into Accelerator. **Note:** Only store employees with Store Manager level access have the ability to edit featured products.
- Select Marketing > Campaign Activities

follett.com		413 - U.N.T. B		
Store	Marketing	Operation	s Repo	rts
Logout >	Campaig	gn Activities		

Welcome to your website administration area.

Please select from the above navigation options to administer your website.

Store Announcements

To access your General Merchandise through Commerce Management Center (CMC), click here To access documentation for CMC visit the eSpot

Are you looking for **Online Adoption** training material? Click **here** for step-by-step training material for your bookstore and faculty staff you service!

BEST PRACTICES FOR USING ACCELERATOR AND CMC DURING RUSH

Please report any textbook or general merchandise inventory discrepancies to the Product Support Center:

FMS Stores: 888-327-4242 Epartner Stores: 800-872-9243 email: supportcenter@fheg.follett.com



- This list shows your seven featured product locations. Each number corresponds to the featured product location on your homepage.
- Check the box next to a featured product spot to edit and click
 Change...

Number of items: 7 * First 1 of 1 Last ** Filter by activity type Web Activities * Filter by campaign Featured Products * Name Description Image: Comparison Type Campaign Status Image: Comparison Type Image: Comparison Product recommendation Featured Product 1 U.N.T. Bookstore bookstore Image: Comparison Product recommendation Featured Product 2 Product recommendation Featured Product 3 Active Featured Product 4 Product recommendation Featured Product 4 Product recommendation Featured Product 5 Product recommendation Featured Product 6 Product recommendation Featured Product 5 Active Featured Product 6 Product recommendation Featured Product 6 Product recommendation Featured Product 7 Product recommendation Featured Product 7 Product recommendation Featured Product 6 Product recommendation Featured Product 7 Product recommendation Featured Product 7 Product recommendation	Campaign Activities						
Filter by activity type Filter by campaign Filter by campaign New Description Type Campaign Status New Name Description Type Campaign Status New If fastured Product 1 U.N.T. Bookstore /> Apparel, Gifts and Textbooks Product recommendation Featured Products Active Campaign Status New If fastured Product 2 Product recommendation Featured Products Active Campaign Status New If fastured Product 2 Product recommendation Featured Products Active Campaign Status New If fastured Product 3 Product recommendation Featured Products Active Campaign Featured Products Active	Number of items: 7			Window First 1 of 1 Last W			
Name Description Type Campaign Status Mem. If Statured Product 1 U.N.T. Bookstore > Apparel, Gifts and Textbooks Product recommendation Featured Products Active Change If Statured Product 1 U.N.T. Bookstore Product recommendation Featured Products Active Change If Statured Product 2 Product recommendation Featured Products Active Summary: If Statured Product 3 Product recommendation Featured Products Active Summary: If Statured Product 4 Product recommendation Featured Products Active Summary: If Statured Product 4 Product recommendation Featured Products Active Summary: If Statured Product 5 Product recommendation Featured Products Active Description If Statured Product 6 Product recommendation Featured Products Active Description If Statured Product 5 Product recommendation Featured Products Active Description If Statured Product 7 Product recommendation Featured Pro	Filter by activity type Web Activities 💌	Filter by campaign Featured Products 👻					
Image: Statuted Product 1 U.N.T. Bookstore > /> Apparel, Gifts and Textbooks Product recommendation Featured Products Active Change Image: Statuted Product 2 Product recommendation Featured Products Active Summary Image: Statuted Product 3 Product recommendation Featured Products Active Summary Image: Statuted Product 4 Product recommendation Featured Products Active Active Image: Statuted Product 4 Product recommendation Featured Products Active Active Image: Statuted Product 5 Product recommendation Featured Products Active Active Image: Statuted Product 5 Product recommendation Featured Products Active Image: Statuted Product 5 Image: Statuted Product 5 Product recommendation Featured Products Active Image: Statute 5 Image: Statuted Product 7 Product recommendation Featured Products Active Image: Statute 5	Name	Description	* Type	Campaign	Status	New	
Fatured Product 2 Product recommendation Featured Products Active Fatured Product 3 Product recommendation Featured Products Active Fatured Product 4 Product recommendation Featured Products Active Fatured Product 5 Product recommendation Featured Products Active Fatured Product 5 Product recommendation Featured Products Active Featured Product 6 Product recommendation Featured Products Active Featured Product 7 Product recommendation Featured Products Active	Featured Product 1	U.N.T. Bookstore Apparel, Gifts and Textbooks	Product recommendation	Featured Products	Active	Change	
Featured Product 3 Product recommendation Featured Product 3 Active Extended Product 4 Product recommendation Featured Product 3 Active Featured Product 5 Product recommendation Featured Product 3 Active Featured Product 5 Product recommendation Featured Product 3 Active Featured Product 5 Product recommendation Featured Product 3 Active Featured Product 7 Product recommendation Featured Product 3 Active	Eeatured Product 2		Product recommendation	Featured Products	Active	Summary	
Featured Product 4 Product recommendation Featured Products Active Featured Product 5 Product recommendation Featured Products Active Featured Product 6 Product recommendation Featured Products Active Featured Product 7 Product recommendation Featured Products Active	Eatured Product 3		Product recommendation	Featured Products	Active	Duplicate	
Entired Product 5 Product recommendation Featured Products Adive Description Extracted Product 4 Product recommendation Featured Products Adive Description Entired Product 7 Product recommendation Featured Products Adive Description	Eatured Product 4		Product recommendation	Featured Products	Active	A shi usa	
Featured Product 6 Product recommendation Featured Products Active Featured Product 7 Product recommendation Featured Products Active Statestics	E Featured Product 5		Product recommendation	Featured Products	Active	Activate	
Featured Product 7 Product recommendation Featured Products Active Statistics	E Featured Product 6		Product recommendation	Featured Products	Active	Deactivate	
	Eatured Product 7		Product recommendation	Featured Products	Active	Statistics	

Campaign Activities				
Numbe	er of items: 7			
Filter Web	 Name Featured Product 1 Featured Product 2 Featured Product 3 Featured Product 4 Featured Product 5 	gn cts escription N.T. Bookstore Ap		
	Featured Product 7 Featured Product 7			

• The details of the featured product will be displayed. Most fields cannot be changed and/or will only have one option to select.

Best Practice: Days on which activity displays should always be Everyday. The E-Marketing Spot End Date should always be blank.



Changing Your Featured Products

In the Web Activity Definition section enter the Product Number in the field for Product SKU
 and click
 Add

Note: Product Numbers are located on the product detail page on your website below **Add To Cart**. Items must be available to order on your website and have an image loaded.

• To add a trade book to featured products, enter in the 9 digit SKU.

Web Activity Definition	
Activity type Product recommendation 💌	
Method	
Suggest specific products 🔻	
Product SKU	
076838 5950BC/MSCT	Add
Selected product SKUs (required)	
University of North Texas Mean Green Women's Swi	Find
	Browse
	Remove

- To add **technology** or **non**-emblematic **supply** item please send a request to your <u>efollett Web</u> <u>Specialist</u>.
- To add **gift cards** use the following product numbers:
 - \$25 **MMS009062825**
 - \$50 **MMS009062826**
 - \$100 **MMS009062827**
 - \$200 **MMS009062828**
 - \$500 **MMS009062829**
- The product you added will display in the **Selected product SKUs (required)** table.



Select the product that is being replaced in the Selected product SKUs (required) table and click
 Remove

Web Activity Definition	
Activity type Product recommendation 🔹	
Method	
Suggest specific products 🔹	
Product SKU	
Selected product SKUs (required)	
University of North Texas Mean Green Women's Swi Mean Green 5950 Fitted Wool Cap (076838 5950BC/ Browse Remove	

- To save the changes click OK at the top of the screen.
- Repeat for the remaining featured product spots.
- Best Practices:
 - Products and trade books that are going to be used for featured products **must** already be available for purchase on your website and have an image.
 - Update featured products at least twice a month and as items go out of stock. Featured items will <u>not</u> automatically drop when an item goes out of stock and will link to an out of stock or sorry page.
 - The **Selected product SKUs (required)** table can list multiple products. If more than one product is in the list the products of that featured product spot will rotate as the page is refreshed.
 - Featured product spots should always have at least one and no more than three products assigned to it at one time to maximize visibility.
 - The last three fields, Target Customers, Target Customer Behaviors, and SKU under Web Activity Definition should **not** be modified when assigning a featured product. Changing these values will cause your featured product not to show.