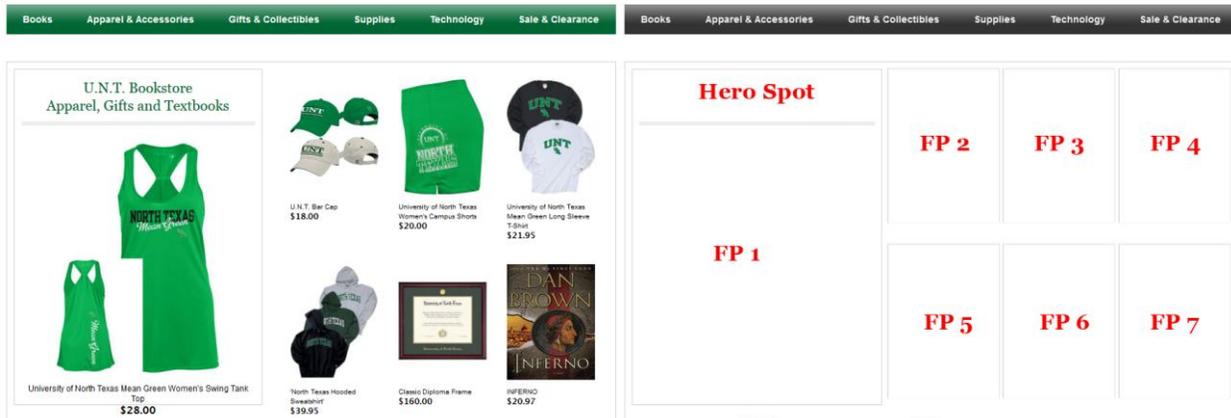


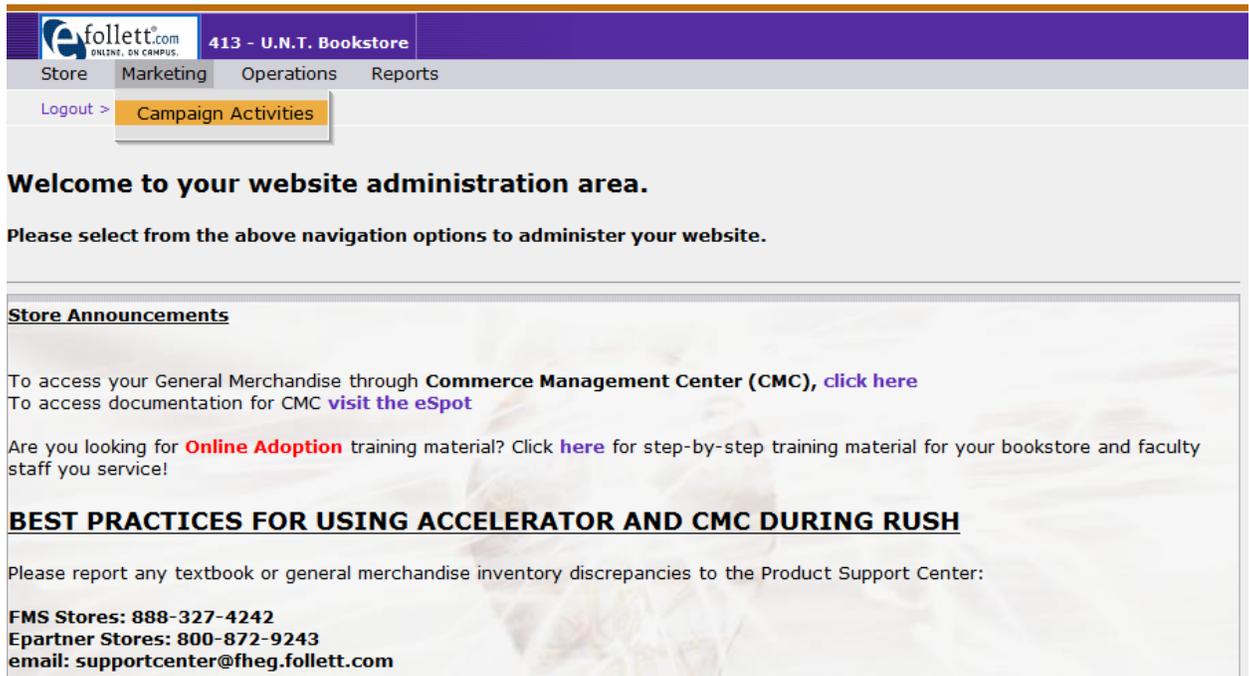
Each store has the ability to configure the featured products on the homepage of their website. Featured products are useful to promote new and timely products. There are seven total featured product spots with one spot larger than the others. This is referred to as the “hero” spot.

Featured Product Layout



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**



- 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...

Campaign Activities

Number of items: 7 Page Number
 « First 1 of 1 Last »

Filter by activity type Filter by campaign

<input type="checkbox"/>	Name	Description	Type	Campaign	Status	
<input checked="" type="checkbox"/>	Featured Product 1	U.N.T. Bookstore Apparel, Gifts and Textbooks	Product recommendation	Featured Products	Active	<input type="button" value="Change..."/>
<input type="checkbox"/>	Featured Product 2		Product recommendation	Featured Products	Active	<input type="button" value="Summary..."/>
<input type="checkbox"/>	Featured Product 3		Product recommendation	Featured Products	Active	<input type="button" value="Duplicate..."/>
<input type="checkbox"/>	Featured Product 4		Product recommendation	Featured Products	Active	<input type="button" value="Activate..."/>
<input type="checkbox"/>	Featured Product 5		Product recommendation	Featured Products	Active	<input type="button" value="Deactivate..."/>
<input type="checkbox"/>	Featured Product 6		Product recommendation	Featured Products	Active	<input type="button" value="Statistics..."/>
<input type="checkbox"/>	Featured Product 7		Product recommendation	Featured Products	Active	<input type="button" value="Delete..."/>

Campaign Activities

Number of items: 7

Filter

<input type="checkbox"/>	Name	Description
<input checked="" type="checkbox"/>	Featured Product 1	
<input type="checkbox"/>	Featured Product 2	
<input type="checkbox"/>	Featured Product 3	
<input type="checkbox"/>	Featured Product 4	
<input type="checkbox"/>	Featured Product 5	
<input type="checkbox"/>	Featured Product 6	
<input type="checkbox"/>	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

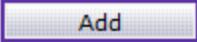
- In the **Web Activity Definition** section enter the **Product Number** in the field for **Product SKU** and click 

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**.

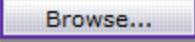
Web Activity Definition

Activity type

Method

Product SKU
 

Selected product SKUs (required)


- To add **technology** or **non-emblematic supply** item please send a request to your [efollett Web Specialist](#).
- 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

Web Activity Definition

Activity type

Method

Product SKU

Selected product SKUs (required)	
University of North Texas Mean Green Women's Swi	<input type="button" value="Find..."/>
Mean Green 5950 Fitted Wool Cap (076838 5950BC)	<input type="button" value="Browse..."/>
	<input type="button" value="Remove"/>

- To save the changes click 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 not 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.