



Connecting advertisers and
consumers. Online and in-store.

SmartCircular Virtual Promotions Feature Guide

Version: 1.1

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SmartCircular Virtual Promotions Standard Features

- **Virtual Page Template**

- One template is included with project implementation. This template will be designed by ShopLocal using client's specifications
- Templates can be reused. Additional template designs (e.g., seasonal, categorical) will each require a separate project.
- Templates can vary within the same promotion
 - Per front/middle/back "type" page
 - Per category
 - Per specified page
 - Per store location (versioned)
- Template pages can feature any of the following:
 - Product images
 - Product titles
 - Calls to action
 - Fine print
 - Generalized or per chapter
 - Chaptering
 - Brands
 - Categories
 - Other manual message
 - Multiple macro messaging locations
 - Generalized or per chapter
 - Non-listing hotspots, including links to a new external landing page. Non-listing hotspots are areas of the circular page the user may click to arrive at a separate URL location. These hotspots will feature a rollover, but will not be categorized like a traditional listing (and so will not be included in category, brand, or keyword searches). Common uses include...
 - Disclaimer information
 - Promotional offerings
 - Third-party vendors (such as coupon vendors)
 - Related information
 - Templates may include variable listing information, such as pricing, but ShopLocal recommends against this practice to maximize update flexibility. This variable information will be accessible to the user through rollovers and the item detail page.

- **Virtual Listings**

- Feature all functionality available on standard *SmartCircular* platform
 - Rollovers
 - Item detail page
 - Title
 - Image
 - Product number (SKU)
 - Sale price
 - Regular price
 - Price qualifier
 - Additional deal description
 - Sales description
 - Fine print
 - Buy online links
 - External tracking code
 - Add to shopping list
 - Population in brand lists
 - Population in category lists
 - Deep linking
 - Item detail page
 - Category
 - Brand
 - Keyword search
- Listings are created through a union of product feed and control file, sent by retailer
- Organized by predetermined logic (chaptering) and control file
- ShopLocal will assign brand and category to each listing
- Pricing and details for listings can update continually via the product feed



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- **Non-Advertised Listings**

- ShopLocal can include non-templated pages at any point in the promotion
 - Custom cover
 - Promotional page
 - Fine print page
 - Back cover
- ShopLocal can also add a non-templated page of listings, which will then be processed as a standard circular page. This page can be inserted seamlessly into the virtual promotion, with the virtual pages and custom pages sharing the same experience.