Multi-tool

Prestashop module v. 1.0.2

Compatibility

PrestaShop 8.x

Goal

Versatile suite of tools and instruments for extending both Front Office and Back Office functionalities, improving user experience and expanding admin options with powerful management opportunities

Benefits for Merchants

- Multi-tool is an "all-in-one" set that contains tools that will help solve a wide variety of tasks and boost your PrestaShop store's performance! It's like a Swiss army knife for the Prestashop admin – must have!
- With each subsequent version release of the Multi-tool module, the number of tools will increase
 and you'll be allowed to enable some and disable others inside the module, just like in a real multitool
- Currently, the set includes such tools as "Add to cart redirect" and "Products cleaner". Much more will come!
- You don't have to pay anything extra you'll always get new tools inside with every module update for free!
- **Unlock the full potential of your PrestaShop store** with the Multi-tool module. Streamline your operations, enhance your customer experience, and drive your sales to new heights.
- Save time and effort with a suite of tools designed to make your administrative tasks more efficient & improve your store's usability and attractiveness, leading to higher customer satisfaction and repeat purchases.

Benefits for customers

Customers will appreciate the quality of your store, the accuracy and relevance of the data in it (products management, etc), the speed of loading the site and many additional functions that are simply absent in competing stores!

"Multi-tool" is a combiner of possibilities that you can connect or disconnect from the number of available tools. Stay ahead of the competition with cutting-edge features that keep your store modern and efficient!

Features

- "Multi-tool" is a universal set of tools that you can enable or disable as needed. For example, you can activate only "Add to cart redirect" tool and others will remain disabled. Tomorrow you will need the "Products cleaner" tool no problem, you just activate it in the module and use for free! You can activate all the tools and use them all at the same time you do NOT pay anything extra!
- To enable any tool, you do not need to download anything or log in just click on the "Activate" button in the list of available module tools. All of them are immediately in the "Multi-tool" module and can be accessed at any time.
- With each new release of the "Multi-tool" module, more and more tools will appear in it. All of them are free! You only need to purchase the module once and receive updates forever.

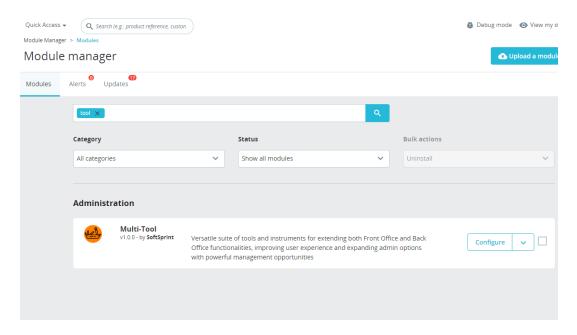
List of included tools:

- Add To Cart Redirect
- Products Cleaner

- Custom product Labels
- Affiliate Program with Referrals & Promotional Links (URLs)

Installation:

- Upload the module through the Backoffice (Modules > Upload a module)
- Hit Install it and enter the configuration



Add To Cart Redirect

Tool

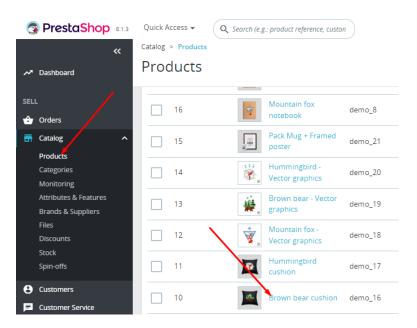
Tool adds a redirect link to the "Add to cart" button on product page, so the store visitor will be redirected to the appropriate URL instead of the native PrestaShop checkout process. Store admin can set individual link per each product.

Benefits

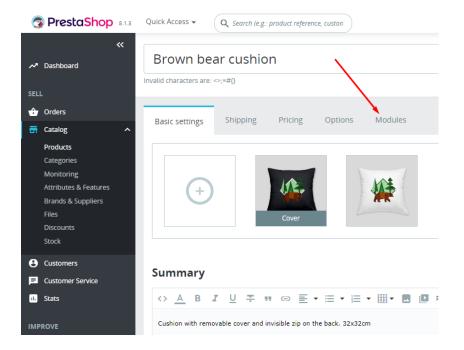
- Merchant (store owner) is allowed to control flexible sales management by setting the redirects for
 the necessary products: some products will stay available to be purchased from his regular store
 (native PrestaShop behaviour), but some products will be redirected to any URLs, like Amazon, eBay
 or any other custom links. For example, there is no appropriate product in PrestaShop stock, but it's
 presented in Amazon, so admin sets the necessary Amazon link in the PrestaShop product settings.
 User will be redirected to Amazon by clicking on "Add to cart" button on PrestaShop product page –
 admin will not miss the client.
- Merchant (store owner) can have some another Shopify or WooCommerce store, so he can relink his
 main PrestaShop store with those other stores by redirecting customers to any pages he needs. It
 becomes some kind of multi-market.
- It's cool instrument to save sales if particular product is out of stock in your store, but it is presented somewhere in another store, so you could easily redirect your customers there!
- Merchant (store owner) can study the demands for a product in the market, by redirecting the visitors to some landing page with the extended product description, booking form, etc
- Customers will not stay without a product, which is out of stock, they will have a chance to be redirected to another store, where this product is presented;
- Customers will get some extra portion of information, which they should learn before the final
 product purchase, if this product is prototype and store owner just studies the demands for a product
 in the market

Settings

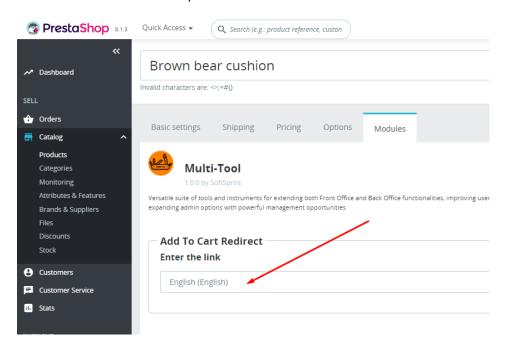
1. Store admin can add/edit/delete the redirect link to each product individually:



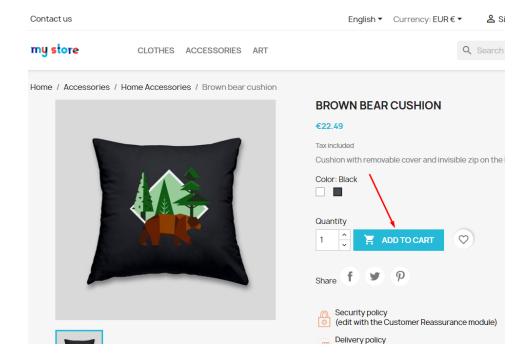
Follow the "Multi-Tool" section inside of product settings:



Here admin is allowed to set any URL he needs:

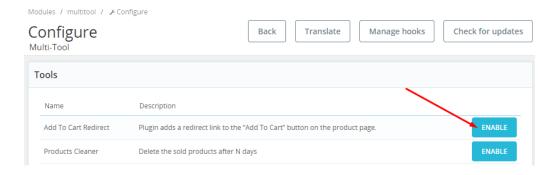


2. Store visitor will be redirected to the appropriate link (defined by admin) after clicking on "Add to cart" button. This link will be opened instead of the native PrestaShop checkout page:



Activation

• Enable "Add To Cart Redirect" tool on the module configuration page



Products Cleaner

Tool

The tool clears your store from out of date products, quantity of which is equal to zero in the stock and which were sold more than the defined period of time. You can indicate this after sale period and trig the store cleaning manually or regularly by cron.

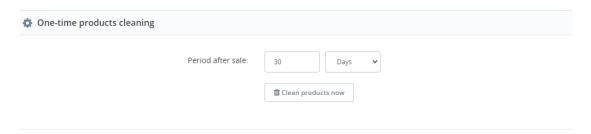
Benefits

- **Regular products cleaning** the tool is configured by the user for automatic regular (periodic) removals of goods from the store, the amount of which is zero in the stock during a certain period. It's done by cron with the appropriate tool link use;
- One-time products cleaning the user can manually remove products from the site, the number of which is zero in the stock during a certain period;
- Redirect the user can set an URL to which the redirect from the page of deleted product will trigger.

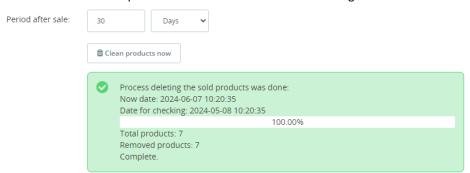
Settings

One-time products cleaning

- select the period after sale in **ONE-TIME PRODUCTS CLEANING** panel:

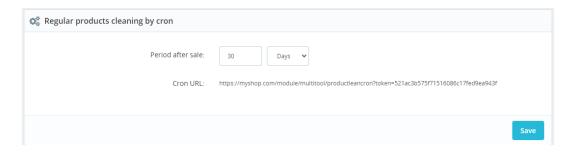


- click on Clean products now button the products cleaning process will be proceed according to
 the defined period after sale. "After sale" means a period, during which the product quantity was
 = 0 in the stock and naturally there were no orders of this product during the defined "after sale"
 period.
- number of the deleted products will be shown while the cleaning has been finished:



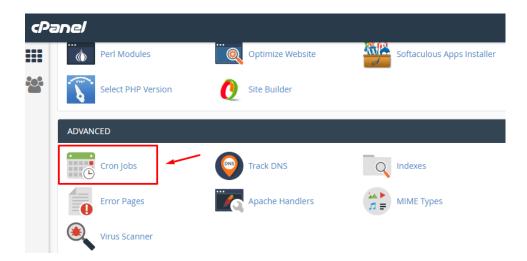
Regular products cleaning

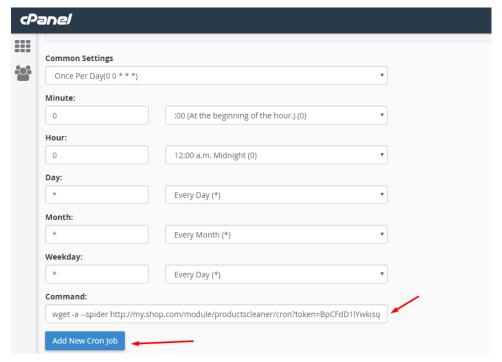
- select the period after sale in **REGULAR PRODUCTS CLEANING BY CRON** panel:



- save the selected period after this click on Save button;
- add the link **Cron url** into the cron settings of your server:





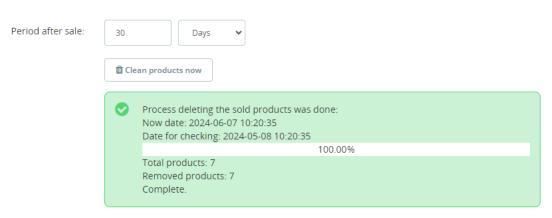


Redirect

The "Redirect URL" field allows to set the URL to which the redirect from the page of deleted products will trigger. Enter the link in the Redirect URL input and save the changes (click the Save button).



Explanations of the fields in the status block (typical for both: One-time products cleaning and Regular products cleaning):



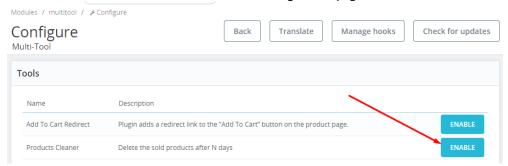
- Now date current data and the time of the report
- **Date for checking** displays the date from which the system has checked the goods and selected those which number was zero from that date
- Total products quantity of the found products
- Removed products quantity of the deleted products

Important

- Conditions of the product deleting:
- o stock balance of the product (quantity) = 0;
- o there were no product orders in the Orders section during the selected period.
- All product data will be erased while deleting it (database meanings, images, combinations, attributes, characteristics, etc.)
- Orders history of the particular product will remain
- If one item from the product combinations (in the "combinations" section) is zero and the other combination items are available, this zero-item will NOT be deleted. The tool does NOT remove combinations, but goods.

Activation:

• Enable "Products Cleaner" tool on the module configuration page



Custom Product Labels

tool

Creates and displays custom labels and stickers on product images so they will become more visible and attractive for buyers. Label can show different information (discounts, novelty, popularity, sales, etc.).

Benefits for Merchants

- informative admin-page with a list of all created labels and the ability to filter and quickly disable or delete them
- creation of an unlimited number of labels with individual settings
- 4 conditions of labels displaying:
 - 1. Special offer for all discounted products
 - 2. New products for new products
 - 3. Best sellers sales leaders
 - 4. Manual products manual selection of the desired product
- disable the display of standard PrestaShop stickers
- separate settings for each language:
 - 1. ability to disable display for a specific language
 - 2. icon type (no icon / choose from the standard ones / upload your own image / Font Awesome icon more than 700 pieces)
 - 3. add any text
 - 4. choose a position (in any corner or in center)
 - 5. customize your styles

Benefits for customers

- attractive products presentation with actual labels of sales and much more;
- visual filtering of products by labels/stickers with discounts and much more;
- feeling of vivid and live store with individual approach

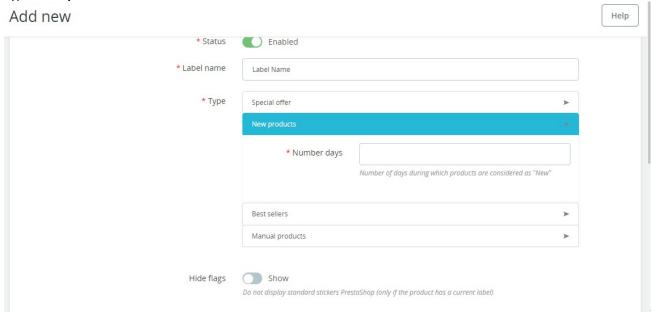
Features

- admin can design any custom styles labels / sticker;
- any location, fonts, sizes
- Font Awesome icons
- custom images upload
- flexible language settings

Settings: More / Product Labels Help Add new ✓ Dashboard Add Label Orders Catalog * Status Enabled Customers * Label name Customer Service 11. Stats * Type For this type of label your products are automatically chosen New products Best sellers Manual products Show

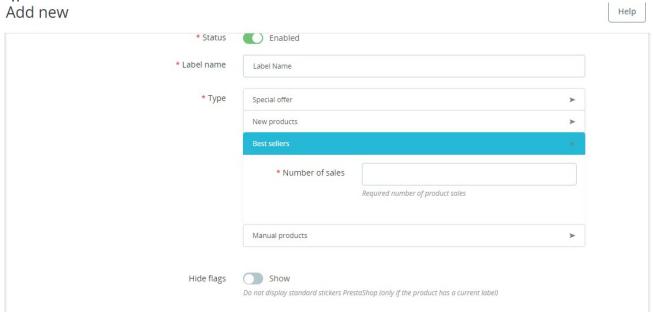
- Status the status of the label: if disabled, it will not be displayed, but all settings will be saved
- Label name label name for internal identification in the admin panel
- Type the condition under which the sticker will be displayed (description of each below)
- Hide flags hide or show standard PrestaShop stickers (will work only if the current label is displayed on the product)
- Type "Special offer" no settings required, products will be selected automatically

Type "New products":



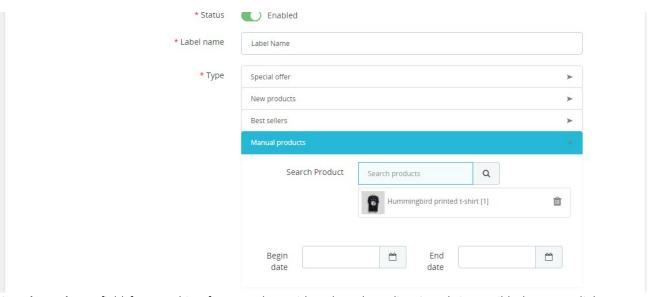
Number days - number of days during which the products will be considered new (calculation is from the current day and minus the specified number of days)

Type "Best sellers":



Number of sales - required number of product sales to display the label (calculated for the entire period)

Type "Manual products":

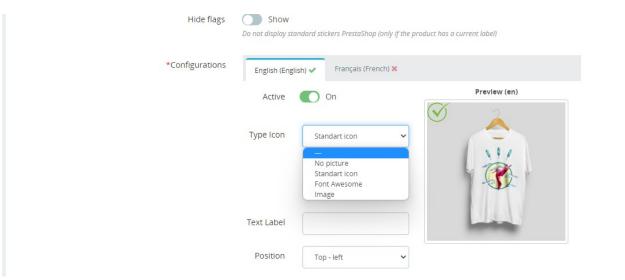


Search product - field for searching for a product with a drop-down list. Search is possible by name, link, category, manufacturer

Begin date - date from which the label will be displayed (if not set or equal to "0000-00-00", it will not be taken into account)

End date - end date after which the label will not be displayed (if not set or equal to "0000-00-00", it will not be taken into account)

Appearance settings:



Configurations – selection of the language for which the appearance will be configured **Active** - on or off label for the selected language

Type icon - select the type of icon to display:

- No picture no icon
- Standard icon choose from standard icons provided by the module
- Font Awesome choosing the icon of the library of the same name
- Image upload your image (supported formats are JPG, GIF, PNG)

Text label - enter any text for the label

Position – selection of where the label will be displayed on the photo:

- **Top left** in the upper left corner
- **Top right** in the upper right corner
- Bottom left in the lower left corner
- Bottom right in the lower right corner
- Center in the center

Style settings:



Add style - hide/show fields to customize your own styles **Font color** - Font Awesome icon and text color

Background color - color of background

Text size - font awesome icon and text size in px

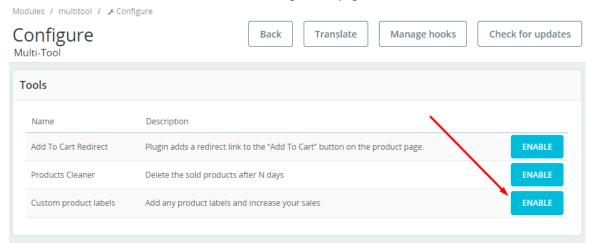
Border radius – radius of block corners in px

Padding – internal space between label content and its border in px

Margin - external distance from the labels to the borders of the product image itself in px

Activation:

• Enable "Products Cleaner" tool on the module configuration page



Affiliate Program with Referrals & Promotional Links (URLs)

tool

Increase your store sales via extra traffic from affiliate links placed by referrals anywhere: social networks or sites! Each your referral will be able to generate unique URLs to categories or pages and control the statistics of conversion and sales

Benefits for Merchants

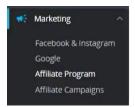
- increase in product sales thanks to referrals
- expanding the store's audience and traffic
- distribution of products through affiliate links in social networks and websites
- additional trust in the store products referrals have authority and reputation in their audiences
- easy tracking of referral link statistics (each link has a unique code in URL)
- panel for management of referrals and their affiliate links
- ability to append the selected product or categories to each unique affiliate link
- control of conversions and orders through the affiliate links
- flexible settings of campaigns and referral programs

Benefits for customers

- more entry points to the online store (traffic from social networks with affiliate links, etc.)
- customers can follow the affiliate link with the desired product or category easily and directly without
 an extra search
- referrals can monitor the conversion and orders on their affiliate links directly in the user's account
- referrals can see data related to the orders created via their affiliate links (date, amount and list of products)
- unique referral code in each unique affiliate link for accurate control

Features

- multilingual compatibility
- creation of marketing campaigns for referrals
- affiliate links generation with a unique referral code attached to the campaign
- control of conversions and orders after following the affiliate link
- control of the order price for the **products selected while the affiliate link was generated** in the admin-panel (other products in order will be ignored)
- adding a description for the campaign or link
- attaching the referral (PrestaShop user) to the affiliate link so that he can see its statistics in userpanel
- view affiliate link statistics by both the referral and the customer
- separate products or categories appending to the affiliate link
- convenient affiliate link copying



The module adds two subsections in the marketing section:

- Affiliate Program page with a list of all affiliate links
- Affiliate Campaigns page with a list of all campaigns

Affiliate Program

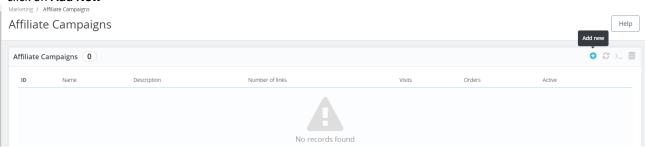
Affiliate Program

You need to create at least one campaign.

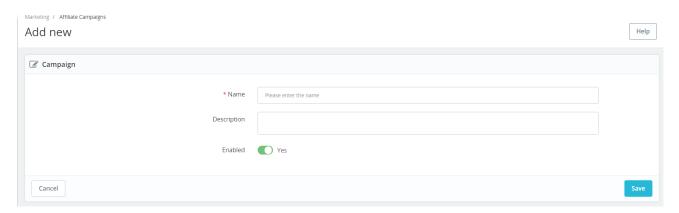
Since affiliate link building is not possible without at least one campaign, the first thing to do is to create a campaign!

Creating a campaign

- click on Add New



To create a campaign, you only need to enter its name and, if desired, a description:



Campaign creation fields:

- Name the name of the campaign
- Description description of the campaign
- Enabled campaign status, Yes / No

After that, you can create an affiliate link.



Affiliate Campaigns

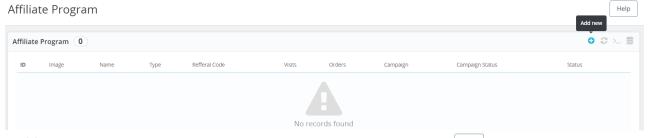


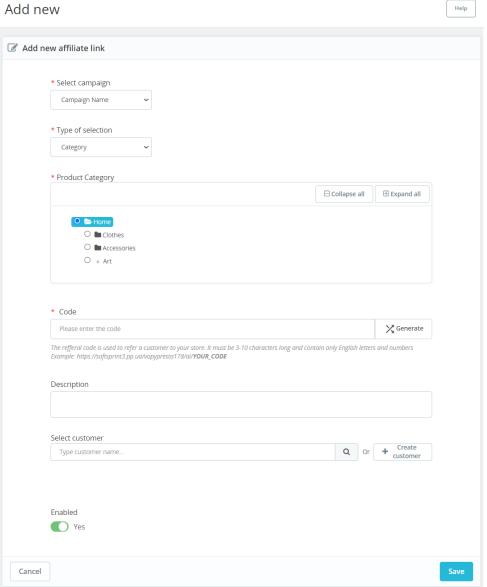
Help

Creating an affiliate link

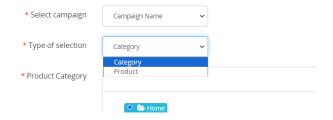
- click on Add New:

Affiliate Program

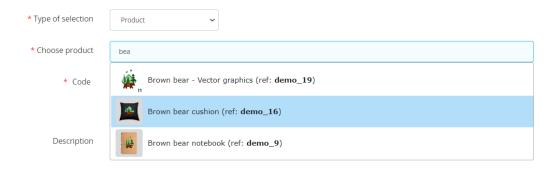




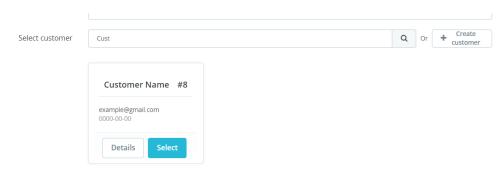
- select a type of campaign:



- choose a **product** to which the affiliate link will redirect the visitor:



- **select a customer** (PrestaShop user) who will become a referral:

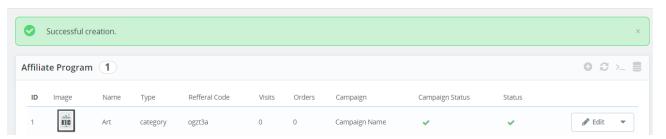


Fields for creating an affiliate link:

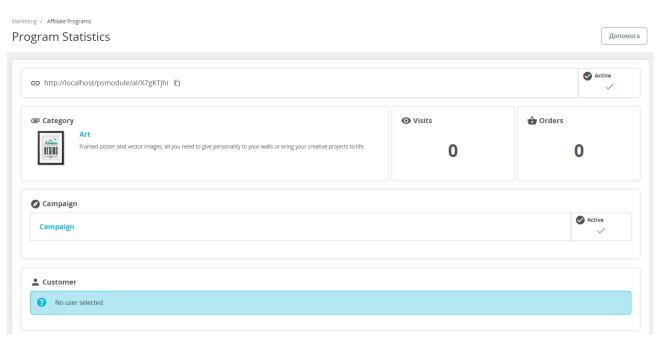
- Select a campaign a list of all previously created campaigns
- Type of selection essence selection of what will be attached to the link
 - Category a category with all products inside will be attached (products within the selected category will be counted)
 - Product the product will be attached (just one product is allowed)
- **Code** a unique part of the link (from 3 to 10 characters and contains only letters of the English alphabet and numbers). It's possible to type in or use the **Generate** button
- Description description of the link where you can indicate some of your comments etc
- **Select customer** attaching the user to the affiliate link (the attached user will be able to view the statistics of the affiliate link)
- Enabled links status, Yes / No

Marketing / Affiliate Program

Affiliate Program

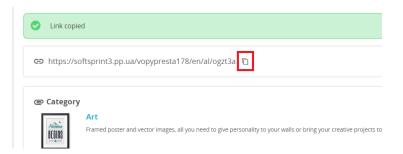


View Program Statistic



You can see all the important data on the **Program Statistic** page:

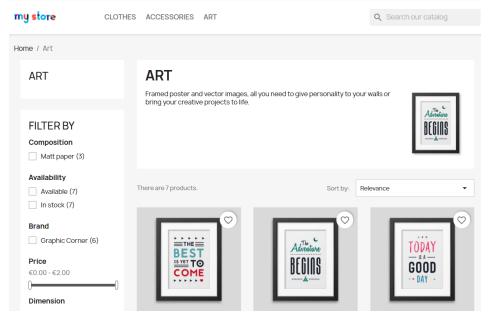
- Affiliate link that can be easily copied
- Link status
- Category or product that is attached to the link (it's clickable so you can follow it)
- Total visits number
- Total orders number
- Campaign of the program and its status
- Description of the program (if exists)
- Attached referral user (if it was selected at the stage of creating the program)
- List of orders created by this link

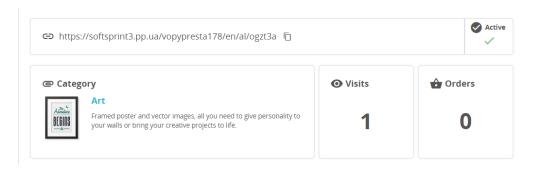


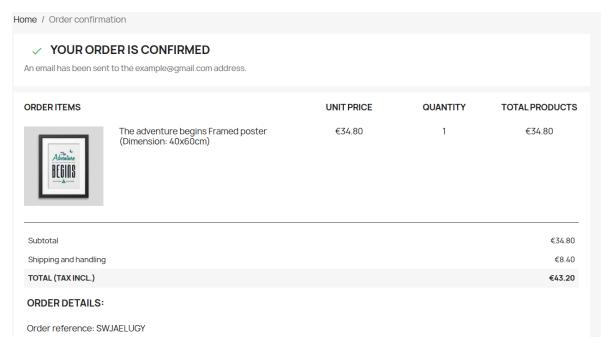
Help

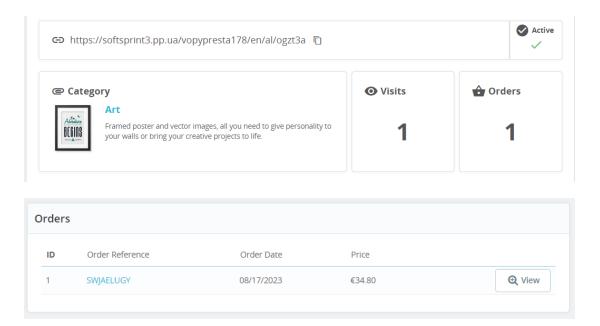
In order to copy the link, you need to click on the copy icon

After clicking on the link, the user is redirected to the attached category (or product) and the number of visits will be updated in statistics:



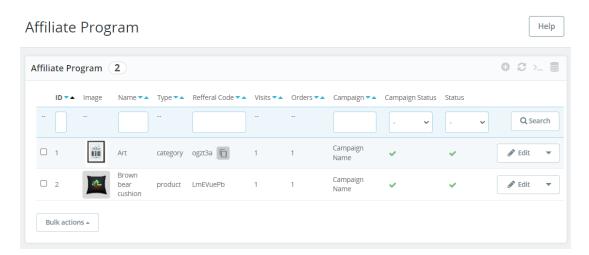






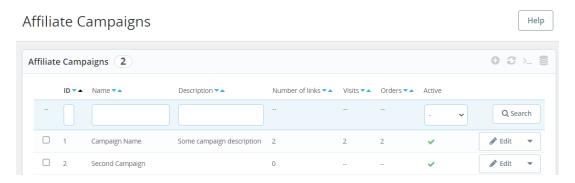
If the user made an order after that, it is counted in the link statistics and this order appears in the list of orders.

Affiliate Program page with the links



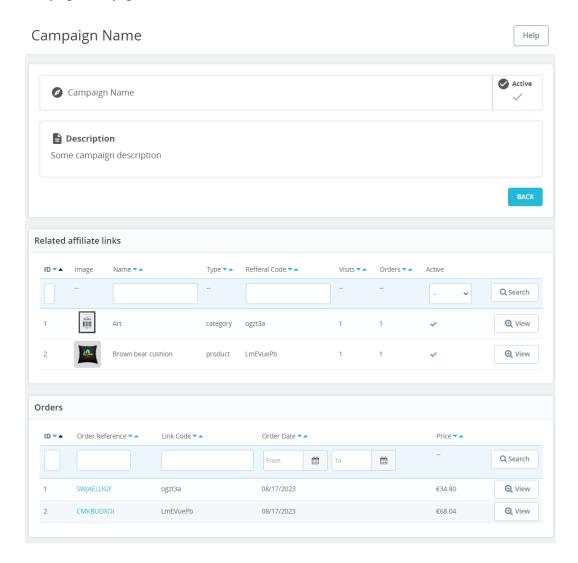
On the page of the **Affiliate Program**, there is a list of all links where you can copy them (**copy** icon right of the code) There is also an option to change the status of the associated campaign or link.

Campaigns page



The campaigns page contains a list of all campaigns. Here you can view the total number of visits and orders of the campaign and its status. More information is available on the campaign view page.

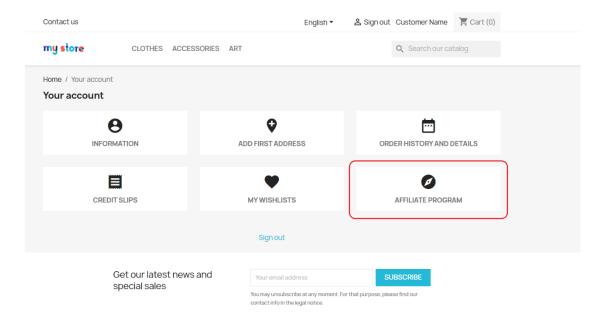
Campaign view page



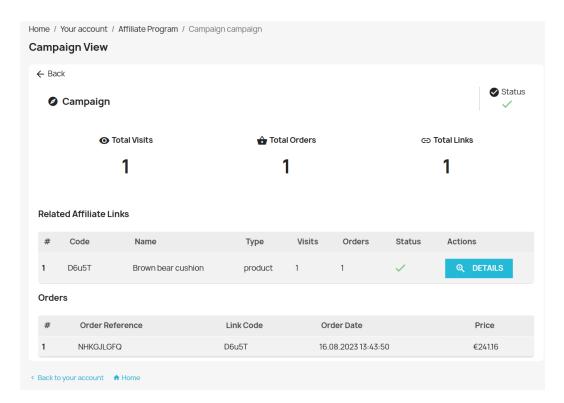
On the **Campaign** overview page, you can see all the important data, such as:

- Campaign name
- Status
- Description (if it was initially indicated)
- List of the programs with the links
- List of orders made through the link associated with this campaign

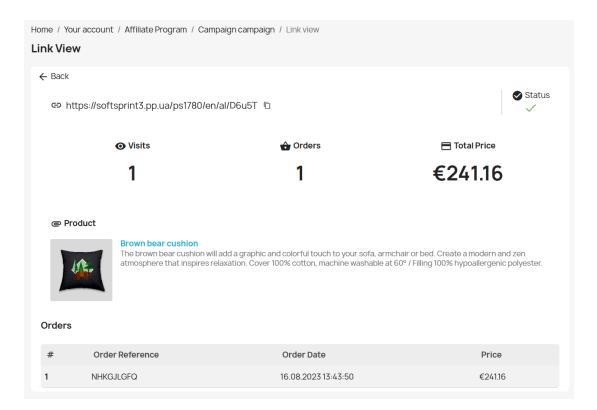
User panel



The affiliate Program section will be added to the user panel after the module installation – it reflects all statistics dedicated to this referral:



A list of the current user programs (links) will be displayed in the campaign details as well as all orders dedicated to this campaign. All data is personalized so the user will be allowed to review just his referral links and orders.



Inside of the link you can see its code and copy it (this can also be done on the previous page), view the number of visits and orders, as well as the total amount of all orders of this link.

Activation

• Enable "Affiliate Program with Referrals & Promotional Links (URLs)" tool on the module configuration page

