



AOE Product Entry Utility

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Overview

The AOE Product Entry application is an internal, web-based tool that allows Support and Consulting Services to create and update the database records containing AOE upsell products (Top Ads, borders, etc.)

Note: The Product Entry application is backwards compatible with all versions of AOE.

Requirements/Restrictions

To use the AOE Product Entry application, the following requirements/restrictions apply:

- You must have an AdManipulator account, with Super User permissions.
- This utility is only to be used for non-DTI integrated properties.
- All screens are IP restricted, thus you can only gain access from the Morris WAN or VPN.

General Guidelines

- Each product must be assigned to a category and contain a price, or the entry will not be saved.
- To make a product available to all categories, assign it to CLASSIFIEDS.
- You cannot have identical entries, in the same category. If you add an entry that already exists, the application updates the existing product.

Example: You have an existing product “classifieds- bold for \$10.00”.

You add a new product “classifieds-bold for \$5.00”.

Instead of creating a new product, the original product’s price is updated to \$5.00.

- You can charge different prices for a product if it’s in multiple categories.
Example: To charge \$10 for Bold in Real Estate for Sale but \$5 for all other categories:
 1. Create a product named Bold with a price of \$5 and assign it to Classifieds.
 2. Create a product named Bold with a price of \$20 and assign it to Real Estate for Rent.
- You can enter negative prices (i.e. “Discounts”). If you enter a negative number for a product, the system automatically adjusts the price at the end of the transaction.

Procedures

Selecting Products to Modify (First Screen):

1. Login using your AdManipulator UserName and Password.
2. On the first screen, select the MBU for which you want to modify an ad.
3. Select the type of upsell you want to modify: **Ad Enhancements** or **Special Features**.
4. Click **Go!**

On the next screen, you will see a list of either all existing enhancements, or all existing special features for the property.

Adding Products

Enhancements Screen:

1. Select an enhancement from the Product list box.
2. In the Price field, enter a price for the enhancement. Prices can be entered in the format of either \$0.00 or just the number (i.e. 10).
3. From the Category list box, select the category to assign the enhancement to.

4. Click **Add new Ad Enhancements**.

Special Features Screen:

1. Select a special feature from the product list box.

Note: “Mail Reply” and “Pickup Reply” are legacy enhancements, which have not been used since the Lubbock Beta project. However, a property may want to offer them at some point, so they are included in the UI.

2. In the Price box, enter a price for the special feature. Prices can be entered in the format of either \$0.00 or just the number (i.e. 10).
3. In the Category list box, select the category to assign the special feature to.
4. Enter a brief description (50 characters or less) for the special feature. This text appears next to the checkbox on the AOE Enhancement screen and serves as the text label for the special feature.
5. Enter the Full description text (500 characters or less). Next to each special feature, is a link entitled “What is...”. Clicking this link opens a Help popup window, which is where the full description is displayed.

Example full description for Top Ads:

Top Ads place your classified ad on the news pages of the web site. This placement allows readers and potential buyers to view your ad as they read the local news and puts your ad on more pages of the website than just the traditional classified pages.

Modifying Enhancements/Special Features

1. In the lower portion of the screen, locate the enhancement/special feature you want to modify.
2. Make desired changes.
3. Click the **Edit** button.

Deleting Enhancements and Special Features

1. In the lower portion of the screen, locate the product you want to delete.
2. Next to the upsell entry, select the **Delete** checkbox.
3. Click the Edit button.

Enhancements/Special Features Quick Reference

Enhancements	Screen	Black letters on a gray background
	Reverse	White letters on a black background
	Bold	Dark Text
	Italics	<i>Italicized text</i>
	Underline	<u>Underlined Text</u>
	Border	Border displays around all parts of the ad.
	Image	Inserts an image.
Special Features	Mail Reply/ Pick up Reply	These are legacy enhancements, which have not been used since the Lubbock Beta. However, a property may want to offer them at some point, which is why they are in the UI.
	Top Ad	Ads are displayed on the news pages of the web site, as well as the classified pages.