

STACKCOMMERCE DEAL FEED WIDGET



DESCRIPTION

The StackCommerce Deal Feed plugin is a way for you to get curated products in front of your readers. Like related article feeds, product feeds are getting more and more popular. Since we have data on how the deals on your store are performing, it creates a huge opportunity to surface the top deals to your readers at the right time. Many of our publishers have had major success implementing our deal feed into the bottom of their posts and in their sidebars. The setup takes less than 10 minutes, and the feed is designed to inherit the existing elements of your site's design, making it a seamless experience for you and your readers.



Car Plug-In Air Purifier



Martian Notifier
Smartwatch



2-in-1 iOS & Android
Extra-Long Charging Cable

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Best Sellers



100% Off - Pay What You Want: Expert P...

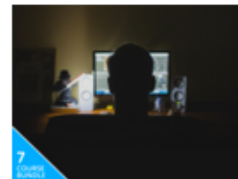


0% Off - Grain Audio PWS Bluetooth Speak



93% Off - Wall Street Survivor: Lifetime S...

BEST SELLING DEALS



[See all deals](#)

TOP FEATURES

- The Deal Feed widget can be added directly into any widget area in your current WP theme.
- You can add multiple Deal Feeds into multiple widget areas.
- 5 view options – Horizontal, Vertical, Large and Medium List views, and Grid view. We also have a shortcode option for horizontal feeds within a post.
- Customize views to fit the look and feel of your site.
- Styling options allow you to pick the colors that match your brand.
- Customizable UTM parameters for tracking. Everything will be tracked and analyzed by our Account Management team. We will make suggestions based on performance data to maximize the impact of your Deal Feed Widgets.
- Choose between surfacing Best Sellers, Newest Deals, or deals Ending Soon.
- Pick the number of products that show up in your feed. 3
- All deals that are shown are customized based on data from your store only. For example, Best Sellers will be the best sellers for your store.
- The fonts will inherit the current font on your page.
- Deals open in a new tab by default so that readers aren't taken away from your site.

INSTALLATION

1. Upload the extracted archive to wp-content/plugins/ (or upload a zip through WP admin)
2. Activate the plugin through the 'Plugins' menu in WordPress
3. Get your Publisher ID from StackCommerce
4. Go to the "StackCommerce" plugin settings and setup your basic settings
5. Go to Appearance > Widgets and drag the StackCommerce Deal Widget to the section of the Widget Area you'd like it to appear.

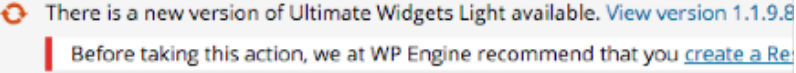
Stack WP Demo 2 0 + New

WP Engine Dashboard Posts Media Pages Comments Appearance **Plugins 1** Installed Plugins Add New Editor Users Tools Settings Collapse menu

Plugins [Add New](#)

All (3) | Active (1) | Inactive (2) | Update Available (1) | Must-Use (3) | Drop-ins (1)

Bulk Actions Apply

<input type="checkbox"/>	Plugin	Description
<input type="checkbox"/>	Akismet Activate Edit Delete	Used by millions, Akismet is quite possibly the t to your Akismet configuration page, and save y Version 3.1.7 By Automattic View details
<input type="checkbox"/>	Ultimate Widgets Light Activate Edit Delete	Ultimate Widgets plugin allows you to add the r Version 1.1.9 By Khothemes View details
 <p>There is a new version of Ultimate Widgets Light available. View version 1.1.9.8 Before taking this action, we at WP Engine recommend that you create a Re</p>		
<input type="checkbox"/>	Widget or Sidebar Shortcode Deactivate Edit	Use widgets and sidebars via shortcode in page Version 0.6.1 By Frank Staude View details
<input type="checkbox"/>	Plugin	Description

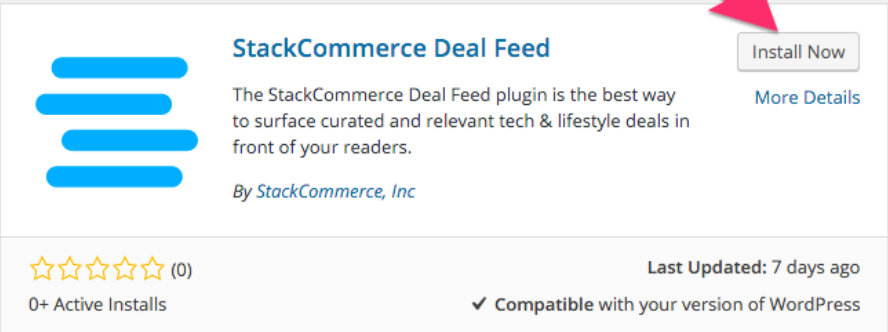
Bulk Actions Apply

Stack WP Demo 2 0 + New

WP Engine Dashboard Posts Media Pages Comments Appearance **Plugins 1** Installed Plugins Add New Editor Users Tools Settings Collapse menu

Add Plugins [Upload Plugin](#)

Search Results | Featured | Popular | Recommended | Favorites



StackCommerce Deal Feed [Install Now](#)

The StackCommerce Deal Feed plugin is the best way to surface curated and relevant tech & lifestyle deals in front of your readers. [More Details](#)

By StackCommerce, Inc

☆☆☆☆☆ (0) Last Updated: 7 days ago

0+ Active Installs Compatible with your version of WordPress

Stack WP Demo 2 0 + New

WP Engine
Dashboard
Posts
Media
Pages
Comments
Appearance
Plugins 1
Installed Plugins
Add New
Editor
Users
Tools
Settings
Collapse menu

Installing Plugin: StackCommerce Deal Feed 1.0.1

Downloading install package from <https://downloads.wordpress.org/plugin/stackcommerce-deal-feed.zip...>
Unpacking the package...
Installing the plugin...
Successfully installed the plugin StackCommerce Deal Feed 1.0.1.

[Activate Plugin](#) | [Return to Plugin Installer](#)

Stack WP Demo 2 0 + New

WP Engine
Dashboard
Posts
Media
Pages
Comments
Appearance
Plugins 1
Users
Tools
Settings
StackCommerce
General Settings
Styling settings
Shortcode Settings
Collapse menu

StackCommerce general settings

These options are global for all views

Publisher ID

Open all deals in new tab

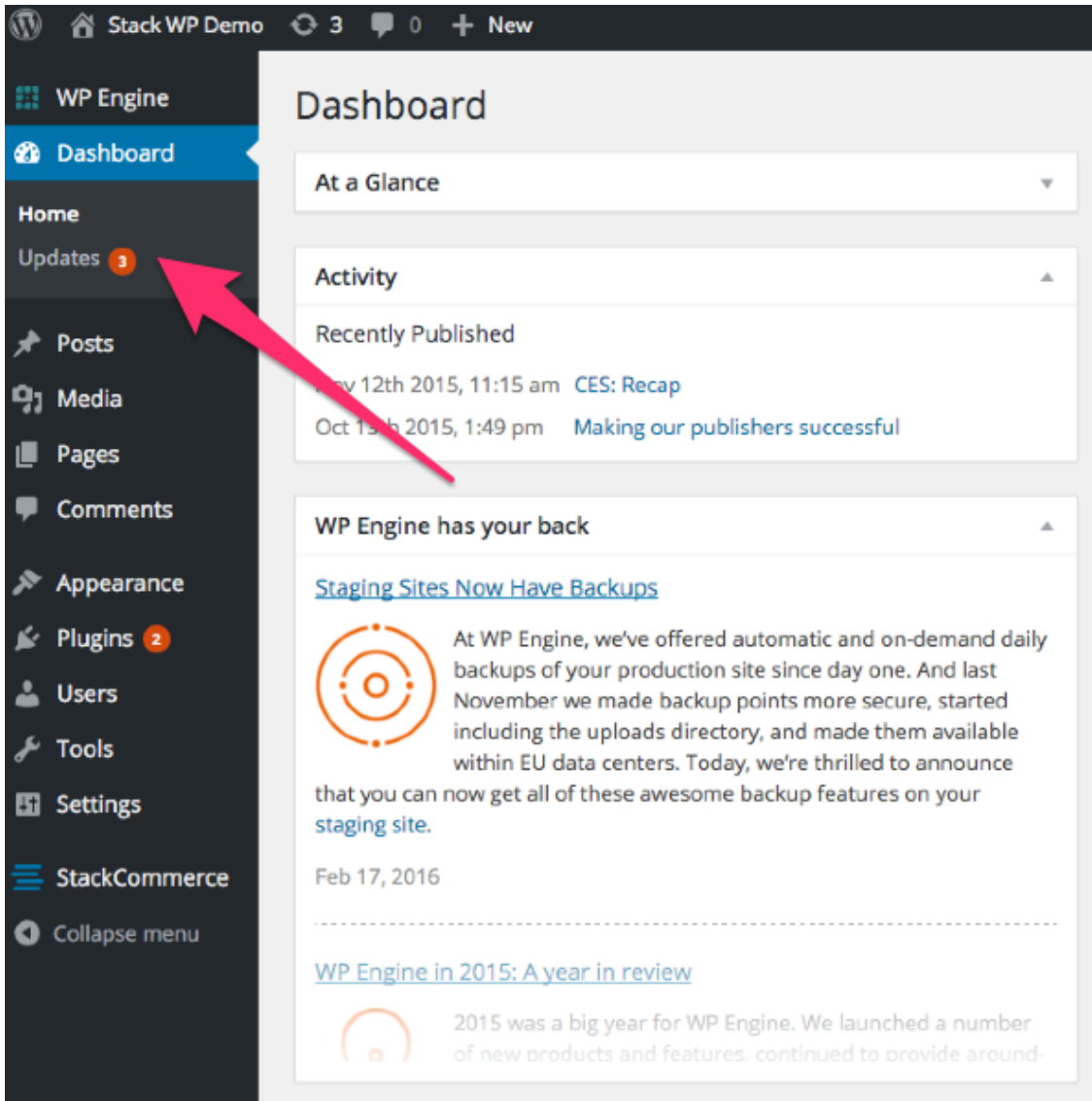
UTM Source

Additional URL parameters

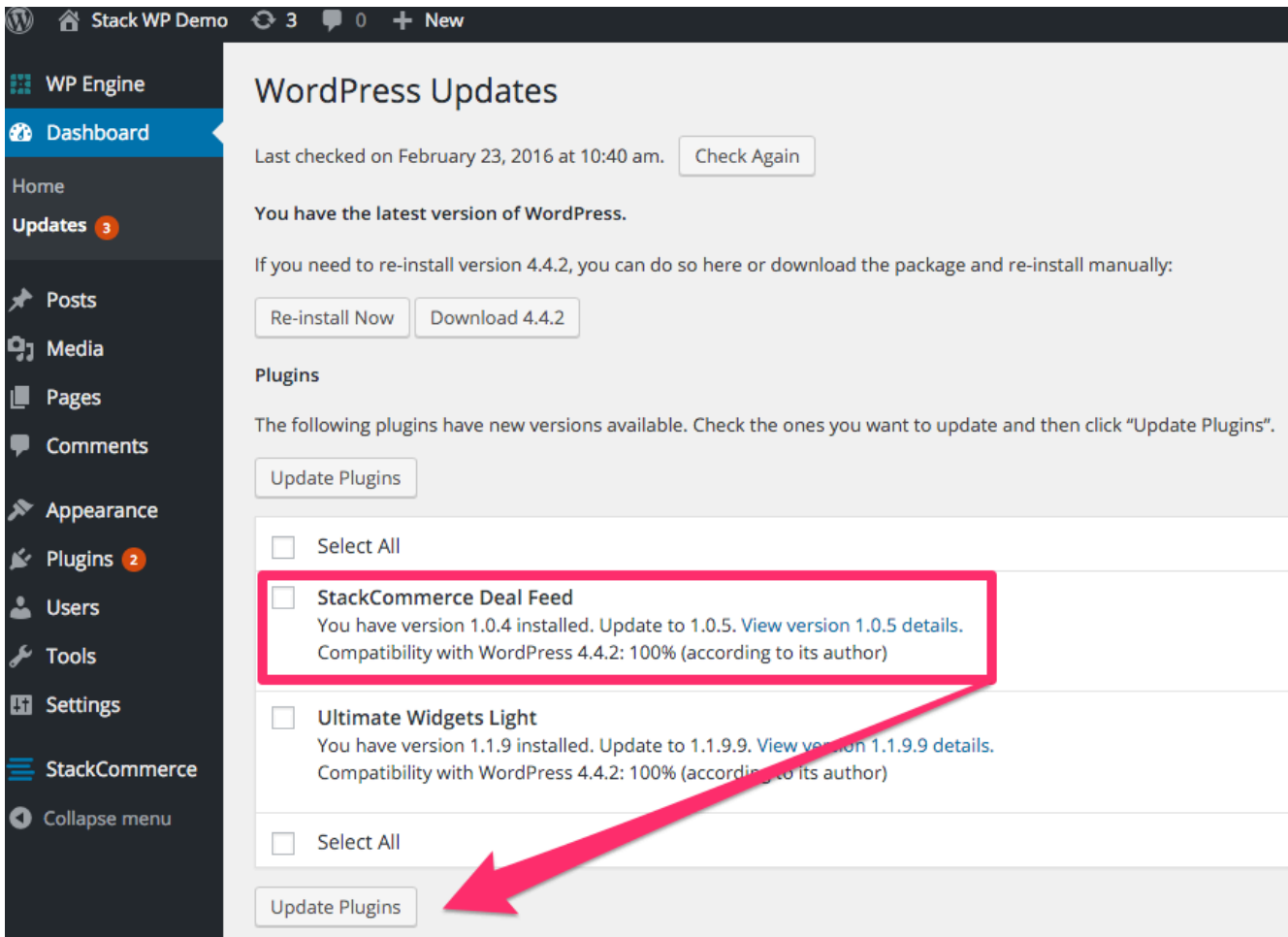
[Save Changes](#)

UPDATING TO NEW VERSIONS

First, go to the Updates section of your WP Dashboard

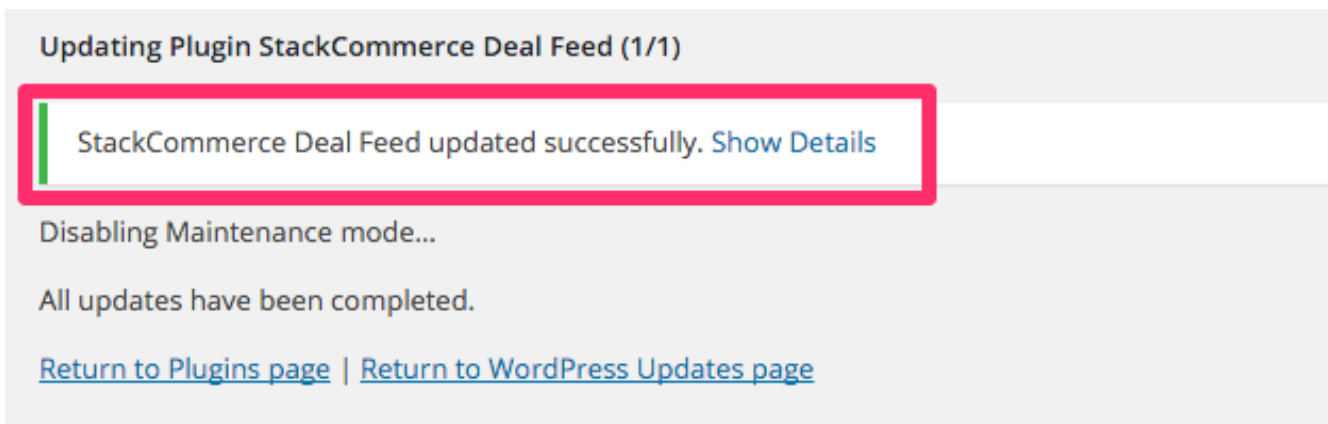


Next, look at the Plugins section. Select the StackCommerce Deal Feed Plugin, and then click 'Update Plugins'.



The screenshot shows the WordPress dashboard's 'WordPress Updates' section. The left sidebar contains navigation links for WP Engine, Dashboard, Home, Updates (3), Posts, Media, Pages, Comments, Appearance, Plugins (2), Users, Tools, Settings, StackCommerce, and Collapse menu. The main content area is titled 'WordPress Updates' and shows the last check time as February 23, 2016 at 10:40 am, with a 'Check Again' button. It states 'You have the latest version of WordPress.' and provides options to 'Re-install Now' or 'Download 4.4.2'. Under the 'Plugins' section, it lists available updates for 'StackCommerce Deal Feed' (version 1.0.4 to 1.0.5) and 'Ultimate Widgets Light' (version 1.1.9 to 1.1.9.9). The 'StackCommerce Deal Feed' plugin is highlighted with a red box, and a red arrow points from this box to the 'Update Plugins' button at the bottom of the plugin list.

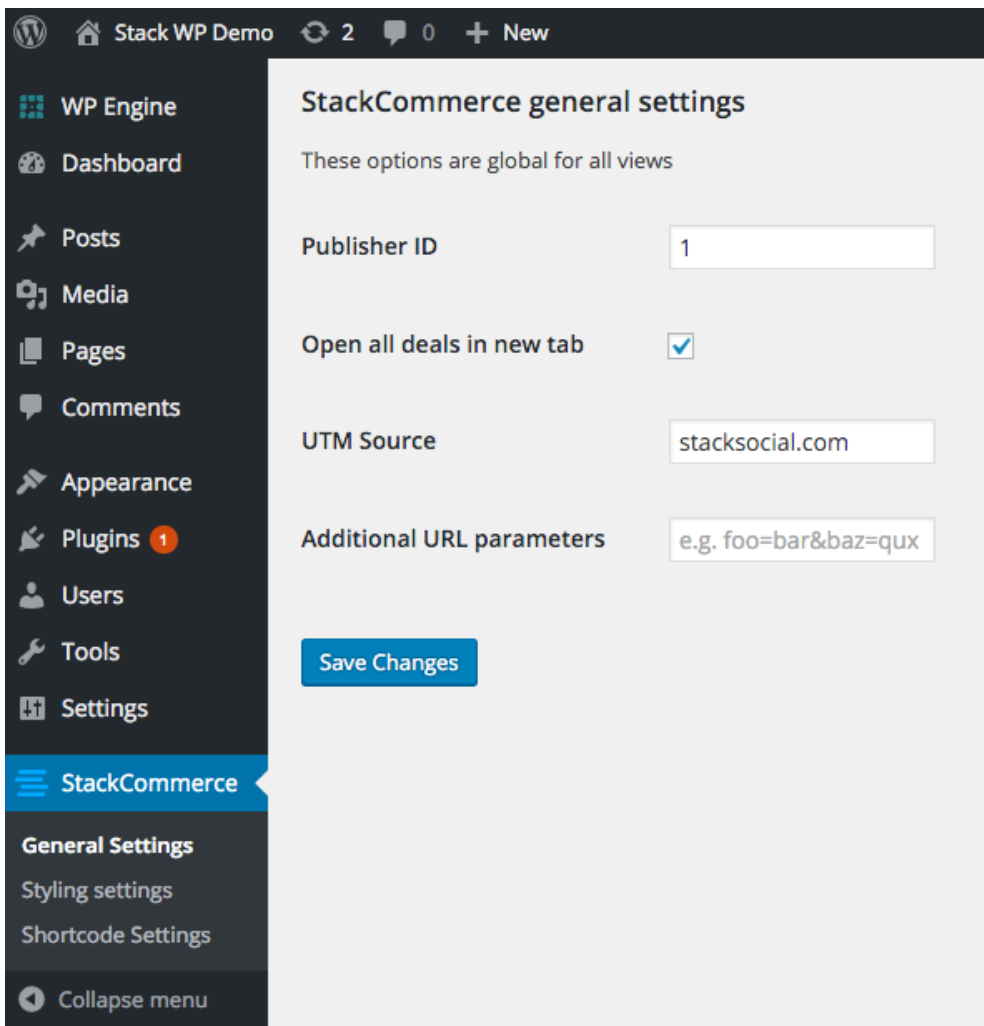
That's it! When it's complete, you will get a success message.



The screenshot shows a success message titled 'Updating Plugin StackCommerce Deal Feed (1/1)'. The message content is 'StackCommerce Deal Feed updated successfully. Show Details', which is highlighted with a red box. Below the message, it says 'Disabling Maintenance mode...', 'All updates have been completed.', and provides two links: 'Return to Plugins page' and 'Return to WordPress Updates page'.

GETTING STARTED

1. First, visit the General Settings page.
2. Your Publisher ID is a unique number we use to identify your store. This is how we will pull in Best Sellers, Newest Deals, etc. based on your store's unique data. Please contact your StackCommerce account manager for your Publisher ID.
3. Next, enter your UTM source. The format should be publishername.com. For example, StackSocial's UTM source should be **stacksocial.com**.
4. The UTM parameters that we track automatically are the source, medium, and campaign. If you have **additional** parameters (besides those 3) that you want to track, you can use the additional parameters field. This field can be left blank if all you want to track is source, medium, and campaign. We will discuss how medium and campaign are populated later.



STYLING SETTINGS

The styling settings will allow you to pick the colors of your widget. Keep in mind that since medium list view and grid view have smaller images, the styling options don't apply. **The Styling Settings tab will only affect List View Large, Horizontal, and shortcode views only.**

The screenshot shows the WordPress dashboard with the StackCommerce Deal Feed Styling Settings page open. The left sidebar contains navigation options: WP Engine, Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins (1), Users, Tools, Settings, StackCommerce, General Settings, Styling settings (selected), Shortcode Settings, and Collapse menu. The main content area is titled "StackCommerce Deal Feed Styling Settings" and includes the following settings:

- Buy button color:** A color picker showing a green color with a "Select Color" button. Below it is the text "Add your description about the field".
- Button text color:** A color picker showing a blue color with a "Select Color" button. Below it is the text "Add your description about the field".
- Deal box background:** A color picker showing a white color with a "Select Color" button. Below it is the text "Add your description about the field".
- Discount ribbon background:** A color picker showing a white color with a "Select Color" button. Below it is the text "Add your description about the field".
- Discount ribbon text color:** A color picker showing a white color with a "Select Color" button. Below it is the text "Add your description about the field".
- Custom css:** A large text area for entering CSS code. Below it is the text "Use this to override default widget CSS. This is an optional field."

A "Save Changes" button is located at the bottom left of the settings area.

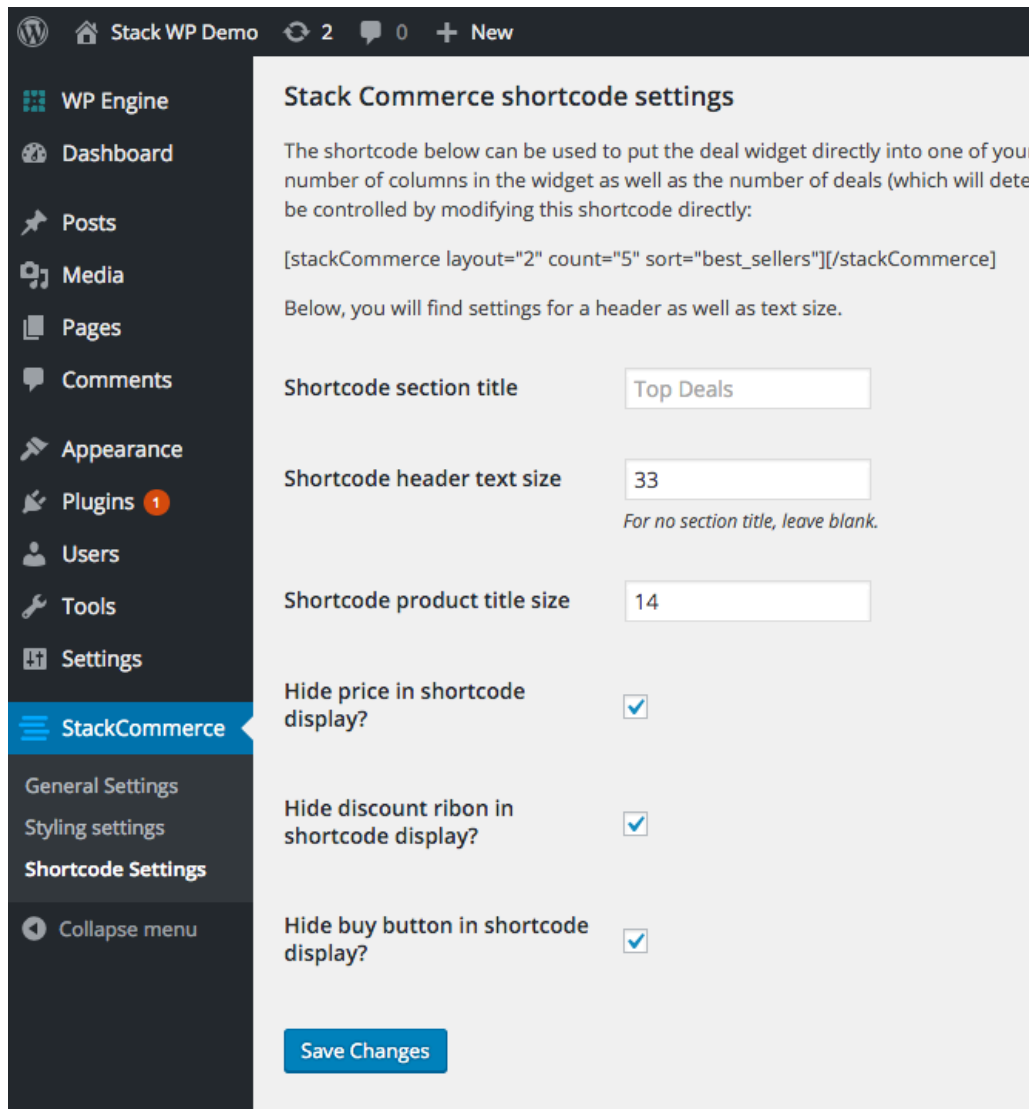
SHORTCODE SETTINGS

The Shortcode allows you to insert a deal feed directly into a post or post area. Simply paste the following line into any post to populate the widget:

```
[stackCommerce layout="2" count="5" sort="best_sellers"][/stackCommerce]
```

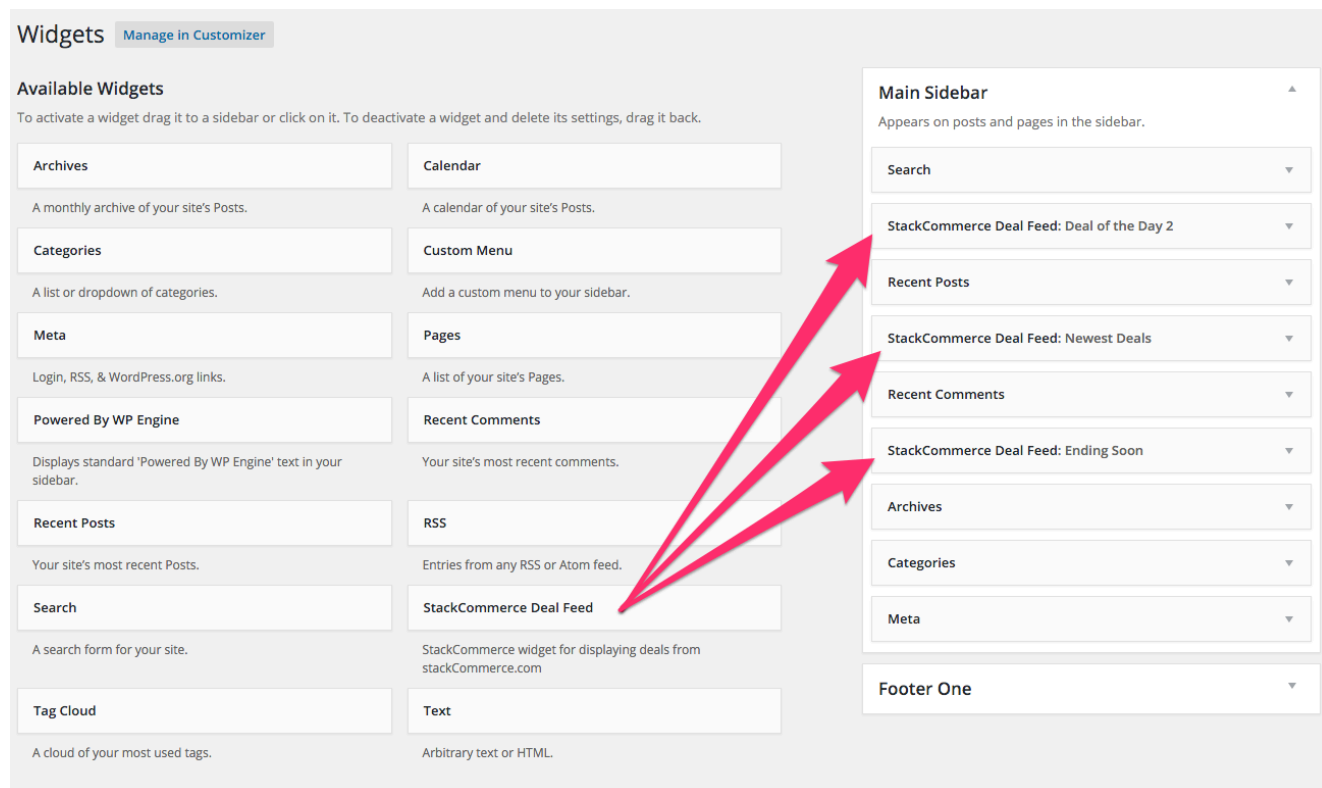
- Layout controls how many columns there are
- Count is the total number of deals in the widget
- Sort is how we determine what deals to pull in. The sorting options are best_sellers, newest, and ending_soonest.

You also have access to some shortcode customization options in the Shortcode Settings section. Here, you can pick the header title, header text size, and the text size of the deal titles within the feed. You can also choose whether to show or hide the discount ribbon, buy button, and price.



WIDGET SETTINGS

Since we allow you to have multiple widgets, most settings are on the widget itself. To edit the widget settings, go to the Appearance → Widgets page. Under available widgets, click StackCommerce Deal Feed and drag it into any widget area on your site. You can do this multiple times to add more widgets.



Expand the widget to expose all the settings. Here's an overview of the widget settings:

- **Title** – this will be the widget header. It's visible on the front-end
- **Widget Name** – use this section to note where this widget lives on your site, or something unique that applies to this widget only. Whatever you name the widget will be used for the UTM medium
- **Items per page** – number of items in the widget
- **Sorting** – Choose to surface Best Sellers, Newest deals, or Ending Soonest
- **See all deals** - You have the option to show or hide a see all deals link. If visible, it will show up at the bottom of the feed and take users to your store's homepage.
- **View Type** – View type what sets how the widget looks. The vertical options are medium list view, large list view, and grid view. You can also choose a horizontal option.
- After you pick the view type, you will see the settings that apply to that particular view. In this case, we chose list view medium, so it allows us to pick the size of the images, text size, and whether we want to show the price, % discount, or just the product title.

Here is what this medium list view feed would look like based on the settings shown:

StackCommerce Deal Feed: Newest Sales

Title:
Newest Sales

For no header, leave blank.

Widget name:

Widget name will be used for UTM Medium.

Items per page:
4

Sorting:
Newest

Hide see all deals link

See all deals link text:
See all deals

View type:
Vertical

View design:
List View Medium





Image width:
57%

Items title size:
14px

Display options:
Show price

[Delete](#) | [Close](#) Save

NEWEST SALES

-  \$22.00 – Max Total Security with Anti-V...
-  \$24.99 – Snapheal for Mac
-  \$1.00 – Pay What You Want: Com...
-  \$17.99 – eyn iPhone Wallet Case

[See all deals](#)

UTM SETTINGS

The UTM settings are fairly automated, but it's important to understand how they work for measuring performance.

1. Under General Settings, you can control the UTM source. **All you need to enter is your publisher name followed by .com.** Example stacksocial.com.
2. Under the Widget Settings, there is a field called 'Widget name'. In this section, you should put the *location* of this particular widget. The widget name will be used to set the UTM medium. Since you can have multiple widgets, we are looking for things like: *top right sidebar, middle left sidebar, bottom right sidebar, and horizontal footer*. It doesn't really matter what it says, as long as it's clear where the widget's location is. **Note: We automatically add 'dealfeed-' to the beginning.** For example, if you enter 'top right sidebar', then the UTM medium will be **&utm_medium=dealfeed-top-right-sidebar'**.
3. Campaign is automatically populated based on what deal the reader clicks on.
4. **Optional.** If want to add additional parameters, you can use the additional UTM parameters field on the general settings tab. Here's an example: **foo=bar&baz=qux**. Make sure to separate multiple parameters with the & sign.

Based on the example above, it would generate the following URL:

https://stacksocial.com/sales/reeljuice-3x-portable-power-bank-5300-mah?utm_source=stacksocial.com&utm_medium=dealfeed-top-right-sidebar&utm_campaign=reeljuice-3x-portable-power-bank-5300-mah&foo=bar&baz=qux