MAGEDIA

USER GUIDE

Magedia Banner Manager

for Magento 2

Banner artwork, scheduled campaigns, promotions and popups, with display and click statistics.

Version 1.1.5
October 2026

Magento 2.4.x
Open Source, Luma storefronts

store.magedia.com
docs.magedia.com

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01 · INTRODUCTION

Campaign banners, managed from Admin

Banner Manager lets you create artwork, choose its audience and schedule, publish it on your storefront and review how customers engage with it.

Image library
Single, full-width, aligned and popup designs with text, buttons, badges and alt text.

Precise targeting
Positions, pages, categories, products, store views, devices and customer groups.

Image optimization
Resize and compress artwork, with desktop and mobile previews before saving.

Scheduled campaigns
Start and end dates, with an email reminder before a campaign ends.

Promotions and popups
Promo banners driven by Catalog Price Rules, and popups with closing and reopening rules.

Statistics
Daily displays, clicks and CTR per image, with CSV export.

Magento 2.4.x	PHP 8.3 – 8.5	Luma storefronts	Magedia Core 1.2
Open Source	Tested on 2.4.9 with PHP 8.4	Hyvä and PWA need separate validation	Installed with the module

02 · INSTALLATION

Install in four steps

1. **Get your access keys**

   Sign in at store.magedia.com and open **Account → Keys** for the repo.magedia.com username and password.

2. **Add the Magedia repository**

   Register repo.magedia.com in Composer and save the keys in `auth.json`, never in source control.

3. **Require and enable**

   Composer installs Banner Manager with Magedia Core. Enable both, upgrade, compile and deploy static content for your locales.

4. **Check cron and email**

   Magento cron and a working email transport send campaign expiration reminders.

```
composer config repositories.magedia composer https://repo.magedia.com
composer require magedia/m2-banner-manager

bin/magento module:enable Magedia_Core Magedia_BannerManager
bin/magento setup:upgrade
bin/magento setup:di:compile
bin/magento setup:static-content:deploy
bin/magento cache:flush
```

> Banner Manager also needs Magento's Catalog Rule module and a RequireJS storefront such as Luma.

03 · GENERAL SETTINGS

Settings

Stores → Configuration → Magedia → Banner Manager

Enable Banners	Default Yes. The master switch: No stops banner markup and delivery in that scope, even when images and campaigns are active.
Allow SVG Uploads	Default No. Permits sanitized SVG uploads. PNG, JPG and GIF are always allowed.
Record Displays and Clicks	Default Yes. No keeps banners visible but stops recording new statistics.
Maximum Tracked Events per Visitor	Default 120 events per visitor session in 15 minutes. Repeated testing can reach it.
Duplicate-Suppression Retention	Default 24 hours. How long delivery tokens are kept to ignore repeated events.

> Enable Banners works per website and store view; statistics recording per website. The upload and tracking limits are global.

Where to work

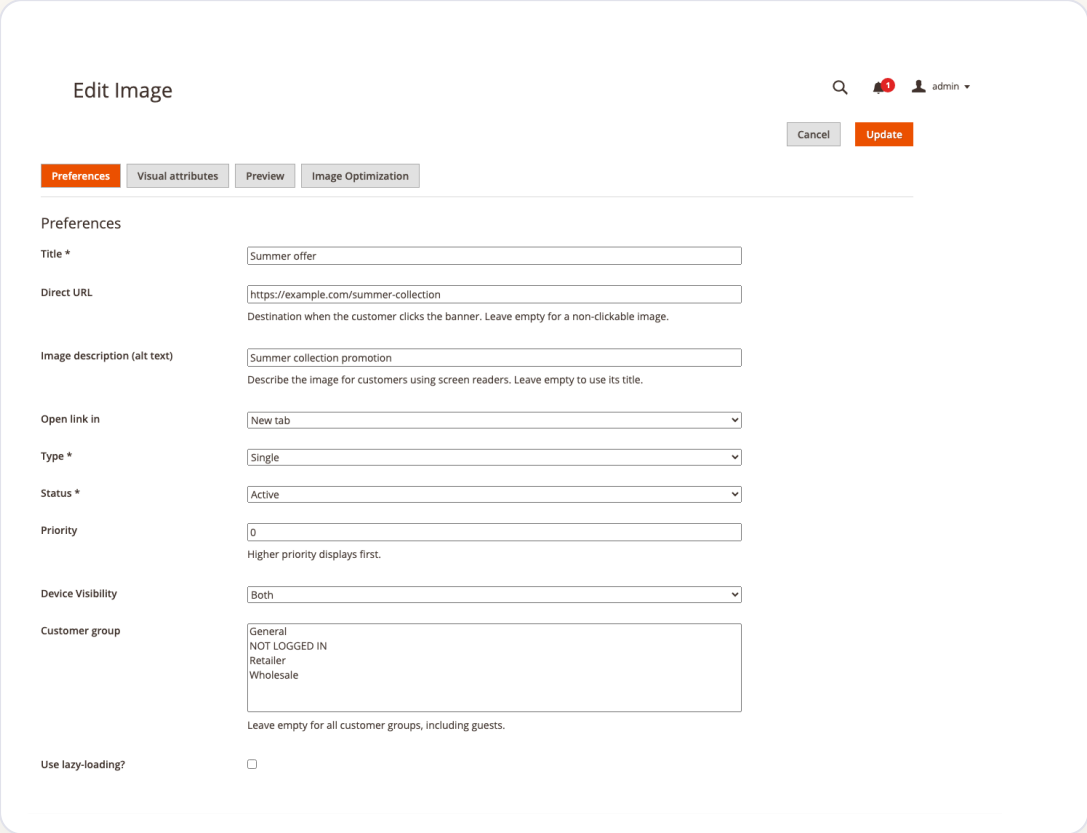
Magedia → Banner Manager has Image Storage for artwork, Banners for campaigns and Statistics for reports.

Save Config, then refresh the configuration cache when Magento asks.

04 · CREATING AN IMAGE

Create an image

Magedia → Banner Manager → Image Storage → Add New Banner



Title — A descriptive name, such as Summer offer.

Type — Single, Single Full Width, Left or Right aligned, or Popup Banner.

Direct URL — Where a click goes, opened in the same or a new tab. Leave blank for an image that isn't clickable.

Image description — Alt text for screen readers; the title is used when empty.

Priority — Higher values display first.

Device Visibility — Both, Desktop or Mobile.

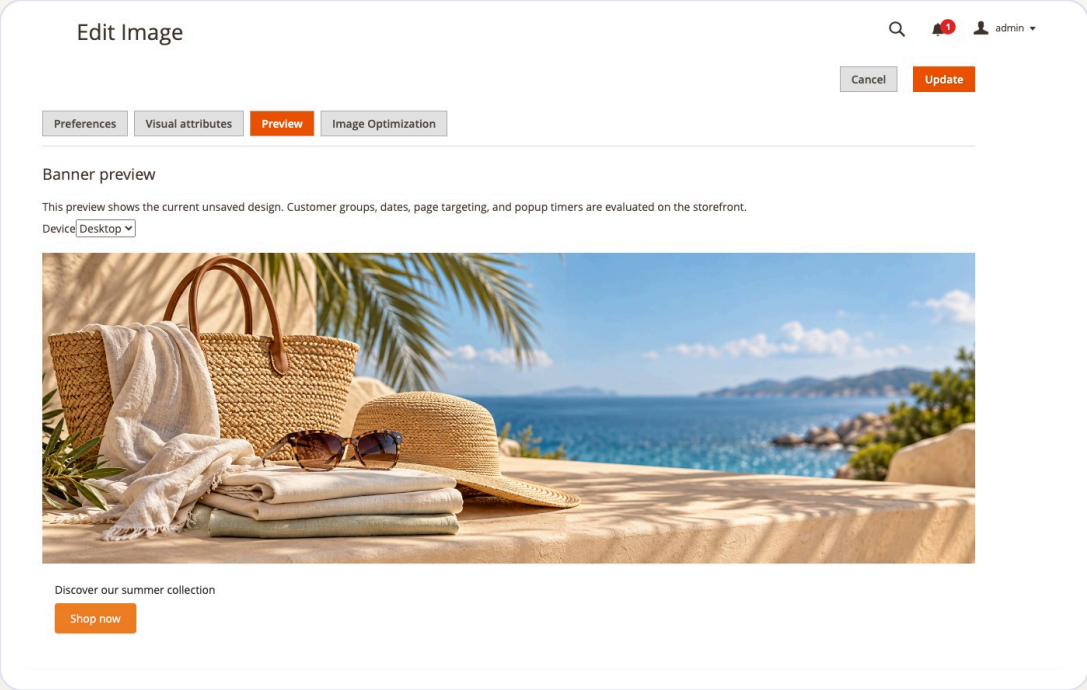
Customer group — Empty includes everyone, guests too. Selecting groups restricts the image to them.

Lazy loading — Loads the image only when it is needed.

05 · ARTWORK AND PREVIEW

Upload and preview artwork

Image → Visual attributes · Image Optimization · Preview



Desktop preview of an unsaved design.

Upload the **Banner Image**, then add an optional brand logo, badge, text, button text, corner text and colours.

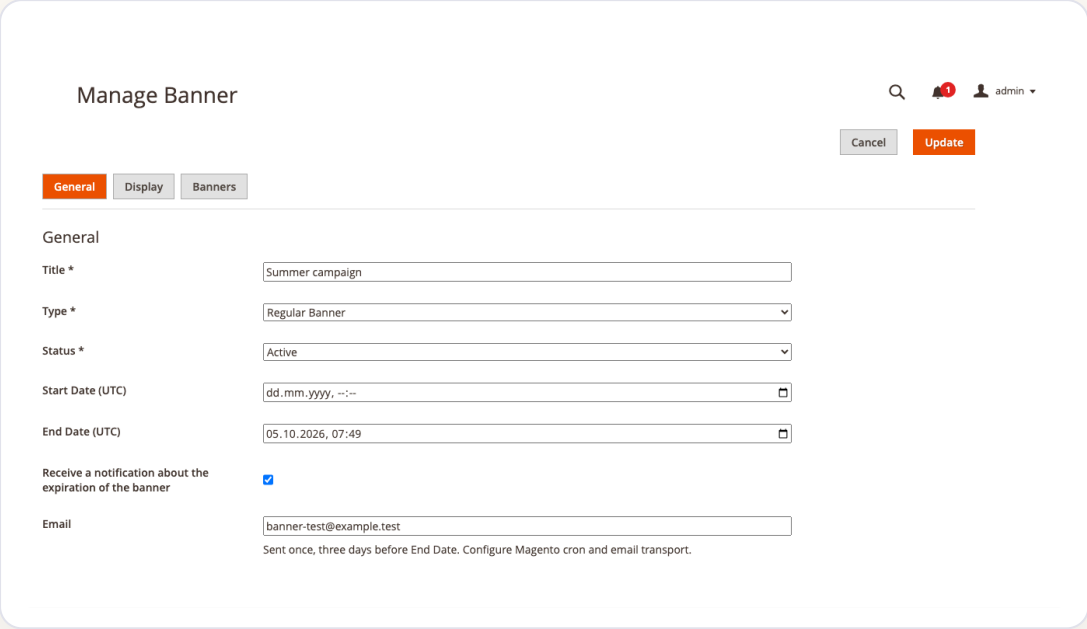
- PNG, JPG and GIF up to 10 MB. SVG only when Allow SVG Uploads is on; it is sanitized but remains active content.
- **Image Optimization** compares originals with optimized copies. PNG and JPG can be resized and compressed; GIF animation is kept.
- **Preview** switches between Desktop and Mobile, uses the unsaved design and records no statistics.

> Audience rules, schedules and popup timers are checked on the storefront, not in Preview. Click **Update** to save the image.

06 · CREATING A CAMPAIGN

Create and schedule a campaign

Magedia → Banner Manager → Banners → Manage Banner



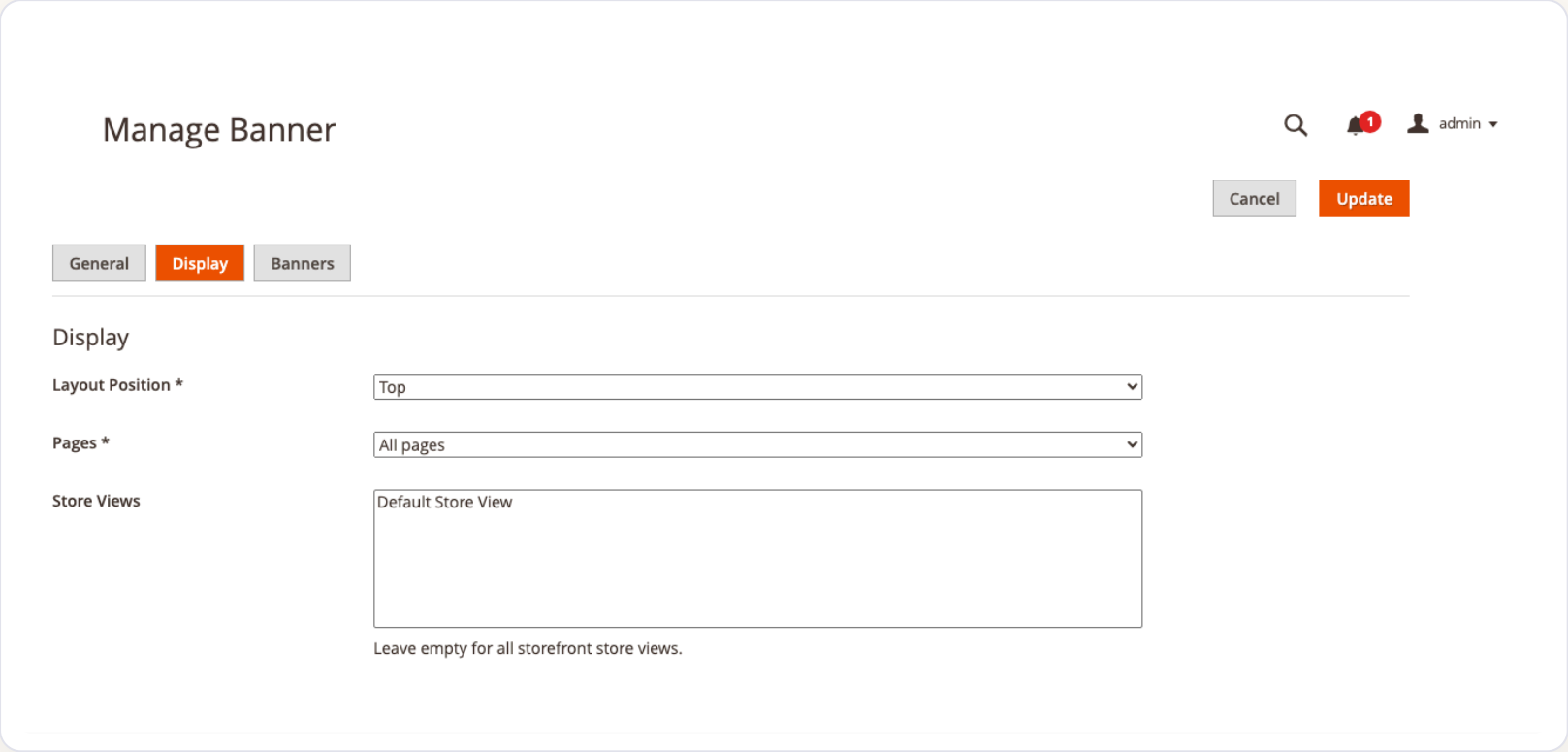
A campaign's title, status, dates and reminder.

Type	Regular Banner or Promo Banner.
Title and Status	Keep the campaign inactive while you prepare it.
Start Date (UTC)	When the campaign may start appearing. Blank has no lower limit.
End Date (UTC)	When it stops. Blank never expires. Convert from your timezone.
Expiration reminder	Tick the notification option, enter an email and set an end date. Hourly cron sends one reminder for campaigns ending within three days.

07 · TARGETING

Choose pages, stores and images

Campaign → Display · Banners



Layout Position — Top, Center or Bottom.

Pages — All pages, or search and select specific CMS pages, categories and products.

Store Views — Empty includes every storefront view.

Active campaigns can't share a position when their store views, dates and pages overlap. Change the position, narrow the targeting, adjust the dates or deactivate the other campaign. Inactive drafts may overlap.

08 · PROMOTIONS AND POPUPS

Promotions and popups

Promo Banner

Uses the Center position and an active **Catalog Price Rule**. The rule must apply to the current website, customer group and date, and match the viewed product or a product in the cart.

> Cart Price Rules and cart subtotal conditions are not used.

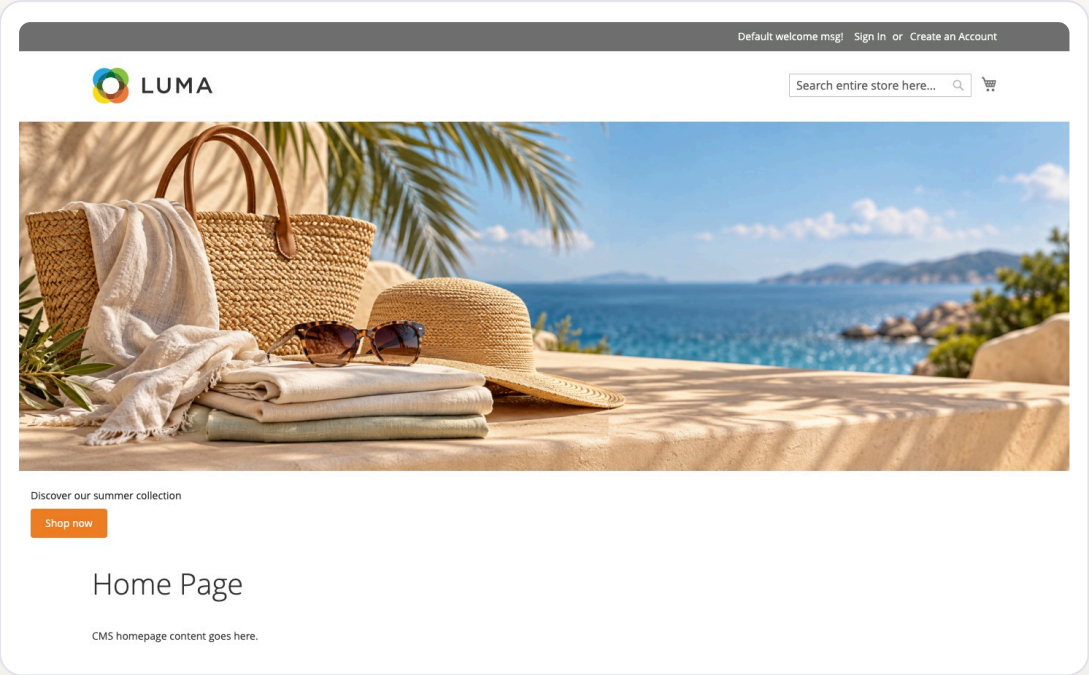
Popup Banner

Choose Popup Banner on the image, set centered or fullscreen display and its size, and add it to a campaign.

Automatic closing	When the popup closes itself; Never leaves it open.
Customer closing	Immediately, after a delay or never. If never, automatic closing must be on.
Automatic reopening	The delay before it can appear again; Never suppresses it for the browser session.

09 · STOREFRONT

Check the storefront



A campaign banner on the storefront.

Open a targeted page and confirm the placement, image, link and text, at desktop and mobile widths, as a guest and in the selected customer groups.

If a banner is missing, check

- Enable Banners in the configuration
- Campaign and image status, and the images selected in the campaign
- UTC dates, store views and page targets
- Device visibility and customer groups
- For a promotion, the Catalog Price Rule and matching product

> Test popups in a fresh browser session.

10 · STATISTICS

Review statistics

Magedia → Banner Manager → Statistics

Daily displays, clicks and CTR.

Choose one image or all images and a period of up to 366 days (inclusive, UTC). CSV export uses the same filters.

Display — A quarter of a regular banner became visible, or a popup opened. Preview doesn't count.

CTR — Clicks ÷ displays × 100; zero without displays.

> Totals are interactions, not unique visitors, orders or revenue. An earlier version didn't record clicks; treat clicks and CTR before your upgrade as missing data.

11 · TROUBLESHOOTING

Maintain and troubleshoot

Deleting

Deactivate a campaign to stop it. Only inactive campaigns can be deleted. An image must be inactive and removed from every campaign first. Media files are kept, so shared artwork never breaks.

Duplicating

Duplicate creates an inactive draft. Review its title, dates, audience and artwork before activating it.

Reminders are missing

Check the notification option, end date, recipient, Magento cron and email transport.

Statistics stop increasing

Check Record Displays and Clicks and the event limit, then wait for the 15-minute window to reset.

Menus are missing

Make sure Magedia Core is installed and enabled, run setup:upgrade, and clean the configuration and layout caches.

The editor is read-only

Review the administrator's role permissions.

12 · SUPPORT

Have a question? Contact us!

Send your Magento, PHP and theme versions with the steps that show the problem.

Support

Questions, issues and installation help

contact@magedia.com

Online guide

Always the latest version of this guide

docs.magedia.com

Live demo

Try the storefront and Admin

demo-m2.banner-manager.magedia.com