

# Offer tool

## Best practice

## Important notice before you get started

This document is not a fully exhaustive documentation. There are many different paths that can lead you to the same results. What we're seeking with this document is to guide comfortably through one of these paths. In the future, and with practice, you will be able to adapt your methods as suits you the most. We also assume that you are familiar with the basics of Drupal. If not, please, refer to the basics documentation before going through this one.

# 1- How to get an offer tool ready on your website?

In order to get an offer tool on your website, you need to contact the digital team by sending a mail to [DigitalSupport@arval.com](mailto:DigitalSupport@arval.com). They will guide you through the different steps.

The offer tool will first be activated on a preproduction environment, in which you will be able to train, add your first offers, and configure things the way you want.

**Important :** Only once the offer tool is fully filled in, configured and thoroughly tested, will it be duplicated in the production environment.

## 2- How to insert a single offer?

Before anything else, make sure you are connected to the back-office of your website. Enter the URL of your website followed by /user, and use the login and password that were given to you.

**Important :** When you connect on your preproduction environment (and only the preproduction), you might have to go through a first login, called "HTAccess". It looks like this :

You can go through with

*Login : arval*

*Password : 100%Arval*

Only then you will be asked for the login and password provided to you by the digital team.



### LOGIN

USERNAME OR E-MAIL ADDRESS \*

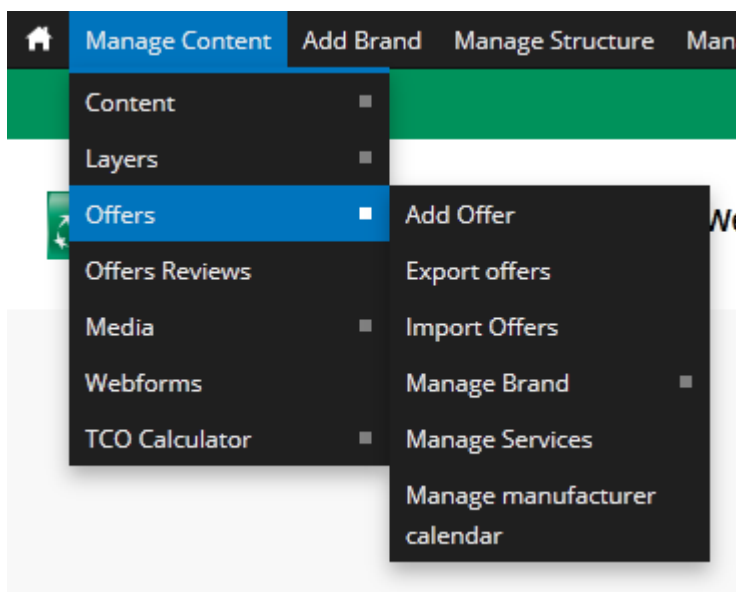
You may login with either your assigned username or your e-mail address.

PASSWORD \*

The password field is case sensitive.

[Forgot your password?](#)

[← Back Home](#)

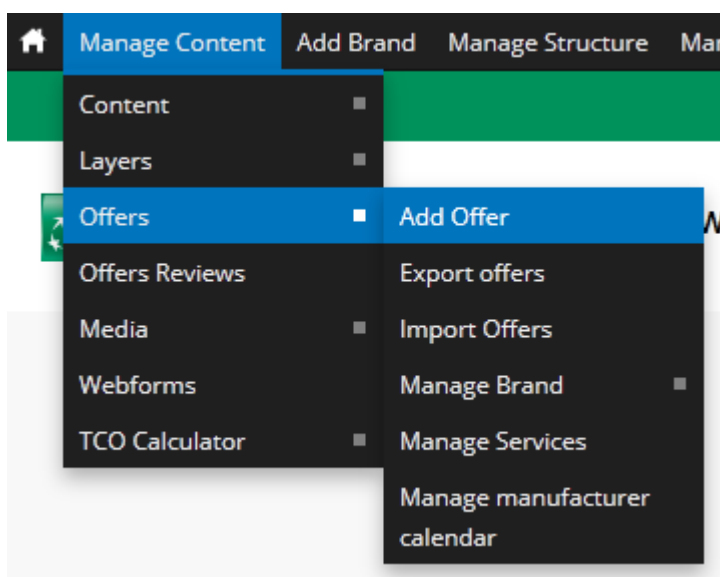


Once you're connected, you can access the offer list through the Drupal header. Go to Manage Content and let your mouse hover on "Offers" to unfold the menu.

- **Offers** : Allows you to get to the offer-list
- **Add Offer** : Creates a blank offer that you can fill-in individually
- **Export Offers** : Export the list of your offers and all the details about each of them in a XLS file that can be edited afterwards.
- **Import Offers** : Import an edited XLS files and pictures in order to edit the offers of your website.
- **Manage Brand** : Allows you to check and edit the Brand list available on your website.
- **Manage Services** : Allows you to check and edit the Services available on your website.
- **Manage Manufacturer calendar** : Allows you to check and edit the Manufacturer calendar.

## Adding an offer

Go to the Offer menu, and press "Add offer"



On this page, you can configure your offer at will, through the different categories on the left

## Create Offer

▸ CAPTCHA: no challenge enabled

<b>Offer *</b>	<b>Offer</b>
<b>Services</b>	<input type="checkbox"/> Black Friday <small>Check if it is a Black Friday</small>
<b>Specifications *</b>	Type of tax <input type="text"/>
<b>Pictures *</b>	Type of tax for offer price
<b>Description</b>	Language <input type="text" value="English"/>
<b>URL path settings</b> <small>Automatic alias</small>	<b>Title *</b> <input type="text"/>
<b>XML sitemap</b> <small>Inclusion: Default (included) Priority: Default (0.5)</small>	Summery <input type="text"/>
<b>Meta tags</b> <small>Using defaults</small>	For metatags
<b>Publishing options</b> <small>Published</small>	Category <input type="text" value="- None -"/>
	Offer ID <input type="text"/>
	▸ Brand - Model - Finition

## Offer

Contains all the main informations about the offer.

**Important:** Do not forget to fill-in the Brand - Model - Finition to make sure that your offer is displayed properly






## Services

A checklist of all the services available on this offer

<b>Offer *</b>	<b>Services</b>
<b>Services</b>	Pack
<b>Specifications *</b>	Pack image
<b>Pictures *</b>	<input type="button" value="Browse..."/> No file selected. <input type="button" value="Upload"/>
<b>Description</b>	Files must be less than 50 MB. Allowed file types: png gif jpg jpeg.
<b>URL path settings</b> Automatic alias	<b>Services</b>
<b>XML sitemap</b> Inclusion: Default (included) Priority: Default (0.5)	<input checked="" type="checkbox"/> Free Nationwide Delivery
<b>Meta tags</b> Page title: This is my page title and... Description: This is my page descripti...	<input checked="" type="checkbox"/> Fixed Monthly Payments
<b>Publishing options</b> Published	<input checked="" type="checkbox"/> Flexible Contract terms
	<input type="checkbox"/> Maintenance Package (optional)
	<input checked="" type="checkbox"/> Total Care Package (optional)
	<input checked="" type="checkbox"/> 24/7 Driver Support
	<input type="checkbox"/> Competitive Prices
	<input type="checkbox"/> Breakdown cover (optional)

It will be displayed below the car pictures



 Free Nationwide Delivery	 Fixed Monthly Payments	 Flexible Contract terms	 Total Care Package (optional)	 24/7 Driver Support
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# Specifications

The specifications tab comes with three Subcategories

This screenshot shows the 'Essentials informations & Characteristics' subcategory. The left sidebar contains navigation links: Offer, Services, Specifications (active), Pictures, Description, URL path settings, XML sitemap, Meta tags, and Publishing options. The main content area has tabs for 'Essentials informations & Characteristics', 'Standard Equipment', and 'Exclusive Options'. Under the active tab, there are several form fields: 'Type of car' (dropdown menu with 'City Car' selected), 'Doors' (input field with '3' and 'doors' label), 'Transmission' (dropdown menu with 'Manual' selected), 'Fuel Consumption(Combined)' (input field with 'mpg' label), 'Power' (input field with 'bhp' label), 'CO<sub>2</sub>' (dropdown menu with 'A. <= 120' selected), and 'CO<sub>2</sub> emissions' (input field with 'g/km' label).

- Essential informations & Characteristics, in which you have to make sure that you chose at least the Type of car.

This screenshot shows the 'Standard Equipment' subcategory. The left sidebar is identical to the previous screenshot. The main content area has tabs for 'Essentials informations & Characteristics', 'Standard Equipment' (active), and 'Exclusive Options'. Under the active tab, there is a 'Standard Equipment' section with three rows. Each row contains a 'Caption' input field, a plus sign, and a 'Value' input field. Below each 'Value' field is a red 'Remove' button. The first row has 'Standard Caption 1' and 'Standard Value 1'. The second row has 'Standard Caption 2' and 'Standard Value 2'. The third row has 'Standard Caption 3' and is partially cut off.

- Standard Equipment, in which you may add some equipment coming with this offer.

- Exclusive Optionals, in which you may add some Optionals exclusive to this offer.

This screenshot shows the 'Exclusive Options' subcategory. The left sidebar is identical to the previous screenshots. The main content area has tabs for 'Essentials informations & Characteristics', 'Standard Equipment', and 'Exclusive Options' (active). Under the active tab, there is an 'Exclusive Options' section with three rows. Each row contains a plus sign and a 'Value' input field. Below each 'Value' field is a red 'Remove' button. The first row has 'Exclusive Optionals 1'. The second row has 'Exclusive Optionals 2'. The third row has 'Exclusive Optionals 3'. At the bottom of the section is a grey 'Add another item' button.



It will all be displayed below the list of services

## SPECIFICATIONS

DETAILS	
<b>Transmission</b>	Manual
<b>CO<sub>2</sub></b>	<span style="background-color: green; color: white; padding: 2px;">A</span>
<b>Fuel type</b>	Hybrid
<b>Doors</b>	3doors
<b>Type of car:</b>	City Car

STANDARD EQUIPMENT			
Standard Caption 1	Standard Value 1	Standard Caption 2	Standard Value 2
Standard Caption 3	Standard Value 3		

### OPTIONS

- Exclusive Optionals 1
- Exclusive Optionals 2
- Exclusive Optionals 3

## Description

Allows you to add a description paragraph to your offer

- Offer \*
- Services
- Specifications \*
- Pictures \*
- Description
- URL path settings  
Automatic alias
- XML sitemap  
Inclusion: Default (included)  
Priority: Default (0.5)
- Meta tags  
Page title: This is my page title and...  
Description: This is my page descripti...
- Publishing options  
Published

### Description

Title description

#### Description

Title

Image

No file selected.

Files must be less than 50 MB.  
Allowed file types: png gif jpg jpeg.

Subtitle

Body

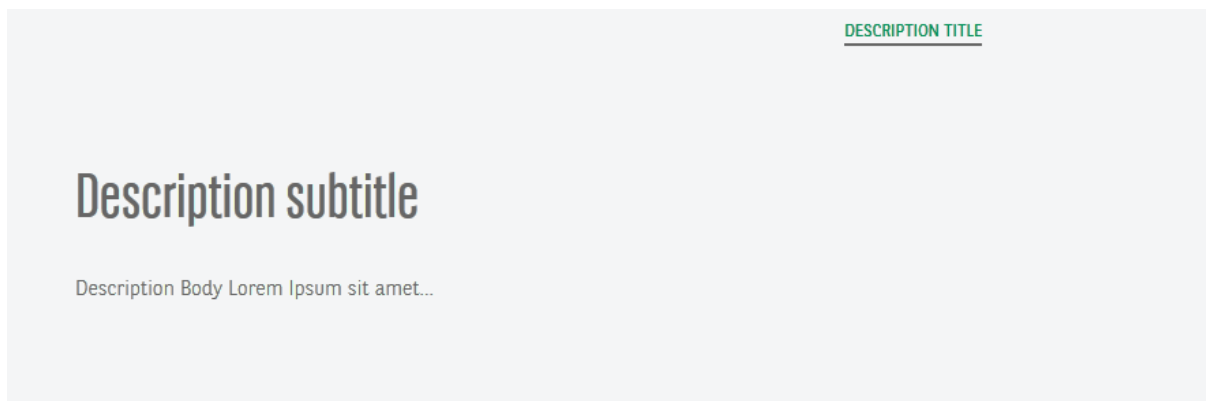
**B I U S x<sup>2</sup> I<sub>x</sub>** ☰ ☰ ☰ ☰ 🔗 📄

Description Body Lorem Ipsum sit amet...

**body p**

[Switch to plain text editor](#)

It will be displayed below the specifications



## Pictures

This is where you will add your pictures to the offer either from your computer, or from the Media Library.

Offer \*

Services

Specifications \*

**Pictures**

Description

URL path settings  
Automatic alias


XML sitemap  
Inclusion: Default (included)  
Priority: Default (0.5)

Meta tags  
Page title: This is my page title and...  
Description: This is my page descripti...  
Page URL: None  
Title: None  
Description: None

Publishing options  
Published

Pictures


Show row weights

File information	Operations
	<input type="button" value="Edit"/> <input type="button" value="Remove"/>

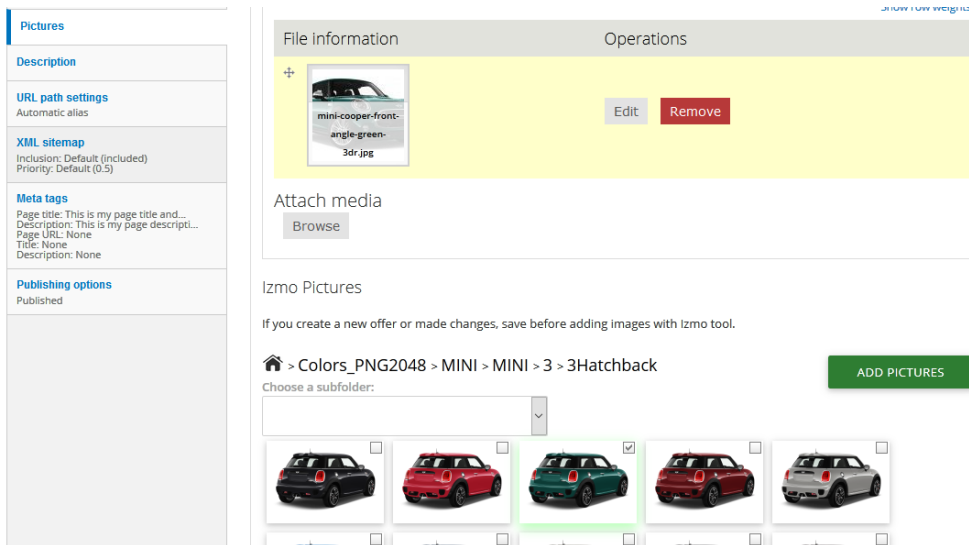
Attach media

Izmo Pictures

If you create a new offer or made changes, save before adding images with Izmo tool.

 Choose a subfolder:

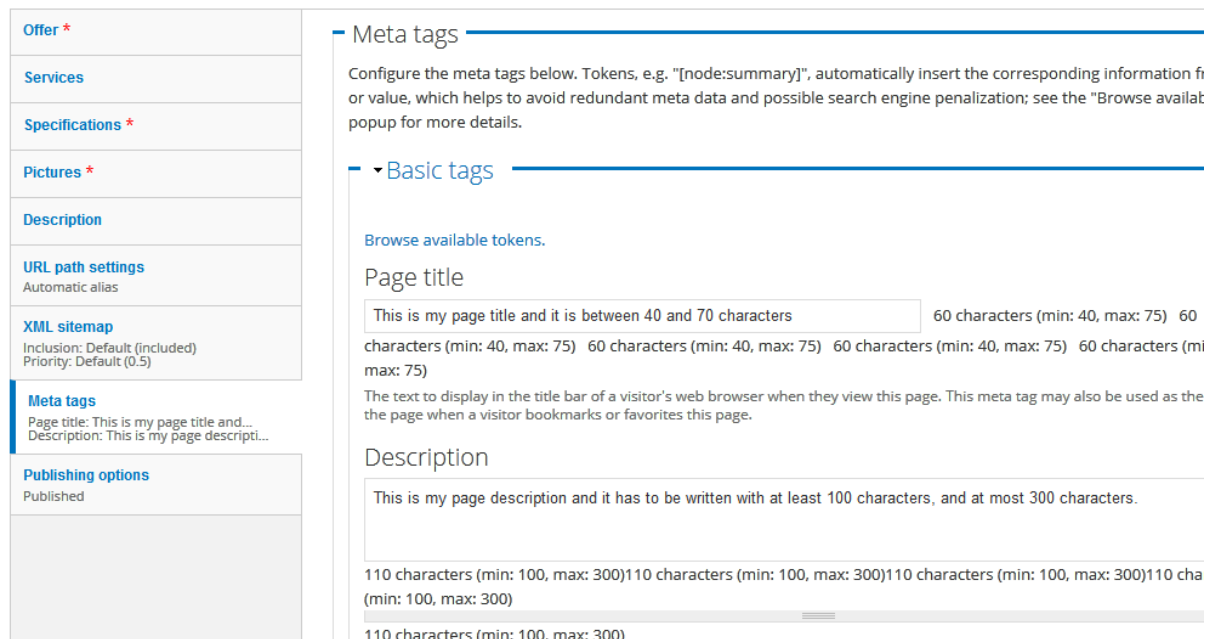
You can also access the IZMO pictures, but in order to do so, you must first save your offer once. As long as your offer hasn't been saved at least once, the option won't be available.



**Important:** As you won't be able to save your offer without at least one picture, it means you need to add at least a picture from the media library if you want to use the Izmo Gallery, even if it's a temporary one.

## Meta tags

This category is especially important, as you won't be able to save your offer if you don't fill it in properly.



**Warning:** When you press the "Save" button at the bottom of the page, if everything has been done correctly, you will be redirected to your new offer page. As long as you keep ending on the back-office, it means something is wrong, or missing. make sure that the Meta tags, and all the fields marked with a red \* are filled in properly and try again.

## Checking your Offer list

Here lies your full offer list, with a search engine that allows you to pinpoint the offers you are looking for. On the right side of each offer, you have the possibility to:

- Edit your offer : allows you to enter an offer to edit its content from Drupal
- Delete your offer : allows you to delete the offer. Warning : once an offer has been deleted, it can't be restored.

Add Offer
Import Offers

**Published**

- Any -

**Type of car**

Select All

Convertible/Coupe

Van

Estate

Saloon

Hatchback

SUV/Crossover

MPV

City Car

**Title**

**Brand - Model - Finition**

- None -

Apply




Reset

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Operations

- Choose an operation -

Execute

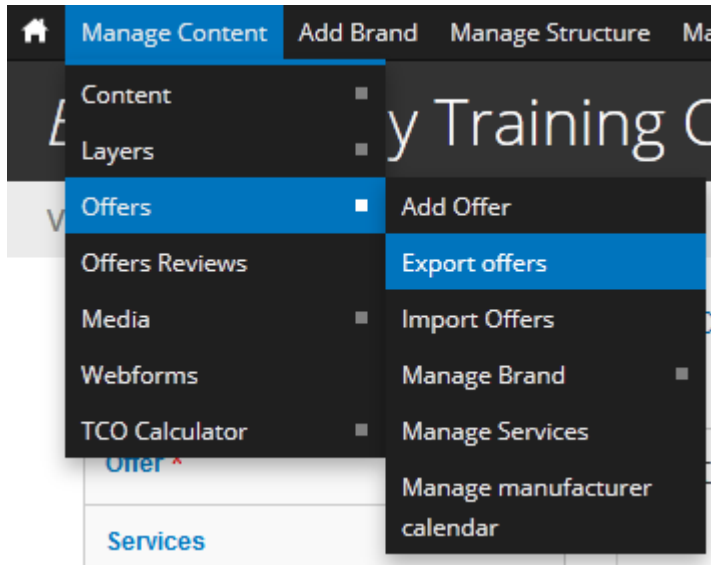
	Pictures	Title	Language	Type of car	Brands - Models	Published	Updated	Operations
<input type="checkbox"/>		BMW 3 SERIES SALOON 330e M Sport Shadow Edition 4dr Step Auto - In Stock	English	Saloon	<ul style="list-style-type: none"> <li>BMW</li> <li>3 Series 330e Shadow Edition</li> </ul>	No	17/09/2018 - 15:49	<a href="#">edit</a> <a href="#">delete</a> <a href="#">edit pictures</a>
<input type="checkbox"/>		JAGUAR F-TYPE CONVERTIBLE 3.0 Supercharged V6 2dr Auto	English	Convertible/Coupe	<ul style="list-style-type: none"> <li>JAGUAR</li> <li>F-Type 3.0 Supercharged Auto</li> </ul>	Yes	17/09/2018 - 14:22	<a href="#">edit</a> <a href="#">delete</a> <a href="#">edit pictures</a>
<input type="checkbox"/>		JAGUAR F-TYPE CONVERTIBLE 3.0 Supercharged V6 2dr Auto	English	Convertible/Coupe	<ul style="list-style-type: none"> <li>JAGUAR</li> <li>F-Type 3.0</li> </ul>	Yes	17/09/2018 - 14:22	<a href="#">edit</a> <a href="#">delete</a> <a href="#">edit pictures</a>

### 3- How to export your current offer list?

Once you have at least one offer in your list, it's time to export the XLS file. It will be useful for many reasons :

- You can keep this copy of the file and revert to it anytime if something goes wrong
- You can use it to edit several offers at once

To export you offer list, go to Manage Content > Offers > Export Offers



Once you confirm the export, there will be a progression bar. The less offers you have, the faster it will go. When the export is done, you will be able to download the .xls file on your computer.

## Export Offers



Please wait, The export is in progress!

Informations:

The export is a success!

Link to download: [Download](#)

The export file is an XLS document in which every line is an offer, and every column is a data about the offer (title, name, etc.)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	ID	Language	Status	Title	Mileage p	Old Price	Price	Promo	Text Prom	Duration	Status	Type of ca	Doors	Transmiss
2	1	en		0 BMW 4 Series 420d Coupe	10000		239	1	Best Selle	36	6	1		automatic
3	2	en		0 BMW 4 Series 420d Convertible	10000		348	1	Special Of	36	4	1		automatic
4	3	en		0 BMW 4 Series 430d Gran Coupe	10000		292	0		36		1		automatic
5	4	en		0 BMW 4 Series 420d Gran Coupe	10000		244	0	Car of the	36	10	1		automatic
6	5	en		0 BMW 1 Series 116d Sport Nav 3dr	10000		206	0		36		6		manuel
7	6	en		0 BMW 1 Series 118d Sport Nav 5dr	10000		209	0		36		6		manuel
8	7	en		0 Citroen Berlingo L1 625	10000		151	0		36		3		manuel
9	8	en		0 Citroen Grand C4 1.6 Feel	10000		225	0		36		8		manuel
10	9	en		0 Citroen Grand C4 1.6 Feel Auto	10000		241	0		36		8		automatic
11	10	en		0 Citroen Grand C4 1.6 Flair	10000		239	0		36		8		manuel
12	11	en		0 Citroen Grand C4 1.6 Flair Auto	10000		254	0		36		8		automatic
13	12	en		0 Citroen Grand C4 2.0 Flair	10000		247	0		36		8		manuel
14	13	en		0 Citroen Grand C4 2.0 Flair Auto	10000		267	0		36		8		automatic
15	14	en		0 Citroen Relay L3 H2	10000		227	0		36		3		manuel
16	15	en		0 Hyundai i10 S	10000		120	0		36		6		manuel
17	16	en		0 Hyundai i10 SE	10000		133	0		36		6		manuel
18	17	en		0 Hyundai Tucson 1.75E Nav	10000		300	0		36		7		manuel

**Warning:** this XLS file is a materialization of the database content from your website. It is formatted in a certain way and shouldn't be formatted otherwise. Therefore, you should never try to do anything but the following :

- Changing the content of the cells
- Adding new content in the lines below the existing offers (to create new offers)
- Duplicating one, or several offers by copy/paste

Every other way of editing may not be supported, and may cause your offer tool not to work properly if you try to import it. Therefore, it is especially important that if you experiment the import/export process on preproduction before you do it on production.

## Editing the content of the XLS

While the content of some of the values seems pretty obvious (Title, Mileage, price, etc.), some columns will require some specific values to work properly. Here are a few examples that cover all of the cases.

- Promo: If there is a promotion on your offer, fill the cell with "1". Otherwise, fill it with "0".
- Type of car: Go in any offer on Drupal, and open the dropdown menu for "Type of car". The ID of each type is its number in the list, where the one on top (in this case, Convertible/Coupe) is "1", followed by 2, 3, etc.

### · Specifications

**Essentials informations & Characteristics \*** St

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Essentials informations & Caract

Type of car \*

City Car v

Convertible/Coupe

Van

Estate

Saloon

Hatchback

SUV/Crossover

MPV

City Car

- Services: Go on Drupal, and then Manage Contents > Offers > Services. The ID of each item is written in the left column

## Offers - Services

Services ID	Name
25	Maintenance Package (optional)
27	Breakdown cover (optional)
150	Total Care Package (optional)
196	24/7 Driver Support
197	Flexible Contract terms
198	Fixed Monthly Payments
199	Free Nationwide Delivery
200	Competitive Prices

Since every offer tool have their own specificities, if there is a case not mentioned in this document, feel free to contact the support to ask for the information.

**Warning:** Since ever offer tool have their own specificities, it also means that the different IDs will be different from one country to another. Please, don't use this document as a reference for the IDs, and use the afore mentioned processes in order to find the right ones.

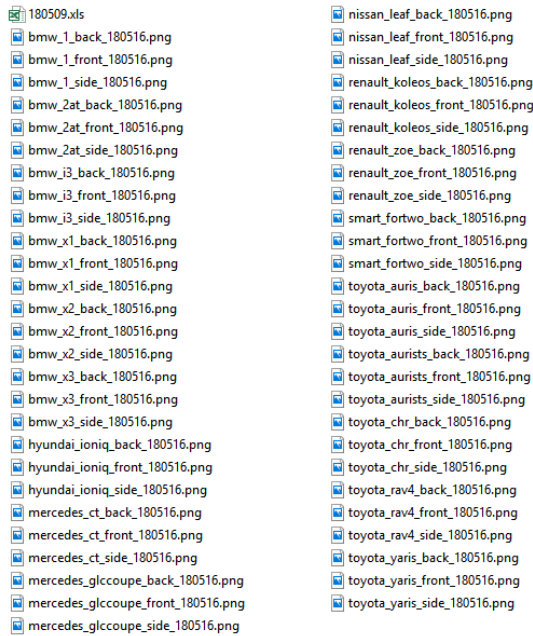
## Importing pictures through the XLS file

First, you need to make sure all your pictures are named without any special, or space character (use only "-" or "\_" to separate the words). Finally, offer by offer, write down in you XLS file, in the Pictures column (usually column AE), the name of all the pictures including the extension (.jpg or .png), separated by a comma.

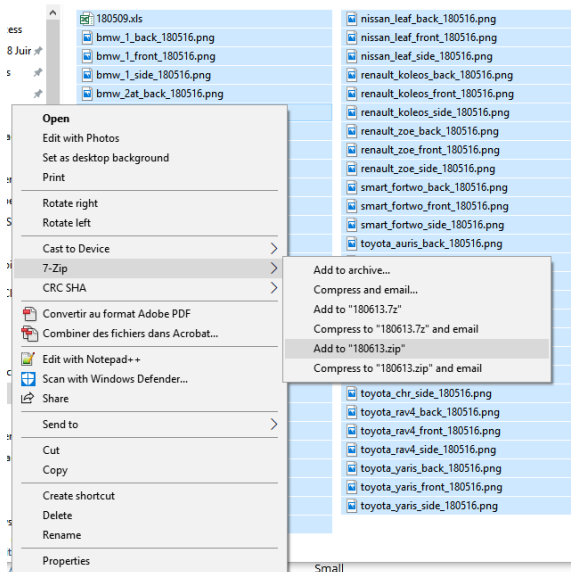
	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE
1	Fuel tank	Extra-urban	Urban	con Boot capa	Motor Dis	Stop start	Engine Siz	Fiscal pow	Number o	Benefit in	Fiscal valu	Available	Interior cc	Pictures
2	57	72.4	55.4	445		0	1995							bmw-4-series-coupe-front-angle-blue.jpg,bmw-4-series-coupe-side-view-b
3	57	67.3	50.4	370		0	1995							bmw-4-series-convertible-front-angle-black.jpg,bmw-4-series-convertible-t
4	57	58.9	46.3	480		0	2993							bmw-4-series-gran-coupe-front-angle-white.jpg,bmw-4-series-gran-coupe-
5	57	72.4	55.4	480		0	1995							bmw-4-series-gran-coupe-front-angle-dark-blue.jpg,bmw-4-series-gran-cou-
6	52	80.7	62.8	360		0	1496							bmw_15125dmsport3hb2fb_lowaggressive.png,bmw_15125dmsport3hb2fb_
7	52	78.5	56.5	360		0	1995							bmw_15118dmsport5hb2fb_lowaggressive_alpine-white-non-metalllic.png,t
8	60	74.3	55.4			0	1560							citroen-berlingo-front-angle.jpg,citroen-berlingo-side-view.jpg,citroen-berl

## Create your zip file for import.

To create a zipped import file (with your xls and your pictures), you must make sur that this .zip file only contains you .xls file as well as your pictures, straight at the root (not in a folder). To do so, please follow this process.



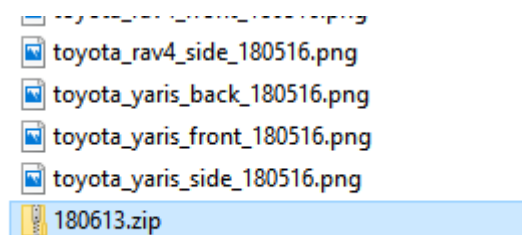
- Place all your elements into one single folder
- Select all your elements with your mouse, or by using the shortcut **Ctrl + A**



- Right-click on your selection, and navigate through the 7-zip menu to create a .zip archive (this step may differ depending on the archiving software you are using).

**Optional:** If you'd like to configure your archive, you can click on "Add to archive..." instead. However, it is not needed for this purpose.

- You should now have a .zip file in your folder, along with the pictures and the .xls file
- Double-click on the .zip file to check that the content is in here, and with no other element (folder or file).







## 4- How to import a new offer list?

To import your newly created .zip file, go to Manage contents > Offers > Import Offers. There, you can browse your computer to find the file you need and upload it.

The more offers and pictures you have, the longer it will take. If anything goes wrong during the process, errors will be displayed on-screen.

After the process reaches 70%, you need to check your imported offers before you go any further. It will bring you on a page where you can check if the offers you imported look as they should. If it's the case, you will be given three choices.

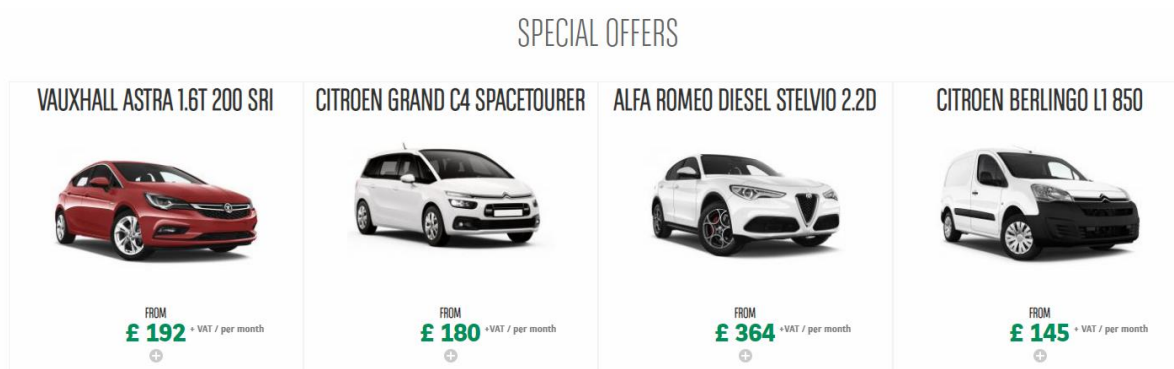
### Informations

- Preparing import: 216 online offers registered before import...
- Extracting XLS file...
- Importing 216 offers from XLS files...
- Import successful.
- Imported offers are not published yet.
- Previous offers are still online.
- **You must check imported offers here:**  
[List of offers](#)
- **Caution:** new offers URL alias will be cleaned up after import finalization.
- or  
 or .

- Confirm and delete the old offers: It will delete all previous offers from your website and replace them with the new ones. This is the most commonly used method of import.
- Confirm and add the new offers: It will simply add the import list to the list of offers already existing on your website. It means that if you have old offers in your import file, you will end-up with duplicates.
- Revert: Will cancel the import of your file and use the already existing list instead.

## 5- The “Home - Offer 4 arguments” layer

There is a layer that will allow you to display 4 specific offers on the homepage: the “Home - Offer 4 arguments” layer.



To create one, follow the usual process to create a new layer:

- Go to Manage Content > Layer > Add Layer
- In the list, select “Home - Offer 4 arguments”

Here is how it should look like

Label \*

  
Name that displays in the admin interface

Title

  
The Title of the block. The <em>, <strong>, <i> and <b> HTML tags are allowed, all others will be filtered out.

**Offer Layer** Settings

Title

Items

*No Items added yet. Select a Item type and press the button below to add one.*

Item type

Custom Offer ▾

Add new Item

Links

*No Links added yet. Select a Link type and press a button below to add one.*

Add Links

Link title

Save

First of all, you have to fill-in the label, as it is mandatory. Then, you have to chose an Item type. As you want to display existing offers, you need to chose "Offer". You can then press "Add new Item". Above will be displayed a list of all your existing offers, sorted by alphabetical order.

Select an offer of your choice, and click on save to check the result:

TEST XF

DEVICE PREVIEW ►

Home - Offer 4 arguments *Test XF* has been created.

View Edit Layer Replicate Layer

ALFA ROMEO GIULIA SALOON TB  
SUPER

FROM  
**£ 363** + VAT / per month

As the layer looks a bit empty without all 4 offers, you now need to click on "Edit Layer" to add the 3 others.

Again, select an item type, then click on "Add an other Item", and repeat the process until you've added all 4 offers. Don't forget to save once you're done.

TEST XF

DEVICE PREVIEW ►

Home - Offer 4 arguments *Test XF* has been updated.

View Edit Layer Replicate Layer

<p>ALFA ROMEO GIULIA SALOON TB SUPER</p>  <p>FROM <b>£ 363</b> + VAT / per month</p>	<p>SEAT LEON SPORT TOURER 1.4 ECOTSI 150 FR</p>  <p>FROM <b>£ 185</b> + VAT / per month</p>	<p>MERCEDES-BENZ C CLASS SALOON C200 AMG LINE</p>  <p>FROM <b>£ 335</b> + VAT / per month</p>	<p>AUDI A3 DIESEL CABRIOLET 2.0 TDI</p>  <p>FROM <b>£ 414</b> + VAT / per month</p>
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All you have left to do is to add the layer to your homepage.

**Important:** this layer has been developed for the Homepage only, and you won't be able to use it on a Basic page for example.