

Guide for Spaceboost PrestaShop module

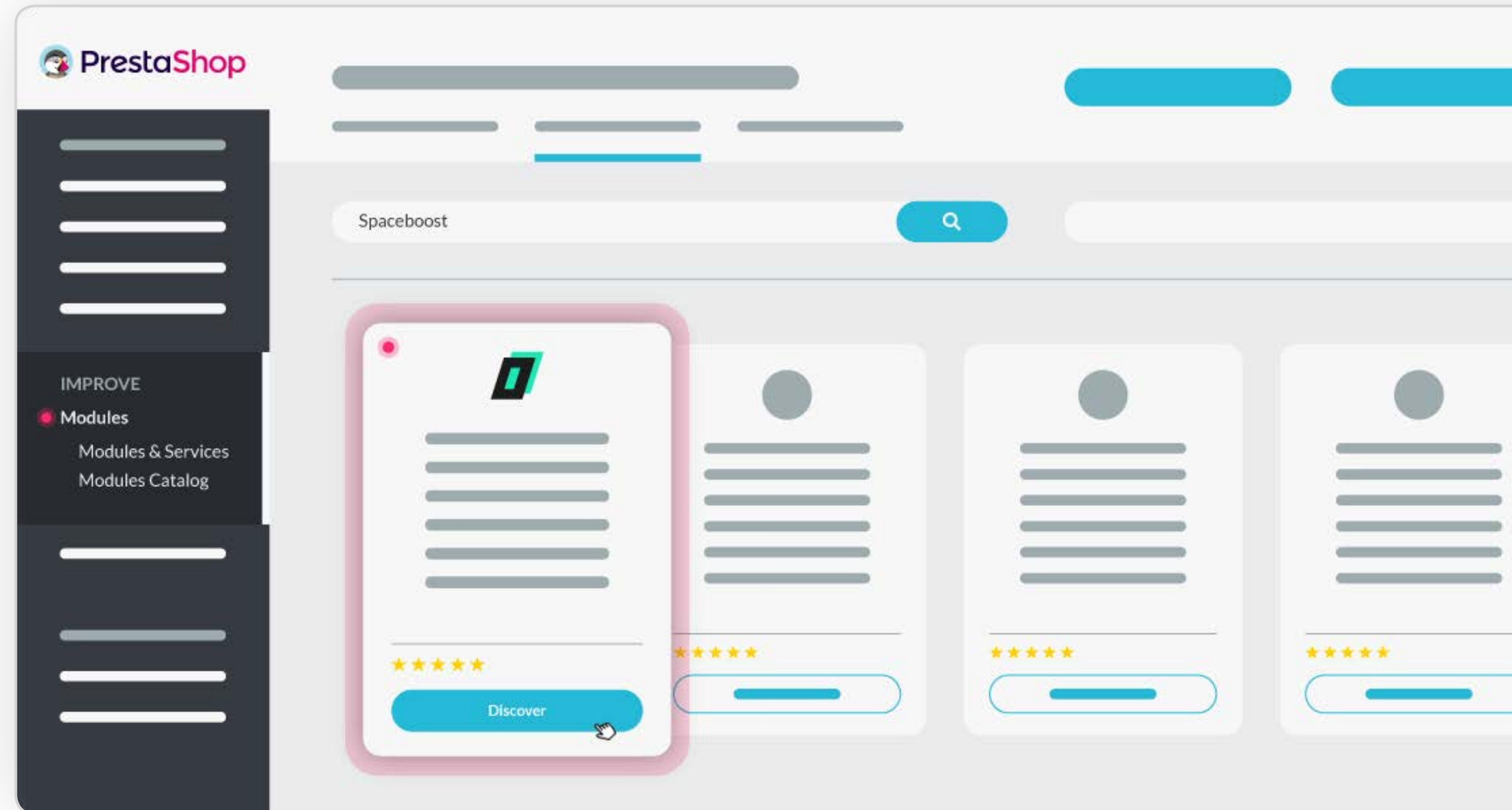
How to easily create custom ads for
all your online catalogue with our
advertising automation module.



01

Install

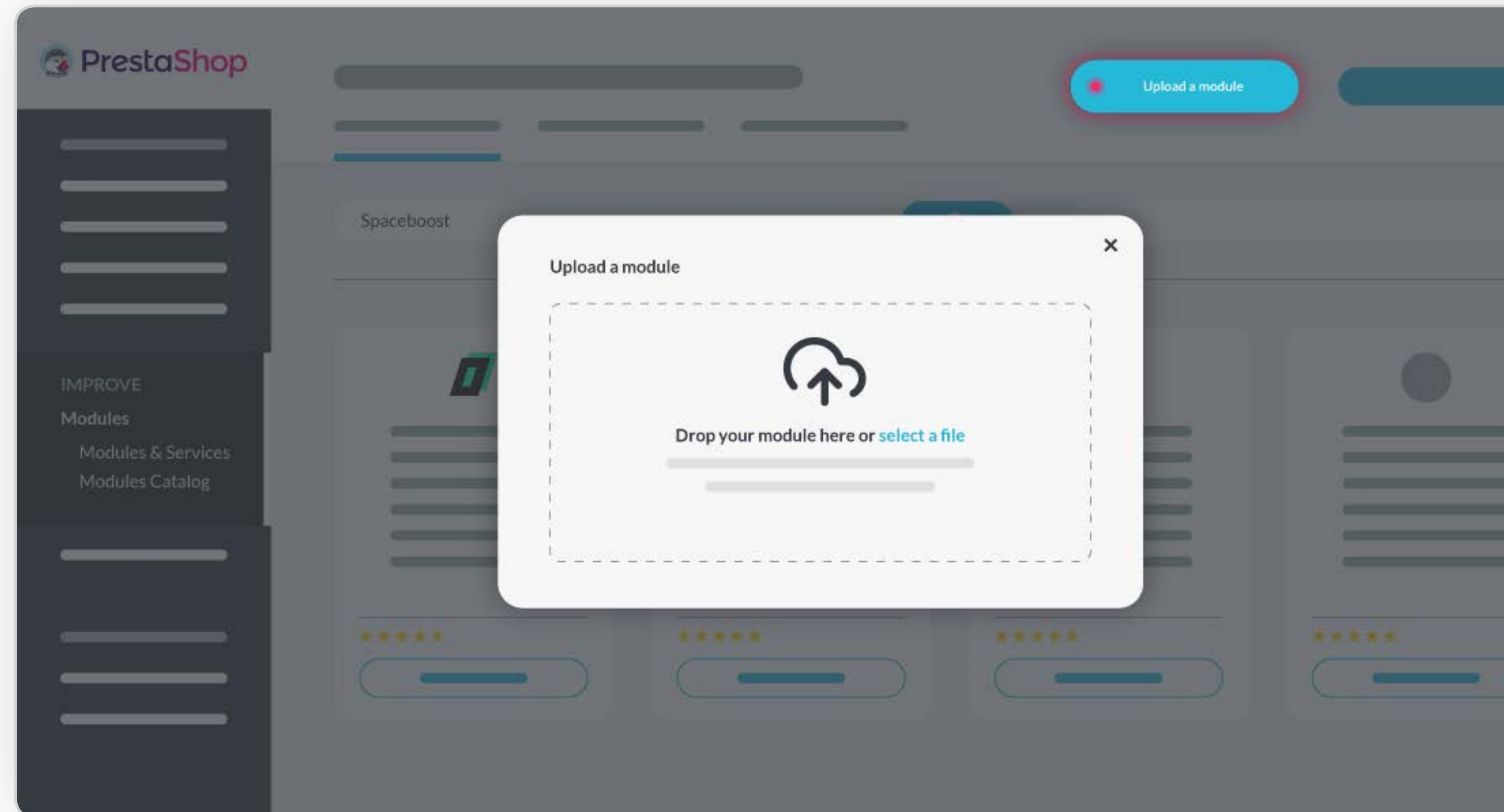
- Go to your PrestaShop page.
- Find the pre-installed Spaceboost module.
- Click 'Discover' to install! You'll head to our Sign Up process.





Can't find us?

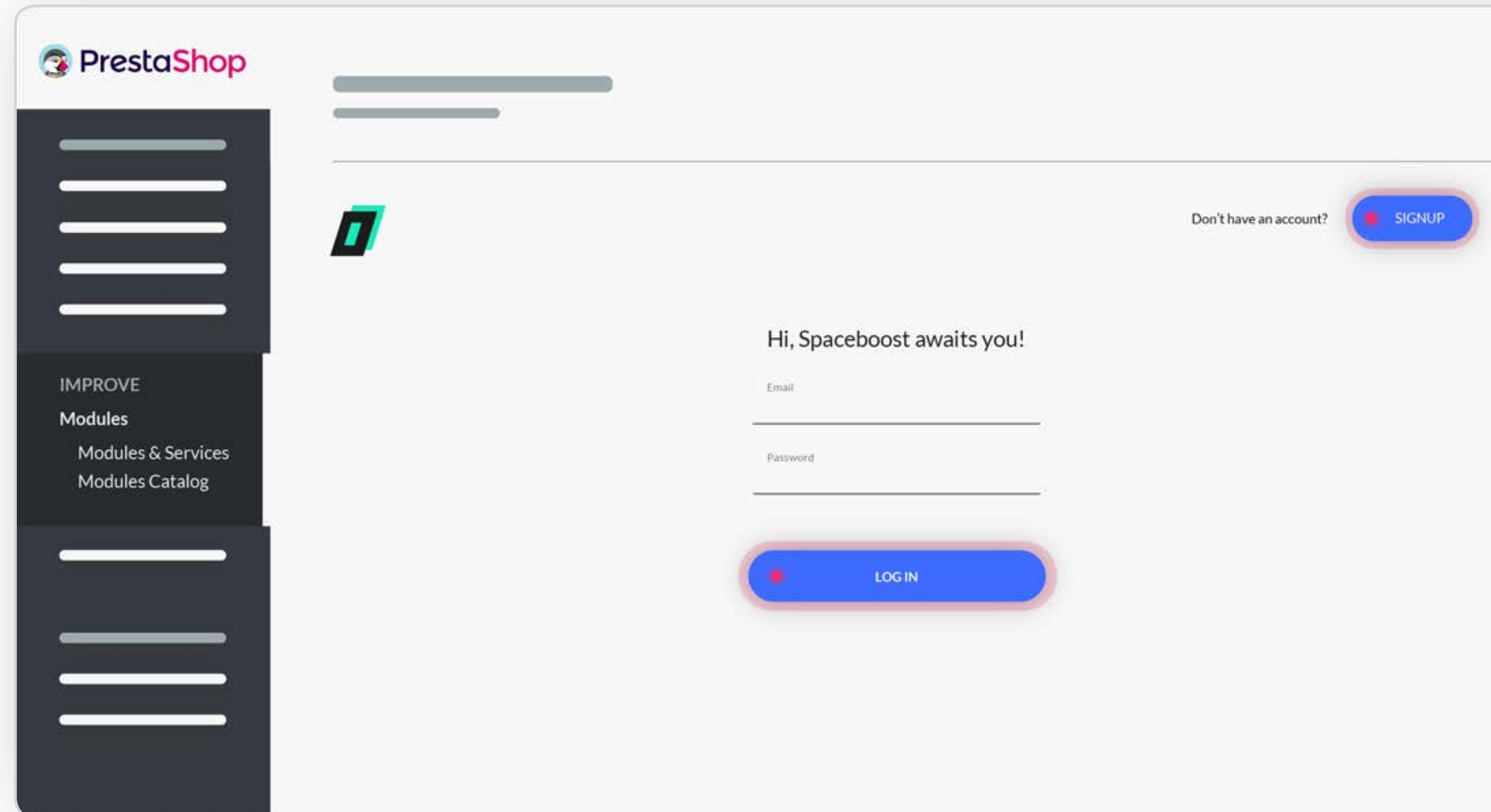
- If you can't find the pre-installed module, download it from [PrestaShop addons page](#) to your computer.
- Return to PrestaShop, click **Modules > Upload**, and drag and drop the file onto your page (as shown right).
- Then click to Install!



02

Sign Up

The first time you access the module, we'll take you through the Sign Up process - *with an email of your choice* - in order to create your company on Spaceboost. You can use the same user that you have in PrestaShop, or any other one you prefer :)



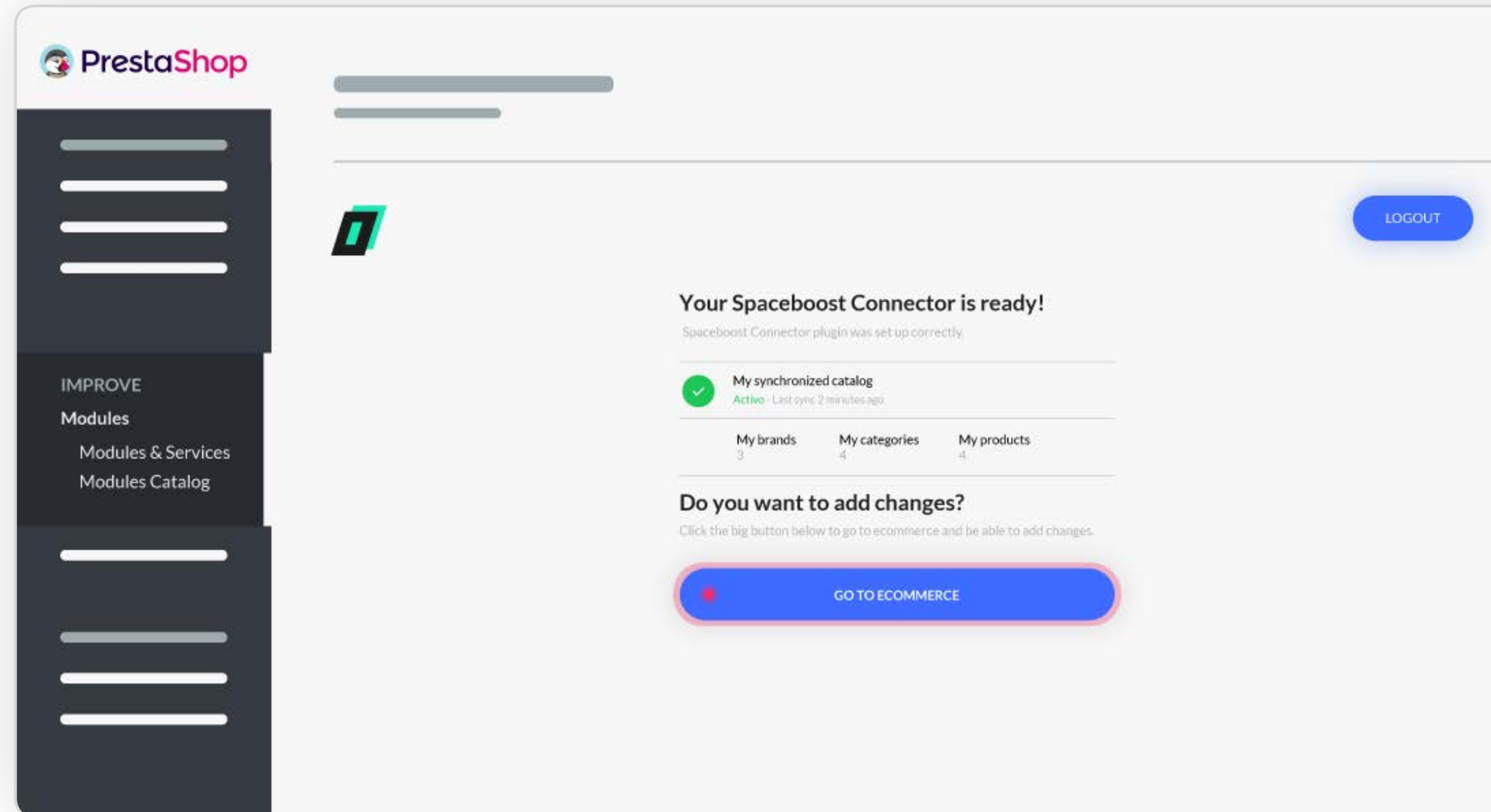
The screenshot shows the Spaceboost Sign Up page. On the left is a dark sidebar with the PrestaShop logo and navigation links. The main content area has a header with the Spaceboost logo and a 'SIGNUP' button. Below the header, there is a greeting 'Hi, Spaceboost awaits you!' followed by input fields for 'Email' and 'Password', and a 'LOG IN' button.



03 Synchronize and Get Started!

Once you've completed the Sign Up process, Spaceboost's technology will go to work and your product catalogue will automatically be synchronized to our platform.

Click Go to Ecommerce, you'll be taken to a new page where you can get your ads!



The screenshot displays the PrestaShop admin dashboard. On the left is a dark sidebar with the PrestaShop logo at the top and a menu containing 'IMPROVE Modules' with sub-items 'Modules & Services' and 'Modules Catalog'. The main content area features a 'LOGOUT' button in the top right. Below it, a message states 'Your Spaceboost Connector is ready!' with a sub-note 'Spaceboost Connector plugin was set up correctly.' A green checkmark icon is next to 'My synchronized catalog', which is 'Active' and was last synced 2 minutes ago. Below this, a table shows counts for 'My brands' (3), 'My categories' (4), and 'My products' (4). A section titled 'Do you want to add changes?' includes a sub-note 'Click the big button below to go to ecommerce and be able to add changes.' and a large blue button labeled 'GO TO ECOMMERCE'.



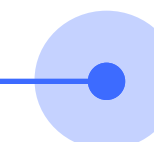
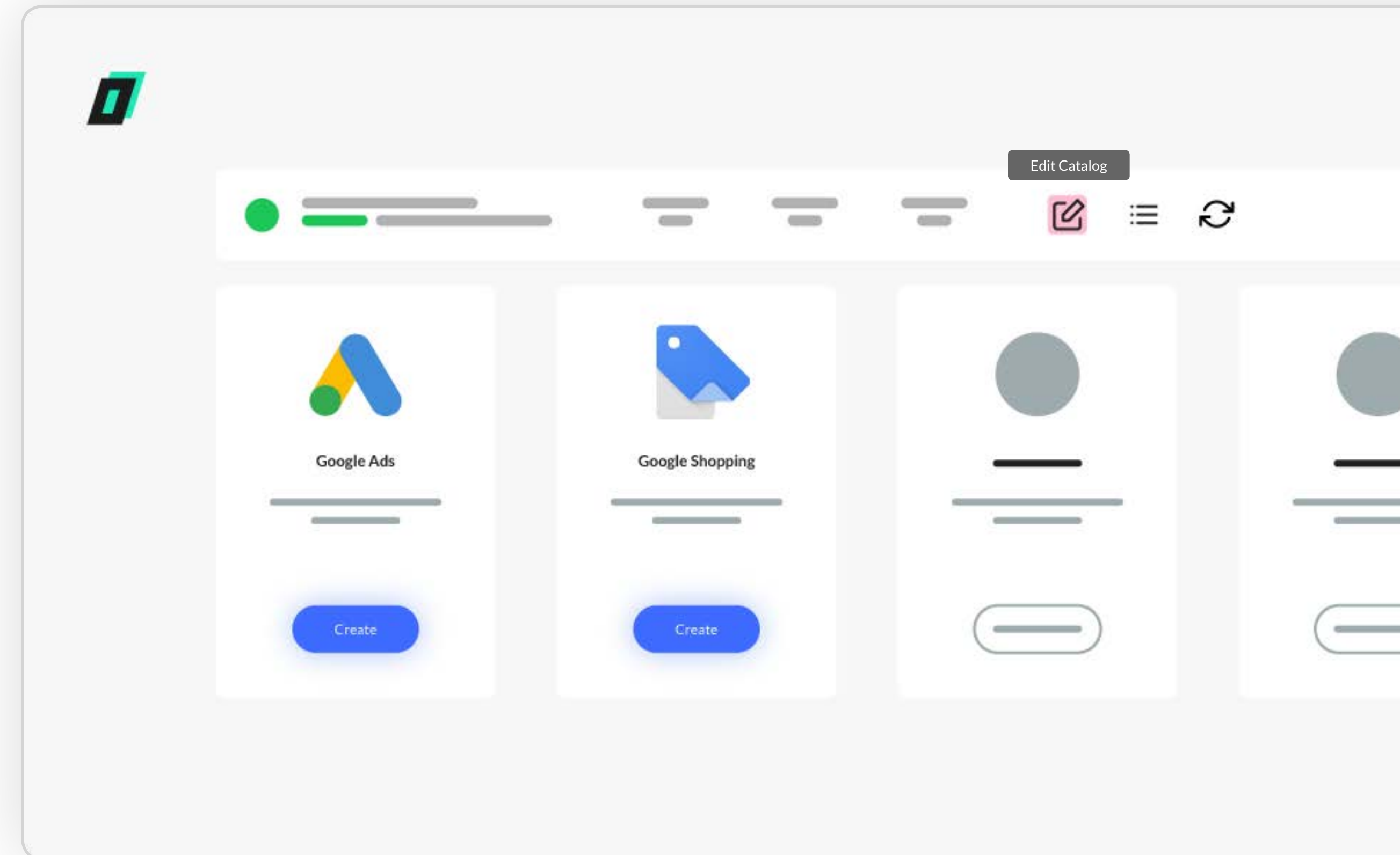
04 Create your ads

1 Choose the products you want to advertise

After the sync, click 'Edit Catalog' and select which items you want to advertise, and which you don't. Perhaps you only want to advertise some brands, some categories, or some products.

2 Decide how you want to advertise them

3 Choose which ad templates you want for your ads



04

Create your ads

1

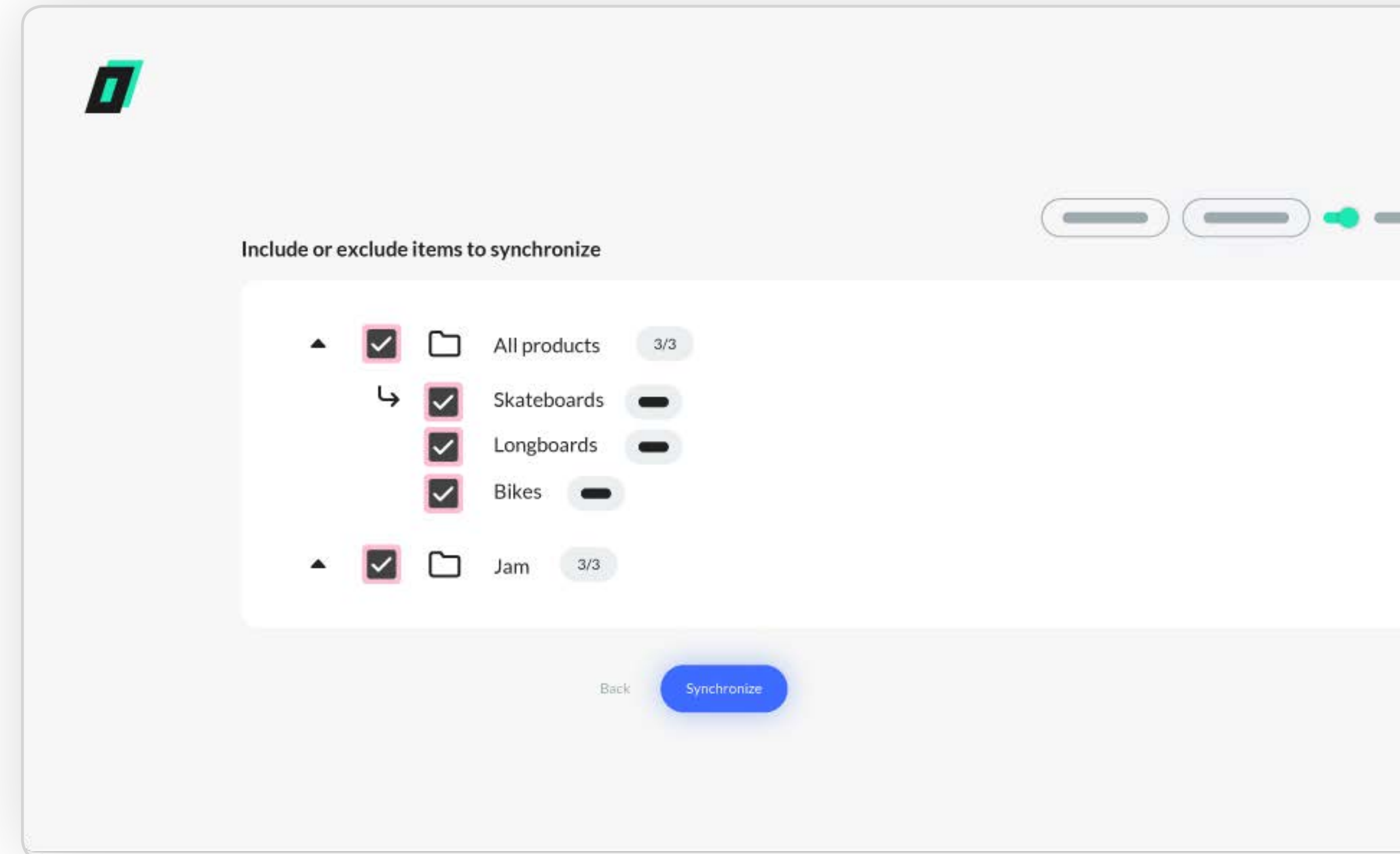
Choose the products you want to advertise

You can order your list by categories or brands to choose between the different options and select the combination you prefer.

2


Decide how you want to advertise them

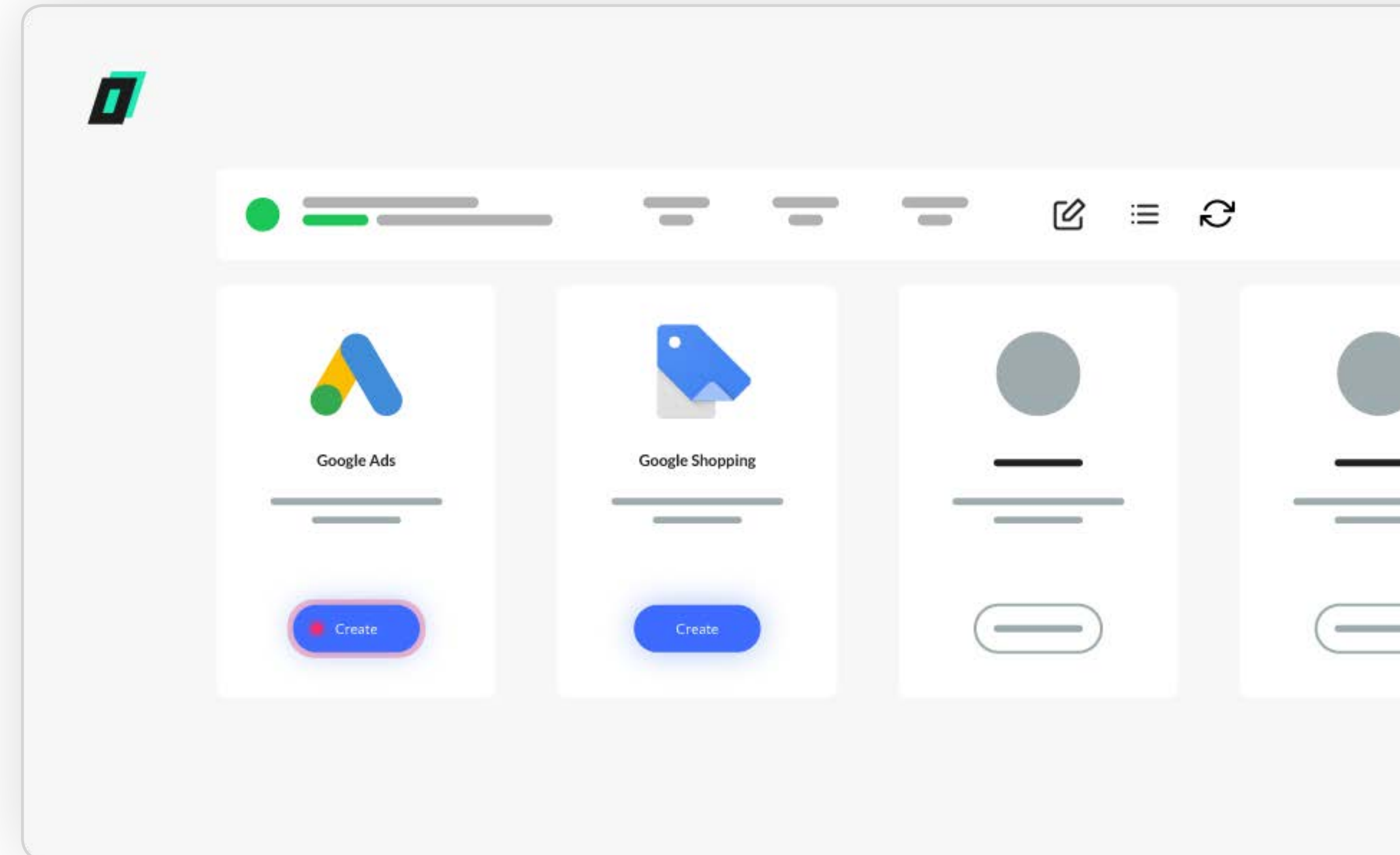
3

Choose which ad templates you want for your ads

04


Create your ads

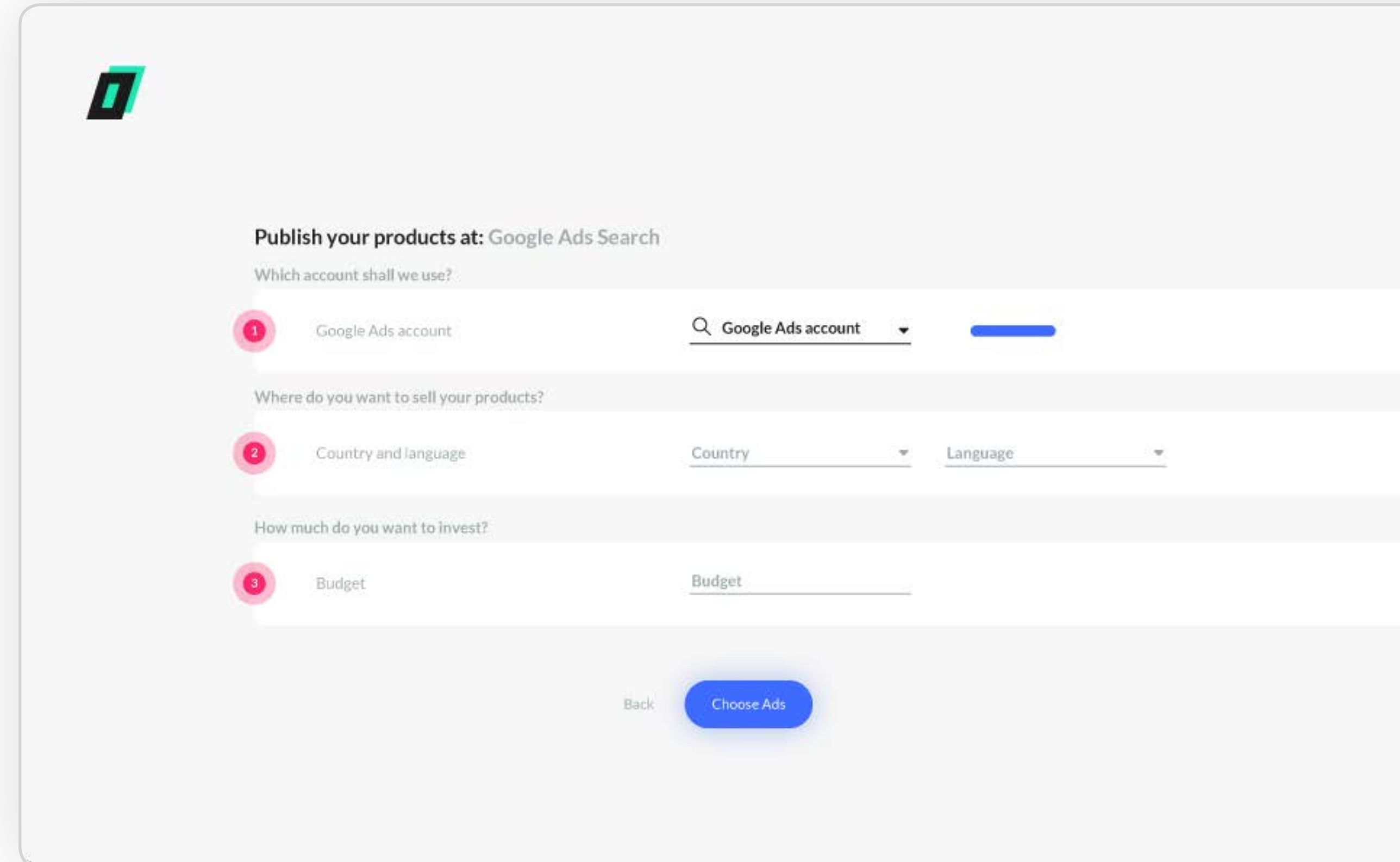
- 1 Choose the products you want to advertise 
- 2 **Decide how you want to advertise them**
In this step, by clicking on 'Create' you will add all the details needed to make your campaigns. You can choose to create different types of ads, like Search or Shopping, and we'll ask you for the information needed in each case.
- 3 Choose which ad templates you want for your ads



04

Create your ads

- 1 Choose the products you want to advertise 
- 2 **Decide how you want to advertise them**
First, link one of your accounts (or create a new one if you don't have an account to advertise your products yet*). **Second**, decide in which country you want to sell your products, and in which languages you'd prefer to create your ads. And, **last**, set the daily budget for your campaigns. After completing this information, click on 'Choose Ads' to continue.
- 3 Choose which ad templates you want for your ads



Publish your products at: Google Ads Search

Which account shall we use?

1 Google Ads account

Where do you want to sell your products?

2 Country and language

How much do you want to invest?

3 Budget

[Back](#) [Choose Ads](#)

* If you create a new account, the ads will be created, but you'll receive a warning that you need to complete your billing info in your account in order to start publishing them.



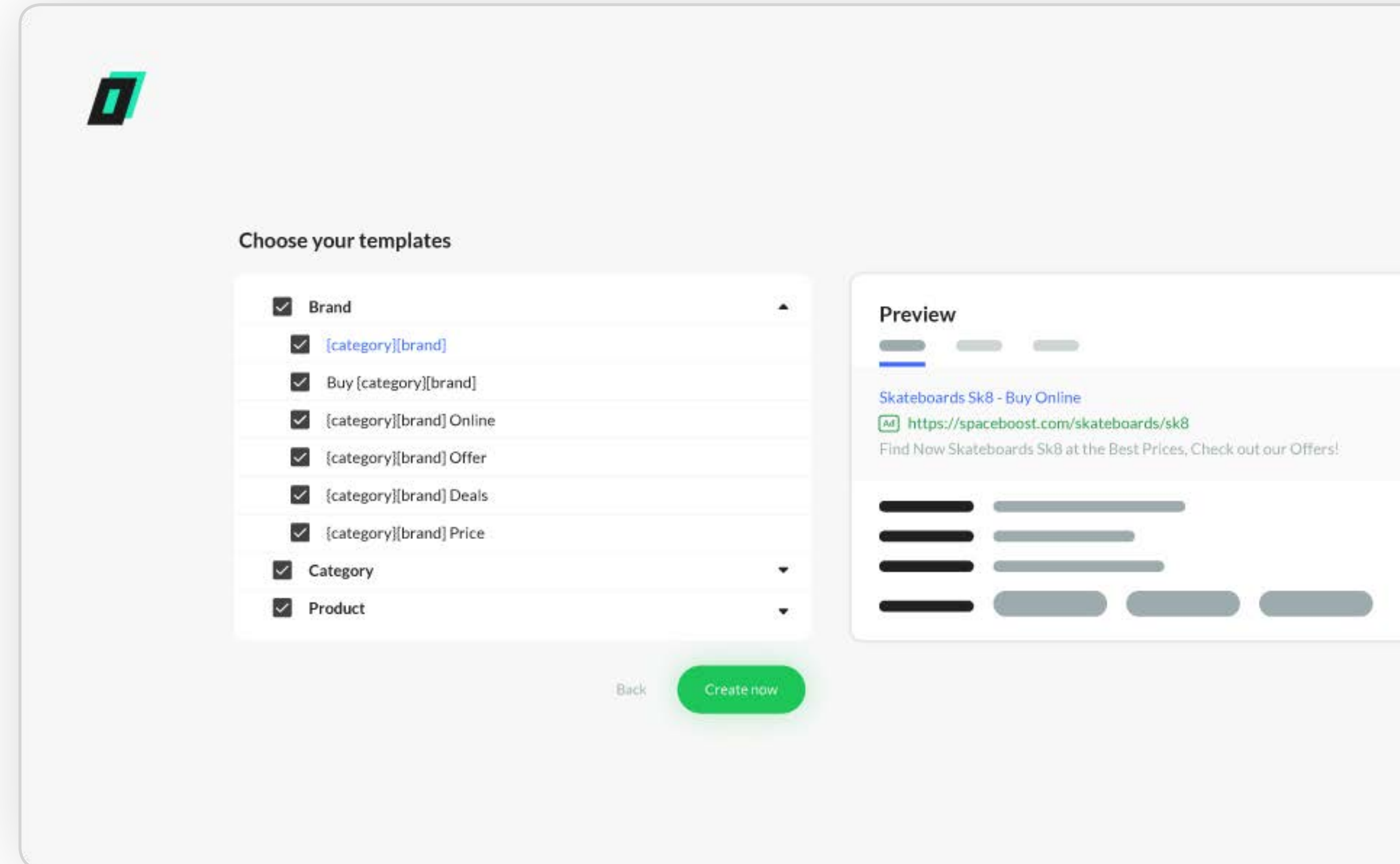
04 Create your ads

1 Choose the products you want to advertise 

2 Decide how you want to advertise them 

3 Choose which ad templates you want for your ads

All you have to do is select the type of ad you want to create. The ads will be created replacing the tags in the templates you select with information from your catalogue. If you choose the template {category}{brand}, for each template you will have as many ads as categories and brands you have in your catalogue.



The screenshot displays the 'Choose your templates' configuration screen. On the left, a list of templates is shown with checkboxes: 'Brand', '{category}{brand}', 'Buy {category}{brand}', '{category}{brand} Online', '{category}{brand} Offer', '{category}{brand} Deals', '{category}{brand} Price', 'Category', and 'Product'. On the right, a 'Preview' section shows a sample ad for 'Skateboards Sk8 - Buy Online' with a URL and promotional text. At the bottom right, there are 'Back' and 'Create now' buttons.



04

Create your ads

- 1 Choose the products you want to advertise
- 2 Decide how you want to advertise
- 3 Choose which ad templates to use

Imagine you have a category Skateboards with the brand SK8, your ads will look like the example on the right.

In this way you will have a specific ad for each brand and for each category, including all the different possible combinations of each.

If you don't have any categories or brands in your ecommerce catalogue, these templates will be disabled, because the templates will not make sense.

Skateboards Sk8 - Buy Online

 <https://spaceboost.com/skateboards/sk8>

Find Now Skateboards Sk8 at the Best Prices, Check

Back

Create now



And you're done! Now you'll be reaching the right audience for all the different items in your stock.

Not only that, but you'll have your campaigns and ads updated every day depending on your catalogue's information. For example, if you add a new brand to your online store, you will automatically have new ads that include this brand. Or if you update the prices of your products on your Prestashop, the price on your ads will be automatically updated too. Easy!



Once you return to the home page, you will see all the configurations you've created. The results will be updated every day (clicks, cost, conversions, etc).

From here you can update the budget you want to use, add new templates, or pause the automatic catalogue updating tasks for your campaigns.

