

Web Banner Setup Guide

for GuideSpark Communicate Cloud

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A **Web Banner** is an **embeddable Reach message** for your corporate intranet site that “advertises” a specific Campaign’s reach messages. The message can be scheduled in advance, and changed via the Timeline. Our web banners are delivered in both **animated and static versions**, so they can be used with any intranet site that can embed content.

A Web Banner is like a highway billboard. The message on a highway billboard changes over time, but the physical billboard stays put. Scheduling a Timeline message to *update a web banner* is like scheduling new content to be put up on that highway billboard. This means that once you create your web banner and embed it on your intranet page, you can update that banner’s content at any time, directly from the Communicate Cloud timeline. The update will happen automatically, without you changing your intranet site.

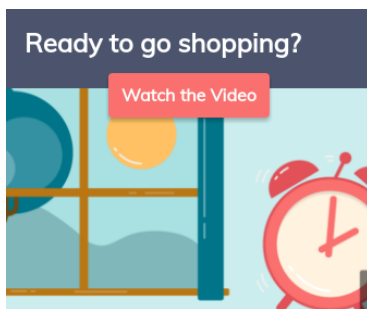
Web banners are most useful to companies with employees who regularly visit a corporate intranet site. We recommend the use of Web Banners *in addition to* Reach messages that get delivered directly to individual employees.

i *A web banner—like a poster, postcard or Facebook Workplace post—is a “one-to-many” reach message, in which one message is placed where many people can see it at once.*

Ready to begin? Read on...

Web banner sizes and formats

GuideSpark’s Web Banners currently come in two sizes:



Thumbnail, 336x280px



Leaderboard, 728x90px

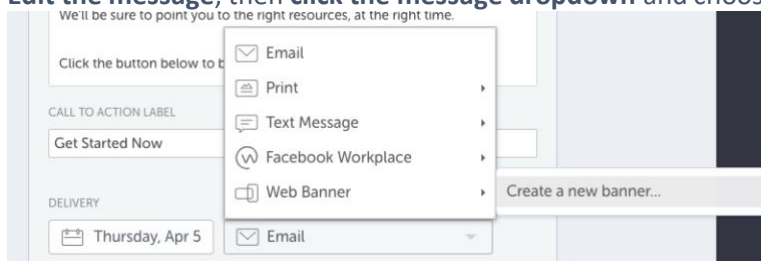
Banners are automatically delivered and updated in two formats. The animated format uses an Iframe, and offers a more engaging experience. If your intranet cannot embed an Iframe, we also supply a static image format. Both formats update automatically whenever the Timeline message is changed.

Our web banners are not currently *responsive* to the size of the page where they are used. To scale a web banner, see the section, *Scaling a Web Banner*.

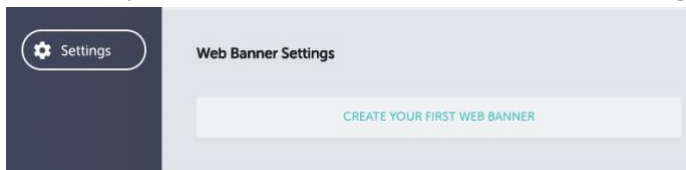
Create a web banner for your campaign

i To re-use the previous metaphor, we're erecting a billboard so our messages have a place to be displayed.

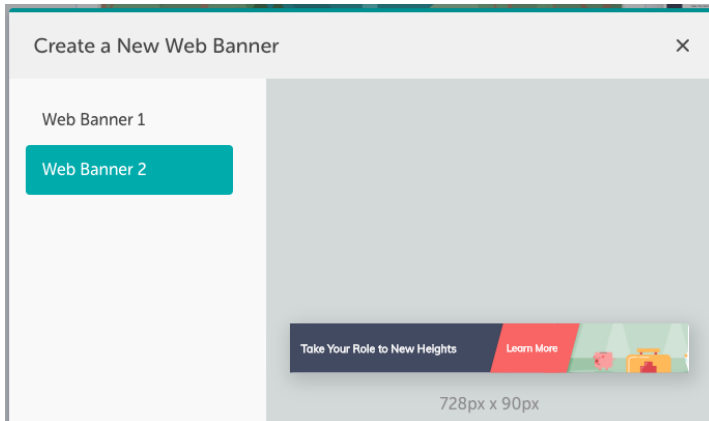
1. Log in to your campaign in GuideSpark Communicate Cloud.
2. On the Timeline, click a message that you want to change into a Web Banner (or click the New Message button to add a message).
3. **Edit the message**, then **click the message dropdown** and choose **Web Banner>Create a new banner...**



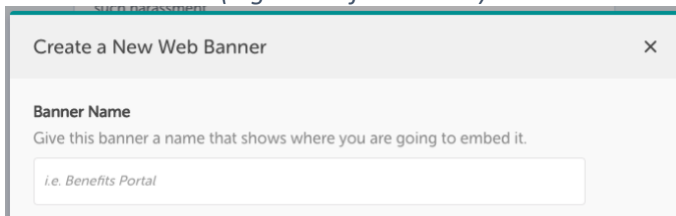
i Note that you can also create Web Banners *in the Settings*:



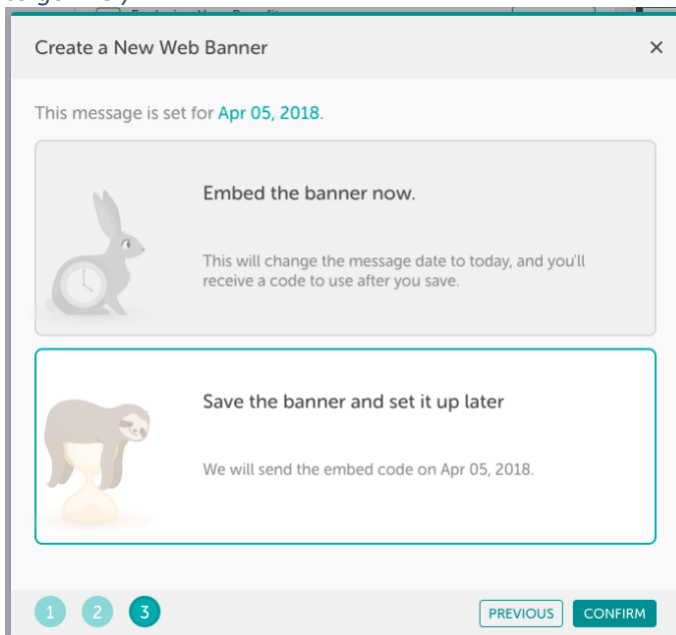
4. In the **Create a New Web Banner** dialog, there are two shapes of Web Banners. *Choose the one that best fits the layout of your intranet page.* Click **NEXT**.



5. Name the banner (e.g. “Benefits Portal”) then click **NEXT**.



6. Choose to either **Embed the banner now** or **Save the banner and set it up later**, and click **CONFIRM** (The Embed Now option will change the timeline message to Today’s date, so that the banner will be active now. The Set it up later option will send you the embed code a few days before the banner is set to go live.)



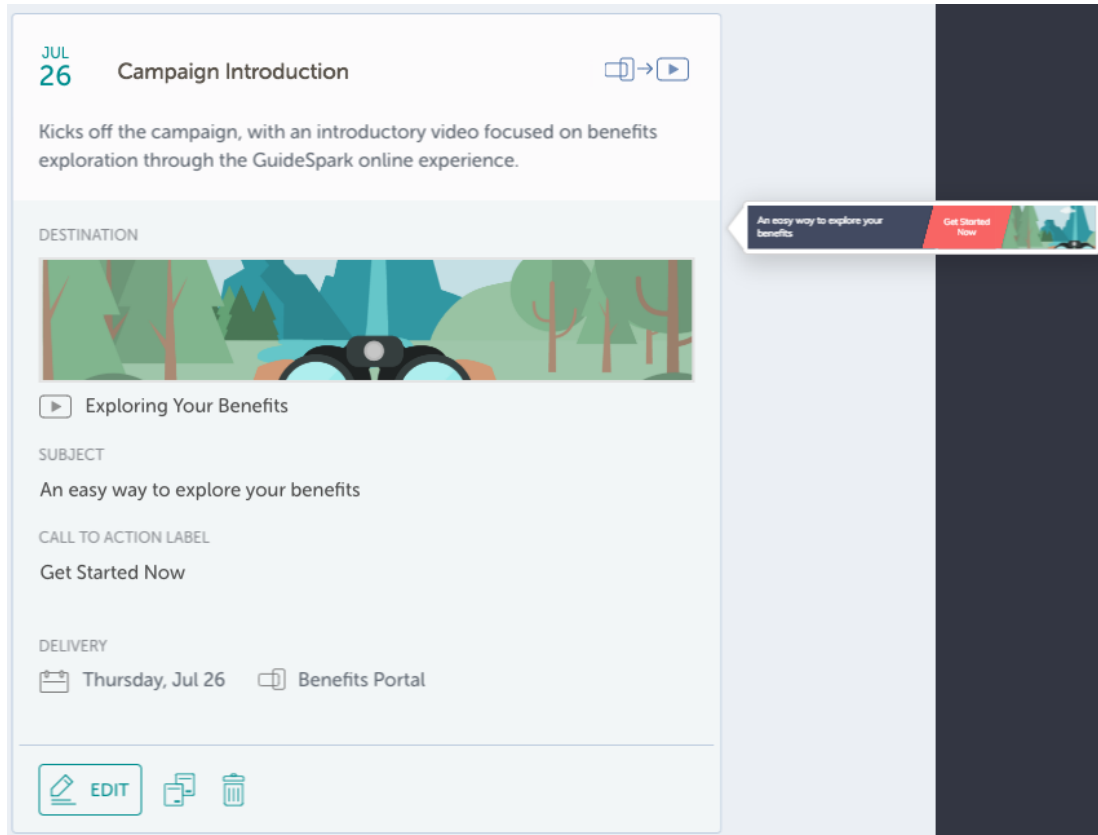
- Click **SAVE & UPDATE** if prompted.

Embed the web banner in your intranet portal

In the previous section, you chose to either *Embed the banner now* or to *Save the banner and set it up later*. If you chose *Embed Now*, then an email was sent to you (and other Notification recipients for your campaign) containing the embed codes necessary for both the animated and the static versions of this web banner.

While every customer’s intranet portal is different, the basic requirement is that you or someone in your company must be able to add this snippet of code. But once that’s done, there’s no need to go back and edit your intranet page for the life of your Campaign. You can freely update your web banner by editing its message in the Communicate Cloud timeline. Better yet, you can schedule a *later* message to target the same web banner, and just replace the content on the chosen date.

For example, let’s say you created a web banner for your Benefits home page, and you named the banner “Benefits Portal”. On the Timeline, you can choose any message and change its *message type* to “Benefits Portal”:



The screenshot displays the configuration interface for a campaign message on the left and a live preview of the banner on the right.

Configuration Panel (Left):

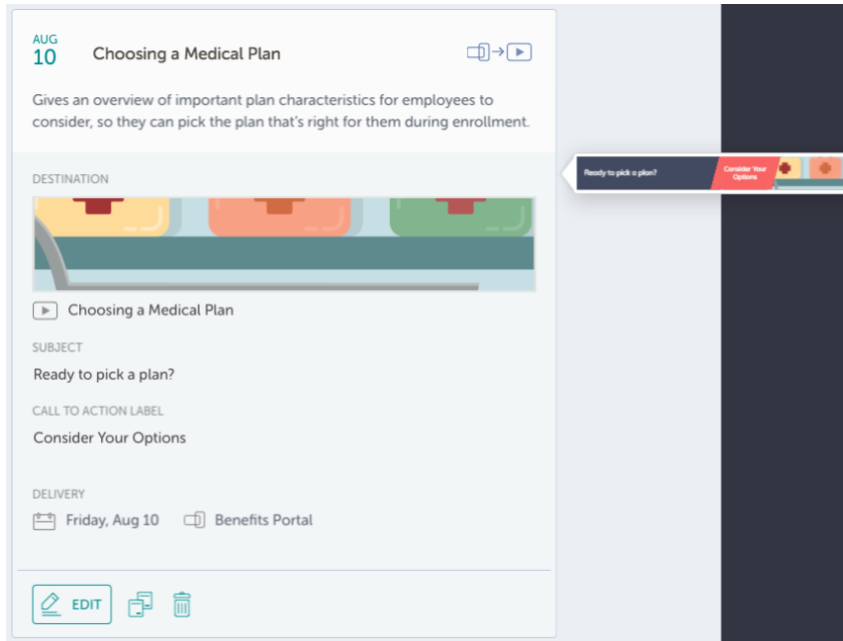
- Date:** JUL 26
- Title:** Campaign Introduction
- Description:** Kicks off the campaign, with an introductory video focused on benefits exploration through the GuideSpark online experience.
- DESTINATION:** A video player titled "Exploring Your Benefits" with a landscape background.
- SUBJECT:** An easy way to explore your benefits
- CALL TO ACTION LABEL:** Get Started Now
- DELIVERY:** Thursday, Jul 26 | Benefits Portal
- Actions:** EDIT, COPY, DELETE

Banner Preview (Right):

The banner features a dark blue background with a white arrow pointing left. The text reads: "An easy way to explore your benefits" followed by a red button labeled "Get Started Now" and a small landscape image.

This banner will be active starting on July 26.

And on a later date, say August 10, you could add a second Timeline message and change its message type to *the same web banner*, “Benefits Portal,” like this:



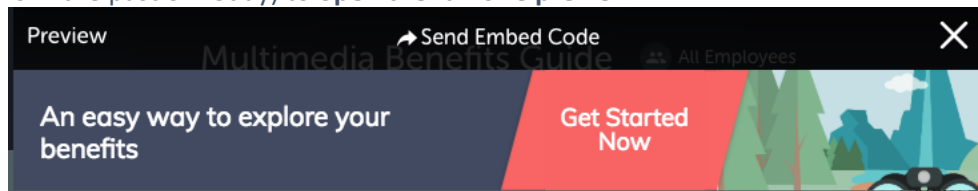
In summary: you’ve set up a single web banner and called it “Benefits Portal” (or any name you like!). You used that embed code on your Intranet. You then scheduled a first message to appear in that web banner on July 26, and scheduled a second message to *automatically replace the first message* on the morning of August 10.

You can update a given web banner as often as you like. The change will take place immediately. You can reuse a given web banner’s code snippet on as many intranet pages as you like. And you can create as many different web banners as you like and use them for different messages!

Oops, I can’t find the email with the embed code!

Resending the email is easy:

1. On the Timeline, click the small web banner thumbnail of an active message (in other words, the date is in the past or Today) to **open the full-size preview**.



2. Click **Send Embed Code** to send yourself an email.

What Now?

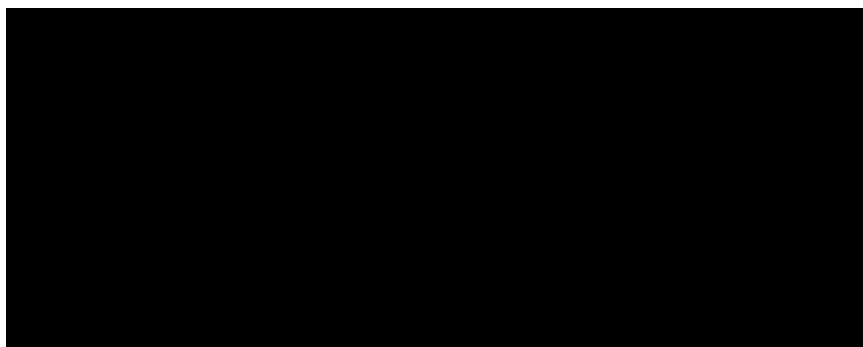
Now that you created your own Web Banner and embedded it in your intranet site, you can:

- **Edit the text of the banner on the Timeline**, click *SAVE*, and reload your intranet web page to see the update.
- **Change a *different message* to target the same-named banner** (on a later date, but still before today's date). Reload your page to see the new web banner update the previous one.

Scaling a Web Banner

Our web banners are delivered in fixed sizes. Customers with some HTML knowledge can scale them proportionally to fit their needs by changing the HTML code used for the animated or static versions of the web banner. Web banners must be scaled proportionally, so that they don't clip or get squashed.

For example, let's say we need banners to fit 500 pixels wide x 200 pixels high, a region which looks like this:



Here are the two web banner sizes, scaled down manually to overlay into this area so we can envision this:



Let's use the **horizontal Leaderboard** size, since that's the best match for the space, and scale to 500 pixels wide.

Scaling the Embed Code for Animated Web Banners

To scale the iframe, we'll add some inline CSS and do some math to get a scale factor that will result in 500 pixels wide. We need to *leave the original width and height in the iframe alone*, but add CSS for a proportional `transform:scale`, marked in bold:

```
<iframe style="transform:scale(0.6868); transform-origin:top
left;" width="728" height="90" src="your_url"
frameborder="0" allowtransparency></iframe>
```

For the transform:scale math, where 1.0 = 100%, and 0.5 = 50%, and the original width is 728 pixels:

$$728n=500$$

$$n = \frac{500}{728}$$

$$n = .6868 \quad (\text{in other words, 500 is 68.68\% of 728})$$

We can check our math: $728 \times .6868 = 499.99$

Depending on your system, you may need to change the **transform origin** to something different, or remove it to transform from the center.

Scaling the Embed Code for Static Web Banners

Use the same transform percentage shown above, but apply it to both the width and height numbers to transform the static image.

Here are the originals: width="728" height="90"

Multiply by .6868 and round to the nearest whole pixel: width="500" height="62"

That gives us this embed code to fit the static web banner to a width of 500 pixels:

```
<a href="https://gspk.co/t/7d886d9b-63db-4c5f-9192-
784649eef96f" target="_blank"></a>
```


Frequently Asked Questions

Why choose the static version?

Some customer intranet portals prevent IFrame embedding (either by corporate policy, or because the portal content management system was not set up for it). For these situations we provide a non-IFrame static version that simply loads an image. Both versions will update as messages change on the Timeline.

What if I just want to embed the content, and not the Reach message?

A separate **Embedded Player** feature allows you to embed the content directly. There is a dedicated Setup Guide for that feature. Like the animated Web Banner, the Embedded Player also uses an IFrame.

Can the Thumbnail or Leaderboard banners be resized?

We don't currently support scaling the banners. A knowledgeable web developer could scale the results when implementing the embed code in a corporate Intranet.

What if I want Web Banners for more than one Campaign?

Currently, Web Banners are campaign-specific (to avoid two campaigns fighting over the same web portal space). If you need to switch your Intranet web page from showing Campaign A to Campaign B, you will need to create a new Web Banner in Campaign B. And you will need to update the embed code on that page to point to the new banner.

Are the Web Banners mobile-friendly?

Not inherently, because the banners don't scale—unless your knowledgeable web developer implemented scaling. They'll function just fine, but may not scale to the size of your mobile screen.