

helium



799536
Lego



793397
6500522



767111
6500166



767166
6500165



787106
6500163

PRODUCT MANAGER USER



785222
6500523_50



785217
6500522_50



785197
6500166_00



785192
6500165_00



785169
6500151_50

Contents

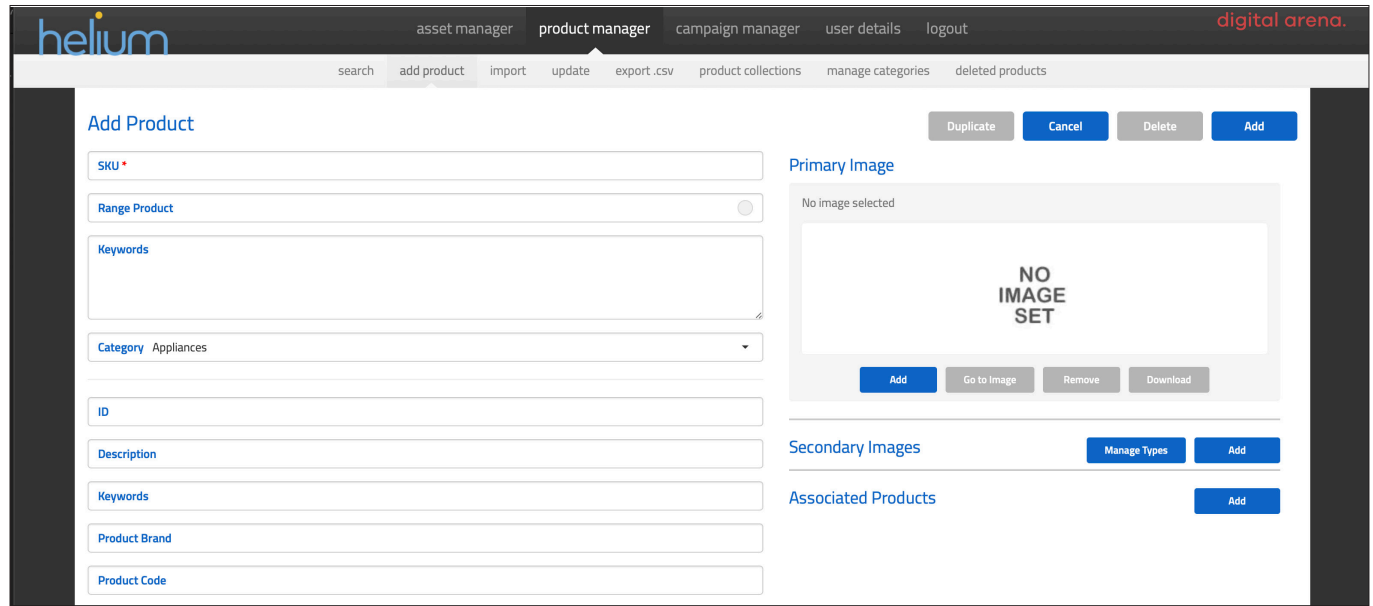
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To search for products

1. From the product manager top menu choose **search**
2. Clicking on **Quick Search**, brings up a floating window where you can enter your search criteria
Toggle options allow for simple or full searches and an and/or option. 'Simple' searches ID, SKU, and Keywords. 'Full' searches ID, SKU, Keywords and all custom fields. 'And' searches for all words. 'Or' searches for each individual words.
3. Clicking on **Advanced Search** brings up a floating window where you can enter more specific criteria.
4. The Search Results will be displayed as shown

Adding product

1. From the product manager top menu choose **add product**
2. Fill out the fields as appropriate. Mandatory fields are marked with an *
3. Select the product category from the category dropdown menu
4. Assign a Primary Image and/or Secondary Images. [See assigning Primary Image page]
5. Click **Add**



The screenshot shows the 'Add Product' form in the Helium Product Manager interface. The form is titled 'Add Product' and includes several input fields and a dropdown menu. The fields are: SKU (with a red asterisk indicating it is mandatory), Range Product (with a radio button), Keywords (a text area), Category (a dropdown menu currently showing 'Appliances'), ID, Description, Keywords, Product Brand, and Product Code. To the right of the form, there are buttons for 'Duplicate', 'Cancel', 'Delete', and 'Add'. Below the form, there is a section for 'Primary Image' which shows 'No image selected' and a large 'NO IMAGE SET' message. Below this are buttons for 'Add', 'Go to Image', 'Remove', and 'Download'. There is also a 'Secondary Images' section with 'Manage Types' and 'Add' buttons, and an 'Associated Products' section with an 'Add' button. The top navigation bar includes 'asset manager', 'product manager', 'campaign manager', 'user details', and 'logout'. The top right corner of the page has the 'digital arena.' logo.

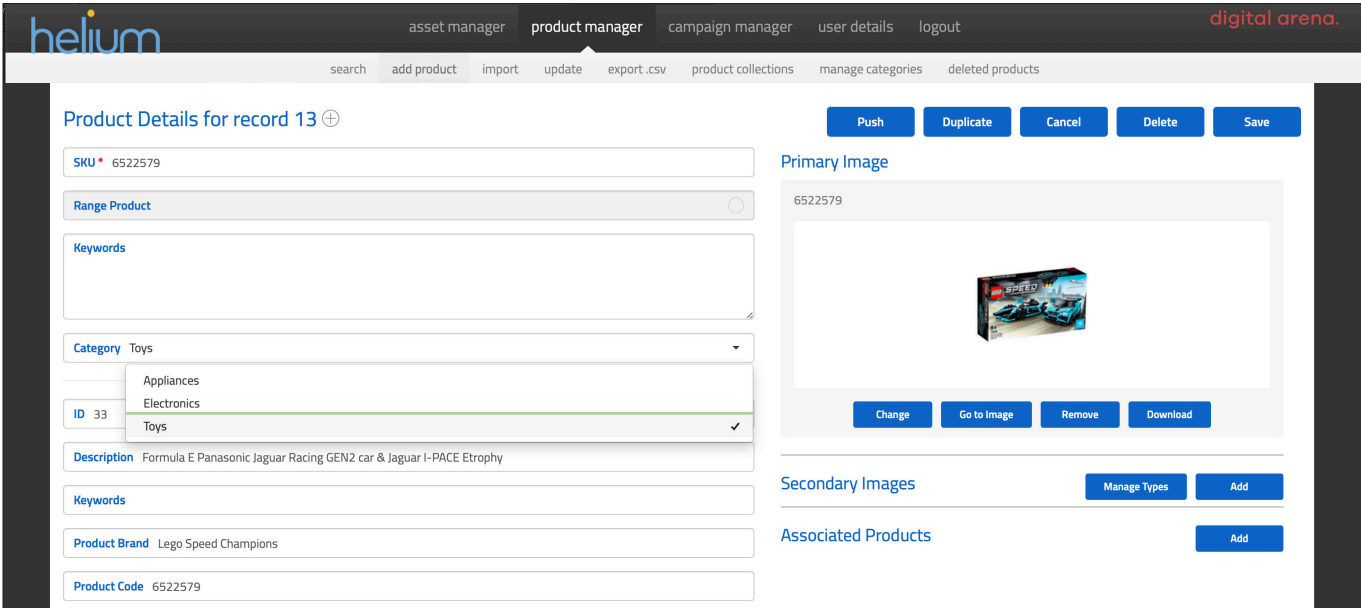
PURPOSE: The Product Details window displays all the information related to the product - including a Primary image preview, Secondary Images and Associated Products.

From this window, additional information can be added or edited

- The **Push** function button is an easy way to add the product to a designated Campaign bucket or Campaign job [see push product page - PM7]
- **Duplicate** is an easy way to duplicate the product.
- **Cancel** - cancels any changes made before you Save.
- **Delete** will remove the product from the database.
- **Save** saves the changes made within the Product Details window,

Moving a product to a different category

1. From the product manager top menu choose **search**
2. Search for the product, and click the product preview thumbnail.
3. In the Product Details window - select a new category from the category dropdown list.
4. Click **Save**



The screenshot displays the 'Product Details for record 13' window in the Helium Product Manager. The interface includes a top navigation bar with 'asset manager', 'product manager', 'campaign manager', 'user details', and 'logout'. Below this is a search bar and a menu with options like 'add product', 'import', 'update', 'export .csv', 'product collections', 'manage categories', and 'deleted products'. The main content area is divided into several sections:

- Product Details for record 13**: A form with fields for 'SKU' (6522579), 'Range Product', 'Keywords', 'Category' (Toys), 'ID' (33), 'Description' (Formula E Panasonic Jaguar Racing GEN2 car & Jaguar I-PACE Etrophy), 'Product Brand' (Lego Speed Champions), and 'Product Code' (6522579). A dropdown menu is open under 'Category', showing 'Appliances', 'Electronics', and 'Toys' (selected).
- Primary Image**: A section with a product image and buttons for 'Change', 'Go to Image', 'Remove', and 'Download'.
- Secondary Images**: A section with a 'Manage Types' button and an 'Add' button.
- Associated Products**: A section with an 'Add' button.

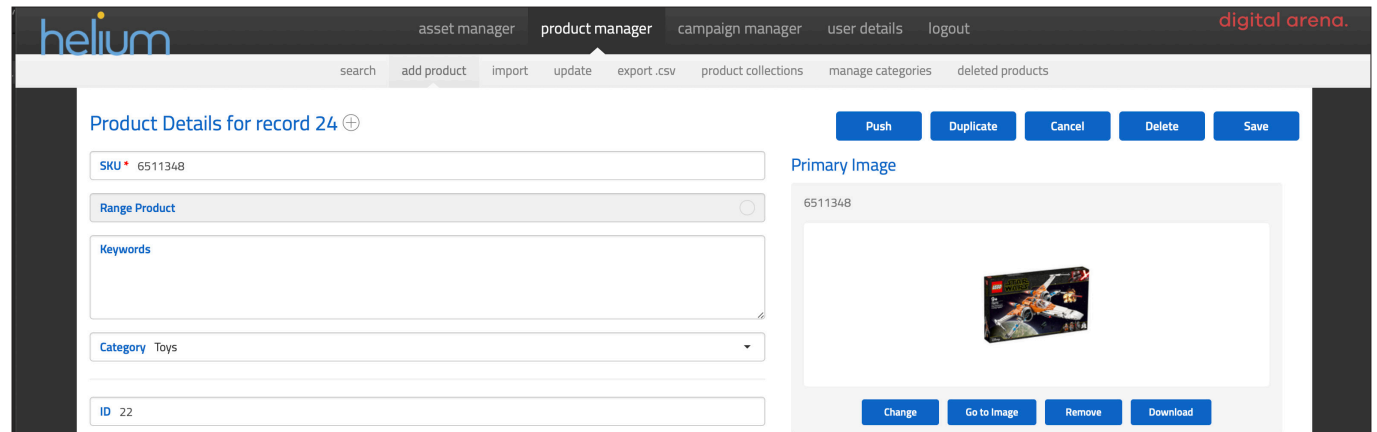
At the top right of the window, there are buttons for 'Push', 'Duplicate', 'Cancel', 'Delete', and 'Save'.

Pushing product(s) to a Campaign

- The Push function in the Product Details window allows that product to be 'pushed' into a campaign.

Pushing a Product to a Campaign

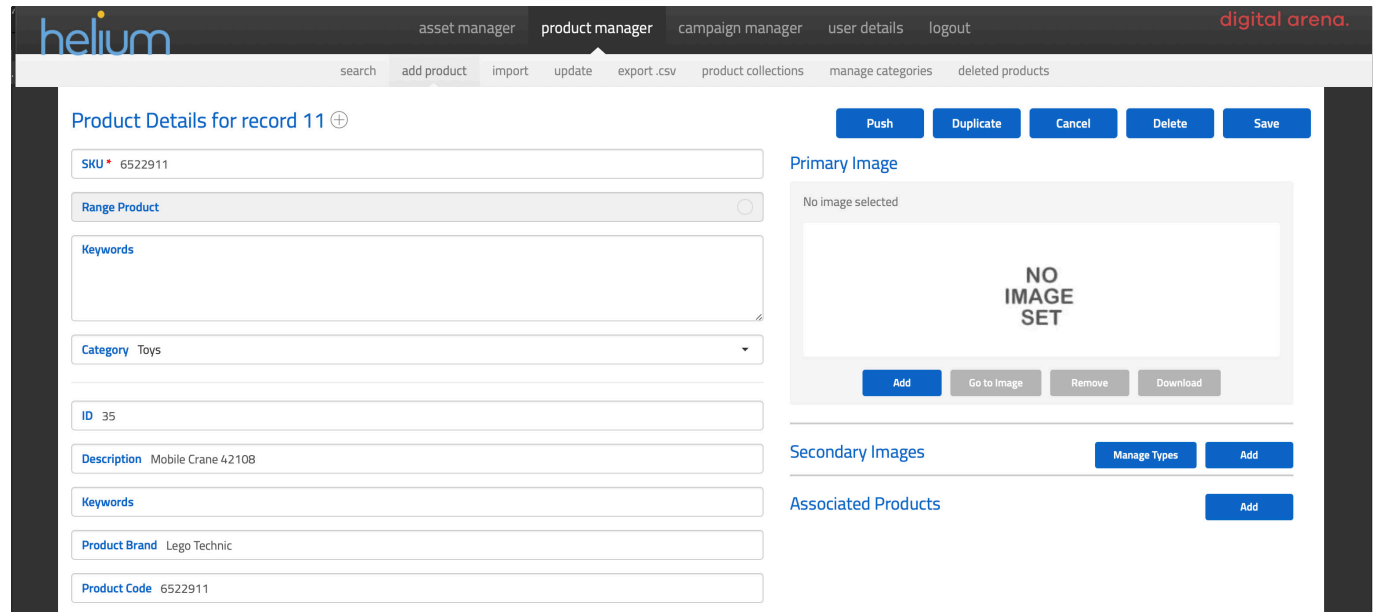
1. Select your product using search or from a product collection
2. From the product details window - click **Push**
3. From the floating window - select the Campaign or the jobs you need. (you can select more than one)
4. Click outside of the window, to return to the 'Add this product to' window.
5. Select **Continue**
The product will now appear in the selected job(s)



PURPOSE: A Primary Image can be assigned to any product. Typically, this image is the main hero shot that will be used, when advertising this product.

Assigning a Primary Image to a Product

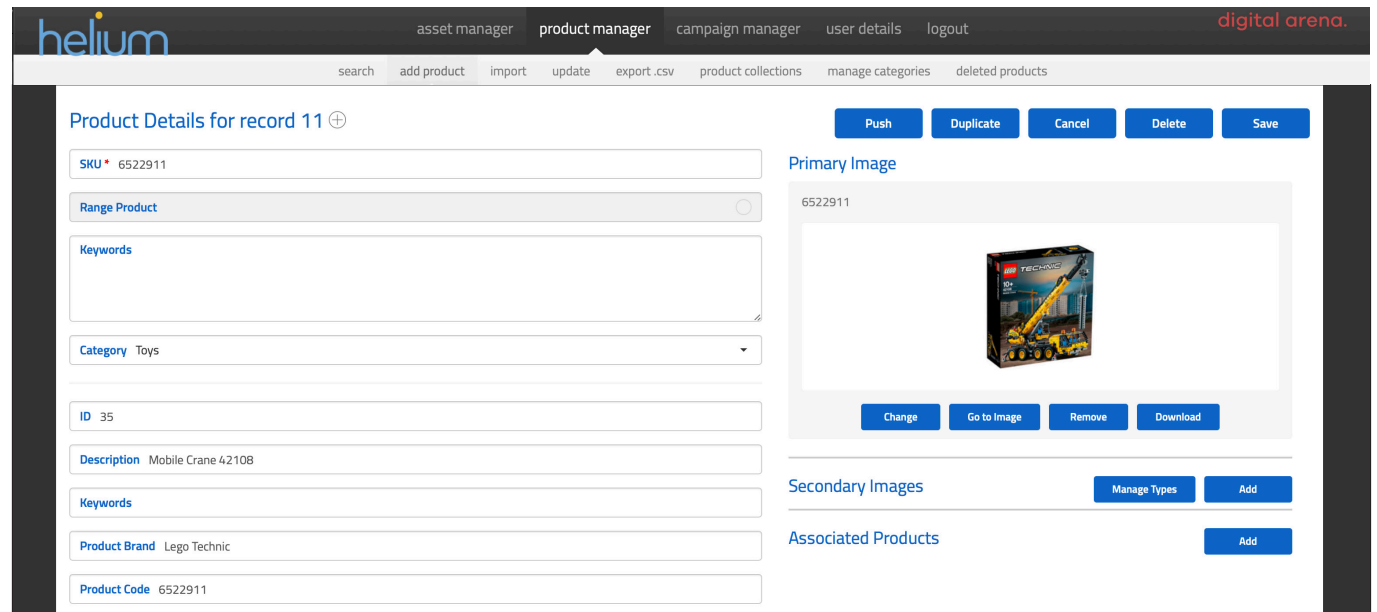
1. Go to the Product you want to assign an image to.
2. In the Product Details, under the Primary Image section, click **Add**
3. This will bring up a floating window - enter the ID or title of the image you wish to search for, and click **Search**
4. Select the image required. Click **OK**
5. Click **Save**

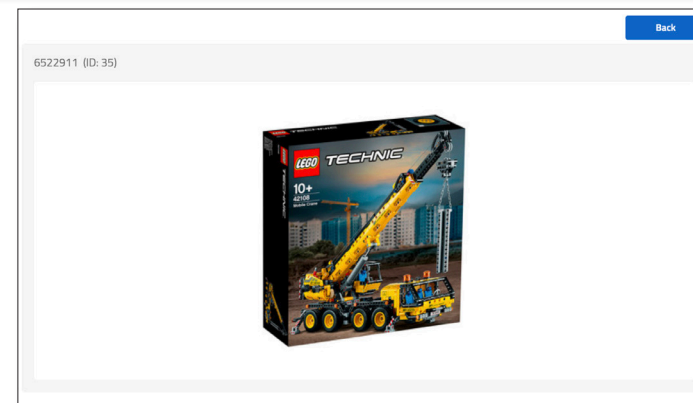


TIP: Good practice is to name your images, in Asset Manager with the product SKU. This makes searching for your image, easier.

Editing Primary Image Information


- Selecting **Change** will bring up a search dialog box where you can search for a replacement primary image based on asset title or Asset ID
- **Go to Image** Will bring up a floating larger preview of the image with additional image information.
- **Remove** - removes the image as the Primary image for the product.
- **Download** immediately downloads the image in its original format.
- Once changes have been made to the Primary Image, ensure you click **Save** to ensure the changes are saved.

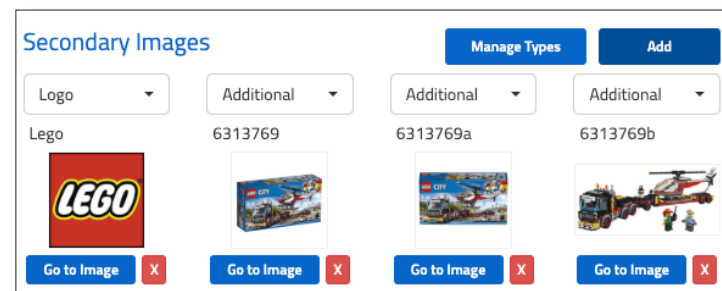
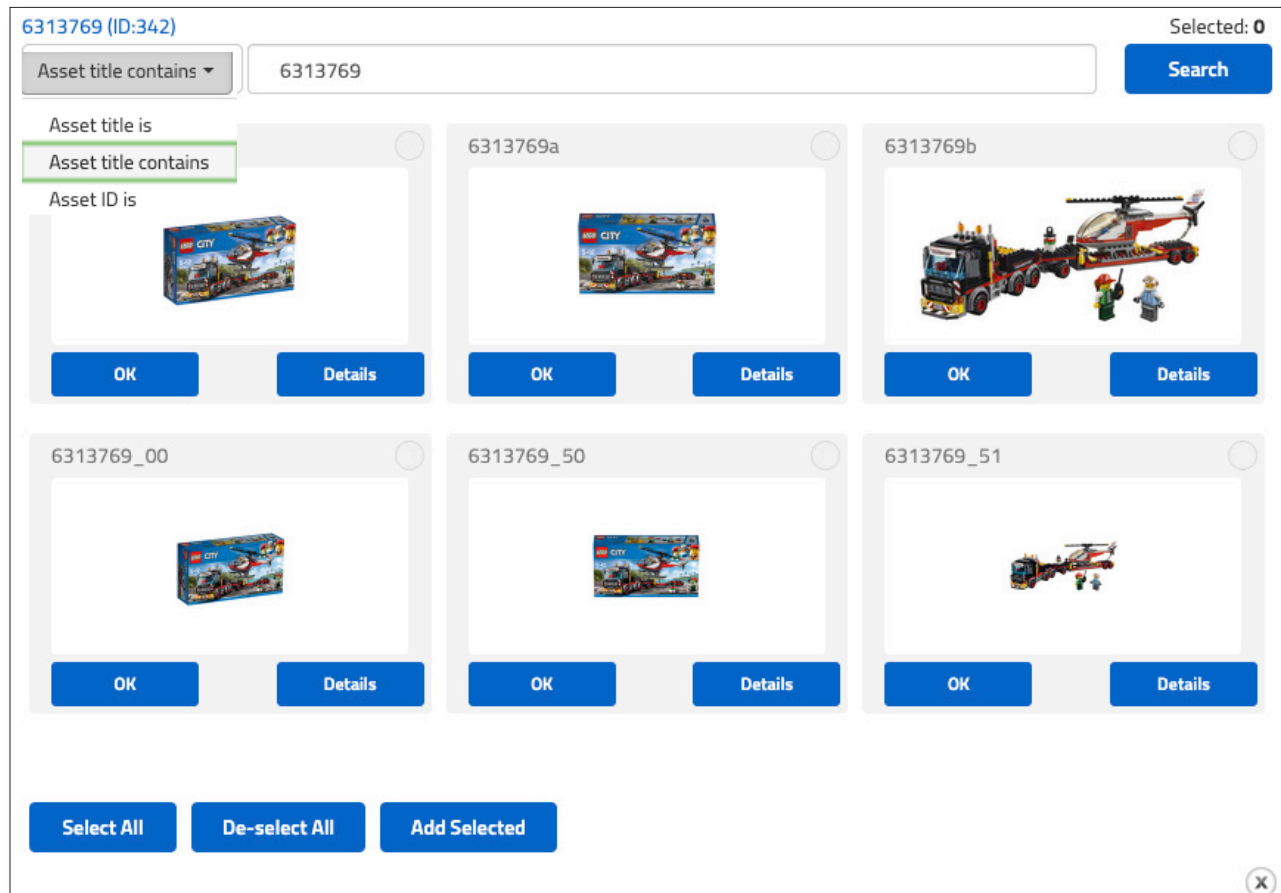




PURPOSE: Typically, secondary images are shots of a product, in a lifestyle or in-situ shot, or simply different angle product shots. They can be organised into types, available in the dropdown menu. Examples include logos, additional or lifestyle.

Assigning a Secondary Image to a Product

1. Go to the Product you want to assign an image to.
2. In the Product Details, under the Secondary Image section, click **Add**
3. This will bring up a floating window - enter the ID or title of the image you wish to search for, and click **Search**
4. There are additional options at the bottom of the window. All the search results can be selected - using **Select All**. Images can be selected individually using the round checkbox - top right of the image. When you have finished with your selection. Click **Add Selected**. You can toggle off selected images using **De-select All**
5. Your selected images will appear in the Secondary Images section, where you can assign the type of image from the dropdown - such as additional, logo or web banner list
6. When complete, click **Save** in the top right of the page.
7. To remove a secondary image from a product, click on the red box 






TIP: Good practice is to name your Secondary Images, in Asset Manager, the product SKU followed by an underscore and a number eg: 1234567_50. This makes searching Secondary Images easier.

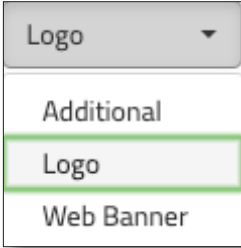
Editing Secondary Image Information

- Secondary images are images assigned to a product.
- The **Manage Types** function - allows you to add a type to a secondary image. select your new type from the dropdown list and click **Save**
- Once changes have been made to the Product, ensure you click **Save** at the top of the Product Details window to ensure the changes are saved.

Secondary Images

Manage Types Add

Additional ▼ 6500165_51  Go to Image X	Additional ▼ 6500165_52  Go to Image X	Logo ▼ Lego  Go to Image X
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Save

New Type

Existing Types


X

PURPOSE: Associating products will connect two or more products together.
For example: a phone may be available in different colours. Each phone has its own SKU, but because all the phones are the same model and specifications - we can associate them together..

Assigning Associate Products

1. Go the product you want to add an associate product to.
2. In the Associate Products section, click **Add**
3. This will bring up a floating window - enter the ID or SKU of the image, you wish to search for, and click **Search**
4. There are additional options at the bottom of the window. All the search results can be selected - using **Select All**. Product can be selected individually using the round checkbox - top right of the image. When you have finished with your selection. Click **Add Selected**
5. Your selected product will appear in the Associated Products section,
6. When complete, click **Save** in the top right of the page.

NOTE: Once a product has been made an associate - the relationship works both ways. You do not have to make the reverse association.

TIP: Any of the Associated Products can be removed by clicking on the red box 

Associated Products

 Add

ID 68
Title 6313769_51-0651449
Category Toys

 Go to Product

PURPOSE: You can prepare a .csv file to import multiple products into Product Manager.

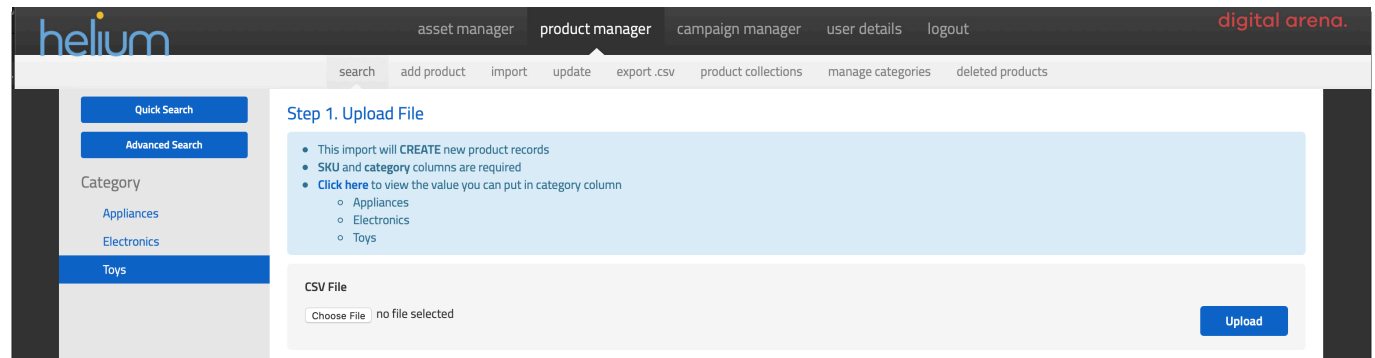
Preparation of the CSV file

- To allow auto mapping of the cells in the csv file to the database; the headers in the csv must match exactly to the field names in Product Manager.
 - The csv file must have both a SKU and category column. To assist with this, there is a 'click here' to view the value you can put in a category column - link [see screenshot]. This will list the categories, and you can copy and paste them into your spreadsheet.
- Any Product Manager field can be included, such as Primary Image (img_primary) and Secondary Image (img_additional)

Step 1: Upload

1. From the product manager top menu choose **import**
2. Click **choose file** and select your prepared csv file.
3. Click **Upload**

TIP: To add more than one secondary image - separate the image title, with the pipe character | eg: 12345|54321 (note: no spaces)



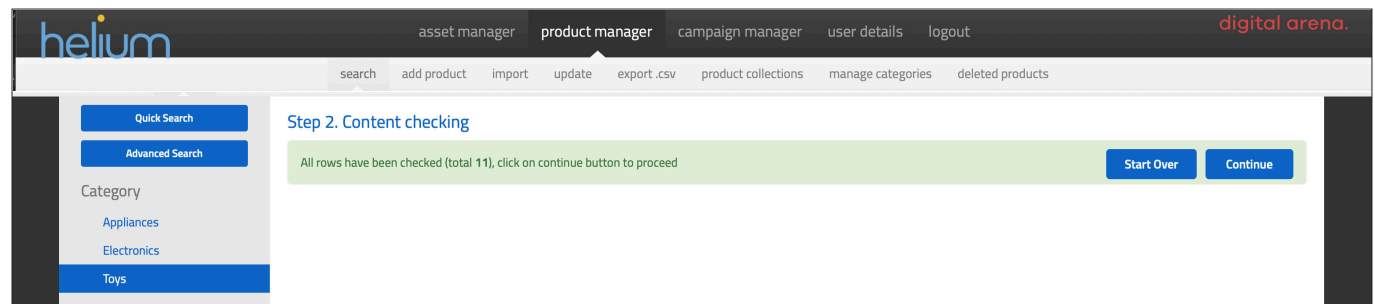
SKU	category	product description	img_primary	img_additional	Product Brand	Product Code
6511346	Toys	Sith Troopers Battle Pack 75266	6511346		Lego Star Wars	6511346
6511348	Toys	Poe Dameron's X-Wing Fighter	6511348		Lego Star Wars	6511348
6521485	Toys	Mandalorian Battle Pack	6521485		Lego Star Wars	6521485
6521788	Toys	Police Monster Truck Heist	6521788		Lego City	6521788
6521790	Toys	Ice-Cream Truck 60253	6521790		Lego City	6521790
6521791	Toys	Race Boat Transporter	6521791		Lego City	6521791
6521792	Toys	Safari Off-Roader 60267	6521792		Lego City	6521792
6521794	Toys	Racing Cars 60256	6521794		Lego City	6521794
6521801	Toys	Police Helicopter Transport 60244	6521801		Lego City	6521801
6521804	Toys	Police Station 60246	6521804		Lego City	6521804
6522576	Toys	Ferrari F8 Tributo	6522576		Lego Speed Champions	6522576
6522577	Toys	Nissan GT-R Nismo	6522577		Lego Speed Champions	6522577
6522579	Toys	Formula E Panasonic Jaguar Racing GEN2 car & Jaguar I-PACE Etrophy	6522579		Lego Speed Champions	6522579
6522590	Toys	App-Controlled Top Gear Rally Car	6522590		Lego Technic	6522590
6522911	Toys	Mobile Crane 42108	6522911		Lego Technic	6522911
6522912	Toys	Stunt Show Truck & Bike	6522912		Lego Technic	6522912

Preparation of the CSV file (continued)

Step 2 : Content Checking

- The uploaded file will be checked, and any errors or relevant information will be highlighted. For example, duplicate products will be listed. These entries are ignored and not imported.

- click **Start Over** to cancel and amend your file, or click **Continue** to go to step 3.



helium asset manager product manager campaign manager user details logout digital arena.

search add product import update export .csv product collections manage categories deleted products

Quick Search
Advanced Search

Category
Appliances
Electronics
Toys

Step 2. Content checking

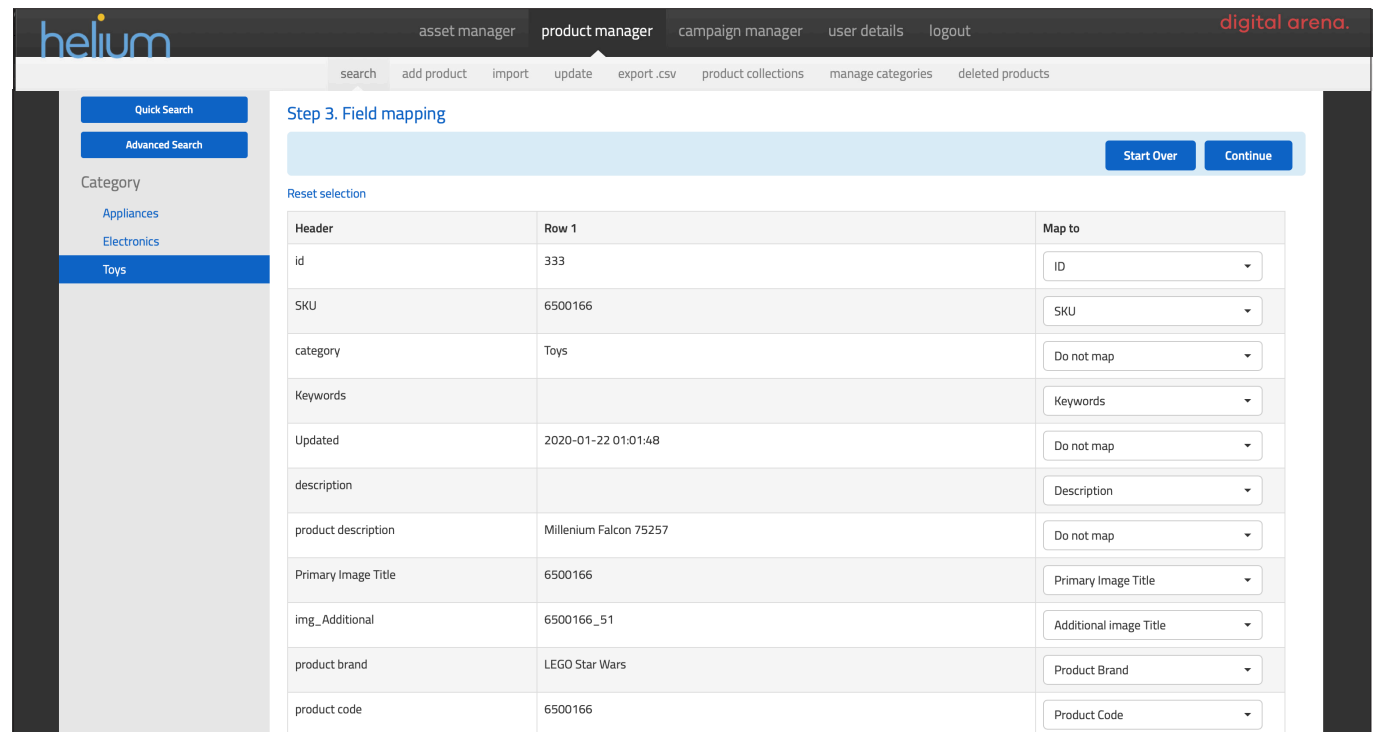
All rows have been checked (total 11), click on continue button to proceed

Start Over Continue

Step 3 : Field Mapping

- Ensure your header cells are mapped to the correct field in the database. Fields that are marked a 'Do not map' are not uploaded

- click **Continue**
- A message will indicate the upload is in progress. When completed, the message will confirm the upload is complete.
- You can download a summary csv of the file products uploaded - using DOWNLOAD SUCCESS RESULTS otherwise, those that were not uploaded can be accessed using DOWNLOAD FAILED RESULTS
- Click **Close** to exit the import process.



helium asset manager product manager campaign manager user details logout digital arena.

search add product import update export .csv product collections manage categories deleted products

Quick Search
Advanced Search

Category
Appliances
Electronics
Toys

Step 3. Field mapping

Start Over Continue

Reset selection

Header	Row 1	Map to
id	333	ID
SKU	6500166	SKU
category	Toys	Do not map
Keywords		Keywords
Updated	2020-01-22 01:01:48	Do not map
description		Description
product description	Millenium Falcon 75257	Do not map
Primary Image Title	6500166	Primary Image Title
img_Additional	6500166_51	Additional image Title
product brand	LEGO Star Wars	Product Brand
product code	6500166	Product Code

PURPOSE: Update is specifically for updating information, for existing products only via CSV.

Preparation of the CSV file

- To allow auto mapping of the cells in the csv file to the database; the headers in the csv must match exactly to the field names in Product Manager.
- The csv file must have a SKU column. Any Product Manager field can be included, such as Primary Image (Primary Image Title) and Secondary Image (img_additional)

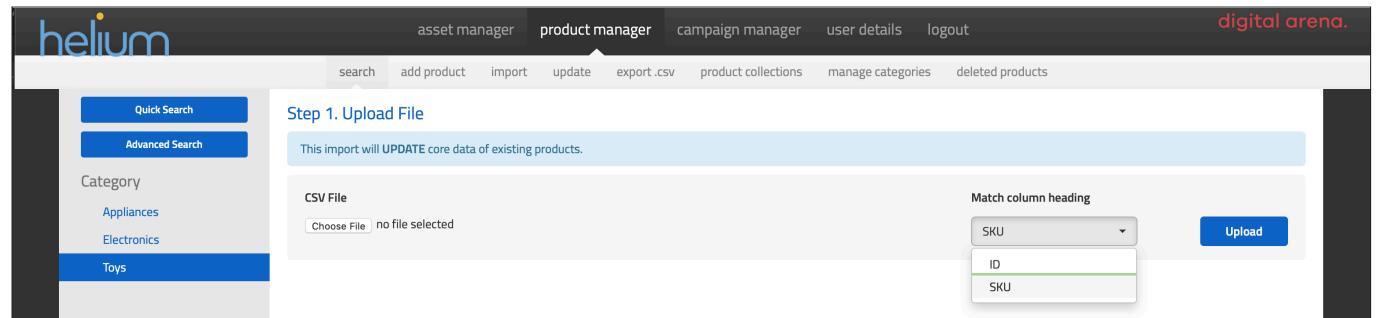
Bulk updating of products - via csv

Step 1: Upload

1. Choose **update** from the product manager top menu.
2. Click **choose file** and select your prepared csv file.
3. Select SKU or ID to match the column headings in your csv file
4. Click **Upload**

TIP: Exporting a product and using that CSV will ensure that the header columns will match

CAUTION: The contents of the CSV file will replace all the existing data for every field used in the CSV.

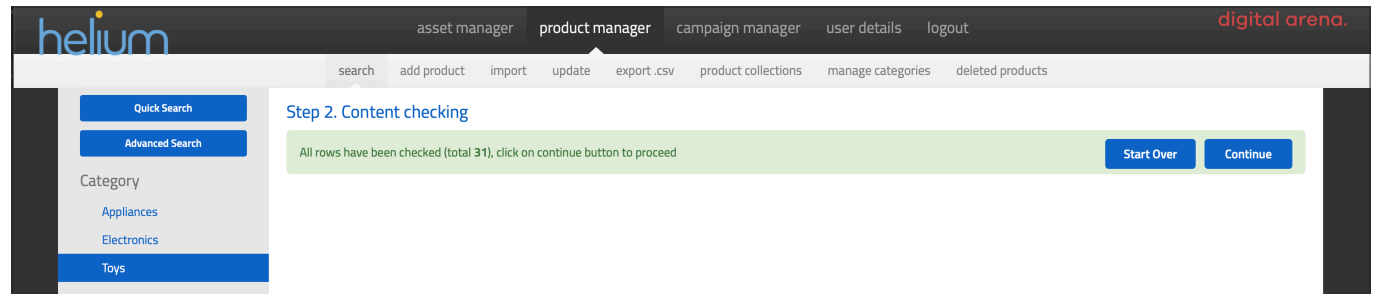


Bulk updating of products - via csv (continued)

Step 2 : Content Checking

• The uploaded file will be checked, and any errors or relevant information will be highlighted. For example, non-existing products will be listed. These entries are ignored.

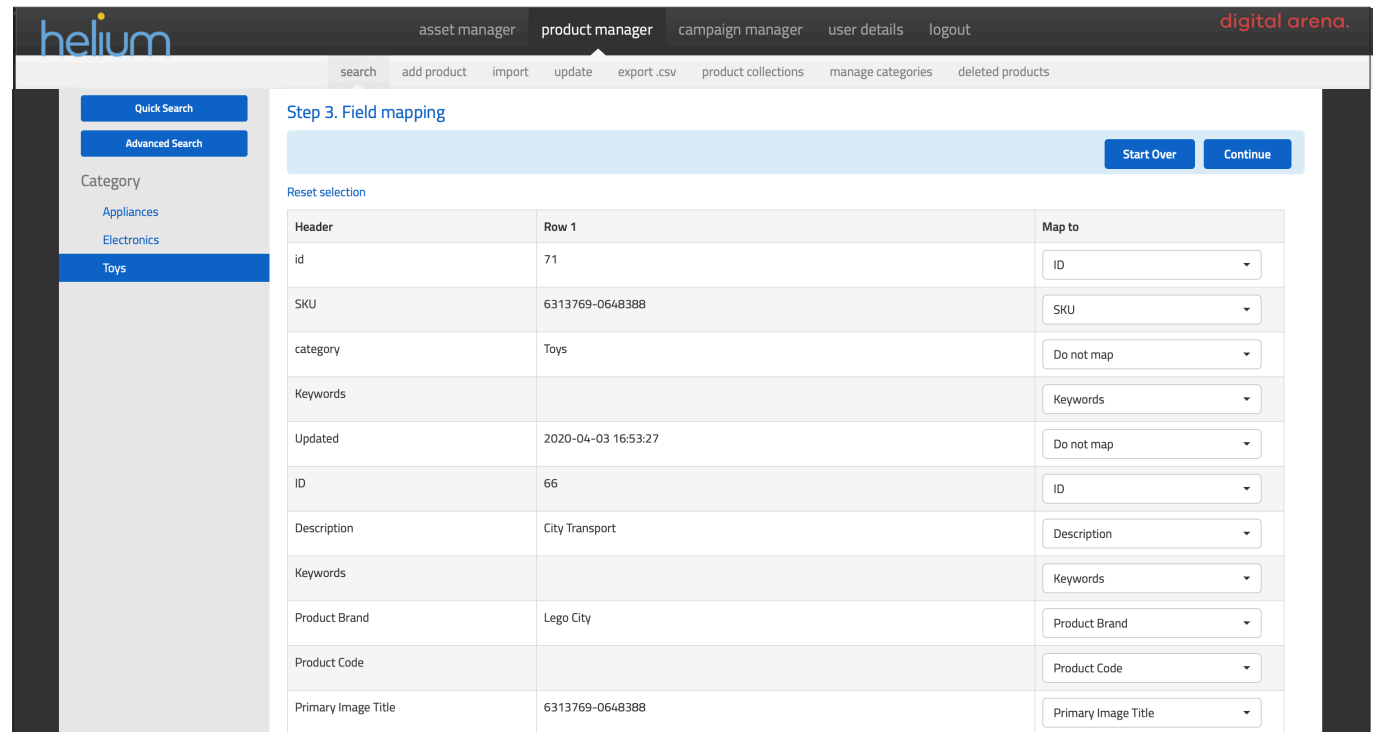
1. Click **Start Over** to cancel and amend your file, or click **Continue** to go to step 3.



Step 3 : Field Mapping

• Ensure, the cells you want to update are mapped to the correct field in Product Manager. Fields that are marked with a 'Do not map' are not uploaded

2. Click **Continue**
3. A message will indicate the upload is in progress. When completed, the message will confirm the upload is complete.
4. You can download a summary csv of the file products updated - using **DOWNLOAD SUCCESS RESULTS** otherwise, those that were not uploaded can be accessed using **DOWNLOAD FAILED RESULTS**
5. Click **Close** to exit the update process.



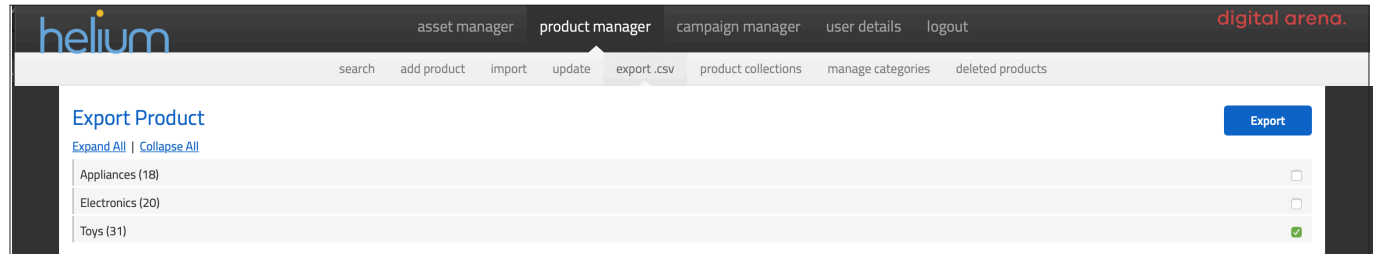
NOTE: A category column in this csv will be ignored when using the update feature. ie: category information is not applied [refer bulk moving products to a different category-PM23].

CAUTION: If you remove any values in your csv file - you will remove the corresponding product manager values in the same field.

PURPOSE: You can create a .csv file to export multiple product categories.

Exporting Product Categories

1. From the product manager top menu choose **Export.csv**
2. Select the category or categories you wish to export by checking the checkbox(s)
3. When selection is complete. Click **Export**
4. A CSV file will be created and downloaded. Depending on the number of categories and products within them - it may take some time before the CSV file will download.



id	SKU	category	Description	Product Brand	Product Code	img_primary
71	6313769-0648388	Toys	City Transport	Lego City		6313769-0648388
70	6313769_00-0651447	Toys	City Transport	Lego City		6313769_00-0651447
69	6313769_50-0651448	Toys	City Transport	Lego City		6313769_50-0651448
68	6313769_51-0651449	Toys	City Transport	Lego City		6313769_51-0651449
67	6313769a-0648389	Toys	City Transport	Lego City		6313769a-0648389
66	6313769b-0648390	Toys	City Transport	Lego City		6313769b-0648390
25	6511346	Toys	Sith Troopers Battle Pack 75266	Lego Star Wars	6511346	6511346
24	6511348	Toys	Poe Dameron's X-Wing Fighter	Lego Star Wars	6511348	6511348
23	6521485	Toys	Mandalorian Battle Pack	Lego Star Wars	6521485	6521485
22	6521788	Toys	Police Monster Truck Heist	Lego City	6521788	6521788
21	6521790	Toys	Ice-Cream Truck 60253	Lego City	6521790	6521790
20	6521791	Toys	Race Boat Transporter	Lego City	6521791	6521791
19	6521792	Toys	Safari Off-Roader 60267	Lego City	6521792	6521792
18	6521794	Toys	Racing Cars 60256	Lego City	6521794	6521794
17	6521801	Toys	Police Helicopter Transport 60244	Lego City	6521801	6521801

PURPOSE: A product collection - is a group of products collected together. It may be for the purposes of exporting to a csv file or organising by keyword, description, requirement etc.

By default, when you add products to a product collection, they are added to 'My Collection'. You can continue searching and assembling your collection. However, you may want to keep this selection, or add to it at a later date. To achieve this, you must save the collection.

FUNCTIONS:

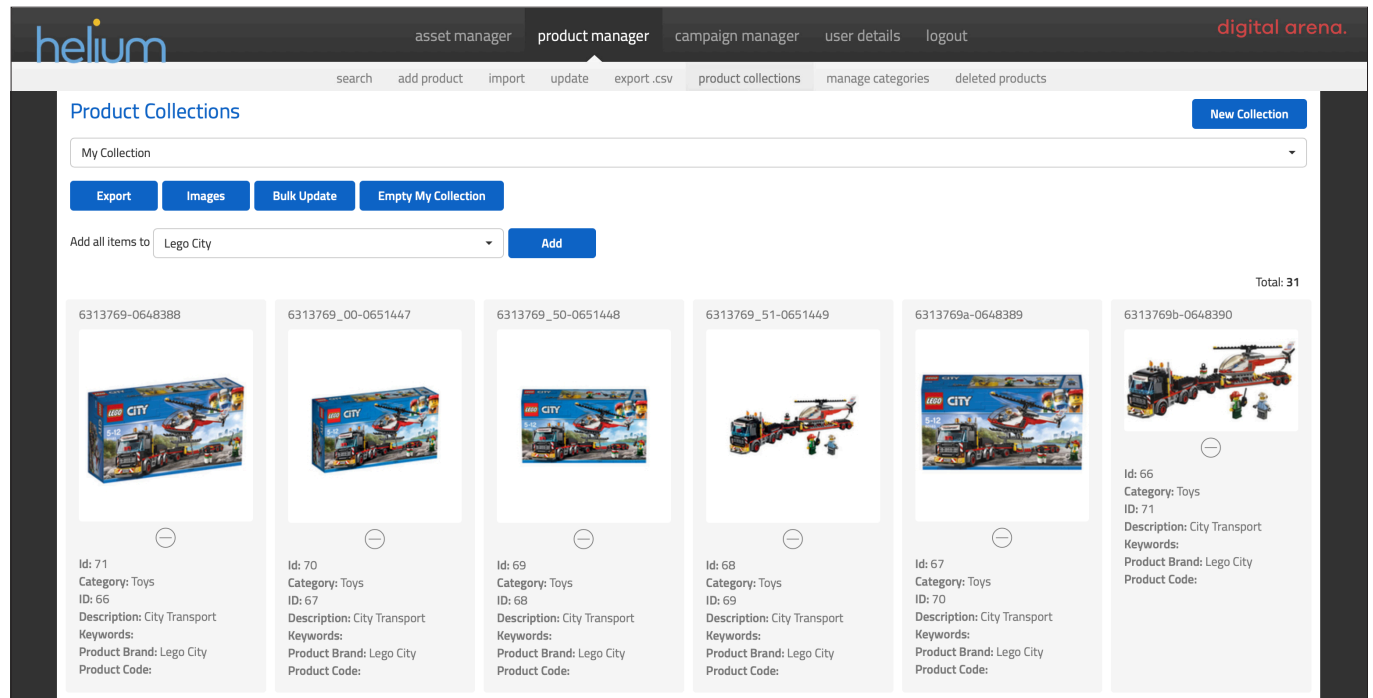
- New Collection: ==> Create/save product collections
- Export: ==> Export product collections as a csv file
- Images: ==> Add product images to an asset manager collection
- Bulk Update: ==> Bulk update product metadata or move to a different category
- Empty my collection: ==> Empties 'my collection'

Adding product to a collection

1. From the product manager top menu choose **search**
2. Search for the products you want to collect together.
3. To add each product to the collection, click on the collection tool. ⊕ Once selected, the tool symbol will change to a ⊖
4. Click it again, will revert the symbol to a plus and remove the product from the collection.
5. From the product manager top menu choose **product collections**
Then select 'My Collection' from the dropdown menu. Your collection products will be displayed.

Saving a product collection

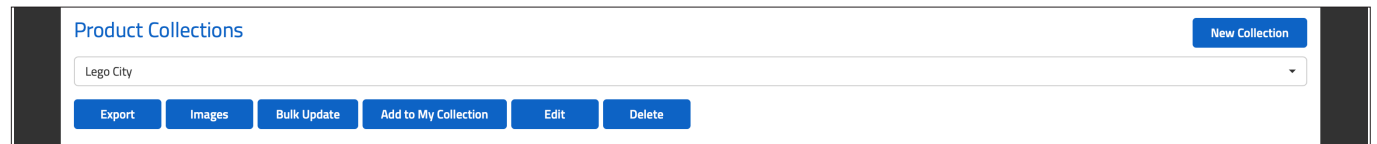
1. From the product manager top menu choose **product collections**
2. Click **New Collection**.
3. Enter a name for your collection and click **Create**
4. From the 'add all items to' dropdown menu - select your newly created collection name, and click **Add**
5. Your products are now saved into a collection.



- If you have a saved collection selected from the dropdown menu - the function buttons will change to **Add to My Collection** - which adds the products into 'my collection'
- Edit** - enables the collection to be renamed
- Delete** - deletes the collection



The screenshot shows the 'Product Collections' header with a 'New Collection' button on the right. Below the header is a dropdown menu currently displaying 'My Collection'. Underneath the dropdown are four blue buttons: 'Export', 'Images', 'Bulk Update', and 'Empty My Collection'.

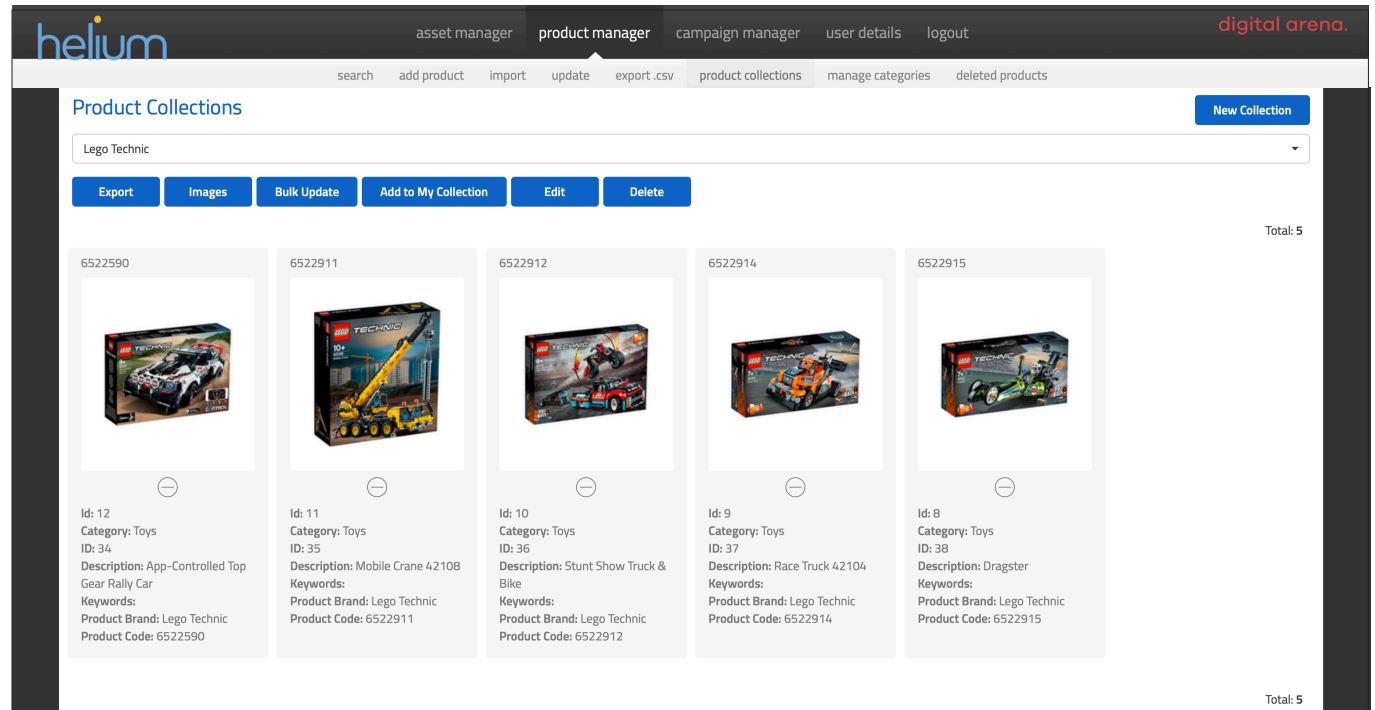


The screenshot shows the 'Product Collections' header with a 'New Collection' button on the right. Below the header is a dropdown menu currently displaying 'Lego City'. Underneath the dropdown are six blue buttons: 'Export', 'Images', 'Bulk Update', 'Add to My Collection', 'Edit', and 'Delete'.

PURPOSE: Exporting a product collection, creates a csv file - named after the collection. It contains all the product data fields, for all the products in the collection. This can be useful as a record, and as a reference to add additional information.

Exporting a product collection

1. From the product manager top menu choose **product collections**
2. Select 'My Collection' or a saved collection from the dropdown menu.
3. Click **Export**. A csv file will be created and downloaded



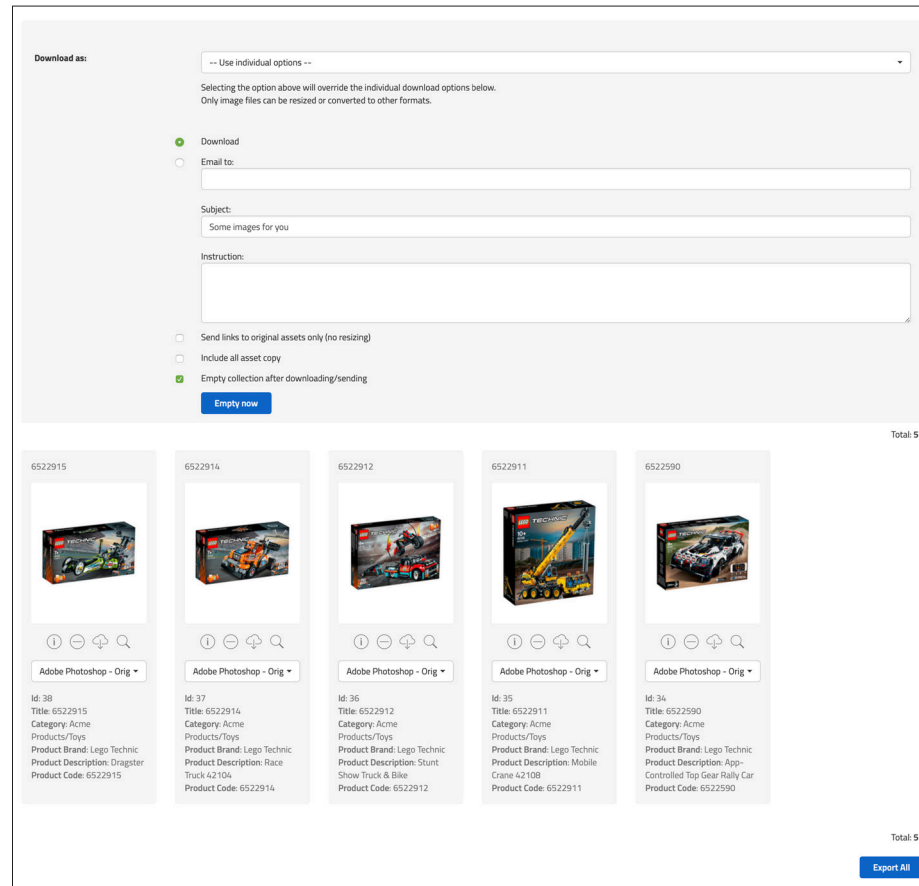
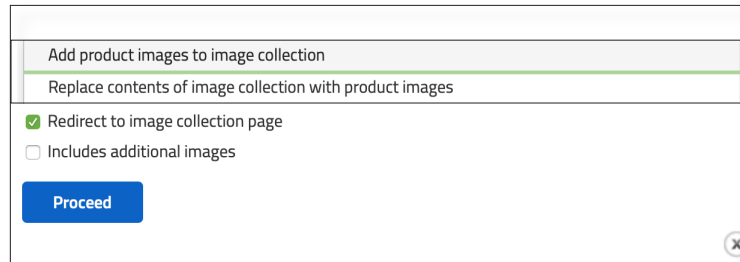
The screenshot shows the 'Product Collections' page in the Helium Product Manager. The top navigation bar includes 'asset manager', 'product manager' (selected), 'campaign manager', 'user details', and 'logout'. Below the navigation bar, there are tabs for 'search', 'add product', 'import', 'update', 'export .csv', 'product collections' (selected), 'manage categories', and 'deleted products'. The main content area displays a collection named 'Lego Technic' with 5 items. Each item is represented by a product image and a list of details including ID, category, description, and product code. A 'Total: 5' indicator is visible in the top right corner of the collection view.

id	SKU	category	Updated	Description	Product Brand	Product Code	img_primary
12	6522590	Toys	2020-04-22 11:11:05	App-Controlled Top Gear Rally Car	Lego Technic	6522590	6522590
11	6522911	Toys	2020-04-22 11:11:05	Mobile Crane 42108	Lego Technic	6522911	6522911
10	6522912	Toys	2020-04-22 11:11:05	Stunt Show Truck & Bike	Lego Technic	6522912	6522912
9	6522914	Toys	2020-04-22 11:11:05	Race Truck 42104	Lego Technic	6522914	6522914
8	6522915	Toys	2020-04-22 11:11:05	Dragster	Lego Technic	6522915	6522915

Add product images to asset collection

- The Images function button enables the addition of product images to an asset manager collection.
- 'Add product images to image collection' adds the product images to the asset manager's 'my collection'.
- 'Replace contents of image collection with product images' empties the asset manager's 'my collection' and replaces its contents with the product collection images.

1. From the product manager top menu choose **product collections**
2. Select a saved collection or 'My Collection' from the dropdown menu..
3. Click **Images**. A floating window will give you the choices of 'adding product images to image collection' or 'replacing contents of image collection with product images'. Select which option applies.
4. Click **Proceed**
5. If you had 'Redirect to image collection page' selected you will be taken to the Asset Manager asset collection page.



PURPOSE: When you have new or additional information, for multiple products you can make bulk changes to a specific collection.

- To bulk update products, you will need to create a product collection [see product collections]
- A bulk update, will populate the checked fields on all the products in the collection

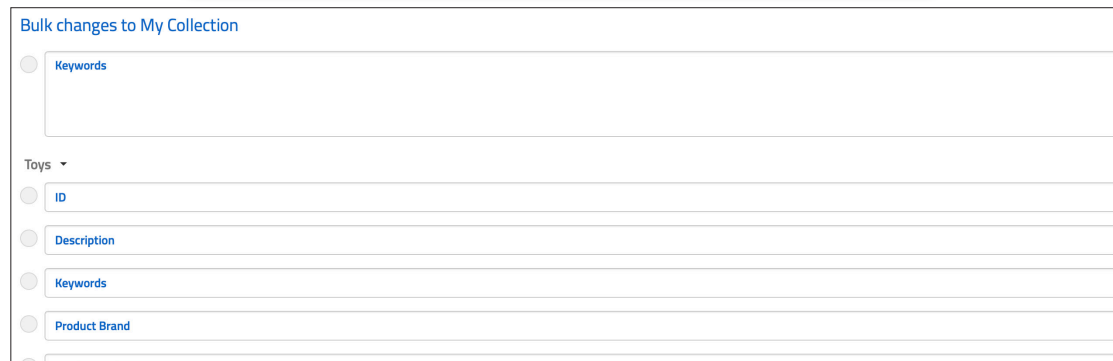
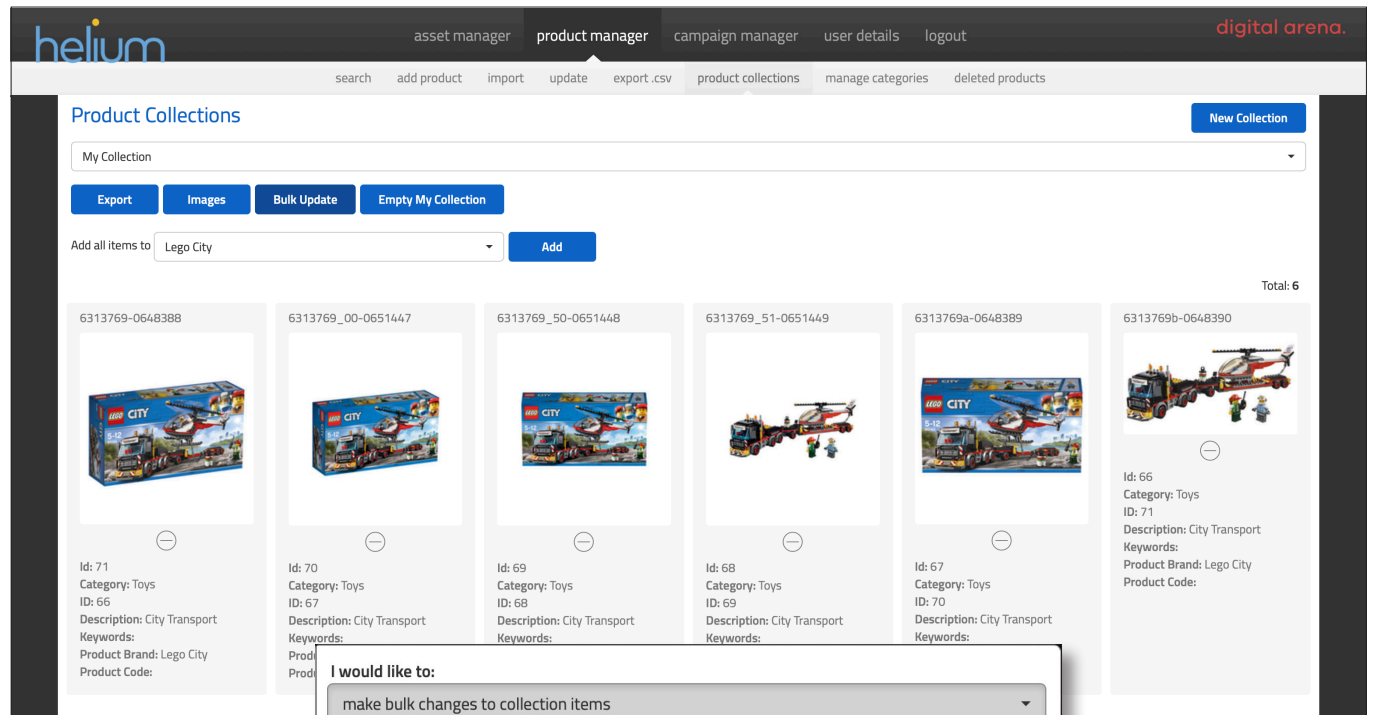
Bulk Update

- The bulk update function button enables you to make changes to the products in a collection.
- ‘make bulk changes to collection items’ allows you to change information for all the products at once.
- ‘move collection items to a category’ allows you to move all the products in the collection, to a different category

1. From the product manager top menu choose **product collections**
2. Select a saved collection or ‘My Collection’ from the dropdown menu.
3. Click **Bulk Update**. A floating window will give you the choices of ‘make bulk changes to collection items’ or ‘move collection items to a category’. Select which option applies.
4. Click **Continue**
5. Ensure the round checkbox is selected for each field you wish to update. Enter the details you require. Click **Apply**
6. For the category change option - select the new category from the dropdown menu. Click **Apply**

NOTE: If your collection contains category specific fields, they will be displayed under their category heading.

CAUTION: Selected fields will overwrite any existing information

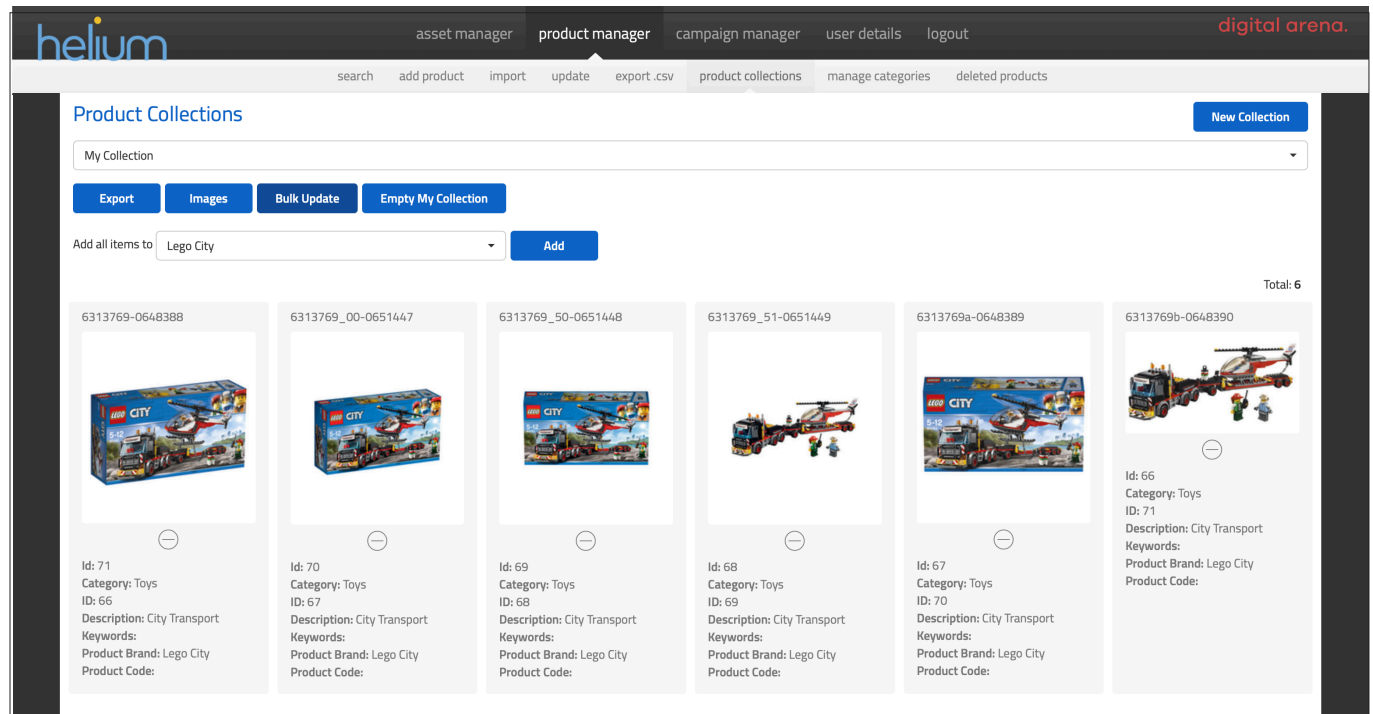


PURPOSE: To bulk move products to a different category.

- To bulk move products, you will need to create a product collection [see product collections]

bulk moving products to a different category

1. From the product manager top menu choose **product collections**
2. Click **Bulk Update**
3. From the floating window, choose the option **move collection items to a category**
4. Click **Continue**
5. Select the category you want to move the products into
6. Click **Apply**.



TIP: If you have selected 'move collection items to a category' you can change field information at the same time

CAUTION: The products in the collection, can only be moved to one category.

