


Site Visual Template Editor: Buttons

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Use buttons within your on-site campaigns to direct users to complete an action or follow a workflow. There are three different types of buttons that can be used when building a popup.

Access the Bluecore Site Visual Template Editor by following the below steps.

1. Navigate to  **Campaigns > Site > Campaigns**.
2. Click **Create New Campaign**.
3. Go to the **Message tab**.
4. Click **Create from Existing** or **Create in VTE**.
5. Add a **layer**. Then, drag and drop the CTA button, Close button, or Next Screen button onto the canvas.

Call-to-action button

A call-to-action button can be used to drive a user to a specific link within the popup. For example, after they've entered their email address, direct them to continue shopping, view their coupon code, or link a specific product or page on your site.

Design

Configure a button design using the button editor or upload the button as an image using the image library.

- **Custom CSS Class Name:** Add a class name here to automatically add to the CSS layer. CSS is a common reference for the styling associated with HTML.
- **Accessibility Label:** A concise but useful description for shoppers with visual impairments or who otherwise use assistive technology.
- **Button Editing Options:** Button text, link, open the link in a new tab, size, color, font, decoration, text transform, height, letter spacing, and border.
- **Padding:** Inner top/bottom and left/right padding, overall left, right, top, and bottom padding (pixels). Padding is used to align the element in the design.
- **Container Background Color:** Change the background color of the button.

Custom CSS Class Name

Accessibility Label

☒ Use button editor ☐ Use image URL

Button Text

Link to

☐ Open Link in New Tab

Size

☒ Auto ☐ Fixed size

Text Color

Button Color

Font Size Line Height Letter Spacing

Position

You can drag and drop the element on the canvas on the right-hand side, or apply any of the below position options.

- **Left and Top Position:** Enter a percentage of left and top alignment.
- **Layer Alignment:** Select auto (horizontally/vertically), left (vertically), center (vertically), or right (vertically) alignment on the layer.
- **Stick to side:** Offset the element to a specific side (pixels). This option helps with the responsiveness of the button when the popup is resized.

POSITION

Left Position Top Position

48.24 % 26.08 %

Layer Alignment

Auto Left Center Right

☐ Stick To Side

Animation

- **Animation Effect:** Catch the users attention by selecting an animation for the text. Enter a start delay and a speed for the animation.

ANIMATION

Animation Effect

None

Start Delay

0 s

Animation Speed

1 s

Close button

Configure a button design using the button editor or upload the button as an image using the image library.

Design

- **Custom CSS Class Name:** Add a class name here to automatically add to the CSS layer.
- **Accessibility Label:** A concise but useful description for shoppers with visual impairments or who otherwise use assistive technology.
- **Button Text:** Enter text or a simple x for a dismissive call-to-action (for example, thanks, not for me).
- **Button Editing Options:** Size, color (button and font), font, decoration, text transform, height, letter spacing, and border.

Custom CSS Class Name

Accessibility Label

☒ Use button editor
 ☐ Use image URL

Button Text

x

Size

Height

15

px

Width

15

px

Text Color

#####

Button Color

#000000

Font Size

16

px

Line Height

17

px

Letter Spacing

0

em

Font Family

Arial

Font Library

Position and Animation

The position and animation settings available for a close button follow the same options available in explained above in the call-to-action section.

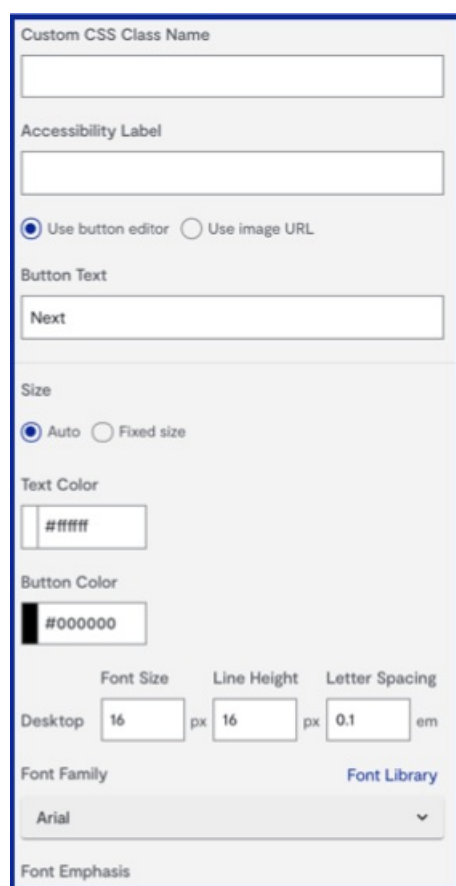
Next screen button

The next screen button is used to drive users between the different screens of the popup. It *cannot* be used to link externally from the popup.

Design

Configure a button design using the button editor or upload the button as an image using the image library.

- **Custom CSS Class Name:** Add a class name here to automatically add to the CSS layer.
- **Accessibility Label:** A concise but useful description for shoppers with visual impairments or who otherwise use assistive technology.
- **Button Editing Options:** Button text, link, open the link in a new tab, size, color, font, decoration, text transform, height, letter spacing, and border.
- **Padding:** Inner top/bottom and left/right padding, overall left, right, top, and bottom padding (pixels).
- **Container Background Color:** Change the background color of the button.



The image shows a configuration panel for a 'Next screen button'. It includes fields for 'Custom CSS Class Name', 'Accessibility Label', and 'Button Text' (set to 'Next'). There are radio buttons for 'Use button editor' (selected) and 'Use image URL'. Below are settings for 'Size' (Auto selected), 'Text Color' (hex #ffffff), and 'Button Color' (hex #000000). Font settings include 'Font Size' (16 px), 'Line Height' (16 px), 'Letter Spacing' (0.1 em), 'Font Family' (Arial), and 'Font Emphasis'. A 'Font Library' link is also present.

Position and Animation

The position and animation settings available for a close button follow the same options available in explained above in the call-to-action section.

Layer Options

After an element has been added to a layer, you can duplicate additional layers by clicking on the layer, then selecting the option from the *layer options* drop-down menu. Duplicate the layers themselves, or duplicate the layers to any additional screens of the popup.

Overlay Settings

Intro Screen

Screen 1

Screen 2

+

Layer Options ▾

LAYERS

Add Layers +

Add Screen Background +

Text

Text

Duplicate Layer to Current Screen

Duplicate Layer to Screen 2

Duplicate Layer to Screen 3

Duplicate Layer to All Screens

