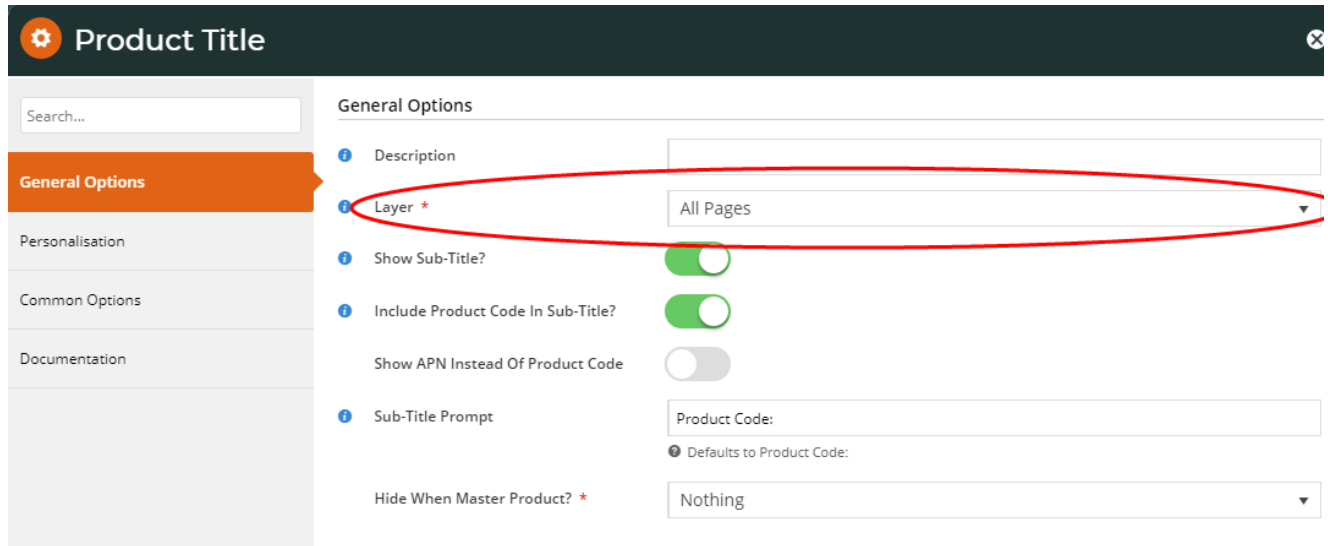


Layers

Overview

Layers are used by all widgets and various functions to filter or restrict the content or access to a particular audience. A layer can be based on conditions such as the user's authentication status (logged in vs. public), their role, and/or their customer code, just to name a few.

If you've ever edited a widget in the CMS, you may have noticed the Layer selector under the General Options tab:



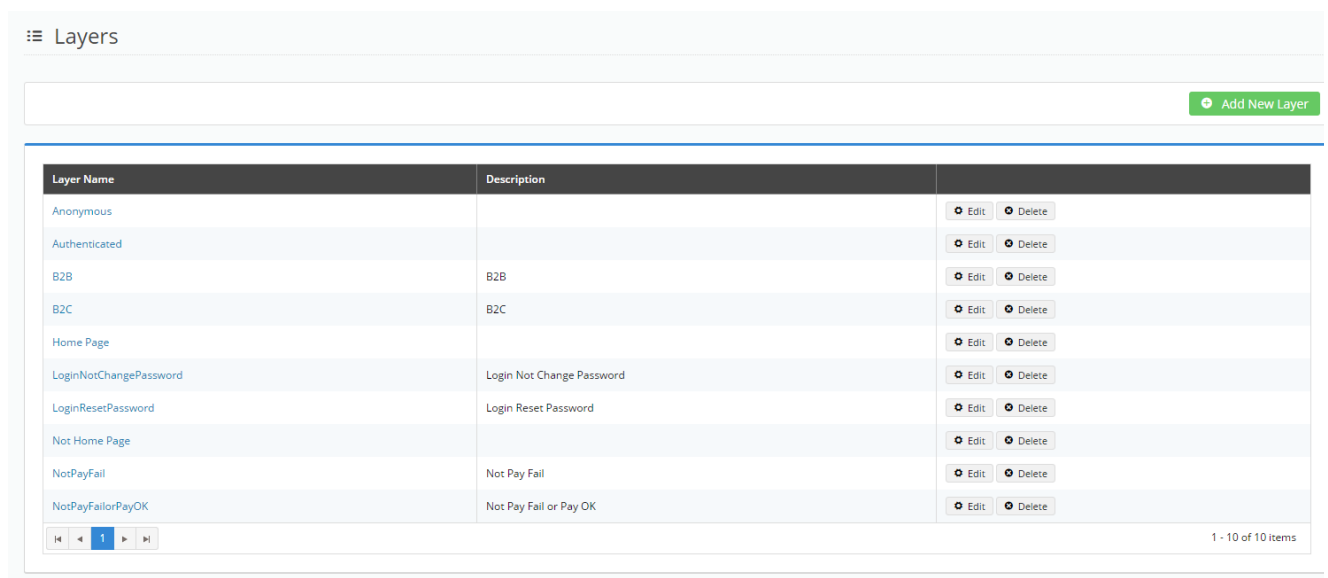
The screenshot shows the 'Product Title' widget configuration interface. On the left is a sidebar with a search bar and a menu containing 'General Options' (highlighted in orange), 'Personalisation', 'Common Options', and 'Documentation'. The main area is titled 'General Options' and contains several settings: 'Description' (text input), 'Layer' (dropdown menu, highlighted with a red oval and set to 'All Pages'), 'Show Sub-Title?' (toggle switch, turned on), 'Include Product Code In Sub-Title?' (toggle switch, turned on), 'Show APN Instead Of Product Code' (toggle switch, turned off), 'Sub-Title Prompt' (text input with 'Product Code:' and a dropdown for 'Defaults to Product Code'), and 'Hide When Master Product?' (dropdown menu set to 'Nothing').

Usage

Let's imagine you have a banner image advertising an exciting promotion, but it only applies to your B2C customers. In this case, you'd place the banner on the page using a [Static Content widget](#), then use a layer to restrict that widget to users on a B2C role. As a result, B2B users would not see the banner at all.

Best Practice Design websites come equipped with several standard Layers out of the box. You are free to edit, remove, or add to these Layers as required.

To access Layers, in the CMS, navigate to **Advanced Content Layers**.



The screenshot shows the 'Layers' management interface. At the top, there's a search bar and a green 'Add New Layer' button. Below is a table with the following data:

Layer Name	Description	
Anonymous		Edit Delete
Authenticated		Edit Delete
B2B	B2B	Edit Delete
B2C	B2C	Edit Delete
Home Page		Edit Delete
LoginNotChangePassword	Login Not Change Password	Edit Delete
LoginResetPassword	Login Reset Password	Edit Delete
Not Home Page		Edit Delete
NotPayFail	Not Pay Fail	Edit Delete
NotPayFailorPayOK	Not Pay Fail or Pay OK	Edit Delete

At the bottom left of the table is a pagination control showing '1' of 10 items. At the bottom right, it says '1 - 10 of 10 items'.

1. In the CMS, navigate to **Advanced Content Layers**.
2. Click **Add New Layer**.
3. Give the new layer a **Name** and a **Description**; anything that's meaningful to you.

Layer Details

Enter the name and description of the layer

Layer Name

Education


?

 Enter the name of the layer that is used in selection for widgets

Description

Education Customers

4. Next, specify the conditions under which this layer will 'activate'. It could be for particular roles, accounts, or marketing flags, for example.
(For further information on layers and examples of use, see our [blog post on Personalisation here!](#))

 Customer Filters

Specify comma separated values for each filter.

Industry Group Codes

☐ Layer active for all Industry Group Codes *excluding* the ones listed above

Marketing Flags

☐ Layer active for all Marketing Flags *excluding* the ones listed above

Warehouses

☐ Layer active for all customer Warehouses *excluding* the ones listed above


5. Click **Save & Exit**.
6. *Your new layer is now ready to use! Add it to any widget on your site - it's that easy.*

HTML Snippet - Back To School message

General Options

Common Options

① Description

② Layer * 

HTML

Format **B** U *I* [List Icons] **A** [Color Icon] [Table Icon] [Image Icon] [Link Icon]

Layer Options

Field name	Description
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URL Pattern	The widget will activate when the customer browses a particular page or pages. Use the '*' wildcard to include all like pages, or exclude a page using '!'
User Authenticated Status	Defines the layer based on Logged In users (Authenticated), Logged Out users (Anonymous), or Any user.
Role	Defines the layer based on the role of the user. You can include, or exclude any role from the list.
Account	A single account code, or a list of debtors from PRONTO that should be included (or excluded) from this layer.
Bill-to Account	Similar to the Account option, this specifies a Bill-to Account filter, using an include or exclude.
Catalogues	If your site uses Custom Catalogues, you can define a layer based on what catalogue the user is browsing. Specify the Global Catalogue, any Custom Catalogue, or a list of Custom Catalogues.
Customer Filters	There are several Customer fields integrated from PRONTO ERP that can be used to define a layer, including: <ul style="list-style-type: none"> • Industry Group Codes • Marketing Flags • Warehouses (i.e. the current customer's Warehouse) • Rep Codes (i.e. the current customer's assigned rep code) • Territories • Customer Types • Company Masks • Industry Sub Groups Any of the above can be done as a list (separated by commas), and can be set up to include or exclude the values supplied.
User Email Pattern	Defines a layer of users based on one or more email patterns.
User Groups	User defined set of users. (See User Group Filtering help for more details.)

Additional Information

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Minimum Version Requirements	** ** *
Prerequisites	**
Self Configurable	Yes
Business Function	Site Structure
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	n/a

Related help

- [User Group Filtering](#)
- [Layer Group Filtering](#)
- [Personalisation Rules](#)
- [Wisdom of the Crowd - Suggested Products](#)
- [Mailchimp Automated Email Marketing](#)
- [Layer filters - User email address](#)
- [Targeting Banners by Device](#)

- [Personalisation How To](#)