



Share important updates with catchy announcement bar



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Today getting an eCommerce website up and running is easy but it's hard to attract the visitor's attention and make them loyal customers. Many brands are putting the bulk of their energy just to get visitors after launching an online store, however, they are getting a flat response in return.

If you're already doing the basics, but aren't seeing the results you were hoping for, it's time to leverage the power of **Integrated Announcement Bars**. The ability to catch the user's attention within a second they visit the site is what makes Announcement Bars a necessity.

You may have seen attractive and concise Announcement Bars at every Shopify store, but we are sure you have hardly experienced the power of AI and Automation in Announcement Bars.

The best part — you can track the performance of Announcement Bars based on **SEGMENTATION**.

Yes! Let's understand it more specifically.

What is an Announcement Bar?

The Announcement Bar is an advertisement space that helps you manage notifications and news on your website easily, and more efficiently. Smart Announcement Bar with personalized content helps you notify your visitors about your offers, sales, and other information that you want to convey.



Why AiTrillion's Announcement Bar?

AiTrillions' Announcement Bar comes with great features that saves time, reduce your workload, and increase your revenue. Smart and AI-powered Announcement Bars make it easy to promote special offers, news, and events on websites. Our bars are responsive and optimized for all screen sizes including desktop, tablet, and mobile.

AiTrillion offers four types of Announcement Bars like-

- Simple Announcement Bar
- Countdown Timer Bar
- Sales Motivator Bar
- Cookie Bar

You can track the performance of each bar based on segmentation. There are various predefined segments available that you can use to measure the performance of Announcement Bars. You can also create new segments based on your requirement.

With an easy and simple editor, create multiple bars and place anywhere you want on your website and launch a campaign in just a couple of clicks. Not only this, AiTrillion also allows you to schedule your Announcement Bars on a preferred timing.

The screenshot shows the 'Behaviour' tab of an announcement bar editor. It features a top navigation bar with 'Template', 'Content', 'Design', and 'Behaviour' tabs. Below the tabs are two dropdown menus for selecting a template and a content block. A note states: '(If you have sticky navigation, please keep this disabled)'. The 'Bar Position' section has a dropdown menu. The 'Display Mode' section includes radio buttons for 'Auto Inject' and 'Embedded Code'. There are four checkboxes: 'Cancel Icon On Bar', 'Link On Full Bar', 'Hide On Mobile', and 'Open In New Tab'. The 'Schedule Bar' section has a checked checkbox for 'Schedule Bar'. Below it, the text 'Show Only Between This Dates/Time' is followed by a 'Select Time Zone' dropdown and two 'Start Date' and 'End Date' date range pickers.

Users can edit :

- Bar Style, Text Color
- Font Weight, Size, style and Alignment
- Button Style, Text Color
- Select Style, Background Image
- Add Animation Effects like Rotating Text, Blink, etc.

The screenshot shows the 'Order Insights' dashboard. At the top, there's a title 'Order Insights' and a subtitle 'List of all orders'. On the right, there are two buttons: 'Hide Filter options' and 'Predefined Orders Segment'. Below this, the 'Predefined Orders Segment' section shows a row of filter buttons: 'All', 'AiTrillion Orders', 'Push Orders', 'Email Orders', 'Loyalty Orders', 'Announcement Bar Order' (highlighted), 'Product Recommendation', and 'More'. The 'Create Your Own Filter' section shows a row of filter buttons: 'Orders', 'That match all filters', 'Engaged By is Announcement Bar', 'Engaged By is Countdown Bar', 'Engaged By is Sales Motivator', and 'Engaged By is Cookie Bar'. At the bottom, there are four buttons: '+ Add filter', 'Run Filter', 'Save Segment', and 'Clear Filter'.

Ideas for Announcement Bar Text

Customers always encounter various ads while surfing the internet and it won't be possible for them to pay attention to everything that comes their way. So it proves best to take them straight to the point with an Announcement Bar instead of letting them read other content available on your website.

They want to buy and you want to sell. Show them a direct path instead of a zigzag.

Creating an effective announcement requires word power that can turn your audience into customers by fascinating them to click immediately. There are key factors to keep in mind when you're writing your announcement:

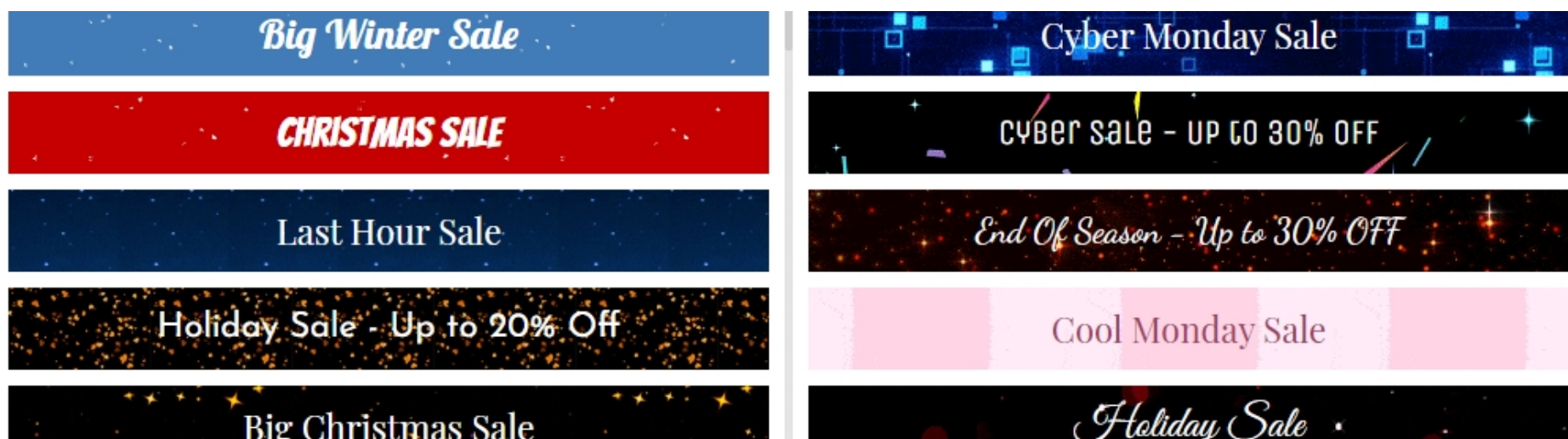
- Keep it short and on point,
- Add sort of an action at first
- Mention the benefits of taking an action.

Types of Announcement Bars to Draw the Visitor's Attention

1. Simple Announcement Bar

Boost sales by offering promotional offers with catchy Announcement Bar. Get various predefined announcement templates that are easy to edit.

- Easily manage to display multiple announcements.
- Increase sales by running sales promo.
- Work perfectly on the fixed header store.



2. Countdown Timer

Countdown timer bar helps you add urgency to your promotions to urge customers to buy now instead of later. Create custom announcements showing exactly the time and duration of your requirement.

- Create urgency for your promotions or offers with the countdown timer.
- Motivate your customers to buy more from the store.
- Notify, free shipping, offers or sales on the store.
- Use an announcement widget to display offers anywhere on the site.



3. Sales Motivator

Encourage your customer for a specific purchase goal with a sales motivator bar and boosts your sales. Sales motivator bars motivate your customers to buy more from the store and increase your store profitability without burning extra money. Take your business to the next level with the features loaded bars and gain new customers at every step. With AiTrillion:

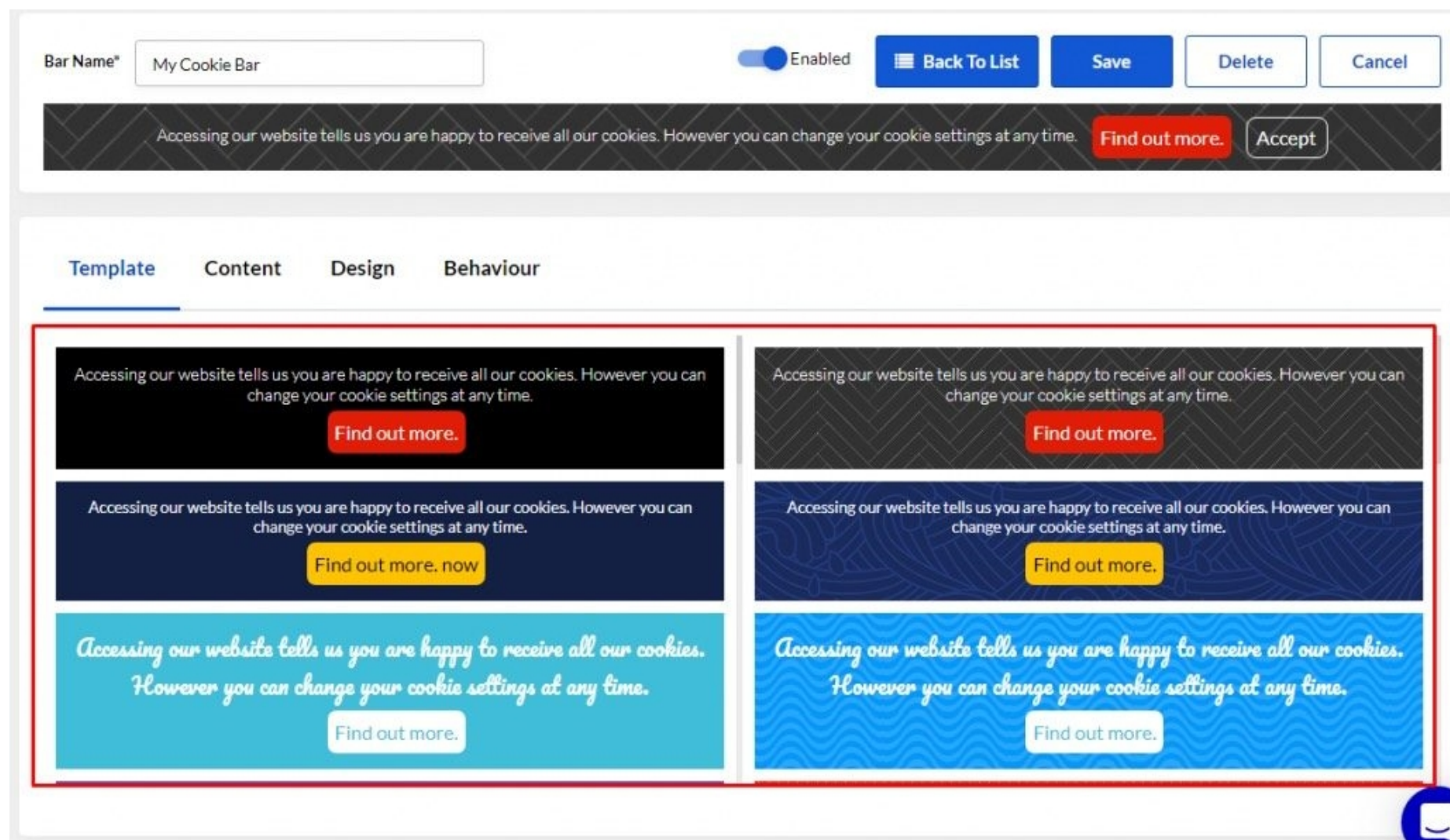
- Create personalized Announcement Bars and add on different locations of the page.
- Keep shoppers informed of new products and recent discounts,
- Notify your customers with different offers and promotions on the website.
- Create awesome Announcement Bars with pre-designed templates.
- Add animation effects.



4. Cookie Bar

Cookie Bar helps to get explicit consent to collect customer data which results in targeting customers with different touchpoints. Use an easily customized Cookie Bar and let users know you are using cookies. It's flexible and no coding is required.

- Built-in multiple themes.
- Support text, buttons, countdown timer.
- Support for multi-display locations, such as header and footer.



Ways to use Announcement Bar on your Website

1. Display your message with a CTA

For eCommerce stores that want their visitors to book a slot for sales, projects, and others can use an Announcement Bar to show your upcoming availability. It's a great way to get visitors.

For example:

"Last few slots available – BOOK NOW"

2. Announce a limited time offers

Create a sense of urgency to get visitors fired up to act instantly. Whether you have a sale or are offering a limited time discount on your services, using an Announcement Bar is the best way to promote this. You can also display a discount code that customers can use at the checkout.

3. Promote new products and services

If you have launched a brand new product or service, highlight it on your Announcement Bar to get customers attention.

4. Inform customers about an event

Whether it's an in-store event, workshop, or an online webinar, Announcement Bar is a great medium to promote this on your website. Display the temporary Announcement Bar on the website and change it accordingly.

How to set up your AiTrillion Announcement Bar?

Here’s a step-by-step tutorial to [Create your Announcement Bar](#)

Track and Manage Announcement Bars Campaigns Easily

AiTrillion allows you to manage all your Announcement Bar campaigns in one place. You can track Active Bars, Total Clicks, Total Orders, and Total Revenue.

Managing all your campaigns is quite hectic but now there is no need to put your head in the complicated tasks. AiTrillion’s automated AI analytics will do it all for you.

With AiTrillion you can track the performance of Announcement Bars based on segments and customer behavior.

Announcement Bar

Create announcement bars like free shipping bar, offer bar, sales motivator and countdown timer bar on the store.

App Status:

OFF

+

 Create New

☰

 Bar List

8

Active Bars

0

Total Click

0

Total Orders

\$0.00

Total Revenue

Summing Up

Whether you're a seasoned sales professional or still trying to acquire your 100 first customers, AiTrillion is your go-to solution provider. Announcement Bar plugin will definitely help you promote your offers and sale to gain the attention of your potential customers.

AiTrillion's an all-in-one automated marketing platform includes deep churn analysis, tracking repeat purchasing potentials, and generating readable reports.

To be a successful brand, you must leverage tech and be more agile in real-time to better know your customers. AiTrillion simplifies everything for you, so you can boost sales by implementing its automated predefined marketing campaigns through Announcement Bars, Email Marketing, Loyalty Reward Programs, Web Push Notifications, Workflow Automation, and Smart Popups.

Are you ready to attract your store visitors?

Let's target the right people at the right time with the AiTrillion eCommerce marketing platform! For more details contact us at md@aitrillion.com

Launch your email marketing with AiTrillion!!



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