NCR Customer Connect
Working with Templates: ADVANCED

ADDING YOUR LOGO TO AN IMAGE BANNER

To add your logo to a standard NCR Customer Connect banner (with image on the right):

1. Select ***Manage / Images*** to upload your logo. For best results, your logo should be a GIF or PNG file with a transparent background no larger than 250px (wide) x 140px (tall).
2. Once the logo has been uploaded, click the ***edit*** link to identify the file name (URL) and copy the entire URL. NOTE: When you upload your image to NCR Customer Connect, the file name will be changed to protect your security and for click-through reporting purposes.

3. Select ***Manage / Templates*** and choose your desired template from the ***Template Library***. Copy the template to ***My Templates***.
4. From ***My Templates***, edit the banner box by clicking on the left side of the banner where you will insert your logo.

5. From the editor, select ***Source*** (Source) to view the HTML.
6. Replace the contents with the following sample HTML code:

```
<p style="vertical-align: middle; text-align: center">
<a href="http://www.mysite.com"><img border="0"
src="https://www.radiantretailapps.com/image.png"/></a></p>
```

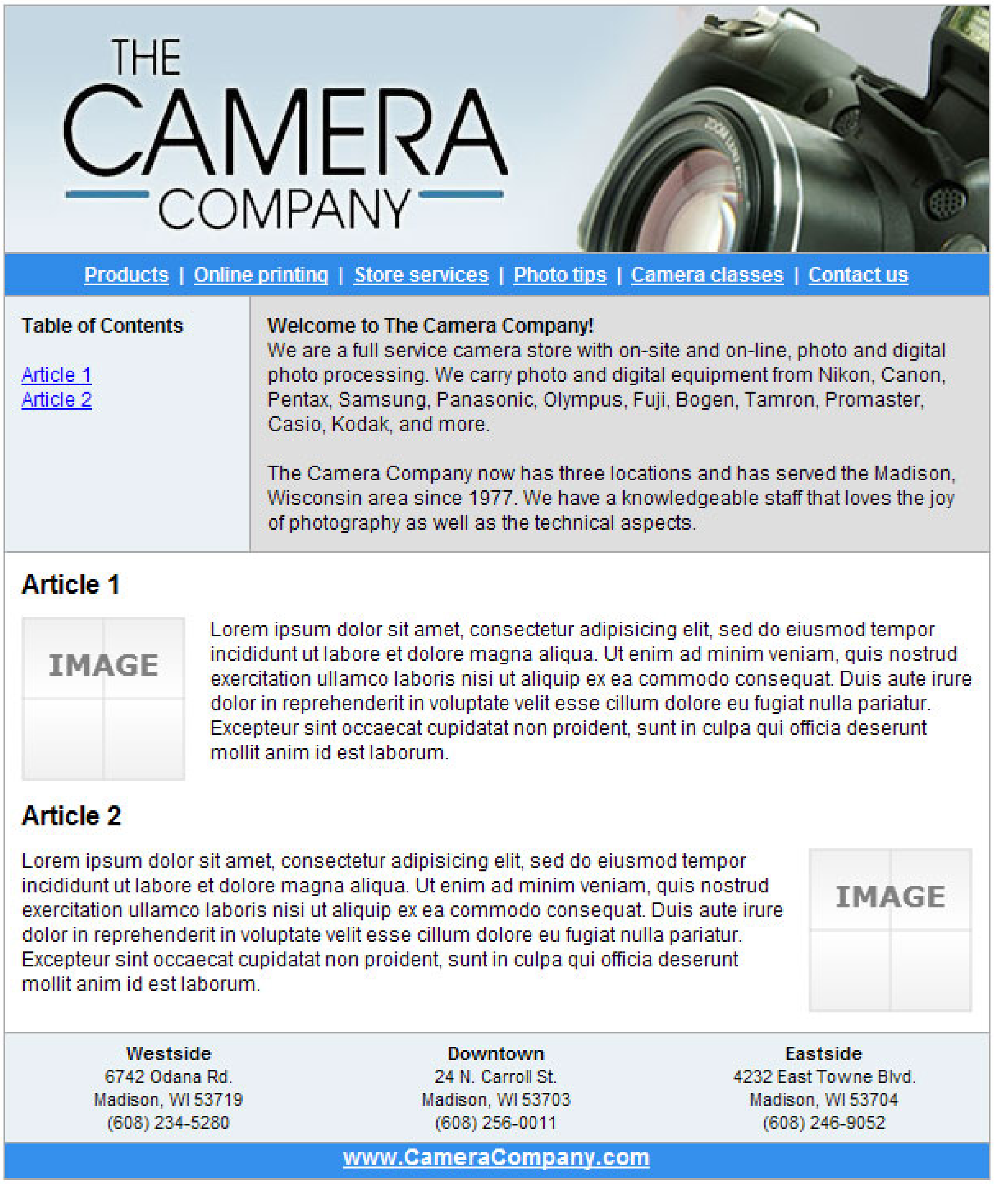
7. Edit the sample HTML with the URL for your logo (copied in step 2) and optionally link the logo to your website.

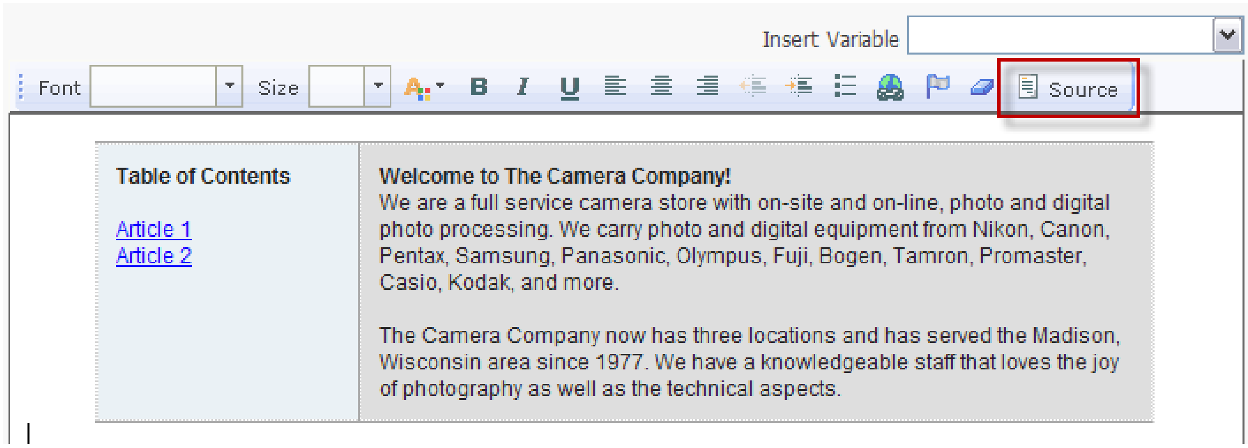
8. Complete any remaining template changes and start using your new template!

MIXED 2 COLUMN + 1 COLUMN TEMPLATE

NCR Customer Connect includes a **Two Column Newsletter** style template. However, both columns in this template display for the length of the entire email. Depending on the look you want to achieve, you may only want to display a small two column section at the top, most commonly for a Table of Contents related to articles in the email.

To create a 2 Column Table of Contents section, followed by 1 column sections, start with any 1 column template style (Promotion, Text Only, Basic Image, etc.) and add an HTML table via the ***Source*** editor:





SAMPLE CODE

```
<table align="center" border="0" cellpadding="10" cellspacing="0"
style="border-top: #aaaaaa 1px solid; font-size: 12px; border-bottom:
#aaaaaa 1px solid; font-family: arial" width="600">
   <tbody>
         <tr>
               <td align="left" bgcolor="#eaf1f5" style="border-right:
#aaaaaa 1px solid" valign="top" width="25%">
                     <strong>Table of Contents</strong><br />
                      <br />
                     <a
href="https://www.radiantretailapps.com/CustomerConnect/Manage/EditTemplat
e.aspx?id=100004&amp;source=false#Article1" savedtabindex="0" tabindex="-
1">Article 1</a><br />
                     <a
href="https://www.radiantretailapps.com/CustomerConnect/Manage/EditTemplat
e.aspx?id=100004&amp;source=false#Article2" savedtabindex="0" tabindex="-
1">Article 2</a></td>
               <td align="left" bgcolor="#dedede" valign="top"
width="75%">
                     <strong>Welcome to The Camera Company!</strong><br />
                     We are a full service camera store with on-site and
on-line, photo and digital photo processing. We carry photo and digital
equipment from Nikon, Canon, Pentax, Samsung, Panasonic, Olympus, Fuji,
Bogen, Tamron, Promaster, Casio, Kodak, and more.<br />

                     <br />
                     The Camera Company now has three locations and has
served the Madison, Wisconsin area since 1977. We have a knowledgeable
staff that loves the joy of photography as well as the technical
aspects.</td>
         </tr>
   </tbody>
</table>
```

CHANGING THE BODY-SEPARATOR COLOR

By default, the ***Body – Separator*** section uses the default color and style for the standard HTML <HR> element (by default, this is a 1px tall gray line).

To change the color or style of the ***Body – Separator*** section, edit the source code for the ***<HR>*** element and specify the color, height, background image, etc. using inline styles.

CHANGING THE LINE COLOR:

1. View the template's source code by adding ***&source=true*** to the address bar, for example:

2. Locate the default <HR> element in the source code and specify a specific color or style using inline CSS, for example:

```
...<TR rad:area="Body" rad:name="Body - Separator"
rad:content="replace">
<TD style="WIDTH: 100%">
<TABLE style="TEXT-ALIGN: left; WIDTH: 100%" border=0 cellSpacing=0
cellPadding=0>
<TBODY>
<TR>
<TD style="WIDTH: 10px"></TD>
<TD style="WIDTH: 96.66%">
<HR style="BORDER: 0px; BACKGROUND-COLOR: #841a1a; HEIGHT: 1px">
</TD>
<TD style="WIDTH: 10px"></TD></TR></TBODY></TABLE></TD></TR>...
```

CHANGING THE TEMPLATE BORDER COLOR

By default, the entire email template is bordered by a thin gray (#AAAAAA) line.

To change the color or thickness of the template's border, edit the source code and specify the color or style of the border using inline styles.

CHANGING THE BORDER COLOR:

1. View the template's source code by adding ***&source=true*** to the address bar, for example:

2. Locate the section of the code that contains your email content. The email content section follows Customer Connect's Configuration (rad:config) section at the top of the code. Edit the border colors according to your needs.

```
...</rad:config>
<TABLE style="BORDER-BOTTOM: #841a1a 1px solid; BORDER-LEFT: #841a1a
1px solid; BORDER-TOP: #841a1a 1px solid; BORDER-RIGHT: #841a1a 1px
solid; BACKGROUND-COLOR: #ede8cb; TEXT-ALIGN: left; WIDTH: 600px;
BORDER-COLLAPSE: collapse; FONT-FAMILY: Arial; COLOR: black;
BACKGROUNDCOLOR: #ede8cb" cellSpacing=0 cellPadding=0
rad:themeitem="Background"><!-- STATIC_HEADER -->...
```

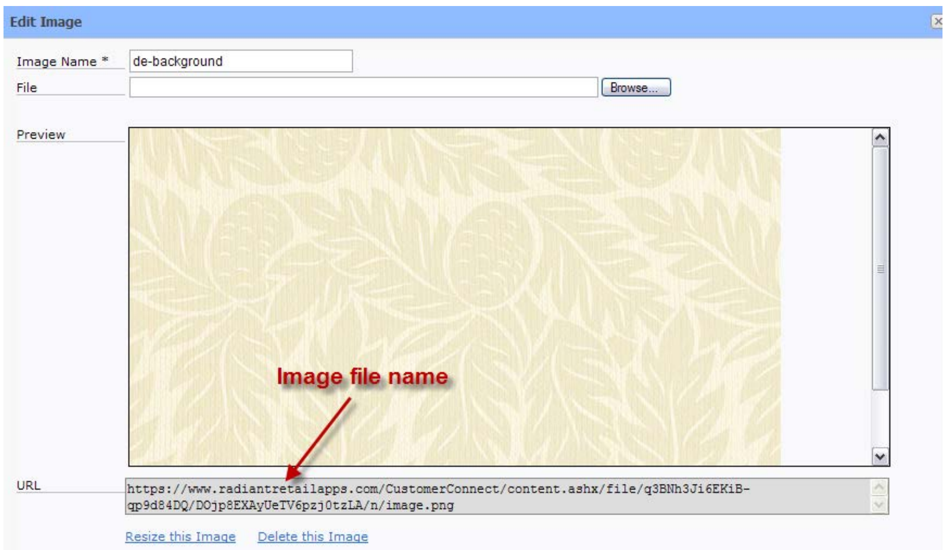
ADDING A BACKGROUND IMAGE TO A TEXT AREA

By default, your email template will use a solid color background based on the color palette or custom colors you select when editing the template.

ADDING A BACKGROUND IMAGE:

1. Select ***Manage*** / ***Images*** to upload an image. For best results, your background image should be designed to repeat seamlessly (edges of the image appear to blend together when tiled).

2. Once the image has been uploaded, click the ***edit*** link to identify the file name (URL) and copy the entire URL (you will paste this URL into step 6 below). NOTE: When you upload your image to NCR Customer Connect, the file name will be changed to protect your security and for click-through reporting purposes.



3. Select ***Manage*** / ***Templates*** and choose the appropriate template to edit.

4. View the template's source code by adding ***&source=true*** to the address bar, for example:

5. The top section of the source code contains Customer Connect's Configuration (***rad:config***) settings, or the color definitions for all the color palettes, followed by the default styles for each 'section' (***rad:sections***). Locate the section to edit, for example ***rad:name="Body - Left Image"*** or ***rad:name="Body - One Column Text".***

6. Specify the background image and whether or not it repeats using inline styles:

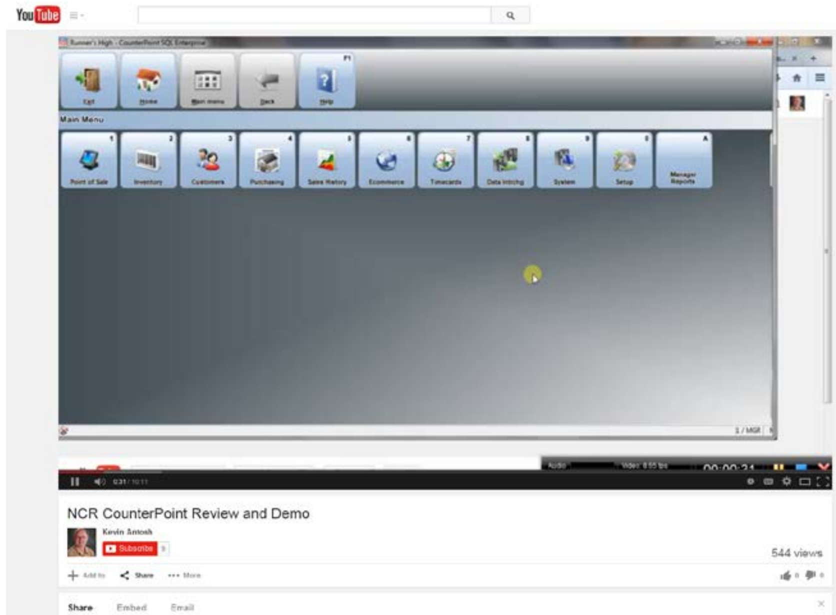
```
...<TR style="BACKGROUND-IMAGE:
url(https://www.radiantretailapps.com/CustomerConnect/content.ashx/file
/q3BNh3Ji6EKiB-qp9d84DQ/DOjp8EXAyUeTV6pzj0tzLA/n/image.png);
BACKGROUND-REPEAT: repeat; TEXT-ALIGN: left; VERTICAL-ALIGN: top;
PADDING-BOTTOM: 10px; PADDING-LEFT: 10px; PADDING-RIGHT: 10px; PADDING-
TOP: 10px" rad:area="Body" rad:name="Body - One Column Text"
rad:content="replace">...
```

EMAILING VIDEOS WITH NCR CUSTOMER CONNECT

While you can't actually embed a video directly into an email (most email viewers don't include video players), you can easily create the same effect with a successful email campaign.

Create an image—just a normal JPG or PNG file—that includes a picture of the video you want to share. Before a video starts to play, it's really nothing more than a still image with an arrow or YouTube logo on top. See the examples below.

Then, upload the image to your Customer Connect email. Add a hyperlink from the image in your email to the YouTube video (e.g., http://youtu.be/OqyGP4swg0E). To find out the exact link to your video, click the Share button.



Use the ***Embed*** link to add a video to your website

Use the ***Share*** link when emailing videos

When the shopper clicks on the image in the email, it will start playing the video on YouTube.

Remember, your email image just has to give the 'illusion' of a video to get the point across. That's it!