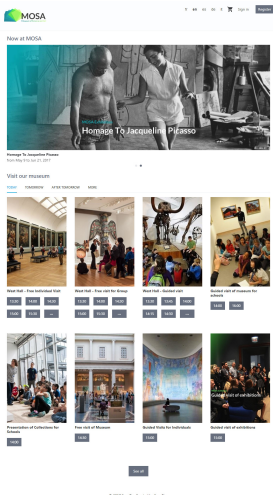


A dynamic shop window

First impressions count. Web users need to be able to grasp what products or events you're offering as soon as they enter the ticket shop. Having said this, displaying your entire catalogue could overwhelm them. That's why we're launching the dynamic shop window – a new page above online sales which serves as a fully-fledged landing page for your ticket shop.

This page allows you to create your own product clusters, whatever the product family, and to choose the layout that highlights them the best. You can also create multiple sets on the same page, each with a different layout. The dynamic shop window is a visionary way to connect with new visitors.



Clusters

The dynamic shop window allows you to create your own product **clusters** without limiting you to a single product family or season. You can create sets of multi-season, multi-product items and choose any term you want to describe them: performances, events, concerts, shows, or sessions – you're completely free to choose the best denomination.

The assembly tool is highly flexible. The same cluster can be used by several points of sale: it's the *product profile* which is used to determine which products in a cluster are available to your online visitors.

Products are ranked within the cluster. You can also distinguish between a whole event and a specific performance.

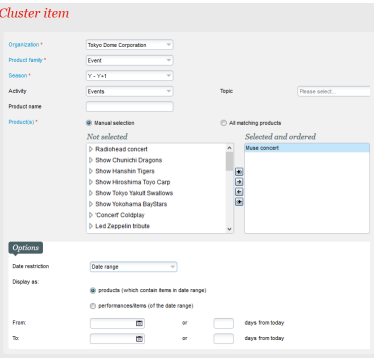
There are a lots of filters you can use to set time-based conditions, for example to display only the three next performances of a show. The parameter details are summarised below.

Item clustering options

Products: the basic mechanism for product/item selection is *Manual selection*. It's also possible to add *All matching products* that meet the (parametrised) search criteria. The advantage of this second option is that it's dynamic: if you set up a new product the next day that meets these criteria, it will be automatically added to the cluster.

Date range restriction: you can choose to show only the cluster elements that meet a time-based condition. You can show the element as a product (with one or more performances within the date range), or display every performance in the date range.

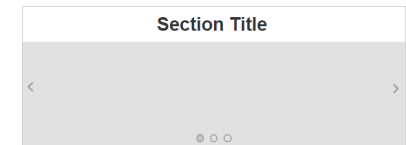
What's on next restriction: you can choose to display only what's on in the next X days, or the next X items.



Sections

The sections are display blocks with several possible layouts and which call up products from one or more cluster(s). To compile your shop window, define the number of sections you require, their names, the layout for each section and of course the order you want them in. This is a really powerful tool which is also very user-friendly.

Three possible layouts

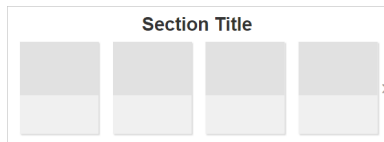


Carousel

The carousel display is highly visual. It occupies the entire page width, allowing you to highlight one product at a time. It requires high resolution images.

Cluster: the carousel displays the products as defined in a cluster. You can keep to the defined order or randomise it. It's also possible to show only those events currently on promotion (advantages).

Maximum display: you can define the maximum number of elements visible in the carousel (the other elements in the cluster will be hidden). We recommend that you show no more than five elements.



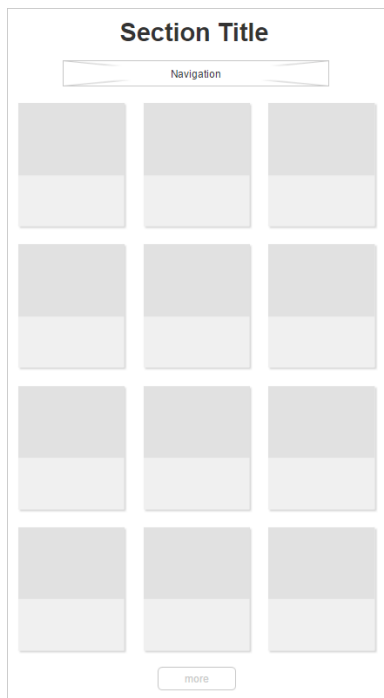
Slider - one line

The slider display presents several products on one line. It shows as many as the grid allows and provides a navigation tool to view the same quantity a second time. This tool changes according to screen size.

Cluster: the slider displays the products as defined in a cluster. You can keep to the defined order or randomise it. It's also possible to show only those events currently on promotion.

Grid: choose the default number of columns for large screens.

Image aspect ratio: there are several aspect ratios to choose from. If you're using a small grid (few columns), a horizontal ratio is preferable. Conversely, vertical images work better on large grids. The aspect ratios available are 2:3 (vertical), 4:3 (horizontal), 16:10 (wide), 1:1 (square).



Multiline display

The multiline display is the default option. It shows a large number of products over several lines. Having said this, make sure you don't try to show too many. We recommend no more than one multiline display per shop window page, and that you place it at the bottom to make it easier to read relative to other sections.

Content: the content selection options here are more detailed. You can display all the products on sale at this point of sale with just one click, without setting up a cluster. You can also manually select several clusters. You can keep the defined product order or randomise it. It's also possible to show only those events currently on promotion.

Grid: choose the default number of columns for large screens.

Image aspect ratios: there are several aspect ratios to choose from. if you're using a small grid (few columns), a horizontal ratio is preferable. Conversely, vertical images work better on large grids. The aspect ratios available are 2:3 (vertical), 4:3 (horizontal), 16:10 (wide), 1:1 (square).

Navigation: The system gives you several clustering options for micro-navigation within the section so as to provide access to a large number of products.

- *By cluster:* this option displays each cluster in a dedicated tab and uses the cluster name you've defined.
- *Next dates:* this option automatically creates "time" tabs. So you can find products for sale "today", "tomorrow", "day after tomorrow", "next week" and later in the year. This tool is defined for such as museums, as it immediately highlights items due to take place in the very near future. This setting also changes the *visits passes* and *time-stamped passes* displays: slots are immediately available as buttons to facilitate direct sales.
- *By product family:* this option displays a tab by product family.
- *None:* it's also possible to set no navigation at all.

Prérequis

To maximise the potential of this new shop window, you need to [migrate your images to the cloud](#). If you haven't, the image resolution will be poor and this will show in most configurations.

Limitations

Visitors using obsolete browsers (versions earlier than Internet Explorer 10) will not be able to access this window and will be redirected to the old landing pages for online sales.