



User Guide

Compatibility: Prestashop v1.7.x – v9.x.x

For Module Version: 1.0.0



Intended Audience

The content of this document is designed to facilitate the users -managers, supervisors and others of **AI Promo Campaign Manager**. A step-by-step instruction has been added to this document to help users to install the module on PrestaShop.

As a safe practice always, backup your files and database before installing any module on PrestaShop. If you are looking for someone to install the module, we can do it for you as well. Just go to the support section share the order id to expedite the installation process.

Once you have installed, please see the User Guide to help you understand on how to use the module to its full capacity. If you still have questions feel free to contact us on the support platform where you bought this module.

If you have any custom requirements feel free to touch base with us.



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Getting Started!

Overview

AI Promo Campaign Manager for PrestaShop helps you create and manage powerful promotional campaigns effortlessly. Using artificial intelligence, it suggests engaging content, smart discounts, and optimal targeting to maximize your sales while saving time and effort.



Installation Instructions

1. Go to Modules → Modules Manager → Click Upload a Module → Browse for Downloaded Module ZIP file and click Upload this module.
2. Click Proceed with Installation.
3. Make sure Cache is disabled in Advance Parameters → Performance.
4. Go to Modules → Modules Manager → AI Promo Campaign to Configure the module



User Guide

Module Configuration:

After installing the module go to Module > Module Manager > AI Promo Campaign. Here you will see all the configuration for your module.

A screenshot of the 'AI Promo Campaign Settings' configuration page. The page has a light gray header with a gear icon and the title 'AI Promo Campaign Settings'. Below the header, there are several configuration options, each with a label, a value field, and a description. The 'Enable AI Campaign Suggestions' option is a toggle switch that is currently turned on to 'Enabled'. The other options are text input fields: 'OpenAI API Key' with the description 'Enter your OpenAI secret API key used for generating AI suggestions.', 'Cron Controller Token' with the description 'Token used to securely trigger the cron controller.', 'SMS - Twilio Account SID' with the description 'Your Twilio Account SID from the Twilio dashboard.', 'SMS - Twilio Auth Token' with the description 'Your Twilio Auth Token used for API authentication.', and 'SMS - Twilio Active Numbers' with the description 'Comma-separated list of active Twilio phone numbers.'

Enable AI: Enable to enable the module

OpenAI API Key: Enter your OpenAI (ChatGPT) API key.

Cron Controller Token: Token used to securely trigger the cron controller.

SMS - Twilio Account SID: Your Twilio Account SID from the Twilio dashboard.

SMS - Twilio Auth Token: Your Twilio Auth Token used for API authentication.

SMS - Twilio Active Numbers: Comma separated list of active Twilio phone numbers

Note:

You need paid APIs.

ChatGPT: Click [here](#)

Note: We can also integrate any other AI model of your choice also any sms service, subject to additional setup charges.



Rule to create campaign

Go to AI Promo Campaign > Campaign Rules. Here you will see all the rules that you have created. Click on plus button to add a new rule

ID	Campaign Name	Type	Value	Cart Rule	Sync Status	Start	End	Active	
1	November Savings Spectacular	discount	10.00	1	Synced (Live in Cart Rules)	2025-10-01 00:00:00	2025-10-31 00:00:00	✓	Edit
2	October Fest Savings	discount	20.00	2	Synced (Live in Cart Rules)	2025-10-22 00:00:00	2025-10-30 00:00:00	✓	Edit

Using AI to design a campaign

In rules first you need to generate campaign details using AI.

Add new Help

AI Sale Generator

Give a few inputs — we'll auto-attach monthly shop stats and ask AI for a tailored sale plan.

Goal	Year	Month	Duration (days)
<input type="text" value="Increase Orders"/>	<input type="text" value="2025"/>	<input type="text" value="February"/>	<input type="text" value="8"/>

[GENERATE AI SALE PLAN](#)

Goal: Select the goal of you campaign

1. Increase orders
2. Clear Old Stocks
3. Re-engage Customers

Year: Select the year for your campaign

Month: Select the month for your campaign

Duration: Select the Duration of your campaign

Clicking on generate button will analyze historical data using AI and suggest following information: You can then use this information to create the campaign below:

Title: February Flash Sale
Slogan: Love Your Finds this February!
Discount: 20% off sitewide for 8 days
Duration: February 1 - February 8, 2025
Banner: Don't Miss Our February Flash Sale - 20% Off!
Email Subject: Exclusive 20% Off Just for You - February Flash Sale!
Description: Join us for our February Flash Sale! Enjoy 20% off on all products for 8 days. Shop now to find the perfect items at unbeatable prices.
CTA: Shop Now
Notes: Focus on creating urgency with countdown timers. Highlight customer reviews and product benefits. Promote through social media and email marketing to engage both new and returning customers.



Campaign Rule

* Campaign Name

Type

Discount Type

Discount Value

Start Date

End Date

Customer Groups

Limit to a single customer
Enter a single customer ID. Leave empty to apply this campaign to all customers or use customer groups instead.

Min Cart Total

Categories Check all Uncheck all

Products (IDs comma-separated)
Enter product IDs separated by commas

Banner Heading
Text displayed on the campaign banner.

Banner Position
Select where to display the campaign banner.

Enable Email Channel Disabled
Send campaign notifications via email.

Enable SMS Channel Disabled
Send campaign notifications via SMS.

Banner Image
Upload the banner image for this campaign. Recommended size: 1200x400px.

Active Disabled

- Campaign Name: Copy the name from above generated by AI.
- Type (Discount or Free Shipping): Choose whether the campaign offers a discount or free shipping. Select the one suggested by AI.
- Discount Type: Select the type of discount — fixed amount or percentage.
- Discount Value: Enter the discount amount or percentage based on your selected type.
- Start Date: Set the date when the campaign will begin.
- End Date: Set the date when the campaign will automatically end.
- Customer Groups: Choose which customer groups will receive the promotion.
- Limit to a Single Customer: Enable this to restrict the offer to one use per customer.
- Min Cart Total: Specify the minimum cart amount required to apply the promotion.
- Categories: Select the product categories eligible for the campaign.
- Products (IDs comma-separated): Enter specific product IDs separated by commas for targeted promotions.
- Banner Heading: Add a catchy heading text to display on the promotional banner.
- Banner Position: Choose where the promotional banner will appear on your website.

FME Modules



Enable Email Channel: Activate this to send promotional emails for the campaign.

Enable SMS Channel: Activate this to send promotional SMS messages for the campaign.

Banner Image: Upload an image to display on the campaign banner.

Active: Enable or disable the campaign to control its visibility and activity.

Note: Emails and SMS will be sent when you run cron job using link shown in module configuration.

Note: SMS will only be sent to the users who has included their cell numbers

After you have saved the rule. Click on Edit and Apply to rule to get synced.

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2	October Fest Savings	discount	20.00	2	Synced (Live in Cart Rules)	2025-10-22 00:00:00	2025-10-30 00:00:00	✓	Edit

Bulk actions ▾

Applied

Delete



Disclaimer

It is highly recommended to backup your server files and database before installing this module.

No responsibility will be taken for any adverse effects occurring during installation.

It is recommended you install on a test server initially to carry out your own testing.

Support

If you need more information or have any questions or problems, please refer to our support helpdesk:

You can log a ticket and a support technician can assist you further.

Customization

If you have requirements that are not covered by our module and you need to have our module customized, feel free to contact us through support helpdesk.