

Create and position containers

Summary

Containers are the advertising spaces of the shop. They are maintained under *eCom \ Container*.

A container becomes effective in two steps: you create it, and you define how the area in which it appears is displayed.

What a container is, which link types exist, and which image dimensions apply are described in the service description on the page *Marketing-Container*.

Create container

1. Open *eCom \ Container*. The list shows all existing containers with position, type, link type, and status. Use **Create new container** to add another one; clicking on a row opens an existing one for editing.
2. Select **Container type**: *Image*, *Image with text*, or *Text with image*. See below.
3. Depending on the type, add **Image** and **Text**. If the image was created with AI, check **Image is AI generated** — see [Mark images as AI-generated](#). The text can be formatted using the toolbar of the **Content** field. The image dimensions depend on the display type of the area, see below.
4. Set **Priority**. appears first.
5. If the container should only appear for certain customers, select a **Customer list**. Without a customer list, it appears for all.
6. Set **Link type** and the associated target.
7. Set **Status** to *Released* — only then does the container appear in the shop.
8. Save.
9. Provide data — **with the Images checkbox**, otherwise the image will be missing in the shop.

Optionally, a display period can be set via **From** and **To**, for example for a limited-time promotion. Without an entry, there is no limitation.

Select container type

Type	in float area	in slider
Image	image only	image only
Image with text	text to the right of the image	text below the image
Text with image	text to the left of the image	text above the image

The **Content** field includes its own toolbar for formatting.

When choosing the type, note in which **Type** the container appears: the same combination of image and text is displayed side by side in the float area and stacked in the slider. Text that fits next to the image in the float may appear differently above the image in the slider.

Add image

Use a **square 900 × 900 pixel image for a float tile** — also for types with text. A tile with text is twice as wide, but the image inside remains the same size as in a tile without text. So you do not need a larger image.

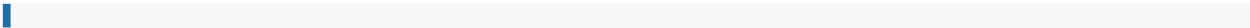
⚠ **Warning:** In the float area, the image can be **cropped left and right**. It fills the tile height, and if a neighbouring tile has a lot of text, the entire row becomes taller. Therefore, place the motif **centrally** and leave margins on the sides.

As a rule of thumb: **use rather wide images for the slider, square ones for the float area**.

For the **slider**, the required format depends on whether it switches automatically:

Display interval	Recommended image size
 — no autoplay	at least 630 pixels high, aspect ratio between about 1:1 and 2.3:1, for example 945 × 630
greater than  — autoplay	1500 × 500 pixels (3:1)

The slider **does not crop**. If the aspect ratio does not fit, the image is scaled smaller and gets blank stripes — for the autoplay slider on the sides if the image is too tall, and top and bottom if it is too wide. A larger image frame does not help, only the correct ratio.



Warning: If you change the Display interval later, the required image format of the containers at this position also changes. The complete size table is in the service description on the page *Marketing-Container*.

⚠ **Warning:** For the link type *Order template*, the selected order template must be enabled for eCom. See [Enable order template for eCom](#).

If a container does not appear in the shop

Check in this order:

Check	Background
Is the Status set to <i>Released</i> ?	Only this status appears in the shop. <i>In progress</i> , <i>Completed</i> , and <i>Deleted</i> remain invisible.
Is today within the From / To period?	Empty fields mean no limitation.
Does the Culture match the customer's language?	In the multilingual shop, the container must be maintained per language.
Were the data provided with the Images checkbox ?	Without this checkbox, the image is missing.

A container that should no longer run does not have to be deleted — *Completed* removes it from the shop but keeps it in the list.

Define display type of the area

1. Open *eCom \ Container*, submenu **Items**.
2. For **Type of display** for the desired position — *Homepage top* or *Homepage bottom* — select **Slider** or **Float**.
3. For *Slider*: set in the field **Display interval** whether it switches automatically. See below.
4. Save and provide data.

Display interval

The field appears only for *Slider*.

The value is entered in **milliseconds**: is three seconds.

Value	Effect
<input type="text" value="0"/>	The slider does not switch automatically. Several cards are shown side by side; the customer navigates using the arrows left and right.
greater than <input type="text" value="0"/>	The slider switches automatically after this time. Only one card is visible at a time, with a dot navigation below.

“ **Warning:** The time applies **per image**, not for the entire cycle. With three containers and , each image is shown for three seconds; one cycle takes nine seconds.

Consider when setting: a short interval appears restless, and a container with text needs longer to read than a pure image.

The switch pauses as long as the customer’s mouse is over the slider or it is focused via keyboard. If the customer clicks a dot in the dot navigation, the slider **stops permanently** on that image and does not start again automatically. Therefore, do not expect every customer to see all containers — important content belongs on the first container or in the float area.

Both positions can be freely assigned: a slider at the top and a float area at the bottom is the usual combination, but the reverse or the same display type twice is also possible.

Order of multiple containers

If multiple containers are in the same area, the **priority** determines the order. For a slider, the shop then shows arrows and dot navigation; for a float area, the containers are stacked from left to right.