

Mobiliti™

Android/iOS Smart App Banners Documentation

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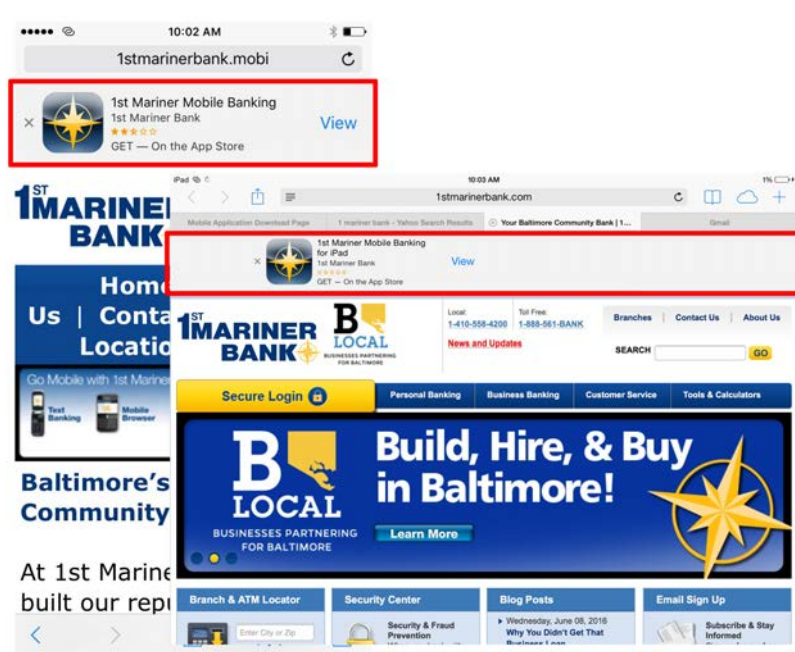
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What Are Smart App Banners?

App discoverability is essential to grow app adoption and usage. Many consumers will not realize an app is available for them as they surf through your financial institution's website on their smartphone or tablet devices. Consumers want and should get an optimized app experience.

Smart App Banners are standardized banners which are a simple and effective way of increasing your app's download numbers. When Smart App Banners are implemented, users will see an unobtrusive and a recognizable banner on the top area of their browser indicating to users that an app is available, as well as provide a quick option to access the App Store and download the app. Consumers will recognize this app as being your own, and not as an irrelevant banner ad. The implementation of iOS and Android Smart App Banners is fully in the control of the Financial Institution, and is applicable whether you have an optimized or unoptimized mobile website. All it takes is following the simple steps below.



NOTE: BEFORE YOU PROCEED ANY FURTHER...

If you have a CMS (Content Management System) website such as Wordpress, Joomla or Drupal, you will require a plugin to implement the smart app banner. Please disregard the instructions in this document, but rather, follow the instructions from the website associated with your CMS below.

Wordpress

<https://wordpress.org/plugins/add-smart-app-banner/>

Joomla

<https://extensions.joomla.org/extension/smart-app-banner/>

Drupal

https://www.drupal.org/project/metatag_itunes

How to Implement Android/iOS Smart App Banners

Step 1

Saving the files to your computer

- a) Open the attachment tab (paperclip) that can be found on the left side navigation pane of this document. Right click and choose Save Attachment the *icon.png* and *jquery-ultimate-smartbanner.txt* to your desktop. Create a new folder and label it "sab". Place the 2 attachments in this folder.

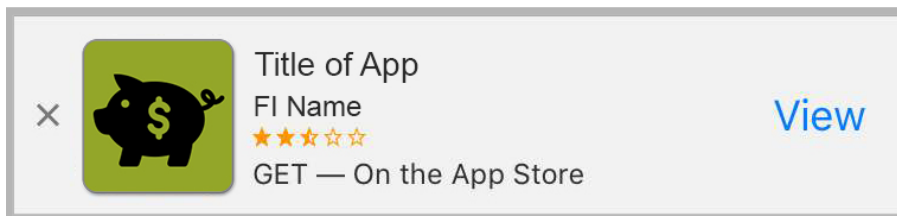
Step 2

Implementing your financial institutions title and author

- a) Locate the *sab* folder on your desktop and open it, double click the *jquery-ultimate-smartbanner.txt* file. Your default text editor will open.
- b) In the first block of code, change the text between the two quotes to your financial institution's title of the app and the name of your financial institution

SAMPLE CODE TO MODIFY

```
var SABTitle = 'INSERT TITLE HERE';  
var SABAuthor = 'INSERT TITLE HERE';
```



This is the information that appears on the smart banner for Android only

Step 3 (Skip to Step 4 if you already have your app ID numbers)

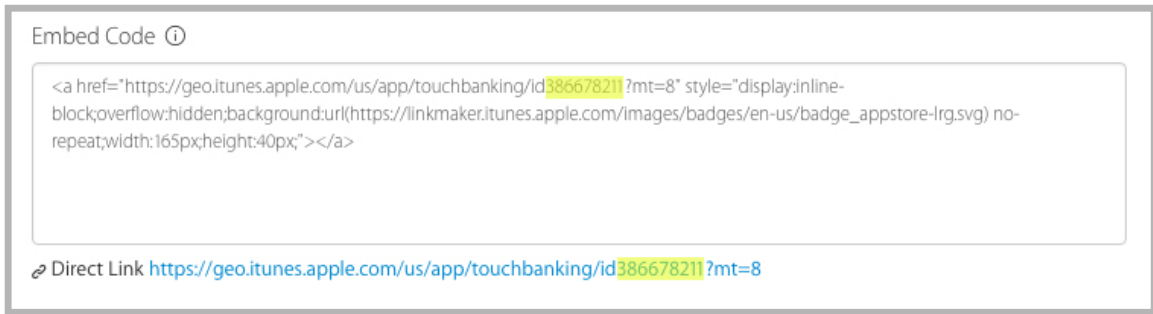
Obtaining your iOS App ID for iPhone and iPad

- a) Go to <https://linkmaker.itunes.apple.com/en-us/>. Select "iOS Apps" in the Media Type filter then type your App's name as it appears in the App Store into the "Search Field"

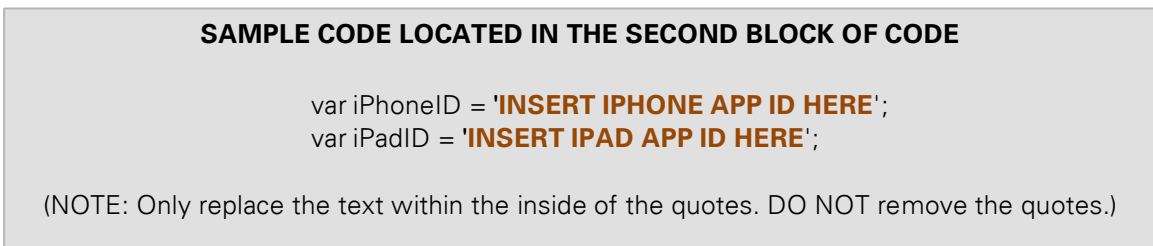


(NOTE: For best search results change the Media Type to iOS Apps)

- b) Your App will appear in the results for iPhone and iPad (if applicable for iPad)
- c) Click on your App icon
- d) Copy your iOS App ID from the Embed Code that appears (iOS App ID is a nine or ten digit number)



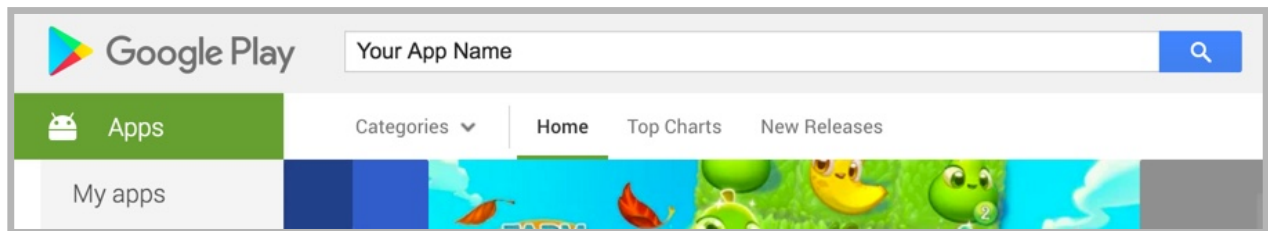
- e) Open the *jquery-ultimate-smartbanner.txt* that was provided to you and replace 'INSERT IPHONE APP ID HERE' text with your iPhone App ID from the search results. IF APPLICABLE: Repeat the same process for iPad



Step 4 (Skip to Step 5 if you already have your Package ID numbers)

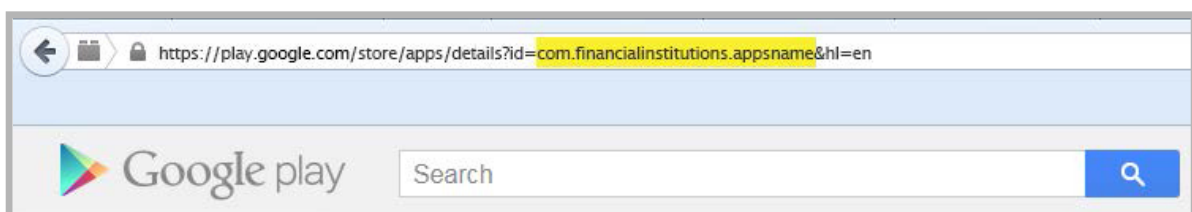
Obtaining your Android Package ID for Smartphone and Tablet

- a) Go to <https://play.google.com/store>
- b) Type your App's name as it appears in the Google Play Store into the "Search Field" and press enter



(NOTE: For best search results change the Entertainment to Apps on the left side by clicking

- c) You App will appear in the search results for Android Smartphone and Android Tablet (if applicable for Tablet)
- d) Click on your App icon
- e) Copy your Android Package ID from the URL that appears in your browser's URL bar



- f) Open the *jquery-ultimate-smartbanner.txt* that was provided to you and replace 'INSERT ANDROID PHONE PACKAGE ID HERE' text with your Package ID from the search results. IF APPLICABLE: Repeat the same for Android Tablet

SAMPLE CODE LOCATED IN THE FIRST BLOCK OF CODE

```
var AndroidPhoneID = 'INSERT ANDROID PHONE PACKAGE ID HERE';  
var AndroidTabletID = 'INSERT ANDROID TABLET PACKAGE ID HERE';
```

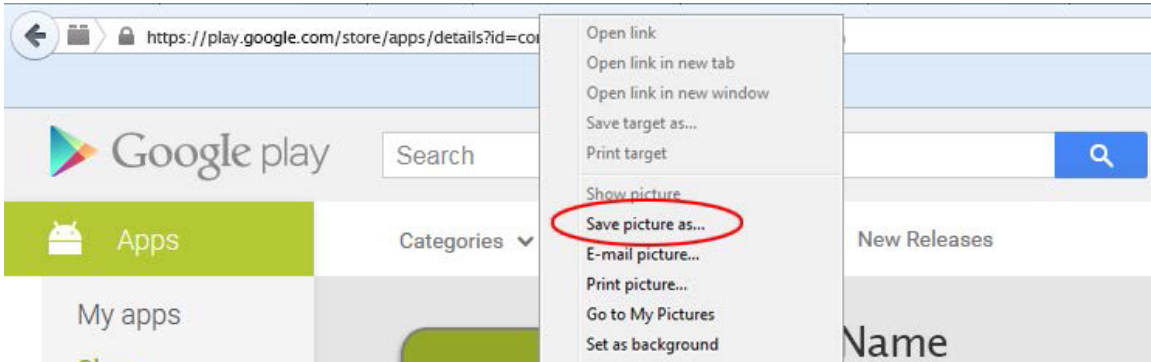
(NOTE: Only replace the text within the inside of the quotes. DO NOT remove the quotes.)

Step 5 (Skip to Step 6 if you already have your app icon)

Obtaining Your App Icon Image

(NOTE: You must use Internet Explorer, Firefox or Safari for this step)

- a) On the Google Play Store point to your app’s icon
- b) Right click your mouse
- c) Your context menu will appear and choose Save picture as... option
- d) Locate the *sab* folder on your desktop and open it
- e) Click the *icon.png* that is in the *sab* folder (You will get a dialog warning asking if you want to replace the current image, Click Yes)



Step 6

Implementing the Smart App Banner code to your website

- a) Open the *sab* folder located on your desktop
- b) Locate the *jquery-ultimate-smartbanner.txt*
- c) Point to it and double click to open
- d) Choose the menu option File located on the top left hand
- e) Then choose Save As...
- f) Change the extension to *.js* (by saving as *jquery-ultimate-smartbanner.js*) then press the Save option located on the right lower window

FILES TO RENAME

From: jquery-ultimate-smartbanner.txt
To: jquery-ultimate-smartbanner.js

- g) Delete the *jquery-ultimate-smartbanner.txt* file by pointing to it, right clicking and from the context menu choosing the Delete option or press the Delete key on your keyboard
- h) Exit out of the *sab* folder
- i) Locate the *sab* folder on your desktop
- j) Right click on the *sab* folder (do not open it) and from your context menu choose the Cut option
- k) Open your website directory and place the *sab* folder to it by right clicking and choosing the Paste option on your context menu
- l) Open your *index.html* or *default.html* file
- m) Copy and paste the below code either in the `<head>` or `<body>`. This depends on how your website is configured

CODE TO COPY AND PASTE

```
<script src="https://ajax.googleapis.com/ajax/libs/jquery/1.8/jquery.min.js"></script>  
<script src="sab/jquery-ultimate-smartbanner.js"></script>
```

(NOTE: If your website already has a jQuery library just copy and paste the below code in the `<head>` or `<body>`. If you are not sure if your website already has a jQuery library consult your web site developer/firm)

CODE TO COPY AND PASTE

```
<script src="sab/jquery-ultimate-smartbanner.js"></script>
```

- l) Save your file and deploy/publish the *index.html* or *default.html* and the *sab* folder

Step 7

Testing the Smart App Banner

(NOTE: You must have a smartphone or tablet to view the smart app banner.)

Go ahead and open your browser within your smartphone or tablet. (NOTE: If using iOS, you must use Safari.) The smart app banner will appear on top of your website on your mobile device or tablet automatically.

If you happen to click on either the X on the left side of the banner or the view button on the right hand side and want to view the banner again you will have to clear out your data/cache from your smartphone or tablet.

*Please note: The above codes have been tested by Fiserv's Digital Banking Marketing team. By use of these codes, you agree that the usage has been tested and approved by your compliance officer. Fiserv cannot be held accountable for any inaccuracies which fail to meet compliance requirements for your financial institution, as well as any ongoing support. For any questions or comments, please contact: digitaladoption@fiserv.com.