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LAGO SMART LAYOUT

Automate your page building process. Compress your time-to-market.

The LAGO SmartLayout module allows you to automate your page building process by further extending the capabilities offered with page layouts, element layouts and component templates. For example, graphic elements and text can be placed automatically onto the page based on certain data conditions and they can automatically update due to downstream promotional price changes. Additionally, formatting items like the size of component frames can change dynamically based on the space allocation granted for a product or promotion. LAGO SmartLayout includes 4 sub-features, each with their own specific use cases, all of which are designed to automate your page building process for faster and compressed time-to-market execution.

Rule-based component placement

Rule-based component placement is based on the creation of placement rules, which are LAGO scripts written to evaluate database fields for True or False statements. The placement rules are stored and centrally managed in LAGO Admin. The placement rules are then used to determine which component template should be placed onto the page for a specified category within an element layout. An example of a simple rule is „Is there a value in the field <SRP>?“ True or False? If True, place the SRP component template. If False, don't place. Another rule may be set up in such a way that a price label with an extra spoiler is placed when the criterion „Super price = Yes“ is True. Multiple placement rules can be stacked for a single category and if the value „TRUE“ is not returned for any of the allocated rules, no component template will be placed for the corresponding category. All of these cases are just examples of the possibilities on what can be written to automate your page building process. The sky is the limit.

Rule-based asset selection

Rule-based asset selection is also based on the principle of placement rules and follows a similar logic. These rules, however, use information from the asset level to determine the placement of assigned assets. Asset user fields and general fields for assets are evaluated and a check is ran to determine which asset to place onto the page based on the rule assigned. Users also have the option of accessing additional information at the asset level, which can be used in the placement rule scripts. This includes technical asset information such as resolution or dimensions of the asset.

Rule-based copy placement

Rule-based copy placement allows individual „copy text template“ to be inserted inside a parent text frame with a desired order for placement. The insertion of the “copy text template” is controlled by placement rules that are assigned to each individual template. For example, depending on whether a value is entered for a data field, an entire placeholder like “bullets” can be inserted or omitted based on the condition matching a True or False condition. If the placeholder “bullets” is empty then the neighboring “copy text frames” can move up in position to fill in the

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gaps. This mechanism allows your text frame to dynamically change and allows individual pieces to move up or down in position to accommodate the absence of content, all without having to manually adjust the text frame.

Dynamic frame and position adjustment

Element layouts can be configured to dynamically adjust the sizing and position of text and image frames based on the overall size of a product's landing position in a page layout. In the LAGO Whiteboard, a product's landing position can be scaled to any size using the planning tool sets made available. Should a space allocation adjustment occur, the layout components like image frames and text frames can be automatically adapted to fit into the allocated space for the product. To elaborate on this further, it is possible to define that a text or image frame always increases in size when scaled horizontally or that a text or image frame never increases in size but only moves in position. All of these options are available and completely configurable to suit the needs of your layout rules. These adaptation and position adjustments can also be combined with rule-based component placement for even more extended automated capabilities. For example, if a placement relationship is established between 3 categories that are positioned 5mm apart vertically and the rules do not apply to the category that is in the middle, the other categories can be configured to move in a definable direction to fill in any „gaps“ produced by the absence of a category that is not placed based on the placement rule.

List of Features

- Automatic/dynamic layout placement and auto-updates based on placement rules
- Speed up time-to-market
- Flexible and highly configurable
- Placement rules can be configured by users and stored in LAGO Admin.
- Robust library of fields available to create placement rules