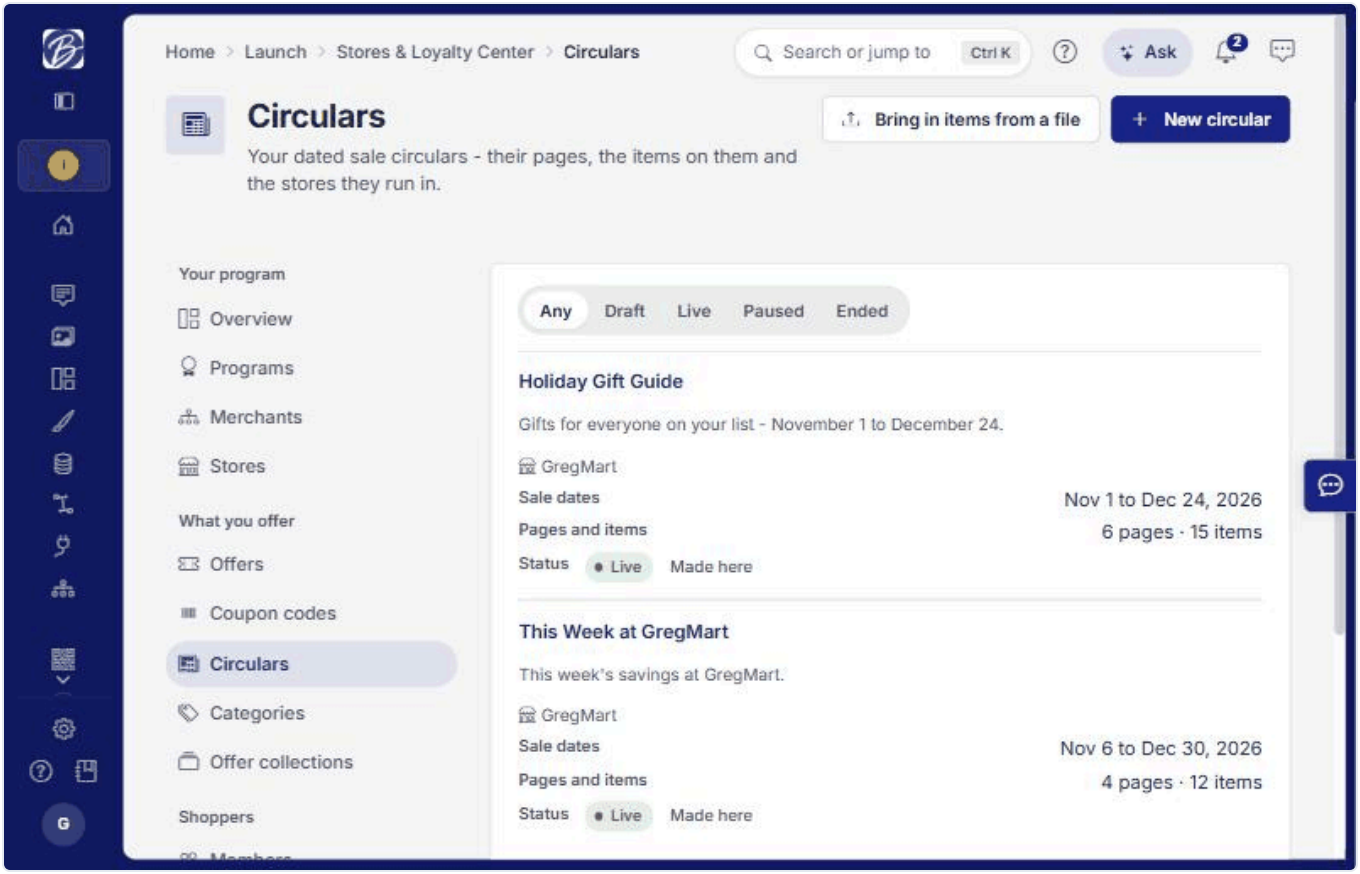
# Circulars

## What this page is for

A circular is your dated sale flyer, like the one in the Sunday paper: its pages as pictures, and the items on sale with their prices. **Circulars** is where you build one - you add the pages, mark the items on each page or bring them all in from the file your ad system exports, link an item to a coupon so shoppers can clip it, choose the stores it runs at, and publish it so every item is on the shelf for shoppers to find.

## What you see




- *The list of circulars.* One row for each circular you can reach, drafts included: its name, its **Sale dates**, how many **Pages and items** it holds, whose it is, where it came from and its **Status**. A live circular whose draft has newer changes says **Changes not live yet**. Sale dates of whole days read as the days shoppers can shop: a sale that ends as the 16th begins shows as *Nov 6 to Nov 15, 2026*. A sale that starts or ends at a time of day shows its times.
- *The filters.* Narrow the list by status, and by program when you run more than one. When circulars came from more than one place, a **Source** filter appears too.

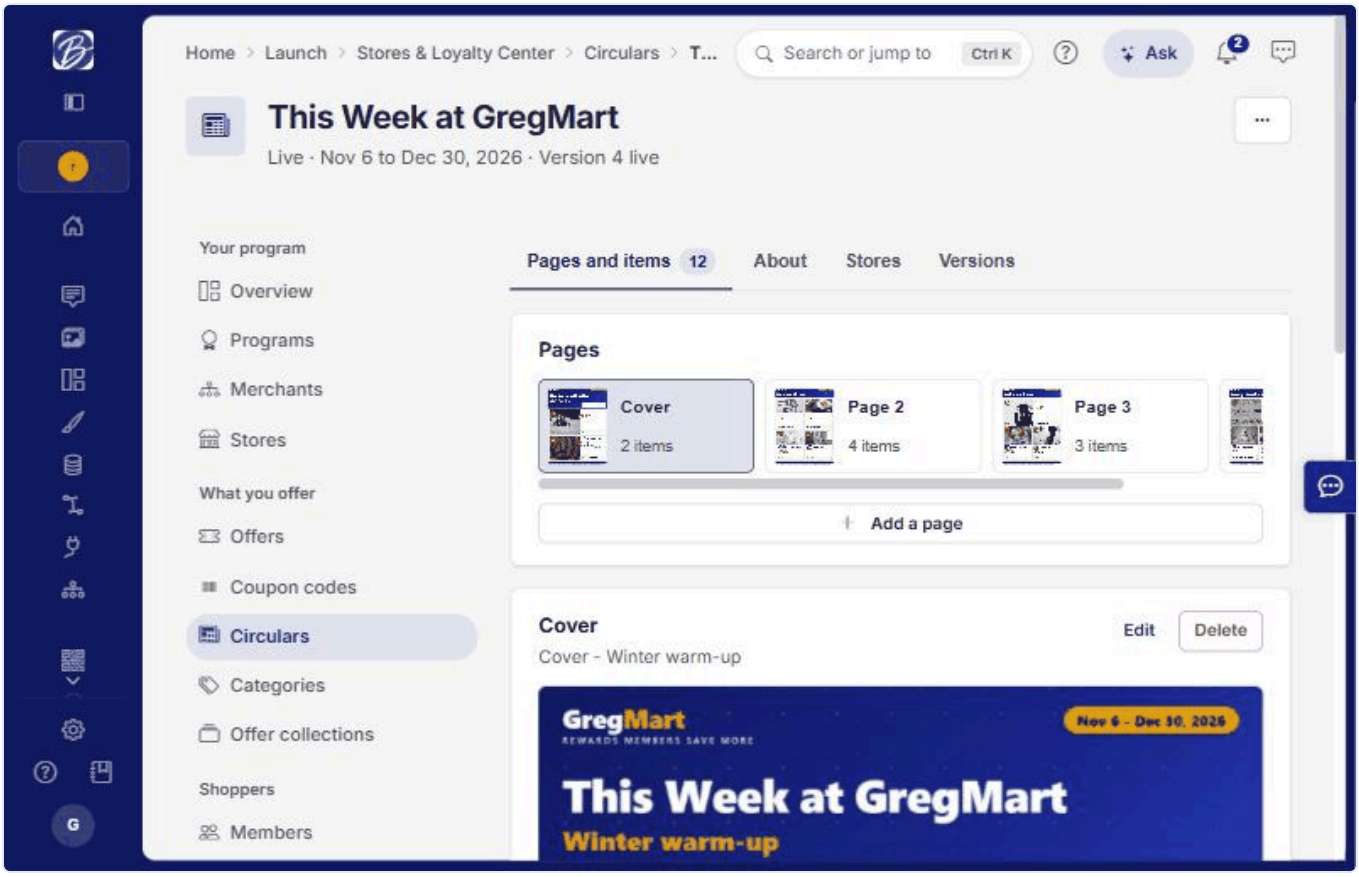
- *A circular's page.* Five tabs: **Pages and items**, **About**, **Stores**, **Versions** and **Numbers**. **Numbers** shows how shoppers used the circular in the days you choose - **Views**, **Item taps**, items **Saved to a wallet**, **Bought** and **Redeemed** - for the whole circular and then for each page. How long a shopper spent on a page is not measured.
- *Pages and items.* On the left, every page with its picture, starting with the **Cover**. Select a page to see its picture with a box drawn where each item sits, and the items on that page below it, each with its price, what it was, the saving and the coupon it links to. Items that sit on no page are under **Not on a page**.
- **Bring in items from a file.** A page of its own: the circular, your file, where it comes from and which column fills what, then a check that says what each row would do before anything changes.
- *The unsaved-changes bar.* On **About**, when you change something, a bar appears at the bottom of the page: **You have unsaved changes**, with **Reset** and **Save**.

# What you can do

## Make a circular

1. Select **New circular**.
2. Type its **Name** as shoppers read it, such as "This week's deals". Converse fills in the **Short name** from it.
3. Set **Sale starts** and **Sale ends**. A new circular starts on the coming Sunday and runs for a week.
4. Select **Save** in the bar at the bottom of the page. The circular opens on its own page, ready for its pages.

## Add the pages




1. On **Pages and items**, select **Add a page** (or **Add the first page**).
2. Type the **Page number** - 1 is the cover.
3. Select **Upload or choose a picture** to upload the page's picture or pick one you already store. You can also type an https address. The picture appears, and Converse reads its size from it.
4. Give the page a **Caption** a screen reader can say, and select **Save the page**.

## Add the items on sale

1. Select the page, then **Add an item**.
2. Type the item's **Name**, its **Sale price** and its **Was price**, or a **Price in words** such as "2 for $5".
3. Choose the page it is **On page**, and a **Linked coupon** if shoppers can clip one for it.
4. To show where it sits, drag a box around it on the page picture above. You can also type the four numbers under **Where it sits on the page**, in percent of the page from its top-left corner.
5. Open **More about the item** to add a picture, the unit, category, brand, SKU and UPC, and mark it **Featured - shown first**.
6. Select **Save the item**. A box appears on the page picture where the item sits, and you can select the box to change the item.

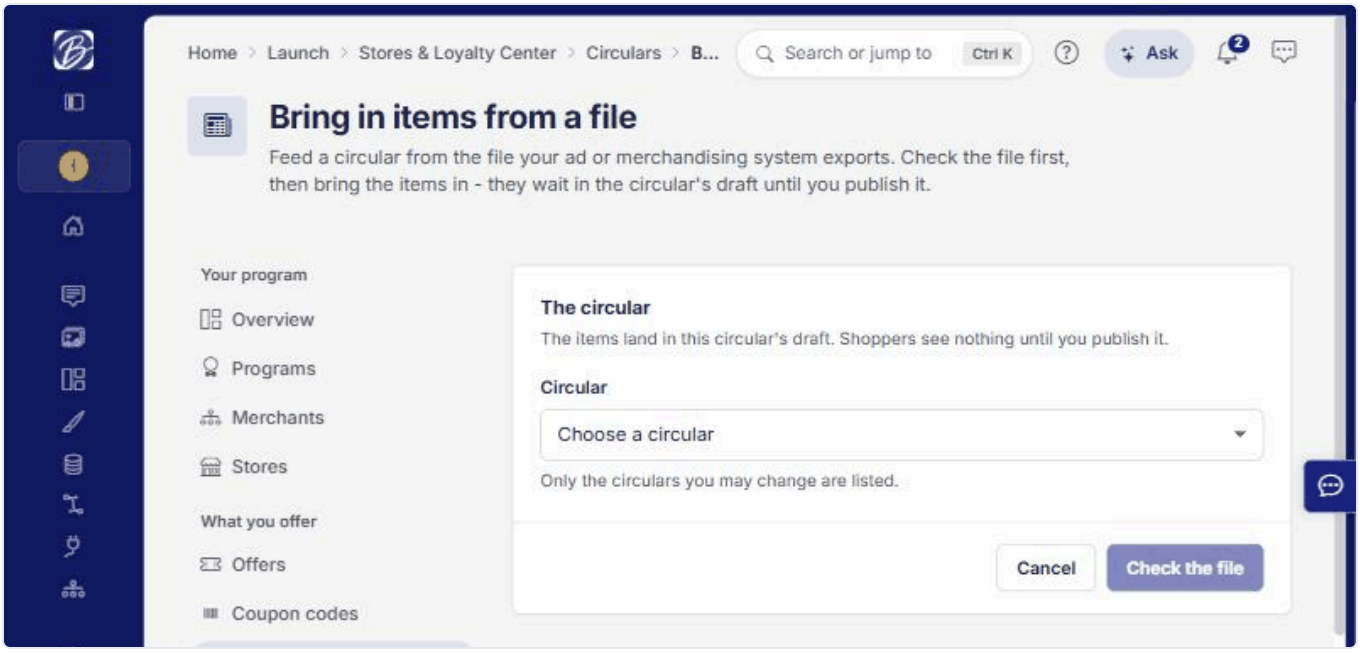
## Let the AI draft a page's items

When the ad arrives as pictures, the AI can read a page for you and propose its items - names, prices and where each one sits. Nothing is saved until you choose, so you stay in charge of every item.

1. On **Pages and items**, select the page. It needs its picture first.
2. Under **Draft the items from this page**, select **Draft the items with AI**. Reading a page can take up to a minute.
3. The proposals appear as numbered boxes on the page picture, with a row for each one below it. Check each row: the name, the sale and was prices, the **Currency**, the unit, the brand, the **Category** and the **Description**. Everything on a row is saved with it, so read the category and the description too - they are the AI's own words from the page. A price the AI could not read is left blank and says so - type it in, or keep the printed text in **Price in words**. A price printed in another currency is left blank as well: set the currency, then type the price.
4. Each row says how sure the AI is - **The AI is sure**, **Worth a look**, or **The AI is unsure** - so you know where to look closest.
5. If a box sits in the wrong place, select **Draw its box** and drag a new one on the page, then select **Done drawing**.
6. Only the items the AI is sure of, with nothing left unread, start ticked. Every other row starts unticked and says so - check it, then tick **Keep**. Untick **Keep** on any row you do not want. An item that is already on the page starts unticked and says which item it matches.
7. Select **Save 3 items** (the button counts the items you keep). Each one lands in the circular's draft, just as if you had typed it, and the page shows them in place. **Discard the draft** throws the proposals away instead.
8. To link a coupon, open the item afterwards and choose its **Linked coupon** - the AI never picks one for you.

> *Tip:* Each page drafted is one AI read, billed with your workspace's AI use - roughly 3 to 7 US cents a page, depending on how many items it holds. A workspace can draft up to 60 pages an hour. If a page takes too long and you are asked to try again in a minute, the AI is still reading it: trying again then shows its answer, with no second read and no second charge.

## Bring the items in from a file




Most weeks the items already sit in the file your ad or merchandising system exports. Bring them all in at once instead of typing them.

1. Open the circular and select **Bring in items from a file** above its items. You can also start from **Circulars** and choose the circular on the next page.
2. Under **Your file**, select **Choose a file** and pick the CSV, TSV or Excel file - one row for each item, with a header row. If it is already in your workspace's files, select **Use a file you already stored** instead. **Download a sample file** shows the shape that works best.
3. For an Excel file, choose the **Sheet** the items are on.
4. Check **Source name**. It is the short name of the system the file comes from, such as weekly-ad. Use the same name every week, so the next file updates the items it brought instead of adding them twice.
5. Under **Which column fills what**, check where each detail comes from. Converse matches the usual column names for you - item names, sale and was prices, a page number, SKUs and UPCs - and says which columns nothing reads. Fix any it matched wrong, and choose **The same for every item** for a detail the file does not carry, such as the **Currency**.
6. For a price column, leave **The column holds amounts like 4.99** ticked unless the column holds whole cents, such as 499.
7. Select **Check the file**. Nothing changes yet. You see how the first rows read, and for every row whether it will be created, will change, is left as it is or is refused - with the reason.
8. When it looks right, select **Bring in 12 items** (the button counts the items for you). The items land in the circular's draft.
9. Select **Open the circular** to see the items on their pages, and publish it when you are ready.

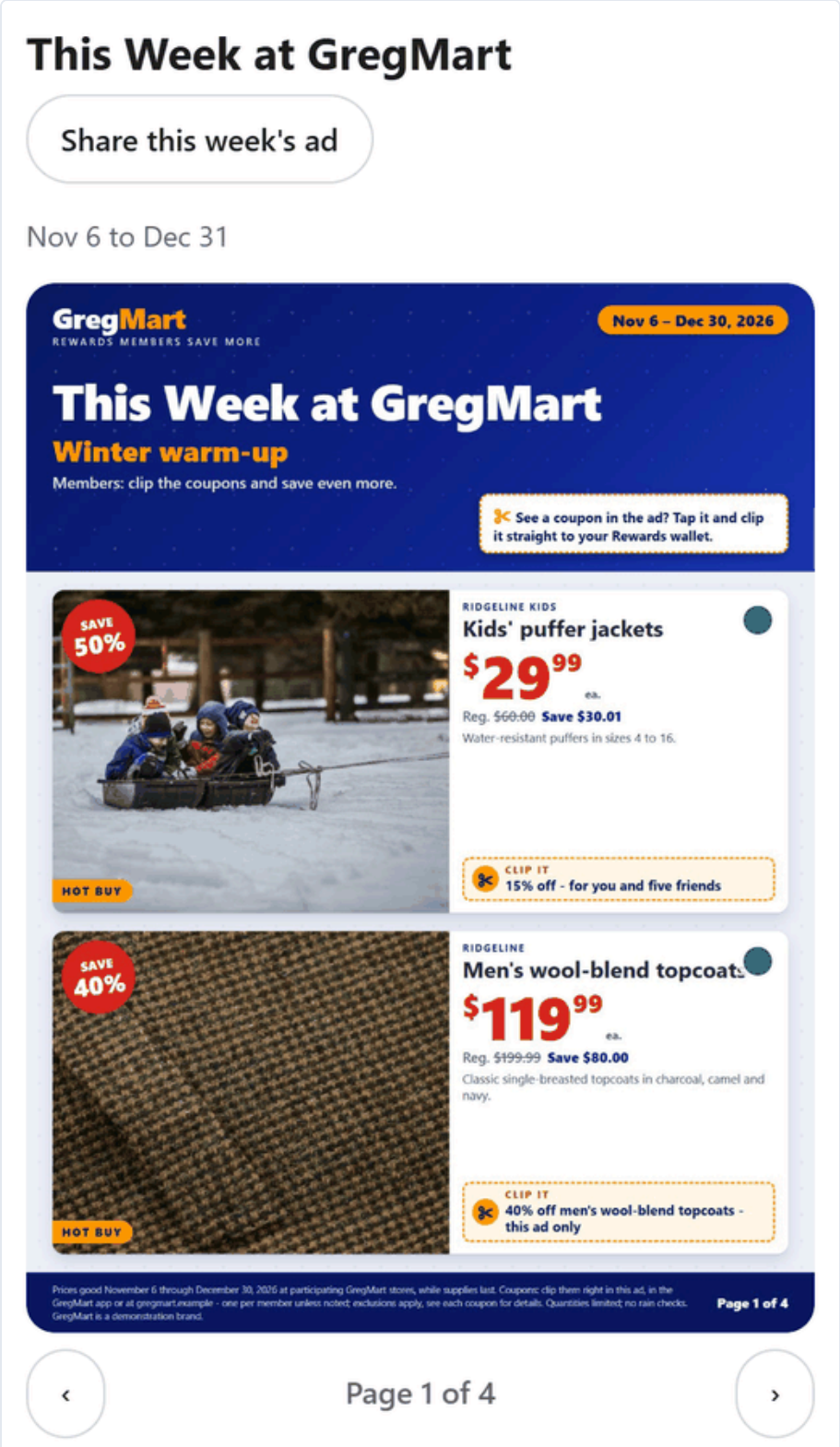
> *Tip:* A page number column puts each item on that page of the circular - 1 is the cover. Add the circular's pages before you bring the file in. A page number the circular does not have puts the item under **Not on a page**.

## Choose the stores it runs at

1. Select the **Stores** tab. With nothing listed, the circular runs at every store.
2. Choose a store under **Add a store**, or type **Or a region tag** to include every store with that tag, and select **Add**.
3. To take one out, select **Remove** beside it.

## Publish it

1. Select **Publish** at the top of the page.
2. Read what publishing does, and type a note about **What changed** if you like.
3. Select **Publish now**. Converse freezes the pages, the items and the stores as a version, puts every item on the shelf and tells you how many items went on and came off - and names any item it could not put on the shelf, with the reason.




### Retire a circular

Open the ⋯ menu at the top of the page and select **Retire**, then confirm. Its items come off the shelf, and a retired circular cannot be put back. It is kept so you can read it.

## How it fits

The circular is what a shopper sees when they ask your loyalty conversation for this week's ad - on GregMart, Listrak's made-up store, by texting "AD" - and on your own website through the weekly ad add-in: the ad on one card, with a button that opens the whole circular page by page, every item ready to tap. Linking an item to a coupon from **Offers** puts a clip button on it, so the flyer turns into savings a shopper keeps in their wallet. **Shopper search** shows your items the way shoppers find them.

## Good to know

- Pages and items are saved one at a time, as you go. Shoppers see them only after you publish.
- Items brought in from a file belong to the file's source, so you cannot change them or draw their boxes by hand on this page. To change one, change it in the file and bring the file in again - the same file twice changes nothing.
- Bringing items in never publishes the circular. It takes up to 500 items at a time, so split a bigger file.
- The file is kept in your workspace's files, so you can bring it in again later with **Use a file you already stored**.
- Changes you have not saved on **About** stay while you add pages and items. The bar at the bottom of the page keeps asking you to save them, whichever tab you are on.
- The sale's start and end are in your own time zone. The page names it under **Sale starts**.
- Deleting a page keeps its items. They move to **Not on a page**.
- A picture can be one you upload or store, or an https address. An address that does not start with https:// cannot be saved.
- Store teams and contacts of other merchants can read circulars but not change them. A merchant's own contact sees only that merchant's circulars.
- **Versions** lists every version you published and what changed since the one before.

## Related pages

- Stores & Loyalty Center: your program, its tiers and the overview.
- Offers: make the coupons a circular's items link to.
- Shopper search: see your circular's items the way shoppers find them.