



Social Proof & Urgency User Guide

PrestaShop module · Compatible with PrestaShop 1.7, 8 and 9

Turn real activity into **more conversions**

Social Proof & Urgency boosts conversions with privacy-first social proof: recent-sales popups (product + city + time, never a name), a live visitor counter, low-stock scarcity badges, sales countdown timers and trending/best-seller badges. Each element is independently configurable and can use real store data or honestly-labelled simulation.

1. Installation

1. In the back office go to **Modules** → **Module Manager** → **Upload a module** and select the module ZIP.
2. Once installed, click **Configure** to open the setup wizard.

Updates are automatic. They are tied to your domain — no licence key to enter. Development domains (`.local` , `.test` , `localhost`) are always allowed. When a new version is available it is shown right inside the module.

2. Configuration — step by step

The Configure screen is a single page split into one card per element. Turn on only what you need; every element works on its own. A privacy note at the top reminds you that popups never show a customer name, email or any personal identifier — only product, city/region and a relative time.

General **master switch**

The on/off switch for the whole module.

- **Enable Social Proof** — master switch. When off, the module renders nothing on the front office, whatever the individual elements below are set to.

The screenshot shows a configuration panel with two sections. The top section is titled 'Enable Social Proof' and has a checked checkbox. Below it, a note reads: 'Master switch. Off = the module renders nothing on the front office.' The bottom section is titled 'Recent-sales popup' and has a collapsed state indicated by a downward arrow icon.

General — the master on/off switch

Recent-sales popup

Small popups that show that a product was recently bought (product + city/region + relative time).

- **Enable popup** — turns this element on.
- **Data source** — *Real store data* (recent valid orders, product + city only) or *Simulated* (real catalogue products with plausible cities).
- **Location shown** — *City* or *Region/State*.
- **Position** — bottom-left, bottom-right, top-left or top-right.
- **First popup delay (s)**, **Interval between popups (s)**, **Visible duration (s)** and **Max popups per page** (0 = unlimited) control timing.
- **Real orders window (days)** — how far back real orders are pulled from.
- **Link popup to the product** — make the popup clickable through to the product page.
- **Label simulated popups as "example"** — honest labelling that appends a small "example" tag when the source is simulated.

<input checked="" type="checkbox"/> Enable popup	Data source Real store data	Location shown City
<small>Real = recent valid orders (product + city only). Simulated = real catalogue products with plausible cities.</small>		
Position Bottom left	First popup delay (s) 4	Interval between popups (s) 12
Visible duration (s) 6	Max popups per page (0 = unlimited) 8	Real orders window (days) 14
<input checked="" type="checkbox"/> Link popup to the product	<input type="checkbox"/> Label simulated popups as "example" <small>Honest labelling: appends a small "example" tag when the source is simulated.</small>	

Live visitor counter

Recent-sales popup — source, location, position and timing

Live visitor counter

Shows how many people are currently looking at a product.

- **Enable visitor counter** — turns this element on.
- **Data source** — *Real store data* (distinct sessions that viewed the product recently) or *Simulated* (stable pseudo-random within the min/max range).
- **Session window (minutes)** — how recent a session must be to be counted.
- **Minimum shown** — floor to avoid showing "1"; set 0 to hide when nobody else is viewing.
- **Maximum shown** — cap to avoid absurd numbers.

The screenshot shows a configuration panel for the 'Live visitor counter'. It features several settings: a checked 'Enable visitor counter' checkbox, a 'Data source' dropdown menu set to 'Real store data', a 'Session window (minutes)' input field set to '30', a 'Minimum shown (0 = hide if alone)' input field set to '2', and a 'Maximum shown' input field set to '40'. Below the 'Minimum shown' field is a note: 'Floor to avoid showing "1"; Set 0 to hide when nobody else is viewing.' Below the 'Maximum shown' field is a note: 'Cap to avoid absurd numbers.' At the bottom of the panel is a section header '▲ Stock scarcity'.

Live visitor counter — source, window and min/max

Stock scarcity

A "only N left" badge driven by your real available stock.

- **Enable scarcity badge** — turns this element on.
- **Show when stock at or below** — the threshold at which the badge appears (uses real available stock).
- **Hide badge when out of stock** — suppress the badge at zero stock.
- **Never show a number above** — cap (0 = no cap) to avoid implausibly high "only N left" numbers.

The screenshot shows a configuration panel for 'Stock scarcity'. It features a checked 'Enable scarcity badge' checkbox, a 'Show when stock at or below' input field set to '10' with a note 'Uses real available stock.', a checked 'Hide badge when out of stock' checkbox, and a 'Never show a number above (0 = no cap)' input field set to '0' with a note 'Avoid displaying implausibly high "only N left" numbers.' At the bottom of the panel is a section header '⊙ Countdown timer'.

Stock scarcity — threshold and display rules

Countdown timer

A live countdown to create urgency around a discount or deadline.

- **Enable countdown** — turns this element on.
- **Countdown source** — *Per product: specific price expiry* (each product's active discount end date) or *Global end date* (the date below on every product).
- **When expired** — *Hide the timer* or *Show a message*.
- **Global end date** — used when the source is Global, in `Y-m-d H:i:s` format.
- **Expired message** — the text shown when "Show a message" is chosen.

The screenshot shows a configuration panel for a countdown timer. It includes a checked checkbox for 'Enable countdown'. The 'Countdown source' is set to 'Per product: specific price expiry' with a dropdown arrow. The 'When expired' is set to 'Hide the timer' with a dropdown arrow. Below these, there is a text input for 'Global end date (Y-m-d H:i:s)' containing '2026-12-31 23:59:59' and a text input for 'Expired message' containing 'Offer ended'. A section for 'Trending badge' is visible at the bottom of the panel.

Countdown timer — source, expiry behaviour and global date

Trending badge

A "trending / best seller" badge for products with recent sales momentum.

- **Enable trending badge** — turns this element on.
- **Data source** — *Real store data* (recent sales count from valid orders) or *Simulated* (a deterministic subset of the catalogue).
- **Sales window (days)** — the period over which sales are counted.
- **Minimum recent sales to qualify** — how many sales a product needs before it earns the badge.
- **Badge label** — the wording, e.g. Trending, Popular, Best seller.

The screenshot shows a configuration panel for a trending badge. It includes a checked checkbox for 'Enable trending badge'. The 'Data source' is set to 'Real store data' with a dropdown arrow. The 'Sales window (days)' is set to '30'. Below these, there is a text input for 'Minimum recent sales to qualify' containing '2' and a text input for 'Badge label' containing 'Trending'. A note below the badge label input says 'e.g. Trending, Popular, Best seller.' A section for 'Advanced' is visible at the bottom of the panel.

Trending badge — source, window, threshold and label

Advanced optional

Housekeeping options.

- **Drop the simulated-city table on uninstall** — off by default. No customer or order data is ever stored by this module.

Drop the simulated-city table on uninstall

Off by default. No customer or order data is ever stored by this module.

Save settings

Advanced — uninstall cleanup

3. Check that it works

- With **Enable Social Proof** on and the popup enabled, open your shop and wait for the first popup to appear in the chosen corner.
- Open a product with low stock — the "only N left" scarcity badge should show at or below your threshold.
- Open a product with an active discount (or set a global end date) — the countdown timer should be running.
- Check that recent-sales popups show only product + city/region + relative time, never a customer name.

4. FAQ

Does it show customer names?

No. Popups only ever show product + city/region + relative time. No name, email or any personal identifier is displayed or stored.

Do I need to edit my theme?

No. Social Proof & Urgency works through standard hooks and is compatible with any theme.

What is "simulated" data?

It uses your real catalogue products with plausible cities/numbers, and can be honestly labelled as "example". Switch any element to "Real store data" to use real orders and sessions instead.

Can I enable just one element?

Yes. Each element has its own enable switch; turn on only the ones you want.