



Sales Social Proof

USER MANUAL · Version 1.0.0 · PrestaShop 1.7.8 – 9.x

1. What this module does

Sales Social Proof shows on the product page of your PrestaShop shop how popular a product really is: "Bought 12 times in the last 7 days", "In the cart of 3 shoppers" and "Last bought 2 hours ago". Shoppers trust a product that others buy, and these messages give them that reassurance right under the add-to-cart button.

Every number comes from your own orders and carts. The module never invents sales, names or cities, so the messages stay honest and within the EU rules on unfair commercial practices.

Works with **PrestaShop 1.7.8, 8.x and 9.x** (PHP 7.2.5 or newer), with the Classic and Hummingbird themes and with multistore.

2. Installation

1. Download `ap_salesproof_v1.0.0.zip` from **My account** → **Order history** at addonspresta.com.
2. In your Back Office, open **Modules** → **Module Manager** and click **Upload a module**.
3. Drop the zip file and wait for the confirmation.
4. Open a product that sold recently: the messages appear under the add-to-cart button.

The module works right after installation with sensible defaults.

3. How it works

When a shopper opens a product page, the module looks up three numbers for that product in the current shop:

- **Bought recently** — how many validated orders (statuses marked as paid or accepted) contained the product in the last days. Cancelled, refused and unpaid orders do not count. "12 times" means 12 orders.
- **In carts** — how many carts that have not become an order contain the product and were changed in the last hours. The shopper's own cart is not counted.
- **Last purchase** — when the product was last bought in a validated order.

Each message appears only when its number reaches the minimum you set, so a product with one sale shows nothing. The messages appear in this order, with a small icon in the colour of your theme's text, also in the quick view.

The numbers of a product are kept for a few minutes and shared by all visitors, so busy product pages stay fast. The module loads no JavaScript, sets no cookies and shows no personal data. It does not connect to addonspresta.com or any other server.

4. Features and settings

Modules → **Module Manager** → **Sales Social Proof** → **Configure** starts with the Help box (this manual, the module page, contact, version), followed by four panels.

Bought recently

- **Show this message** — on by default.
- **Period (days)** — 2 to 90, default 7.
- **Minimum orders** — 2 or more, default 3.
- **Text** — per language, default "Bought %count% times in the last %days% days". %count% is the number of orders (required), %days% the period.

In carts

- **Show this message** — on by default.
- **Period (hours)** — 1 to 720, default 48.
- **Minimum carts** — 2 or more, default 2.
- **Text** — per language, default "In the cart of %count% shoppers". %count% is the number of carts (required), %hours% the period.

Last purchase

- **Show this message** — on by default.
- **Only if within (days)** — 1 to 90, default 7; an older purchase is not shown.
- **Text** — per language, default "Last bought %time%". %time% (required) becomes "less than an hour ago", "an hour ago", "3 hours ago", "yesterday" or "4 days ago" in the shopper's language.

Performance

- **Refresh numbers every (minutes)** — 1 to 1440, default 10. Saving the settings refreshes all numbers at once.

Each text is required in the default language; an empty language uses the text of the default language.

5. Multistore

Each shop counts only its own orders and carts. Settings are saved per shop: choose the shop in the Back Office header before saving, so each shop can have its own periods, minimums and texts. One licence covers every shop of the installation.

6. Uninstall

Module Manager → **Sales Social Proof** → **Uninstall** removes the settings and the cached numbers. Your orders and carts are not touched. To keep the settings, use **Disable** instead.

7. FAQ and troubleshooting

No message appears on a product. The product has not reached the minimums yet, or the orders are not validated (paid or accepted). Lower the minimums or lengthen the periods to test, and check that your theme prints the `displayProductAdditionalInfo` hook (Classic and Hummingbird do).

The number does not change right after an order. The numbers are refreshed every few minutes (setting). Saving the settings refreshes them at once. A full-page cache can also keep the page longer.

Can bots or competitors change the numbers? The module counts what your shop recorded, so carts created by bots count too, and "Last purchase" (which has no minimum) shows roughly when a product with few sales sells. Raise the minimums or switch a message off if that matters for you.

Can I show units sold instead of orders? The module counts orders. A developer can change the messages with the `actionApSalesproofMessages` hook.

Is it legal to show these messages? The messages show only true numbers from your shop, which is what the EU rules on unfair commercial practices require. Keep the texts true as well: for example, do not write "right now" with a period of 48 hours.

8. Updates and support

Updates are free for life: download new versions from **My account** → **Order history** at addonspresta.com and upload them like a new module. Your settings are kept.

Support is included for 12 months from your order: write to **mail@addonspresta.com** or use the contact form at addonspresta.com (Monday to Friday, 10:00–16:00 CET; we usually answer within 2 business days). Please include your PrestaShop version, the module version and the steps that lead to the problem.