COMMUNICATIONS

The communications facility allows you to create custom email or SMS offers that can run from and to a specified date range, and be issued to visitors of your venue based on predefined parameters.

By selecting the type and then selecting the available defining parameters, you can target exactly who is rewarded with the offers. For example, parameters can be based on a user's gender, age demographic, the number of times they have visited one of your venues in a given time frame or their birthday, as well as the top 10, top 25 and top 50 customers. Historic User Matching allows you to see how many people your communication will currently reach based on the parameters you specify.

All communications that are distributed to recipients in the form of an email will be sent as one Jpeg image. This image in now clickable so the recipient can be sent to a URL predefined by the venue. This information is captured by the portal and the results are displayed in the campaign reports area if the campaign option is turned on.


CREATING A NEW E-SHOT TEMPLATE.

1. To create a new communication, click the ⟦Create new template⟧ button located in the top of the right-hand corner of the window.

2. You will now be presented with a **Create your communication** window.

3. Enter the template name.

4. Select **E-shot** from the **Template type** drop-down (Eshot is set as the default).

5. Set the **Editor type**, this can be either:

   - **Email designer** – standard drag and drop template
   - **Custom HTML** – ability to code using HTML

6. Select the **Parameter type**, these can be either:

   - **Visit Based**
   - **Dwell Based (Licence specific)**
   - **Top Customers**
   - **Birthday**
   - **Online**
   - **LogicFlow**

7. Once selected click the button.

Email Designer

1. The management screen will appear; you can now start to build your communication.

2. The screen is split into two areas, on the left is the area to create the content. On the right is the area which allows you define the parameters for sending. The area on the right of the screen will differ depending on the Parameter type.
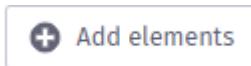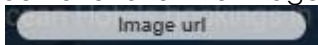
3. Click the Add elements ![Add elements] button.

4. Select the element you want to add from the list, you can add as many elements as required.

    - **Title** - ability to add text.

    - **Text** - ability to add text.

    - **Image** - ability to add a picture.

    - **Ribbon** - ability to add text.

    - **Date Range** - ability to add dates.

5. When an element has been added, it will appear at the top by default, you can then reposition this anywhere by clicking the drag handle ![icon] icon and dropping the field into its new position.
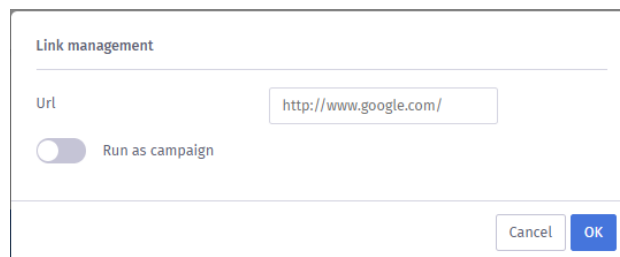
    Click here to start typing...

6. You can delete the element by pressing the ![icon] icon.

7. If you add an image to the image element, the required size and format is displayed to help when formatting the picture.

Add an image

JPG format. 354 pixels wide
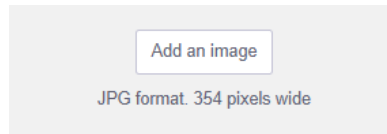
8. Once an image has been uploaded to the e-shot, if you hover over the image it will display the actual pixel size and an Image URL button [Image url].

9. Clicking the Image URL button will open a window where you can add the URL for users to be directed to.

Link management

Url   http://www.google.com/

⬤ Run as campaign

Cancel   OK

10. You can also make it a campaign by clicking the toggle button next to Run as campaign.

Run as campaign
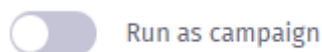
11. The area will expand, you can now enter the Campaign name.


Run as campaign

Campaign name

12. Once all the elements have been added you can then select the colour scheme for the e-shot by choosing from a selection of pre-defined colour themes located above the elements. Colour schemes are defined by:

- **Primary colours** - The border colour

- **Secondary colour** - The 'fill' colour for elements

13. You are also able to specify a custom colour scheme by clicking the ✎ icon.
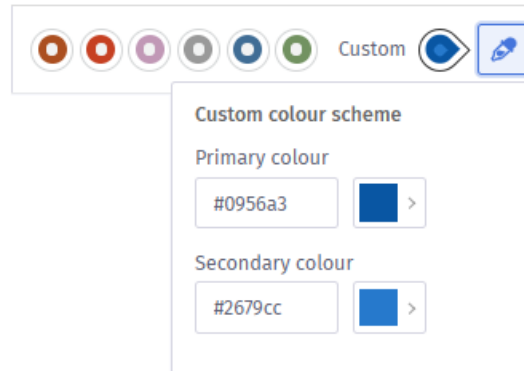
14. You can enter the e-shot subject by entering the details into the empty field box, if left empty the default subject "A message from BT Wi-Fi".

Eshot subject

15. Below the e-shot content is the option to make this e-shot a campaign, by default this option is turned off. To turn on click the toggle switch.

Make this e-shot a campaign

16. The area will expand; you can now give the campaign a name and enter a URL.

Make this e-shot a campaign

Campaign name

Campaign url   e.g. http://www.example.com

17. Click **OK** once all the details have been added.

18. Once set this will allow recipients to click the e-shot and will be redirected to the URL you entered. A report will also be generated in the Campaign area specifically for this campaign displaying the results.

Custom HTML

1. When the screen loads, the left-hand side is available to add your code. You can type directly into the screen.

2. There is a **Merge tags** button, this allows you to add code that will insert the following:

    • Venue name
    • Visitor first name

3. You can preview the e-shot at any time by clicking the **Preview** button at the top of the screen.
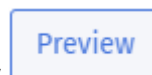
4. This will change the left-hand side of the screen to display the e-shot rather than the code itself.

5. You can press the **Edit** button to return to the code screen and make further changes as required.

Venues and Parameters

1. You will need to define parameters to determine who this e-shot goes out to. You can set a date range, target previous customer or future customer or both

2. Using the options on the right you can now define your parameters. The login level and SMS type will also determine what options are available. If any of the options are changed, the summary will update for each change.

- **Owning Level –** This will be set when you first create the SMS, it shows at which level this is created and accessible.

- **Included Venues –** If created at venue level this will just display that venue. But if created a company or group level it will display a drop down where you can select the required venues to be included.

- **Include Visitors From** – By default set to **The very beginning** but a drop down to change if required. The options available are:

   o Do not send to past visitors
   o The very beginning
   o The following date (an additional box will appear to enter the required date)

- **Continue Until** – By default set to **It is cancelled**, but a drop down to change if required. The options available are:

   o Do not send to future visitors
   o It is cancelled
   o The following date (an additional box will appear to enter the required date)

Venues and parameters

Owning level	Ocean Hotels Worldwide Inc. (Company)
Included venues	Select venues
Include visitors from	The very beginning
Continue until	It is cancelled

Filter by Demographic

1. You can set rules that must be met in order for the communication to be sent but you can leave blank, this will then go out to all. The Filtering will differ depending on the SMS type selected initially.

- **Visit Based -** Ability to define which venues must be visited, the number of visits, age or gender. Ideal for a loyalty scheme.

- **Age**
    - Is
    - Is not
    - Within range
    - Less than
    - Less or equal to
    - More than
    - More or equal to

- **Gender**
    - Is
    - Is not

- **Visits**
    - Is
    - Is not
    - Within range
    - Less than
    - Less or equal to
    - More than
    - More or equal to

- **Has Visited**
    - On
    - Between
    - Before
    - After

- **Dwell Based** – Ability to define how long it will run, which dwell zone and the dwell time, apply to visitors during the last, 24 hours, 3 days, 1 week or 1 month. (Regions need to have been created in the floorplan analytics area of the portal before this communication type can be used correctly).

Visitors in the past	24 Hours
Who dwelled within	Please select a zone
Minimum dwell time	3(Minutes ❓

Ablilty to Filter by:

- **Age**
    - Is
    - Is not
    - Within range
    - Less than
    - Less or equal to
    - More than
    - More or equal to

- o **Gender**
  - ▪ Is
  - ▪ Is not

- **Top Customers** - Can send to the top 10, top 25 and top 50 customers. The list of recipients will be displayed at the bottom of the screen. You can exclude names if required by unticking the include box.

Venues and parameters

Owning level	Ocean Hotels Worldwide Inc. (Company)
Included venues	Select venues
Send to	Top 10

Filter your users by demographics

Configure rules for this SMS to determine who will receive it

⊕ Add new rule set

Recipients for your message

Name	Gender	Age	Last visit	Visits	Include
Jay-Z	M	49	2018-06-04	27	⊘
Randa	F	35	2018-06-29	25	⊘
Magnus	M	44	2018-06-04	25	⊘

Ability to filter by:

- o **Age**

  - ▪ Is
  - ▪ Is not
  - ▪ Within range
  - ▪ Less than
  - ▪ Less or equal to
  - ▪ More than
  - ▪ More or equal to

- o **Gender**
  - ▪ Is
  - ▪ Is not

- o **Visits**
  - ▪ Is
  - ▪ Is not
  - ▪ Within range
  - ▪ Less than
  - ▪ Less or equal to
  - ▪ More than

- More or equal to

  - **Has Visited**
    - On
    - Between
    - Before
    - After

- **Birthday** - Uses available dates of birth (customer would need to have provided their date of birth when authenticating on the system) and can specify if it will go out 1 day, 1 week or 2 weeks before their birthday. There is also an option to send a standard communication on their actual birth.

Venues and parameters

Owning level	Ocean Hotels Worldwide Inc. (Company)
Included venues	Select venues
Continue until	It is cancelled
Dates of birth found	0 users
Send before birthday	1 Day before

Ability to filter by:

  - **1 Day before**
  - **1 Week before**
  - **2 Weeks before**

- **Online now** – You can send to any users currently in the venue right now, once the venue is selected the system will display the users currently online.

Venues and parameters

Owning level	Ocean Hotels Worldwide Inc. (Company)
Use venue	Ocean Hotel, Conference Cente
Users currently online	14

No ability to filter

- **LogicFlow -** Will have no parameters to set as these will all be done within the LogicFlow itself. If at company level you can still select which venues to include.

Venues and parameters

Owning level	Ocean Hotels Worldwide Inc. (Company)
Included venues	Select venues ⌄
Continue until	It is cancelled ▾

2. To add a filter, click the **⊕ Add new rule set** button. The first drop down will appear with the available filters for the SMS type you selected.

3. Once you have selected the first rule you can either add another element to this rule set using the **AND** option. This means both rules must be met for the criteria to match and send out the communication.
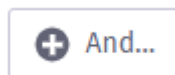
4. Click the **⊕ And...** button and add the new rule.

5. You can also create another rule set as an **OR** option, this means either the first rule set or the second rule set can be matched for the communication to be sent.

6. Click the **⊕ Add another rule set** button and select the information following the instructions above.

7. Once all is completed, you can then preview the communication before saving.

Saving
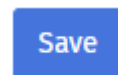
1. To save the details or send yourself a test if an Eshot communication, click the **Save** button.

2. A drop down will appear:

   - **Save Changes** – This will save the communication.
   - **Reset** – Reset to defaults and removes any added information.

3. You can now either:

- **Return to library** - This will not publish the communication but take you back to the template screen. As long as you clicked save it will now appear under the **Your Templates** area with an **In Development** status. Clicking back on the name will re-open the edit screen.

- **Publish** - Will publish the communication and send out straight away or at a later date depending on the defining criteria selected.

Statuses and Publishing

1. By default, new templates will have an **In Development** status. This means you can build and tweak your content and parameters before committing to your settings and sending the communication to any recipients.

2. Click the **Publish** button in the top right-hand corner; this will publish your communication live and change its status to **Published**. At this point your communication is locked and you will no longer have the ability to edit details or change parameters, although you can still duplicate this template.

3. The following message will appear on screen advising of the above, click the **Publish** button to proceed.

> **Are you sure you want to publish this Eshot?**
>
> When published you will not be able to make any further modifications. Please review the information below before you proceed.
>
> Cancel   Publish

4. Once published, if Historic User Matching is enabled, it will automatically be sent to any user matches currently in the database. The number issued is displayed on the main screen on the right of the published template.

5. You can click on No. issued and it will break down and list all the recipients.

6. Published templates can be deleted at any point by clicking the fly out menu and selecting the 🗑 **Delete** option. A window will open advising that once deleted, it will no longer be available. Once deleted, it will be removed from the 'Your Templates' area but you can duplicate the template beforehand to use content again in the future.

Delete Communication

Are you sure you want to delete this communication?

Cancel   **Delete**

Editing 'In Development' Templates

1. In development e-shots are listed under **Status** in the Your templates area.

Your current templates						Create new template	Settings	ⓘ
Template name	**Type**	**Created**	**End date**	**No. sent**	**Status**			
Training	SMS Visit Based	12/12/2018	Until cancelled		● In Development	...		

2. Click on the title in the left-hand panel and the chosen communication will be loaded. You can now make amendments as required

3. beforehand to use content again in the future.

Delete e-shot

Are you sure you want to delete this e-shot?

Cancel   OK

Editing 'In Development' Templates

1. In development e-shots are listed at the bottom of the e-shots module below the system templates.

Holiday Discount	eShot Visit Based	14/06/2017	Until cancelled	● In Development	...

Settings

Settings

1. Clicking the setting button [Settings] will allow you to setup a custom email, once set all marketing will be sent from this email address.

2. First, clicking the toggle button to on (●───) .

3. The area will expand, you will need to give it a name and the email detail you wish to use.

4. Enter the E-shot name.

5. Enter the email address.

6. Click the button.

7. The email account will receive an Email from the Amazon verification team asking to confirm Once confirmed all future e-shot will be sent from that email address.
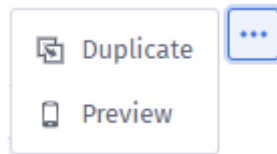
Using a System Template

There is only one system template which is the Birthday venue invite and this is only an Eshot. You are able to use any previously created communications as a template.

1. To use a system template or an existing e-shot as a template, click the button, the following options will appear

2. Click **Preview** to preview the e-shot first.

3. Click **Duplicate** to use this template.

   a) A **create your e-shot** box will appear.

   b) Enter a name for this e-shot.

   c) Select the e-shot type and click proceed.

4. The e-shot template will load with a birthday theme and the content already created. You can now either alter, delete or add further content if required.