

STEP-BY-STEP

Quick Start Guide

ClearOnline

The campaign tool for the future

Login

To login to ClearOnline you log in via ClearOn's platform: **www.clearon.se**

Logging in for the first time

The first time you login to ClearOn's platform, you use a 2 factor authentication method, which means you login in two steps:

1. Type in the user ID and password that you have received and press "Send". Shortly after, an SMS with a one-time code will be sent to your mobile phone.
2. Type in the one-time code sent to you by SMS in the 3rd box. Then just login!

Forgot your password?

Press "Reset Password..." and you will be guided through a couple of simple steps and a new one-time code will be sent to your mobile phone.

←

1 Användar-ID

Användar-ID

Lösenord

Skicka

2 Väntra på engångslösenordet.....

3 Ange engångslösenordet

Göm ditt lösenord? [Återsäll lösenord](#) ...

ClearOn
Skapar mer värde i kassan.

What is ClearOnline?

ClearOnline is an effective campaign tool that helps you create campaigns quickly and easily, edit ongoing campaigns and monitor statistics. A few of the most important functions:

Create a campaign

This is where you login and create all your new campaigns.

My campaigns

This provides an overview of all of your campaigns, and you can also edit ongoing campaigns.

Insight

Our statistical tool provides a simple overview of numbers of redeems, geographic spread, and can also compare numbers and outcomes between different campaigns.



Creating your campaign

You can create a campaign whenever you want, 24/7, by following 5 simple steps:

1. Customer information

This is where you can review your user information and parent customer. You can also fill out your purchase order number here (not obligatory). Depending on your authorisation level, you can also view the customary unit here.

2. Campaign information

This is where you name your campaign and provide all other details, such as product group, value, campaign type and expiration date.

3. Campaign articles

Type in your GTIN codes and article information from GS1 will automatically be filled out. If your campaign contains a lot of articles, you can easily upload them as a CSV file to save time.

4. Marketing and sales channels

You choose what channels to use for your campaign and tick off your choices - you can choose several channels, if you want.

5. Summary

The last step is checking all the details and to **SAVE AND CONFIRM**. Now your campaign is ready!

TIP! You can easily download EAN codes for your campaign under the “My Campaigns” tab



ClearOnline

Skapa kampanj

Kunduppgifter

Kampanjuppgifter

1

2

Kunduppgifter

Kund

ClearOn AB

Kundenhets

Kopunginösen (1234)

Kampanjansvarig

Ellinor Jutterström (ellinor@mail.se)

Inköpsordernummer

☒

Fler inköpsordernummer

Inköpsordernummer fast kampanjavgift

Inköpsordernummer clearingavgift

Nästa

ClearOnline

Skapa kampanj

Kunduppgifter

Kampanjuppgifter

Kampanjartiklar

Marknadsförings- & försäljningskanal

Kontrollera

1

2

3

4

5

Kampanjuppgifter

Kampanjnamn ⓘ

Testkampanj

Varuslag ⓘ

Pasta, ris, mos ⌵

Rabattvärde ⓘ

10 kr

Min värde ⓘ

5

Startdatum

2020-03-10

Säkerhetskod ⓘ

☒ Ja
 ☐ Nej

Kampanjtyp

Betalcheck ⌵

Moms ⓘ

12 % - Moms livsmedel ⌵

Köpkrav (Antal) ⓘ

1

Max värde ⓘ

10

Slutdatum

2020-04-10

Kvittebegränsning ⓘ

☐ Ja
 ☒ Nej

Tillbaka

Nästa

ClearOnline

Skapa kampanj

Kunduppgifter

Kampanjuppgifter

Kampanjartiklar

1

2

3

Kampanjartiklar

Här fyller du i vilka artiklar som ska ingå i din kampanj. Fyll i GTIN-nummer på raderna.

Ladda upp CSV-fil

GTIN (Produktsens EAN-kod)

Artikelformation hämtad från GS

1234567890

Ahlgrens bilar

+

Fler artiklarader

Tillbaka

Nästa

Skapa kampanj

Kunduppgifter Kampanjuppgifter Kampanjartiklar Marknadsförings- & försäljningskanal Kontrollera

- 1
- 2
- 3
- 4
- 5

Marknadsförings- och försäljningskanal

❗ Den valda kanaltypen tillåter endast en marknadsföringskanal

▼ Kanal #1

Marknadsföringskanal	Upplägga (Antal) ⓘ	Förväntad inlösen (%) ⓘ
Butik ▼		

☐ Välj alla försäljningskanaler

☒ DAGLIGVARUHANDELN

✓

✓

☒ SERVICEHANDELN

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

Campaign type

When creating a campaign you will need to choose campaign type. You can choose between:

Discount coupons

Applies to specific goods or products from a specific range.

Product vouchers

Product vouchers are a method of payment in the form of a voucher with optional value. The customer redeems the voucher for a specific product from a given range.

Goods vouchers

Goods vouchers are a method of payment in the form of a voucher with a set value. The customer redeems the voucher and is free to select from a number of certain goods.

Payment vouchers

Payment vouchers are a method of payment in the form of a voucher with a set value. The customer redeems the voucher for optional goods from a list of specified food chains. Suitable for campaigns with a mix of weighted goods and packaged goods*.

* The weighted goods number consists of a 13-digit item number created using the GS1 weighted goods prefix, a serial number, the price in SEK or the weight in kilograms, and a check digit. The weighted goods prefix always begins with 2X, it is impossible to use the wrong GTIN when creating a campaign; i.e., they are not allowed to be used for package to goods that, for example, begins with 7.

Read more in our guideline:

“What to remember when creating a Value Voucher”.



Edit campaigns

ClearOnline also provides the option to login and edit current/ongoing campaigns.

1. Under the “My Campaigns” tab...

... you will find a complete list of all your campaigns, including active and inactive ones. Click the campaign you wish to edit.

2. Campaign information

This provides an overview and summary of the campaign you have selected. Each tab allows you to easily view the current details you have selected for the campaign.

3. Go through all the campaign steps

Now you will be able to edit your campaign details, upload new articles or marketing channels by clicking “Edit...” under each tab. Please see layout and instructions in the previous section “Creating a campaign”.

The screenshot shows the 'Mina kampanjer' (My Campaigns) page in the ClearOnline interface. The page has a header with the ClearOnline logo and user information (Förnamn Efternamn, Kontakta oss, Logga ut). Below the header is a green bar with the text 'Mina kampanjer' and a '+ Skapa kampanj' button. A search bar with 'Fritext...' and filters for 'Kund', 'Kundenhet', 'Datum fr.o.m.', 'Datum t.o.m.', and 'Status' are present. A table lists the campaigns:

Kampanjnummer	Kampanj-ID	Kundenhet	Kampanjnamn	Datum fr.o.m.	Datum t.o.m.	Status
1234	1	Elinor	Elinors testkampanj	2020-02-27	2020-12-31	Aktiv

A green arrow points down to the 'Kampanjuppgifter - Testkampanj' page. This page shows the details for the selected campaign. It has a header with the ClearOnline logo and user information. Below the header is a green bar with the text 'Kampanjuppgifter - Testkampanj'. There are four tabs: 'Grunduppgifter', 'Kampanjartiklar', 'Marknadsförings- & försäljningskanaler', and 'Orderbekräftelsehistorik'. The 'Grunduppgifter' tab is active, showing a 'Redigera uppgifter' button and a 'Hämta orderbekräftelse' button. The 'Kunduppgifter' section shows details for the customer 'ClearOn AB', including 'Skapad av', 'Skapad datum', 'Inköpsordernummer', and 'Inköpsordernummer för clearingavgift'. The 'Kampanjuppgifter' section shows details for the campaign 'Testkampanj', including 'Kampanjtyp', 'Varugrupp', 'Rabattvärde', 'Min värde', 'Startdatum', 'Slutdatum', 'Säkerhetskod', and 'Status'.

Authorisations

ClearOnline provides different authorisation levels which allow different levels of access.

User level 1

- You can set up campaigns for the customer unit you are linked to.
Example Customer: "The LTD Milk company" Unit: "Dairy beverages".
- You can easily view and edit campaigns for your customer unit, and you can also access reports for your particular customer unit via Insight.

User level 2

- You can set up campaigns for the customer units you are linked to (see the above example).
- You can easily view and edit campaigns for your customer unit, and you can also access reports for your particular customer unit via Insight.
- You can create new users for your customer unit.

User level 3

- You can design new campaigns for all customer units that are listed under the customer. *Example Customer: "The LTD Milk company" Unit: "Dairy beverages" + "yoghurt"*
- You can easily view and edit campaigns for all units and you can also access reports for all customer units via Insight.
- You can create new users for all customer units.



Contact

If you have any questions regarding ClearOnline, how to create campaigns or anything else, please feel free to contact us. Good luck with your campaigns!

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