# 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

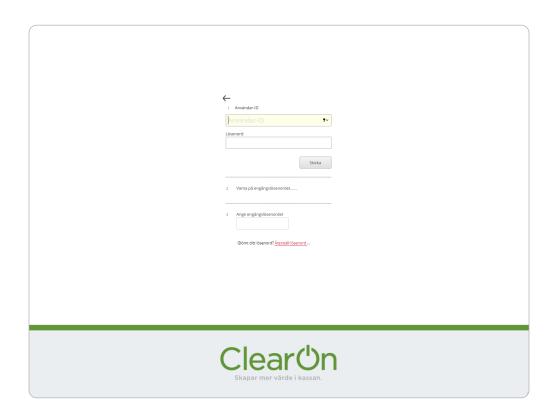
### Logging in for the first time

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

- 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.



# 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

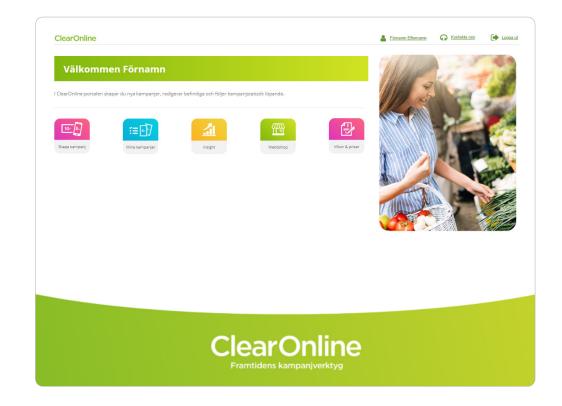
This is where you login and create all your new campaigns.

### 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.

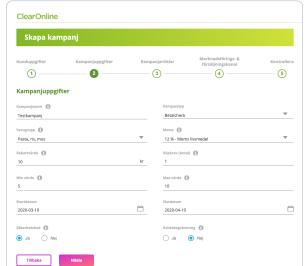
# 5. Summary

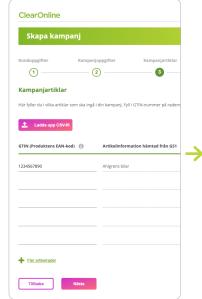
The last step is checking all the details and to SAVE AND CONFIRM. Now your campaign is ready!

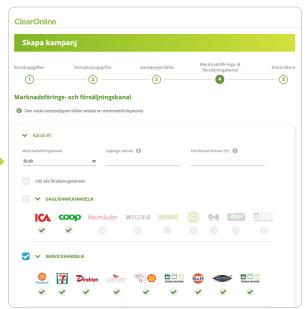
TIP! You can easily download EAN codes for your campaign under the "My Campaigns" tab











# **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".



# **Authorisations**

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

#### User level 1

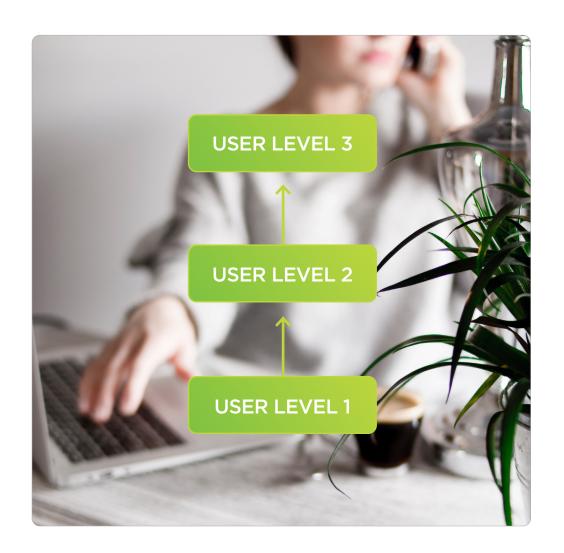
- You can set up campaigns for the customer unit you are linked to.
  Example Customer: "The LTD Milk company" Unit: "Dairy beverages".
- You can easily view and edit campaigns for your customer unit, and you can also access reports for your particular customer unit via Insight.

#### 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!

### E-mail

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# Phone

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