

STEP-BY-STEP

Quick Start Guide

ClearOn
Sales promotion

Login

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

ClearOn Customer Portal uses 2-factor authentication which means that you log in 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 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.

Do you want to change your password?

1. Once you have logged into the portal, click on your name at the top in the right corner and then on "Change password".
2. Enter your current password and then choose a new password. The new password must consist of at least 6 characters, of which at least one capital letter, one lowercase letter and one number.
3. You confirm the change by clicking "Change password".

The screenshot shows the ClearOn login interface. At the top, there is a back arrow and a label '1 Användar-ID'. Below this is a text input field labeled 'Användar-ID' with a dropdown arrow on the right. Underneath is a 'Lösenord' (Password) input field. To the right of the password field is a 'Skicka' (Send) button. Below the password field, there is a dashed line and a label '2 Vänta på engångslösenordet.....' (Wait for the one-time password.....). Below this is another dashed line and a label '3 Ange engångslösenordet' (Enter the one-time password). Underneath is a text input field for the one-time password. At the bottom of the form area, there is a link: 'Glömt ditt lösenord? [Återsäll lösenord](#) ...'. The bottom of the page features the ClearOn logo and the tagline 'Skapar mer värde i kassan.'

The screenshot shows the ClearOn customer portal dashboard. At the top right, there is a navigation bar with a user profile icon and the text 'Förnamn Efternamn', a 'Kontakta oss' (Contact us) link, and a 'Logga ut' (Logout) link. Below this is a green banner with the text 'Välkommen Förnamn Efternamn'. Under the banner, there is a message: 'I ClearOn Kundportal skapar du nya kampanjer, redigerar befintliga och följer kampanjstatistik löpande.' (In ClearOn Customer Portal you create new campaigns, edit existing ones and follow campaign statistics continuously.) Below this message is a link: 'Hur använder jag ClearOn Kundportal? (PDF)'. On the right side, there is a 'Nyheter' (News) section with a 'Alla inlägg' (All posts) button, an 'Activate insights' button, and an 'Event' button. Below these are buttons for 'Guide och instruktioner' (Guide and instructions), 'Kundcase' (Customer case), and 'Kategoriserad' (Categorized). At the bottom right, there is a 'Senaste nytt' (Latest news) button.

What is ClearOn Customer Portal?

ClearOn Customer Portal 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

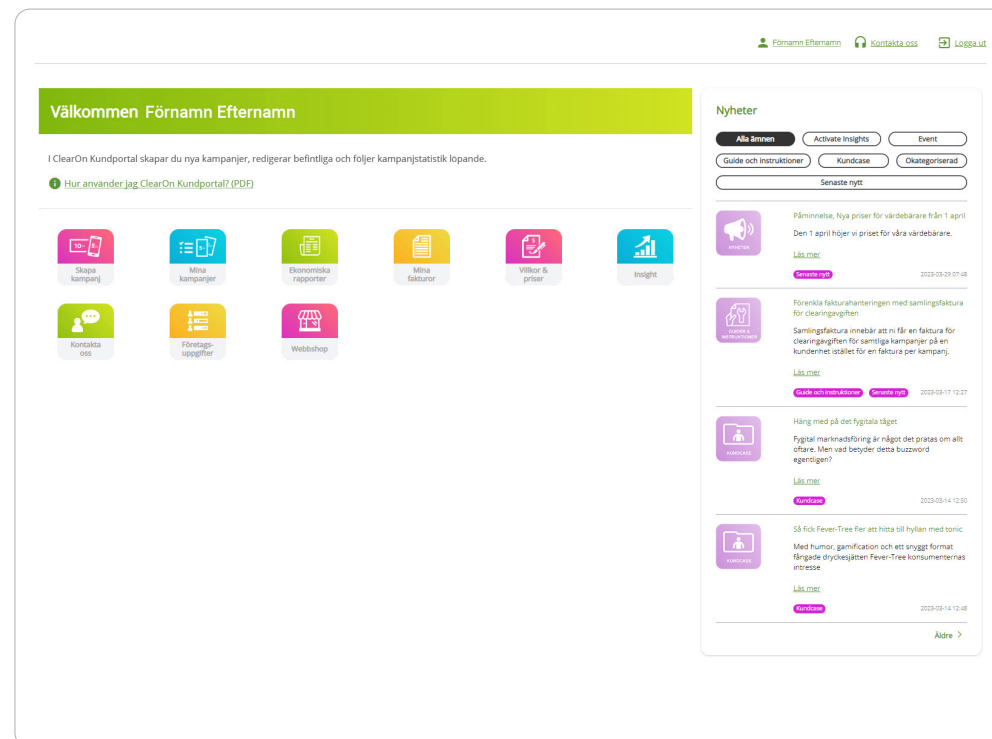
Our statistical tool provides a simple overview of numbers of redeems, geographic spread, and can also compare numbers and outcomes between different campaigns.

Financial reports

Here you find the financial reports that are available for yours campaigns.

My invoices

Here you see all your invoices and payment status.



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



Skapa kampanj

Kunduppgifter 1 Kampanjuppgifter 2

Kunduppgifter

Kund
ClearOn AB

Kundenheter
Kuponglösen (1234)

Kampanjansvarig
Ellinor Juterström (ellinor@mail.se)

Inköpsordernummer
Fler inköpsordernummer

Inköpsordernummer fast kampanjgift

Inköpsordernummer clearinggift

Nästa

Skapa kampanj

Kunduppgifter 1 Kampanjuppgifter 2 Kampanjartiklar 3 Marknadsförings- & försäljningskanal 4 Kontrollera 5

Kampanjuppgifter

Kampanjnamn 1
Testkampanj

Kampanjtyp
Betaltcheck

Varegrupp 1
Pasta, ris, mos

Moms 1
12 % - Moms livsmedel

Rabattvärde 1
10 kr

KöpkraV (Antal) 1
1

Min värde 1
5

Max värde 1
10

Startdatum
2020-03-10

Slutdatum
2020-04-10

Säkerhetskod 1
☒ Ja ☐ Nej

Kvitto begränsning 1
☐ Ja ☒ Nej

Tillbaka Nästa

Skapa kampanj

Kunduppgifter 1 Kampanjuppgifter 2 Kampanjartiklar 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 (Produkts EAN-kod) 1 Artikelinformation hämtad från GS1

1234567890 Ahlgrens bilar

+ Fler artiklar

Tillbaka Nästa

Skapa kampanj

Kunduppgifter 1 Kampanjuppgifter 2 Kampanjartiklar 3 Marknadsförings- & försäljningskanal 4 Kontrollera 5

Marknadsförings- och försäljningskanal

Den valda kampanjtypen tillåter endast en marknadsföringskanal

Kanal #1

Marknadsföringskanal
Butik

Upplägga (Antal) 1

Förväntad lösen (%) 1

☐ Vaj alla försäljningskanaler

☒ DAGLIGVARUHANDELN

ICA coop Hemköp WILLY'S BILLY'S

☒ SERVICEHANDELN

Prisflytt 7 Direkten

Tillbaka Nästa

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

ClearOn Customer Portal 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 image shows two screenshots of the ClearOn Customer Portal interface. The top screenshot displays the 'Mina kampanjer' (My Campaigns) page, which lists campaigns in a table. The bottom screenshot shows the 'Kampanjuppgifter - Testkampanj' (Campaign Details - Test Campaign) page, which provides detailed information about a specific campaign, including customer details, campaign settings, and a list of campaign items. A green arrow points from the 'Mina kampanjer' page to the 'Kampanjuppgifter' page, indicating the flow of the user journey.

Mina kampanjer

| 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 |

Kampanjuppgifter - Testkampanj

Grunduppgifter

Kund: ClearOn AB
Skapad av: Förnamn Efternamn
Inköpsordernummer: -
Inköpsordernummer för clearingavgift: -

Kampanjansvarig: Förnamn Efternamn (namn@mail.se)
Skapad datum: 2020-02-26
Inköpsordernummer för fast kampanjavgift: -

Kampanjuppgifter

Kampanjnamn: Testkampanj
Varugrupp: Pasta, ris, mäs
Rabattvärde: 10
Min värde: -
Startdatum: -
Säkerhetskod: Ja
Status: Aktiv

Kampanjtyp: Betalcheck
Moms: 12 % - Moms livsmedel
KöpkraV: 1
Max värde: -
Slutdatum: -
Kvittobegränsning: Nej

Korrektur

Vi vill gärna att ni skickar in ett korrektur till oss innan ni trycker kupong för att vi ska kunna kontrollera kupongens utseende och funktion. Korrekturet skickas till clearonline@clearon.se

Authorisations

ClearOn Customer Portal provides different authorisation levels which allow different levels of access.

User

- 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.

Admin

- 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.



Contact

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

E-mail

hello@clearon.se

Phone

Phone number: +46 8-588 340 59

Opening hours: Weekdays 9 am – 5 pm

