



**Kampanja is a cost-effective service for those interested in a quick and efficient way to create their own campaign landing page in order to distribute digital coupons via SMS and e-mail.**

## **This is how it works**

Kampanja makes it possible for you to build your very own custom landing page and distribute digital coupon offers via text message and/or email. You set up your campaign page by uploading visuals, adding texts, and setting your desired campaign and coupon specifications (such as number of coupon releases per day, total coupon amount, etc.) via a custom login to our portal.

*<https://brand.kampanja.se/campaignname>*

The page then gets its own URL, which you can use to promote your campaign via social media and other digital marketing channels.

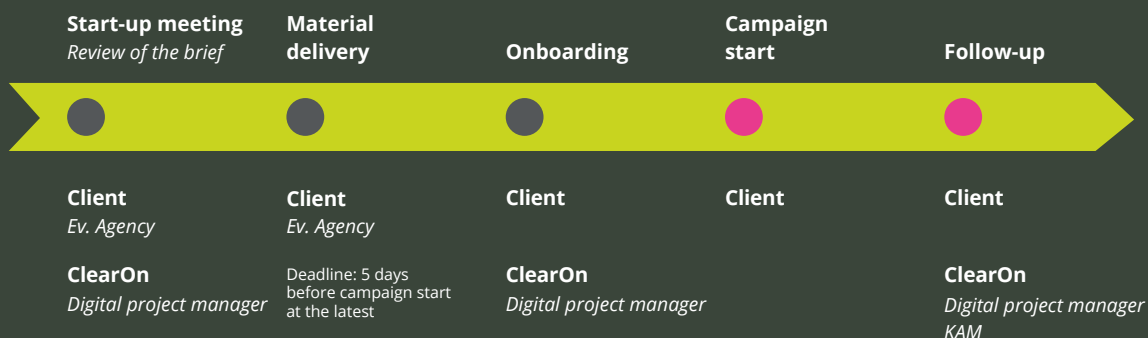
## **From idea to finished campaign in minutes!**

- Upload your material to the platform
- Create your campaign page using the simple, easy-to-follow instructions
- Publish on media channels of your choice.

### **Kampanja is a great solution for:**

- New product launches
- Driving sales & traffic to stores
- Limited time offer campaigns
- Testing new media channels
- Audience targeted campaigns
- Enabling organic reach
- Building brand awareness

## Process & Brief



## Material specifications

Below are the specifications for the material required to create your very own Kampanja landing page.



### Desktop

- 1 Background image** Recommended width: 2560 px. The image can be slightly smaller, but this may impact the quality on large screens – therefore the width should be at least 1920px.
- 2 Logotype** Width: max 550 px. We recommend PNG format (with a transparent background)



### Mobile

- 3 Background image** Recommended dimensions: At least 320 pixels, max 700 pixels wide.
- 4 Logotype** max 550 pixels wide.

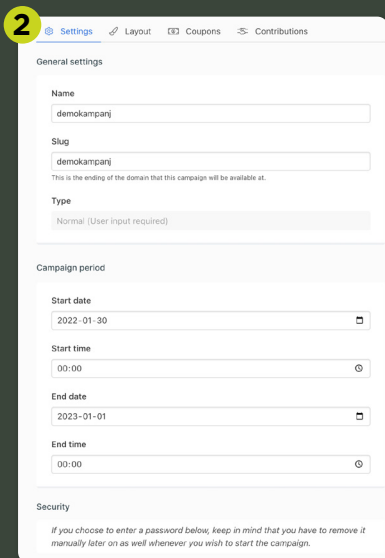
Want tips on how to best market your campaign? Don't hesitate to contact us at ClearOn and we'll help you out. For more information or if you'd like to place an order, contact us via email: [sales@clearon.se](mailto:sales@clearon.se)

## Smooth, simple administration!

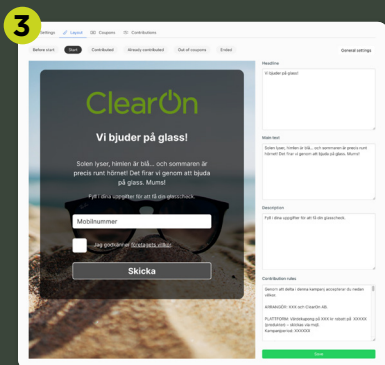
Login as an administrator on your page and easily upload images, add your texts, and set the specifications for your campaign (number of releases, coupons, etc.). After that, you're ready to go!



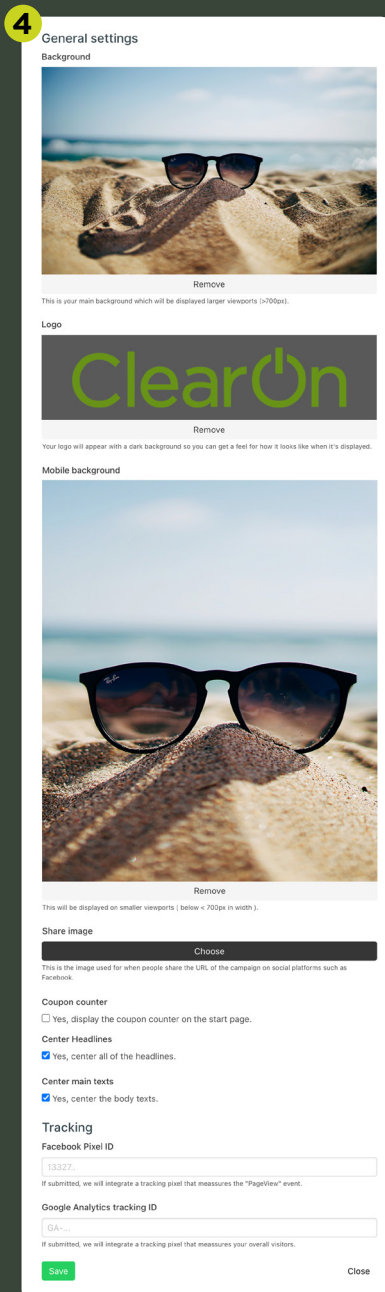
Create a new campaign, or select from your existing campaigns.



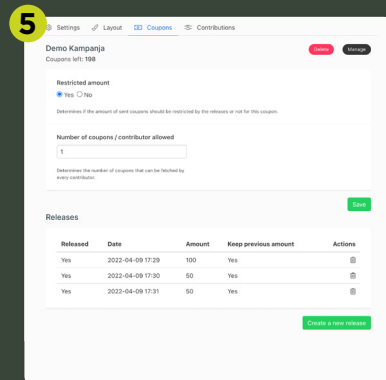
Name the campaign, create a URL and set the campaign period.



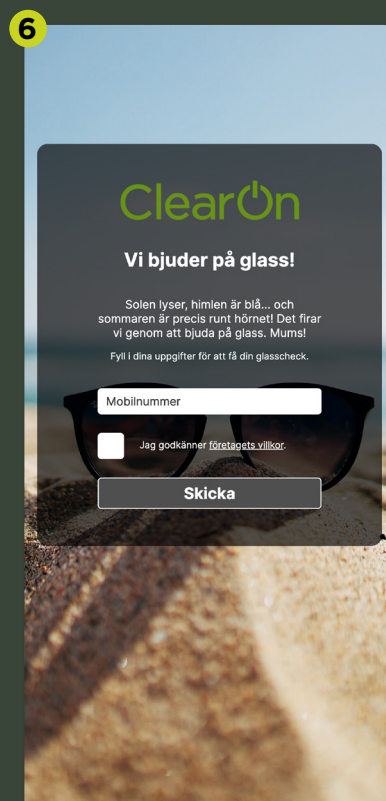
Click on the layout tab to create a layout with background images and copy. This is also where you add your campaign's general terms and conditions. There is also support for HTML tags so that you can make texts italic and/or link to external pages.



Under layout/general settings, upload your background images, logo, and Facebook thumbnail image for Facebook. You can also center the text and choose to add coupon counters as well as Google and Facebook Analytics tracking IDs.



Under the Coupons tab, set the number of coupons and other limitations.



Voilà! Now the landing page is ready to go live.

Contact us at ClearOn and we'll set up the campaign together with you!

ClearOn leads the development of Sales promotion services in the grocery trade. Together with Bankgirot, Nordea, and Swedbank, we produce payments through Vårdeaviver. In collaboration with 5,000 nationwide stores, we handle the clearing of coupons, gift cards, and vouchers. ClearOn is a financial institution under the supervision of the Financial Supervisory Authority and owned by DLF. [www.clearon.se](http://www.clearon.se)

**ClearOn**  
Sales solutions connecting shopper and brands.