# DEMO - CUSTOMER PORTAL

# ClearUn



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# Login



# Login

- ✓ Login at ClearOn Customer portal: www.clearon.se > Login > Customer portal
- ✓ UserID = YourEmail address
- ✓ Have your mobile phone close at hand (two factor authentication

.

# Login - first time

**1.** Click on " återställa ditt lösenord" (*Reset password*)



**2.** Fill in the generated characters.

Återställ lösenord (Steg 1 av 4)	
Du har valt att återställa ditt lösenord.	
Mata in bokstäverna som visas i bilden nedan och klicka på OK.	
Om du inte kan läsa bokstäverna i bilden, kan du byta bild genom att klicka på knappen Ny bild.	
<b>7</b> 3886	
Bildtext	Ny bild
Jindeal Control of the Control of th	
	ОК
ClearOn	
3	

**3.** Fill in your Email address under "Användar ID" (*User ID*)

Återställ lösenord (Steg 2 av 4)	
Mata in ditt användarnamn nedan och klicka på OK.	
Ett engångslösenord kommer där efter att skickas till din mobiltelefon.	
Användar-ID	
	ОК
Cloarda	
ClearOn	

# Login - first time

**4.** Under "SMS lösenord" (*SMS password*), fill in the single-use code you've received as a SMS (xxx xxx)



**5.** Click on "Klicka här för att komma till huvudsidan". (*Click here to return to the main page*).

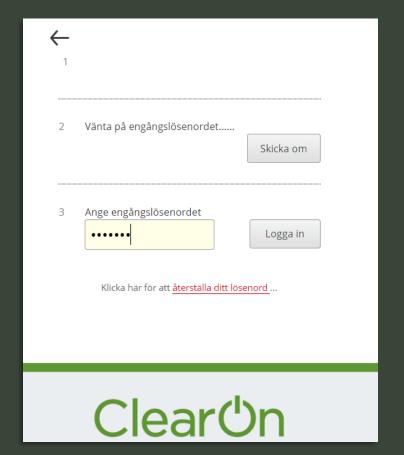


# Login - first time

**6.** Fill in your Email address under "Användar ID" (*User ID*) and the password you've received as a SMS under "Lösenord" (*10 characters*).



**7.** Fill in the single-use code you have received as a SMS (xxx-xxx).

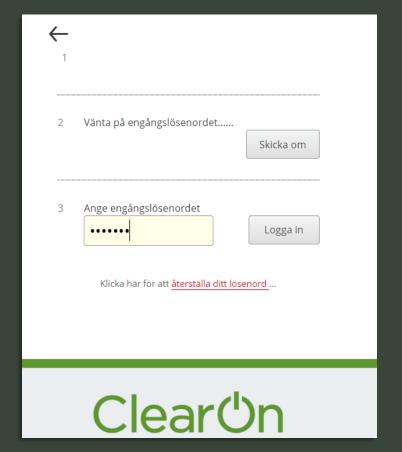


# Login general

**1.** Fill in your Email address under "Användar ID" (*User ID*) and the password you've received as a SMS under "Lösenord" (*10 characters*).

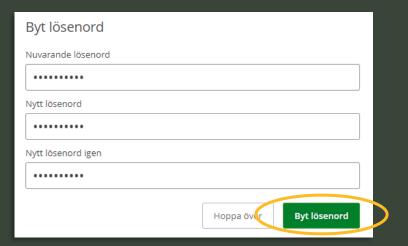


**2.** Fill in the single use code you have received as a SMS (xxx-xxx).



## Change password

- **1.** Click on your name up in the right corner, then on "Ändra lösenord" (*Change password*).
- **2.** Fill in your current password and then choose a new password. **NOTE!** The new password must consist of at least 6 characters, of which at least one uppercase letter, one lowercase letter and one digit.
- **3.** Confirm the change by clicking on "Byt lösenord" (*Change password*).



## **Authorization levels**

#### ✓ Authorization level "User"

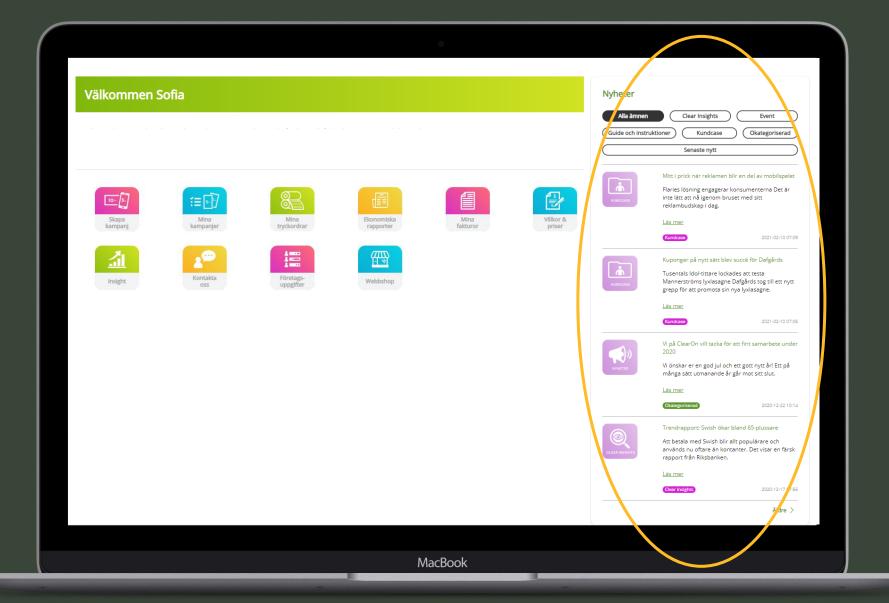
- You can set up campaigns for the customer unit you are linked to. Example Customer: "The LTD Milk company" Unit: "Dairy beverages".
- > You can easily view and edit campaigns for your customer unit, and you can also via Insight access see reports for your specific customer unit.

#### ✓ Authorization level "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" + "youghurt".
- You can easily view and edit campaigns for all units, and you can also access reports for all customer units via Insight.

# News feed

# Main page - Nyheter (News Feed)



# Set up campaign

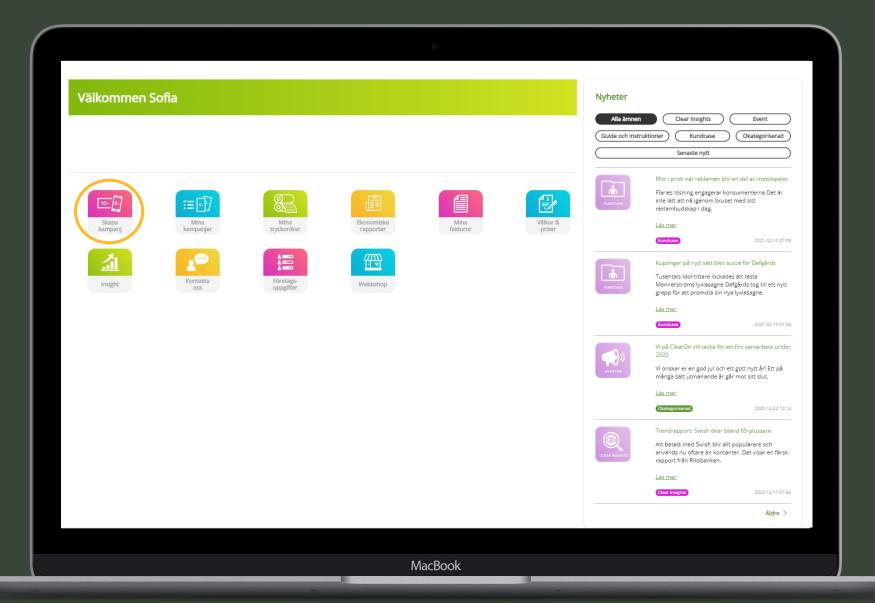
# Important to know before the set up

- ✓ PO number (named "Inköpsordernummer" in the portal) for the fixed /clearing cost.
  - ➤ PO not ready at set up start? Finish the set up by the option "Spara kampanj" (Save campaign) (= status Preliminary "") and activate the campaign when the PO is ready and added to the campaign.
- ✓ What customer unit ("Kundenhet") the campaign should be set up on.
- $\checkmark$  One campaign fee covers a time period of 12 months.
  - If you choose a shorter period, you can for the same cost extend it up to 12 months later along its validity period.
  - If you choose a period longer than 12 months (365 days), an extra fee is automatically generated for every initiated year.
- ✓ Type of coupon.
- ✓ VAT code.
- $\checkmark$  The product EAN codes that will be connected to the campaign.

**Note!** You will automatically be logged out of the portal if the set up is not completed within a certain time. It's therefore important to complete the set up once it's initiated!

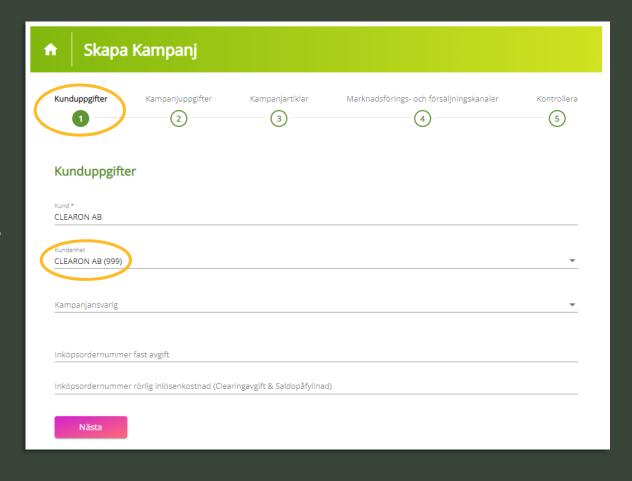


# Skapa kampanj (Set up campaign)

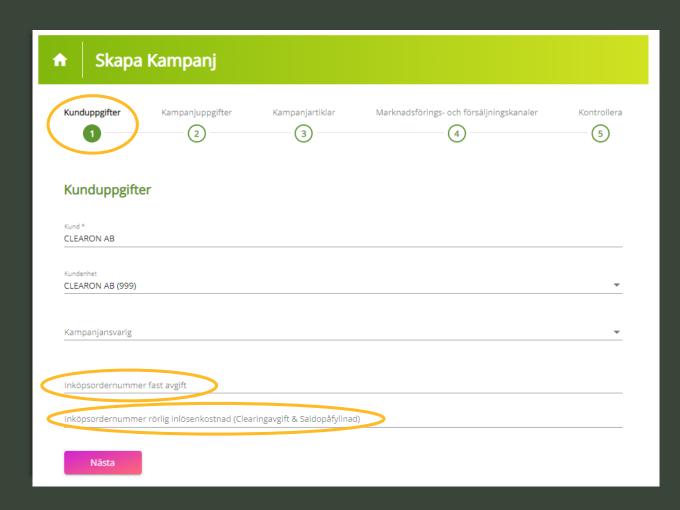


## 1. Customer information

Access to several customer units? Select the customer unit the campaign should be set up on.



# Customer information Inköpsordernummer = PO number



## Inköpsordernummer fast avgift

Possible PO number for the fixed fee.

## Inköpsordernummer rörlig inlösenkostnad

Possible PO number for the clearing fee and balance top up.

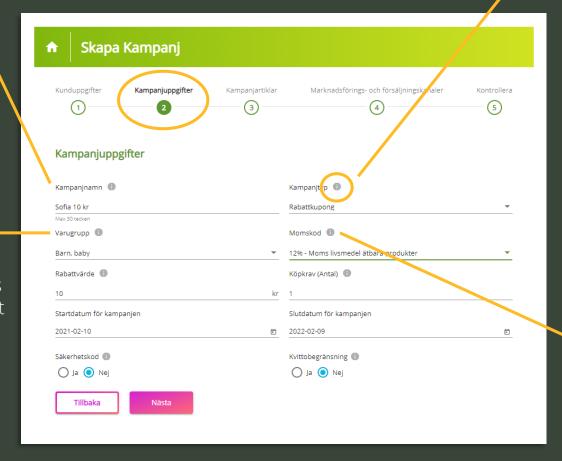
# 2.1 Campaign information

## Kampanjnman (Campaign name)

Use a Campaign name that describes the campaign. **Note**! The name appears on the shopper's receipt. Maximum 30 characters.



If the campaign includes several different product groups select Övrigt (Other).



## **Kampanjtyp** (*Type of coupon /voucher*)

- ✓ Rabattkupong (Discount coupon)
  Discount on specific product within a specific line of products.
- ✓ Varucheck (Merchandise voucher) Payment check, fixed value.
- ✓ **Produktcheck** (*Product voucher*)

  Open value , valid for one product.
- ✓ Betalcheck (Payment voucher)
   Equate as cash, used as partial payment of any products.

## **Momskod** (VAT code)

The VAT code chosen here is reported in the economical reports

VAT 0% - Lottey tickets

VAT 6% - Newspapers , books

VAT 12% - Eatable products

VAT 25% - Non eatable products

# 2.2 Campaign information

## Rabattvärde / Min/ Maxvärde (Discount value / Min and max value)

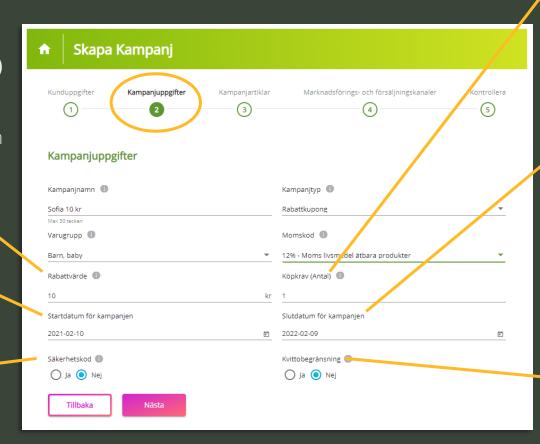
The value in SEK that the shopper receives in discount. For the coupon type "Produktcheck" a min and maximum value is specified.

### **Startdatum** (Start date)

When the campaign is expected to be out in store.

## Säkerhetskod (Security code)

Used for increased safety, the coupon can only be used once. Mandatory on all types of campaigns except discount coupons.



## **Köpkrav** (Purchase requirements)

The minimum number of items that the shopper must purchase to fulfill the offer.

### **Slutdatum** (End date)

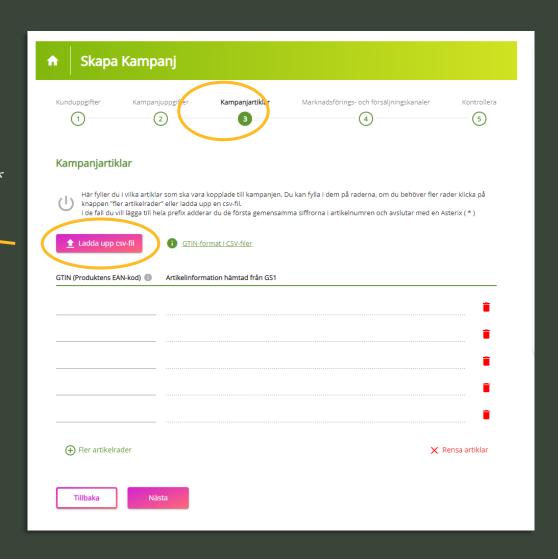
We recommend that you'll set the end date 12 months after the start date. If you have selected a shorter period and miss to extend the campaign before that set end date, the campaign will end automatically.

## Kvittobegränsning (Receipt limitation)

Here you choose if the campaign may be used more than 1 time per receipt / household.

## 3. 3. Campaign Products GTIN

- √ 1 product EAN code = 13 digits.
- ✓ Less than 13 digits? End with \*
- ✓ Variable weight or newspaper
  Enter the first 6-8 digits , end with \*
- ✓ **Many GTIN?**Upload a . csv file by clicking on "Ladda upp csv fil" (*Upload csv file*)
  - Save as format .csv
  - The file must only consist of 13 digit GTIN.
  - Do not mix variabel weight and
- ✓ packaged GTIN.
- ✓ **Note!** The GTIN will work with the coupon as long as the digit combination is correct, no matter if the product name is available or not.



## 4. Marketing & Sales channels

## Marknadsföringskanal (Marketing channel)

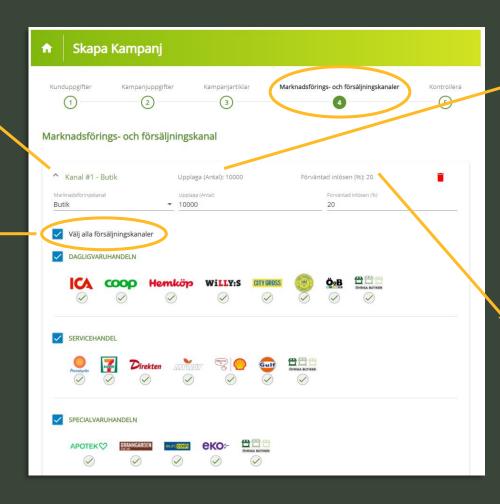
Depending on the chosen type of coupon, different choices of channels will be available.

## Försäljningskanaler (Sales channels)

Tick in the stores/chains where the campaign will be able to redeem

## Campaign valid for redemption in all stores?

Choose "Välj alla försäljningskanaler (Select all sales channels)



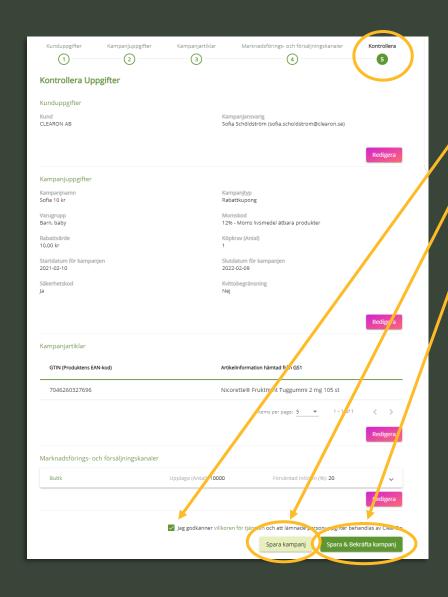
## **Upplaga** (Edition)

Fill in the number of coupons you intend to print. Remember to regularly update the edition before each printing occasion, to keep the statistics correct in the economical reports.

## **Förväntad inlösen** (Expected redemption)

Fill in expected number of reedemed coupons (in %). For correct statistic in the economical reports.

## 5. Review and approval



- **1.** Control the setup.
- 2. Approve the terms.
- **3. "Spara kampanj"** (*Save campaign*) <u>or</u> "Spara & Bekräfta kampanj" (*Save & Confirm campaign*).

## **Spara kampanj** (Save campaign)

Saves specified campaign information and allow you to complete the set up later.

**NOTE!** This choice will NOT send the campaign to ClearOn, you will have to access the campaign again and confirm it. After confirming it, the EAN code will be created and downloadable.

## **Spara & Bekräfta kampanj** (Save & Confirm campaign)

The choice activates the campaign at ClearOn and in connection with this you will be able to download the campaign's order confirmation and EAN code under "Mina kampanjer" (*My campaigns*).

# Print services

# Order print of newly set up campaign

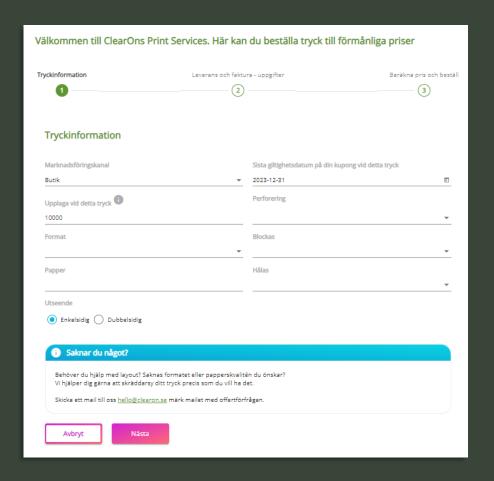
## Newly set up campaign - Order coupon print is part of the "Create campaign" flow

Campaigns that have the prerequisites to be printed (i.e. are not digital or distributed in newspaper/flyers etc.) automatically end up in the flow to order coupon printing after clicking "Spara & bekräfta kampanj" (Save & Confirm Campaign). This applies to campaigns both with and without a security.

We happily help you to customize your coupon print just the way you want it.

Do you want faster delivery? Do you need help with the coupon layout? Or do you miss the format or paper quality that you want?

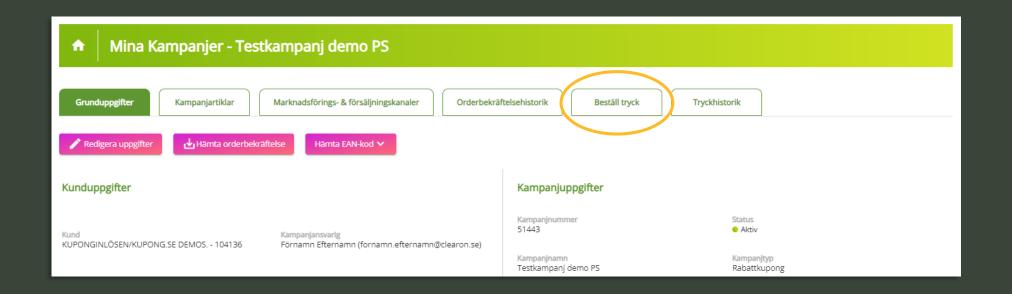
Send an email to hello@clearon.se and mark the email with "quote request".



# Order print of an existing campaign

## Order print of existing campaigns via Print services:

- ✓ Search for the campaign via the menu option "Mina kampanjer" (*My campaigns*).
- ✓ Click on the campaign.
- ✓ Click on the "Beställ tryck" (Order print) tab.



# 1. 1. Printing information

### Marknadsföringskanal

(Marketing channel)

The campaign's chosen marketing channel. Filled in automatically.

## **Upplaga vid detta tryck** (Edition for this order)

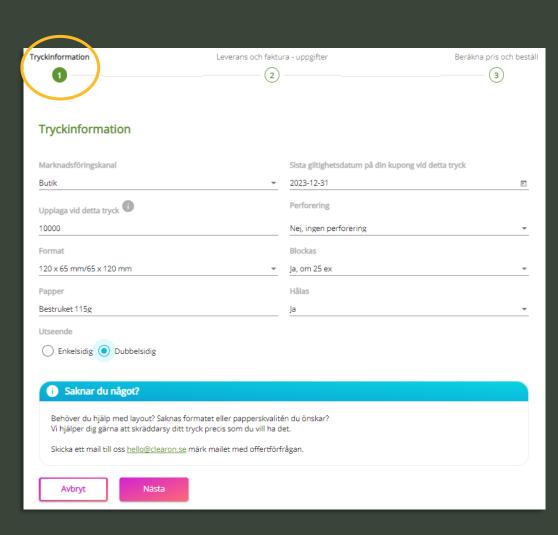
The edition available to print is shown here. The edition is taken from the edition specified on the campaign. **NOTE!** Before reprinting, the edition needs to be updated on the campaign with the quantity that you wish to print at the next printing occasion.

#### **Format**

Choose between the standard sizes 120x65mm / 65x120mm or 105x148mm / 148x105mm. On coupons with the format 105x148mm, the part that refers to the discount coupon must be separable with perforation.

#### Papper (Paper quality)

Blocked and glued coupons are printed on 115g coated paper, while coupons that are only cropped are printed on 150g coated paper.



# **Sista giltighetsdatum på din kupong vid detta tryck** (Last date of validity on your coupon at this print)

Enter the printed end date the coupon have for this print. This field automatically retrieves the set end date of the campaign, but if the end date for this print is to be shorter, you need to enter it manually.

#### **Perforering** (Perforation)

Perforation is a series of small holes that make it possible to easily tear off a certain part of the coupon. Only needed if the coupon is to be separated from a larger coupon, e.g. a recipe.

#### **Blockas** (Blocked or loose coupons)

Choose whether the coupons should be blocked and glued of 25 or 50 copies or if they only should be cropped (loose coupons). If loose coupons, choose option "No".

### **Hålas** (Punching)

Choose whether the coupons should be punched for hanging or not.

#### **Utseende** (Coupon layout)

Choose whether the coupon should be one sided (Enkelsidig) or two sided (Dubbelsidig)

# 2.1 Delivery and invoice information

#### Önskat datum för leverans

(Desired date for delivery)

Choose which date you wish to have the coupons delivered.

## Inköpsordernummer

(Purchase Order number)

Purchase Order number labeling of the printing costs on the invoice.

### E-post – *E-mail*

E-mail address to the customer.

## **Materialdag** (Deadline material delivery)

The date is retrieved in the system after you have picked the desired delivery date in the list. The material refers to your approved print ready original and possible distribution list.

**Note!** The material must be uploaded no later than 12:00 noon on that day.

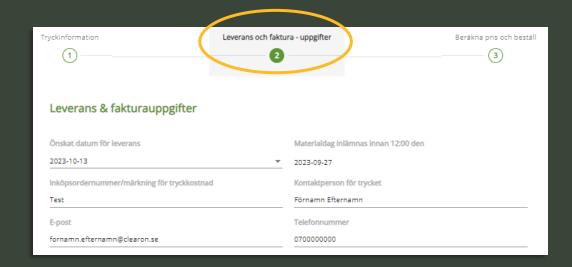
### Kontaktperson för trycket

(Contact person for the printing)

Enter the name of the person that ClearOn can contact if necessary.

### **Mobilnummer** (Mobile number)

Enter a mobile number on which the contact person can be reached. The format must be specified as 07XX or 467XX.



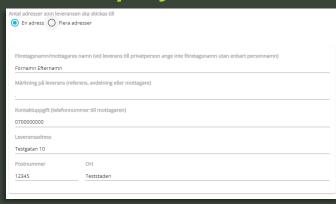
## 2.2 Delivery and invoice information

# Leverans till en adress (Delivery to one address)

Fill in the requested information.

**NOTE!** Should the coupons be delivered to a private individual? Then enter the person's first and last name under "Company name / recipient's name". Do not enter the company name.

# Leverans till en adress - Company address



## Leverans till en adress - Private individual

En adress	
Företagsnamn/motta	gares namn (vid leverans till privatperson ange inte företagsnamn utan enbart personnamn)
Testföretaget	
Märkning på leverans	(referens, avdelning eller mottagare)
Förnamn Efternamn	
Kontaktuppgift (telefo	onnummer till mottagaren)
0700000000	
Leveransadress	
Testgatan 10	
Postnummer	Ort
12345	Teststaden

#### Leverans till flera adresser

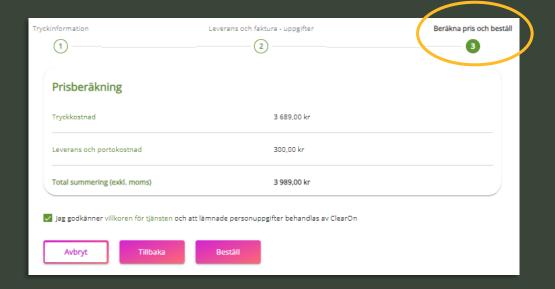
(Delivery to several addresses - Distribution list)

Enter the number of addresses to which the coupons are to be delivered and click on "Download the file". An excel file is now downloaded to the computer. Fill in the requested information in all fields in the file and upload it after completing the order.



# 3. Calculate price and order

On the third and last page in the order flow, you will see the estimated price for the printing as well as for the delivery and postage costs.



Under "Sammanfattning" (Summary) on the right - Check that the order matches your requests. If the order is correct, you tick in that you accept the conditions and then click on "Beställ "(Order) to confirm and proceed with the printing order.

**Remember!** If your request is not available in the portal, send an email with your printing request to hello@clearon.se.

#### Sammanfattning

Kunduppgifter

Kund

KUPONGINLÖSEN/KUPONG.SE DEMOS. -

104136

Kampanjansvarig Förnamn Efternamn

Kampanjtyp

Rabattkupong

Upplaga (Antal) 10000

Slutdatum för kampanjen

(fornamn.efternamn@clearon.se)

Kampanjuppgifter

Kampaninamn

Testkampanj demo PS

Marknadsföringskanal

Startdatum för kampanjen

Rabattvärde 5 kr

Säkerhetskod

Tryckuppgifter

Sista giltighetsdatum för detta tryck

Perforering Nej, ingen perforering

Upplaga för detta tryck

Blockas Ja, om 25 ex Hålas

120 x 65 mm/65 x 120 mm

Utseende

Papper Bestruket 115g

Dubbelsidig

Leverans och fakturauppgifter

Önskat leveransdatum

2023-10-20

tryckkostnad

Test

Email

Kontaktperson för trycket

Förnamn Efternamn

fornamn.efternamn@clearon.se

Inköpsordernummer/fakturamärkning för

Telefonnummer 0700000000

Företagsnamn/mottagares namn Testföretaget

Kontaktuppgift (telefonnummer till

mottagaren) 0700000000

Postnummer 12345 Teststaden

Märkning på leverans Förnamn Efternamn

Leveransadress Testgatan 10

Ort

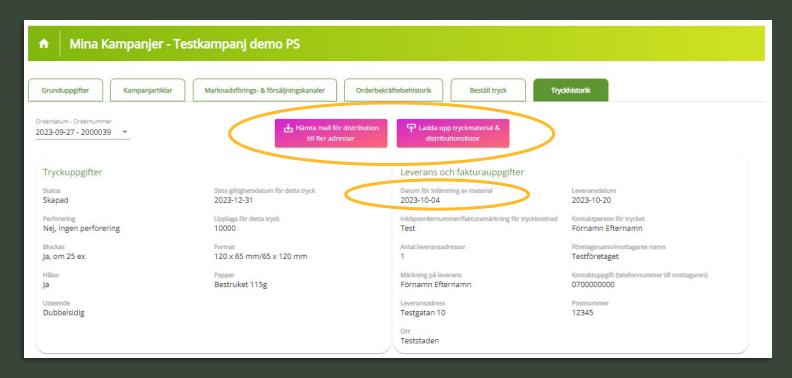
## 4. Material upload

After confirming the order, you end up under the "Tryckhistorik" (*Printing history*) tab where you upload your print ready original and possible distribution list. Here you also download the template that needs to be used for the distribution list. If you don't have your original and / or distribution list ready after placing the order, you can do so at a later occasion. Go in under "Mina tryckordrar" (My printing orders) and search for the order to access the page below again and upload the missing material.

**NOTE!** Important to remember is that the original / distribution list must be uploaded no later than 12:00 noon on the specified material day for your print order. If the material is not received within the specified time, ClearOn reserves the right to postpone the production of the print original to the next possible delivery date.

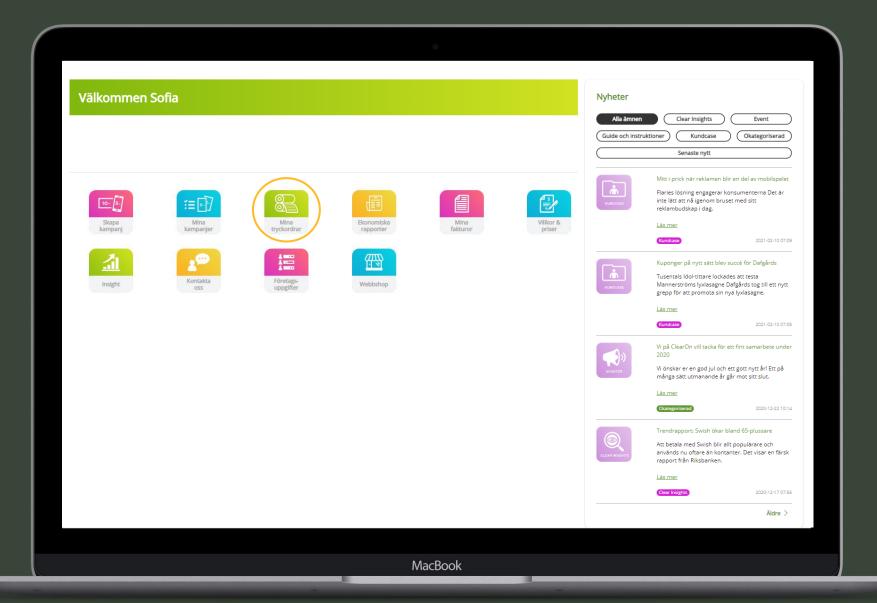
## Original requirements

To check that your print ready original meets the requirements and is correctly designed according to specification, click <a href="here">here</a>.



# My printing orders

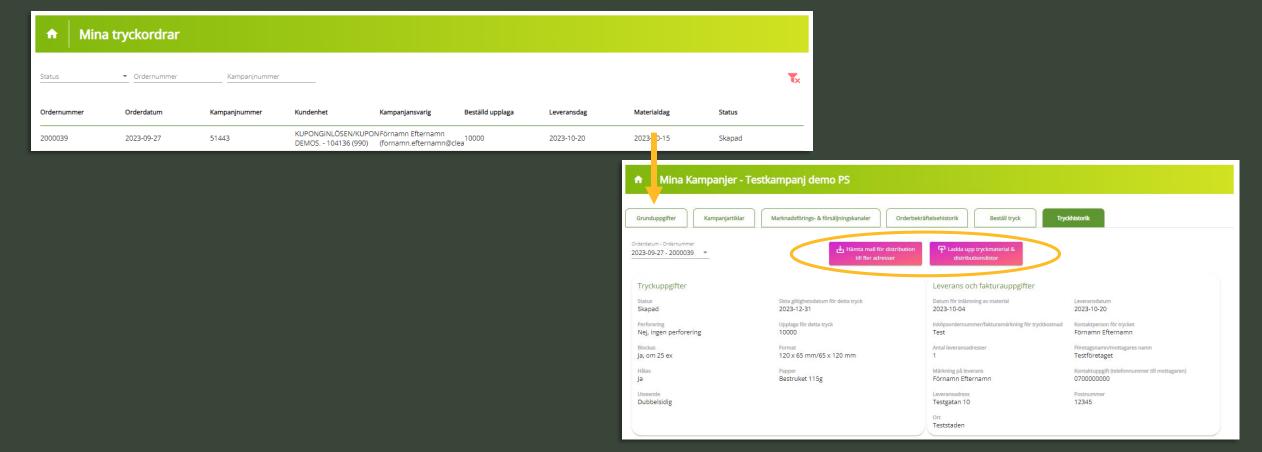
# Mina tryckordrar (My printing orders)



# My printing orders

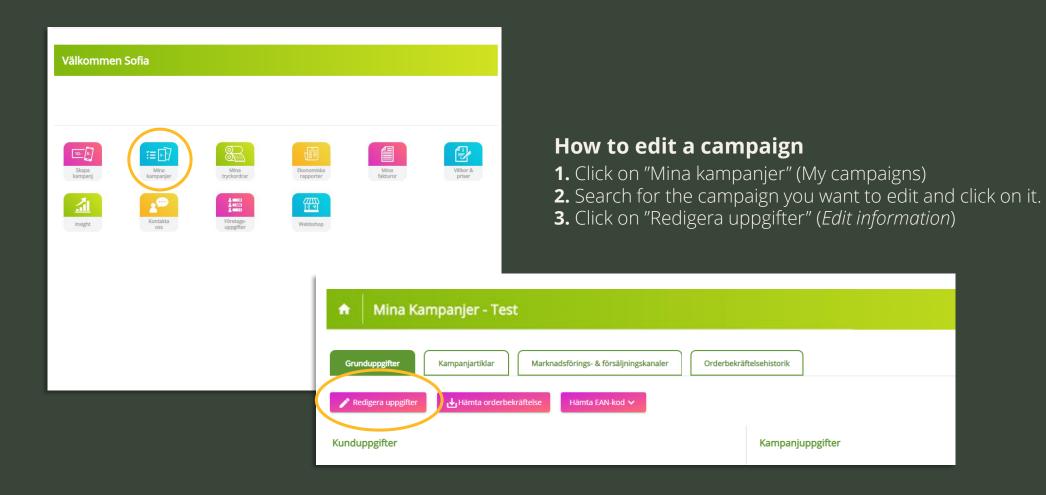
Under "Mina tryckordrar" (*My printing orders*) you will find a list of previously placed print orders of your customer unit or the entire company. The selection determines which authorization your user has. (See more information on the "Authorization levels" page.)

Click on the order you wish to obtain more information about or to upload the ready-to-print original / distribution list belonging to that order.



# Edit campaign

# Edit campaign



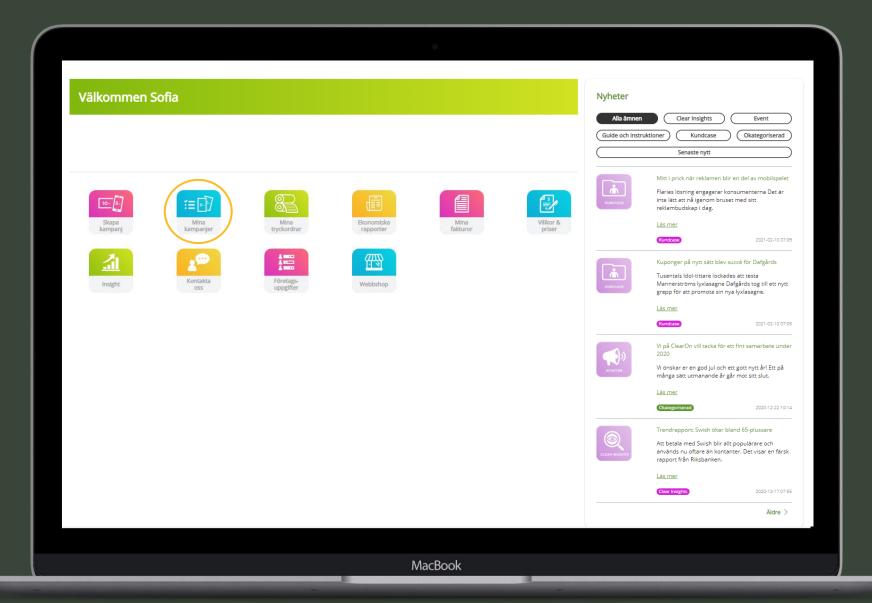
# Edit an active campaign - Which are the possibilities

- ✓ Changing campaign Manager
- ✓ Add / change PO number
- ✓ Extending a campaign
- ✓ Add new product EAN codes
- ✓ Add extra Media codes (Mediakoder / Marketing channels.)
  NOTE! Only applicable on Discount coupons
- $\checkmark$  Add / update the edition (number of coupons printed).
- ✓ Add Sales channels (Försäljningskanaler)



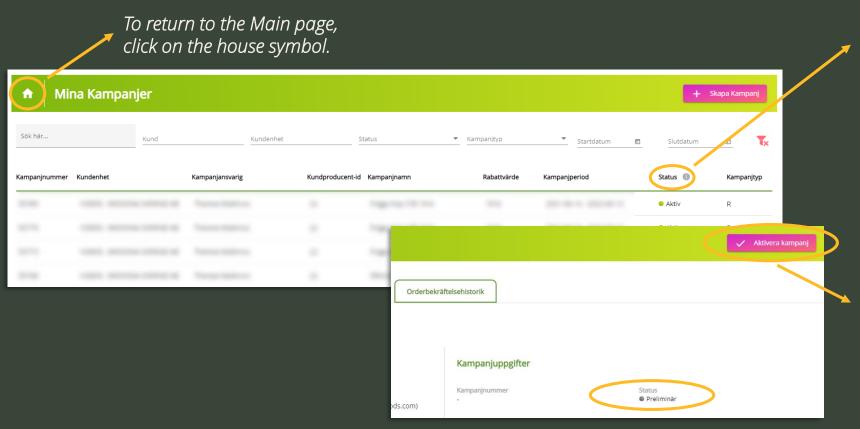
# My campaigns

# Mina kampanjer (*My campaigns*)



# My campaigns - Overview

- ✓ Under "Mina kampanjer" (My campaigns) you'll have an overview over all campaigns that have been set up on authorized customer unit.
- ✓ Click on the campaign that you want to check, edit or activate (status "Preliminary")



#### Status (Campaign status)

A campaign can have 5 different statuses:

- Active
- Inactive
- Ended
- Preliminary
- Unsuccessful

#### Preliminär - Preliminary

The campaign is not activated and sent to ClearOn. To activate the campaign, click on "Aktivera kampanj" (Activate campaign) at the top right after the selected campaign.

## EAN code and security codes

#### **EAN** code

The EAN code for the campaigns is downloaded via the portal. The code is created in .svg format, which replaces the previous .eps. The change does not affect the function of the code and is used in the same way as .eps.

**1.** To download the EAN code, click on "Hämta EAN kod" (*Download EAN*).



2. Click on the arrow to start the download.



#### Campaign with security codes (physical coupon)

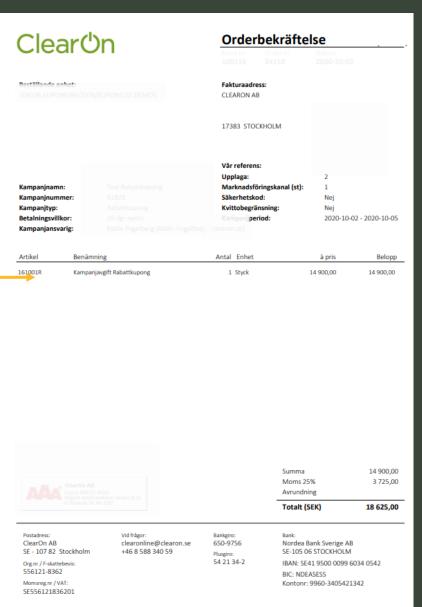
ClearOn emails a printing request to the campaign manager:

- Option 1: Print the coupons via ClearOn Reply the Email back to ClearOn with information about the printing order along with your ready to print original. The printing house will place the security codes on the coupons.
- Option 2: External printing house ClearOn emails a text file containing the number of
- security codes specified under "Upplaga" (Edition).

## **Download Order Confirmation**

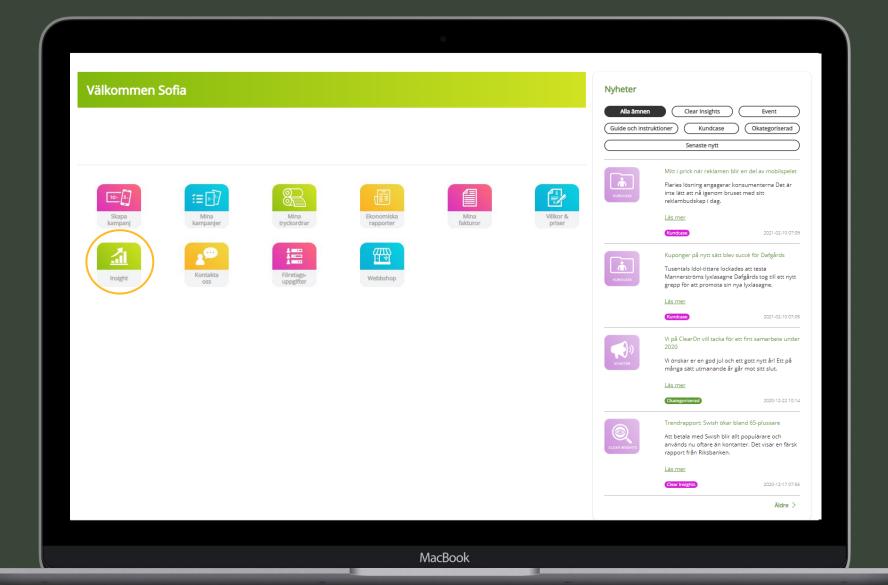
To download the order confirmation, go to the campaign and click on "Hämta orderbekräftelse" (Download order confirmation).



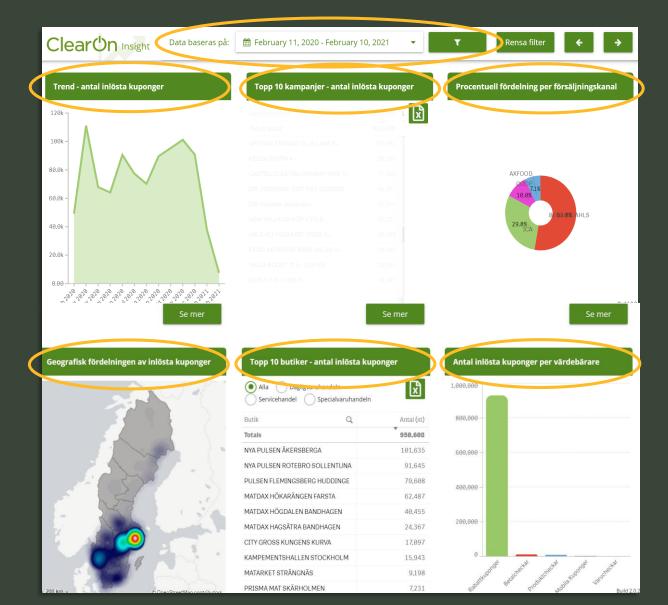


# Insight

# Insight



# Insight



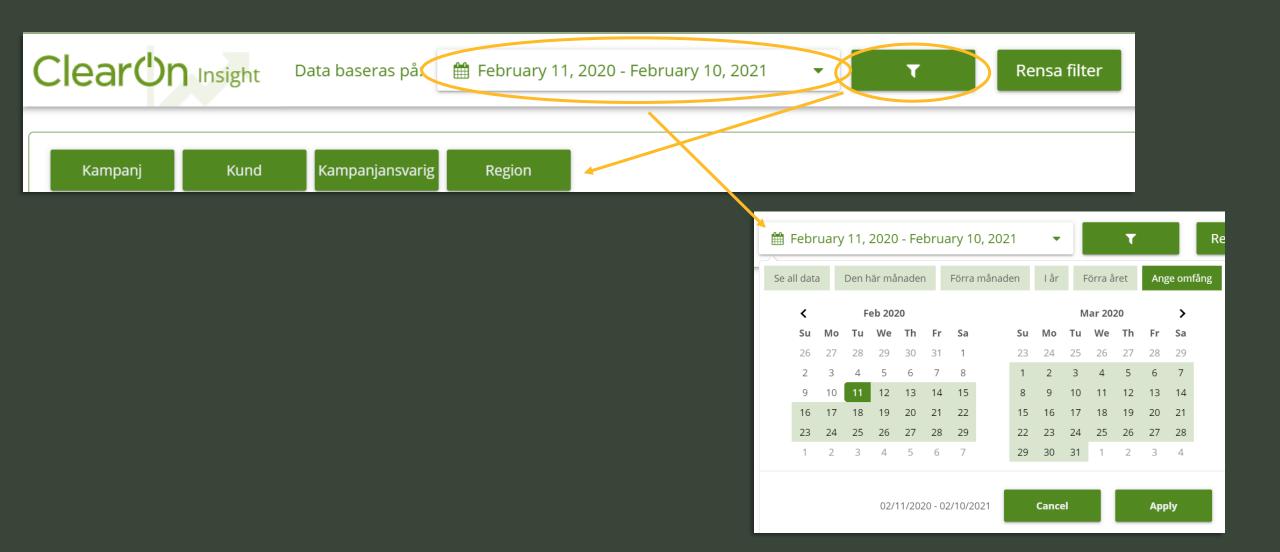
#### 1. Choose the desired time period.

Six standard reports of "Number of redeemed coupons"

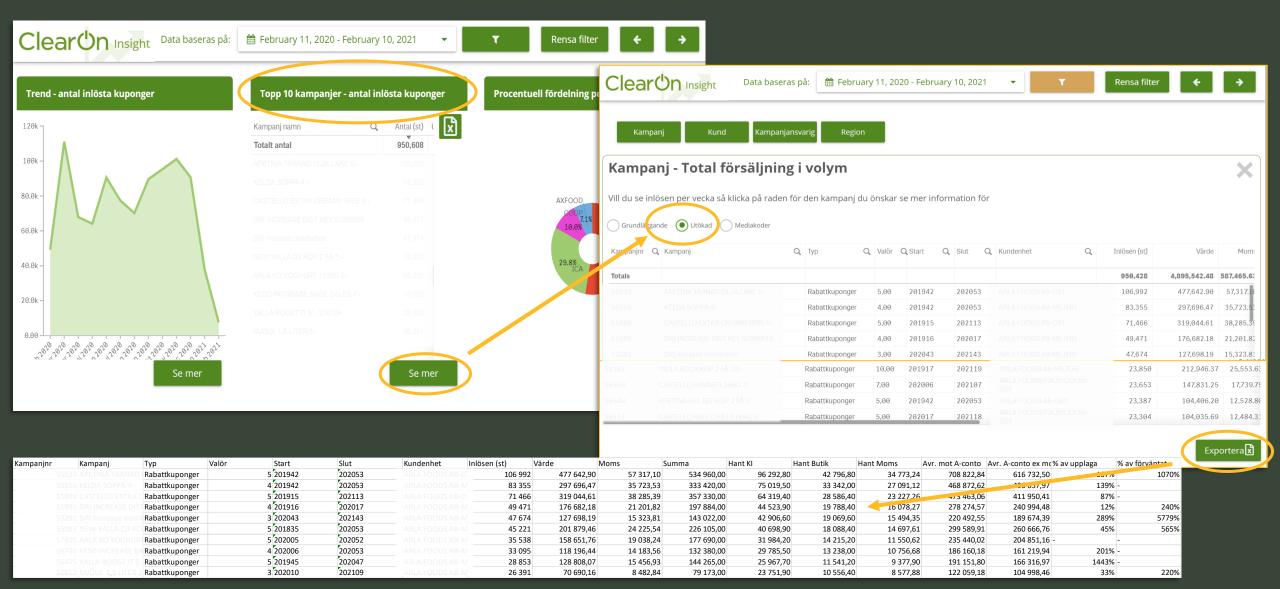
- ✓ Trend.
- ✓ Topp 10 kampanjer (Top 10 Campaigns). \*
- ✓ Procentuell fördelning per försäljningskanal (*Percentage distribution by Sales channels*).
- ✓ Geograisk fördelning (*Geographical distribution / Heat map*).
- ✓ Topp 10 butiker (*Top 10 stores*). \*
- ✓ Per värdebärare (By Type of coupon). \*
- \* Exportable to Excel.
- 2. Click on the "funnel" to the right of the time period and filter between the below options to access the requested information about a campaign:
  - ✓ Kampanj (Campaign).
  - ✓ Kund (Client).
  - 🗸 🛮 Kampanjansvarig (*Campaign manager*).
  - ✓ Region.

**NOTE!** It's possible to use several filtering options at the same time.

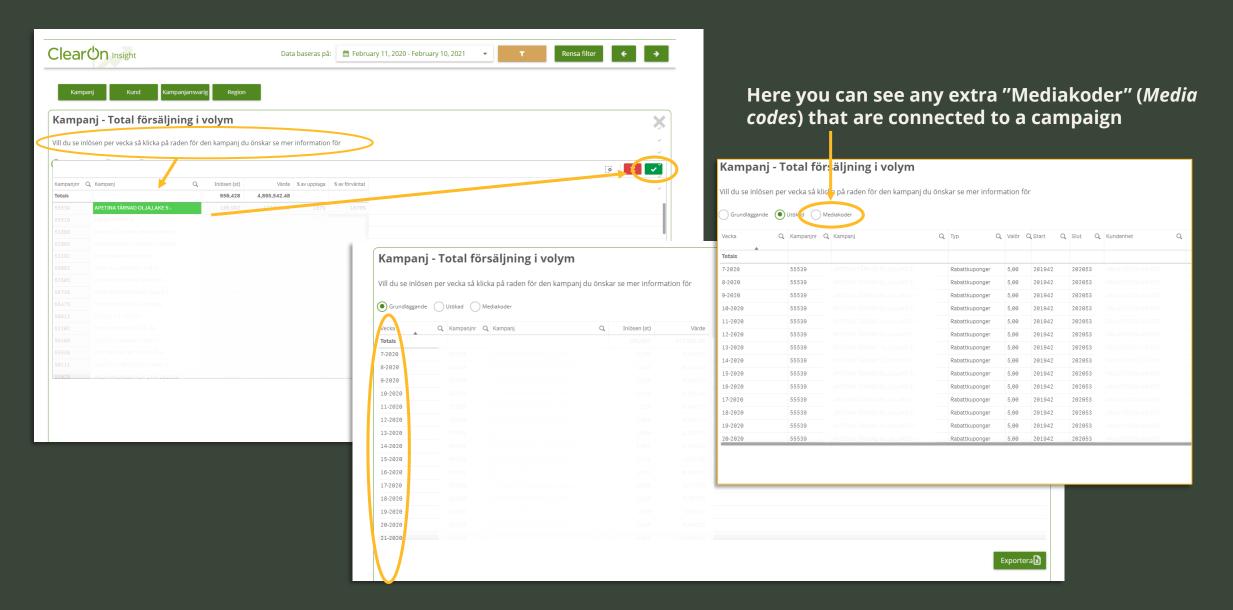
# Filter on Campaign, Client, Campaign manager or Region & Time period



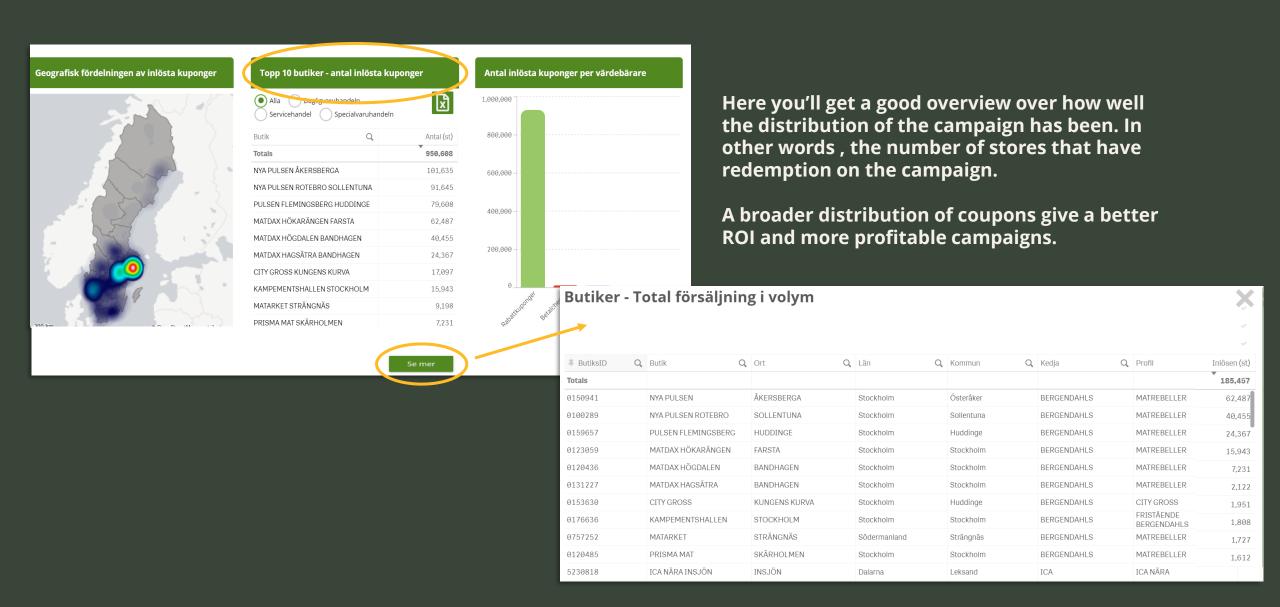
# Extended Economical report – Number of redeemed coupons + Discount + Handling fee



## Number of redeemed coupons per week, per campaign

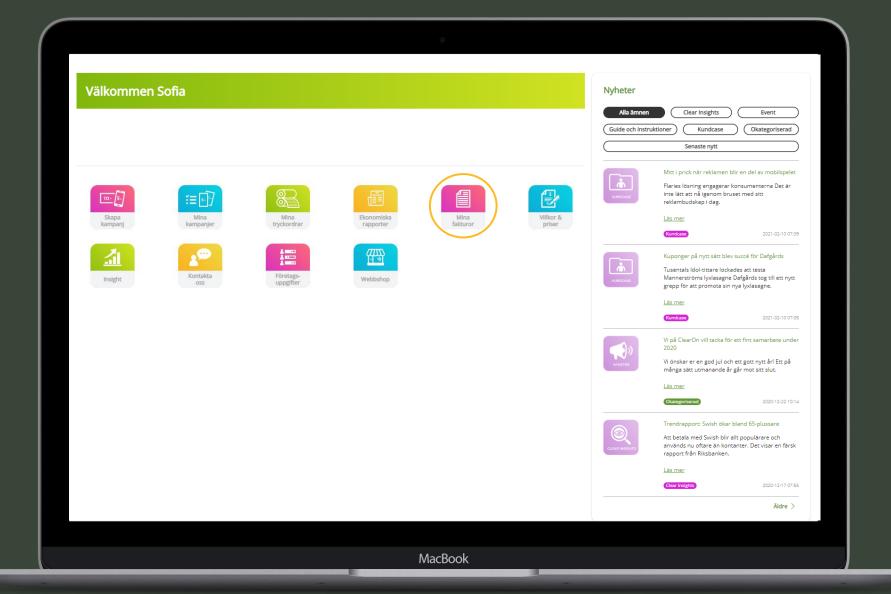


# Insight – In-store report



# My invoices

# Mina fakturor (*My invoices*)

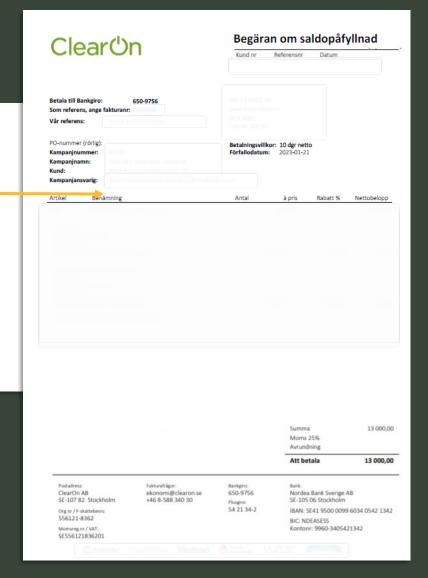


# My invoices

Fakturanummer	Kampanjnummer	Inköpsordernu	Typ ▼ Betals	status <b>v</b> Förfa	allodag fr.o.m 📋	Förfallodag t.o.m	T <sub>×</sub>
Fakturanummer	Kampanjnummer	Inköpsordernummer	Тур	Förfallodag	Summa (SEK)	Betalstatus	PDF _
7058544			Saldopåfyllnad	2021-02-20	13,000.00 kr	Obetald	
7058541			Saldopåfyllnad	2021-02-20	3,000.00 kr	<ul><li>Obetald</li></ul>	
7058539			Saldopåfyllnad	2021-02-20	3,000.00 kr	<ul><li>Obetald</li></ul>	
7057665			Saldopåfyllnad	2021-02-13	20,000.00 kr	<ul><li>Obetald</li></ul>	
7057664			Saldopåfyllnad	2021-02-13	10,000.00 kr	<ul><li>Obetald</li></ul>	

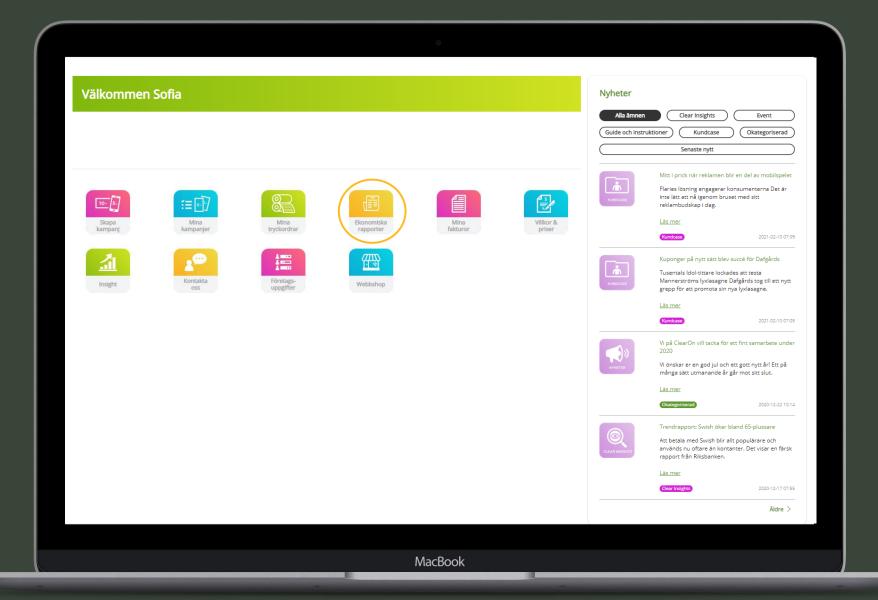
#### Filtering options:

- ✓ Kundenhet (Customer unit)
- ✓ Fakturanummer (Invoice number)
- ✓ Kampanjnummer (*Campaign number*)
- ✓ Inköpsordernummer (*Purchase Order number*)
- ✓ Betalstatus (*Payment status*)
- ✓ Förfallodag fr.o.m (*Date of payment fr.o.m*)
- ✓ Förfallodag t.o.m (Date of payment up to)



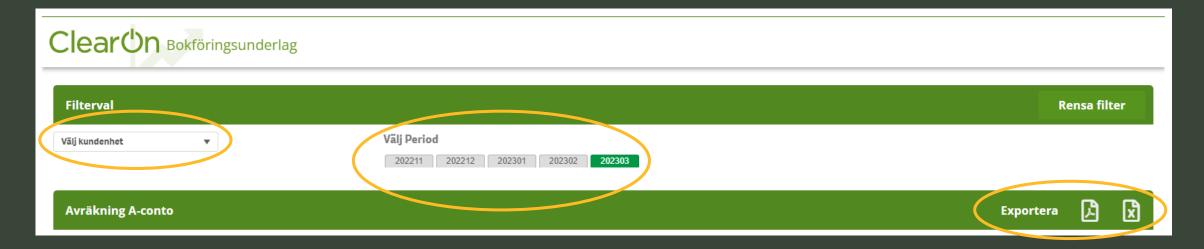
# Financial reports

## Ekonomiska rapporter (Financial reports)



# Financial reports

The financial reports refer to the accounting documents / Settlement running account for a specific month and customer unit.



- **1.** Select the customer unit and the period (month) you want the accounting documents to be issued for.
- **2.** Export the document to PDF or Excel format.

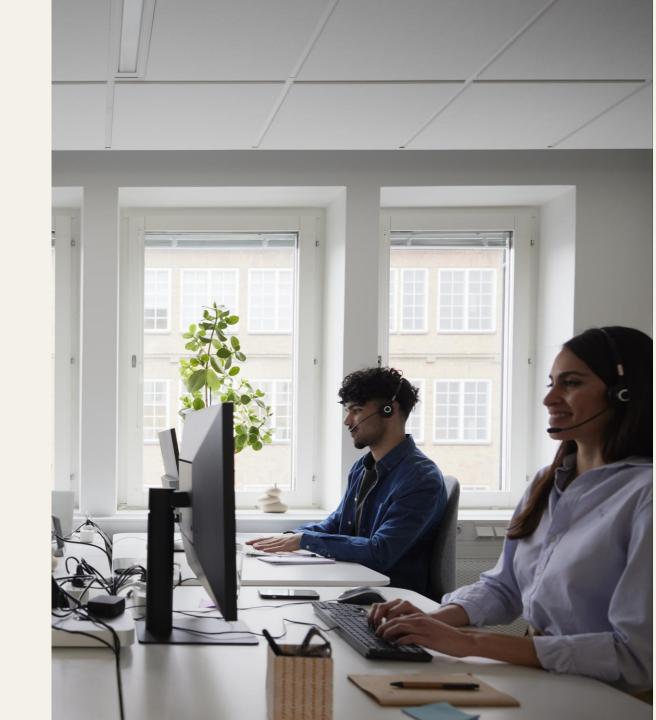
### Contact

If you you have any questions regarding the portal, the login process, the campaign set up etc, don't hesitate to contact us.

E-mail <a href="mailto@clearon.se">hello@clearon.se</a>

Phone 08 588 340 59

Opening hours: Weekdays 09:00 17:00



# Good luck with your campaigns!