# Verisium web-portal

Manual

VERISIUM

# TABLE OF CONTENTS

# ◢ COMPANY

Fields that can be filled in or edited.

**LOGO**

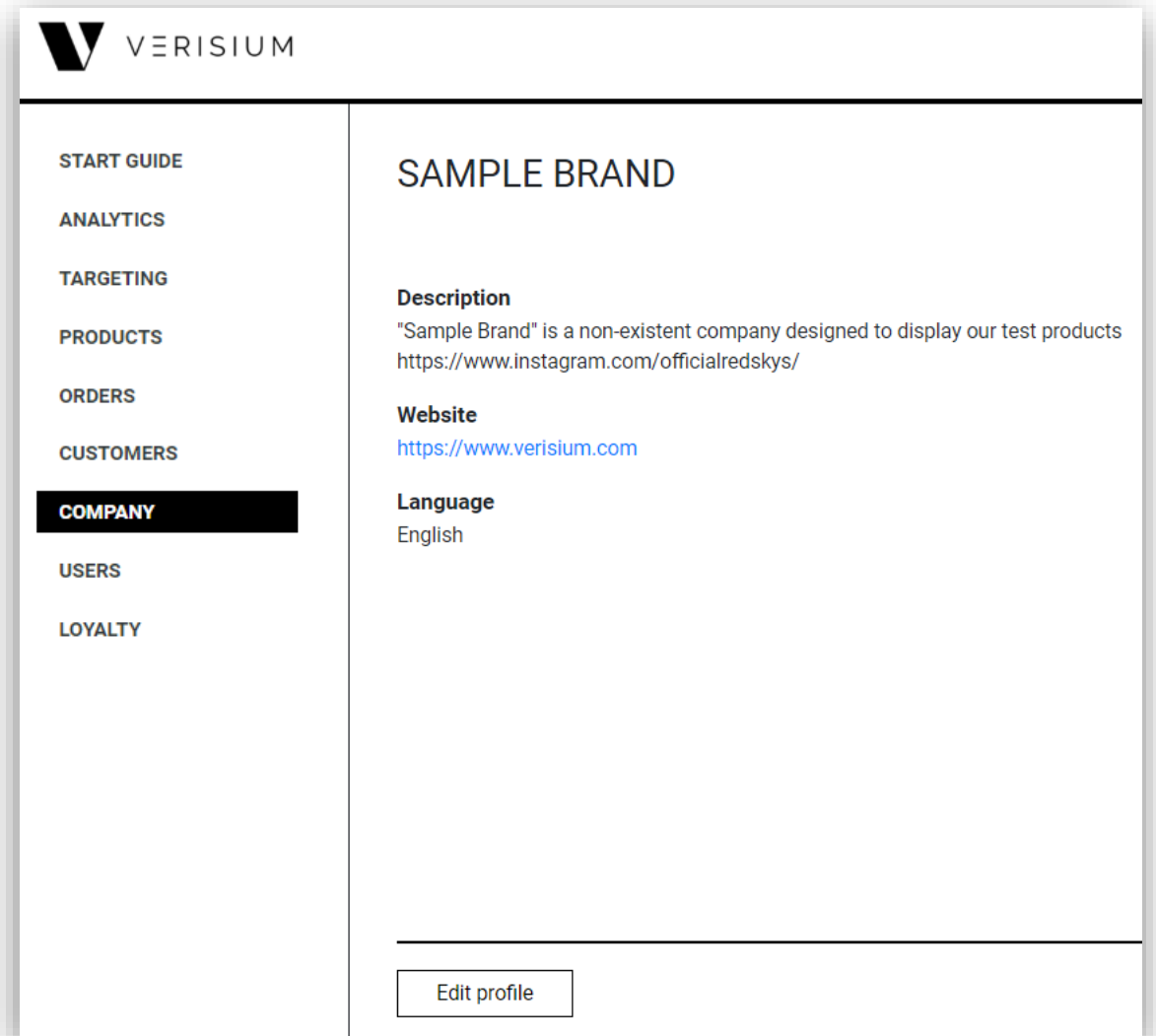Size: 1017 px (width) to 402 px (height); File type: PNG

**COMPANY NAME**

**LINK TO THE BRAND WEB-SITE**

**BRAND DESCRIPTION**

**LINKS TO THE BRAND ACCOUNTS IN SOCIAL NETWORKS**

Facebook, Instagram, Twitter

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**V E R I S I U M**

| | |
|---|---|
| START GUIDE | **SAMPLE BRAND** |
| ANALYTICS | |
| TARGETING | **Description** |
| PRODUCTS | "Sample Brand" is a non-existent company designed to display our test products |
| ORDERS | https://www.instagram.com/officialredskys/ |
| CUSTOMERS | **Website** |
| **COMPANY** | https://www.verisium.com |
| USERS | **Language** |
| LOYALTY | English |

Edit profile

# USERS

In this tab you can add any number of users – company employees who will have access to the portal

# ADDING NEW USER

User can be added with the "Create" button.



*When saving data, user status is automatically changed to "Activated"

In the opened window please indicate:

**E-MAIL**

To an indicated e-mail address you will receive link required to complete the registration.

This e-mail address will further be used as login to the portal.

**USERNAME**

**USER'S ROLE**

There are two roles in the Verisium system: Administrator and Tag Writer

**ADMINISTRATOR** can:

- Add, remove or block users

- Edit Company details

- Create product cards

- Create orders for tags encoding and subsequently carry out such orders with mobile application

**TAG WRITER** can:

- Work with product cards

- Work with orders for tags encoding

**NB**: Tag Writer has access only to orders created by himself.

# ADDING NEW USER

To complete registration, a new user should insert password twice, using the link which was generated by the system and sent to the indicated e-mail. On the opened page you should set up new password (entered twice). If there is no e-mail in "Received" folder please check "Junk E-mail".

Password can be changed:

• With "Reset Password" button in activated User card (by system administrator)

• With option "Forgot Password?" on the login page

# PRODUCTS

You can create new products under this tab. Product is a unique item of Brand products. The definition of "Product" is nominal within the Verisium system.



A Product can be clothing, accessories, or any other item.

# CREATION OF NEW PRODUCT

To create a product card choose "Add new product"



If you tick the "Published" box, the product will become visible in the mobile app

**NAME** - Product name which is nominal within the Verisium system.
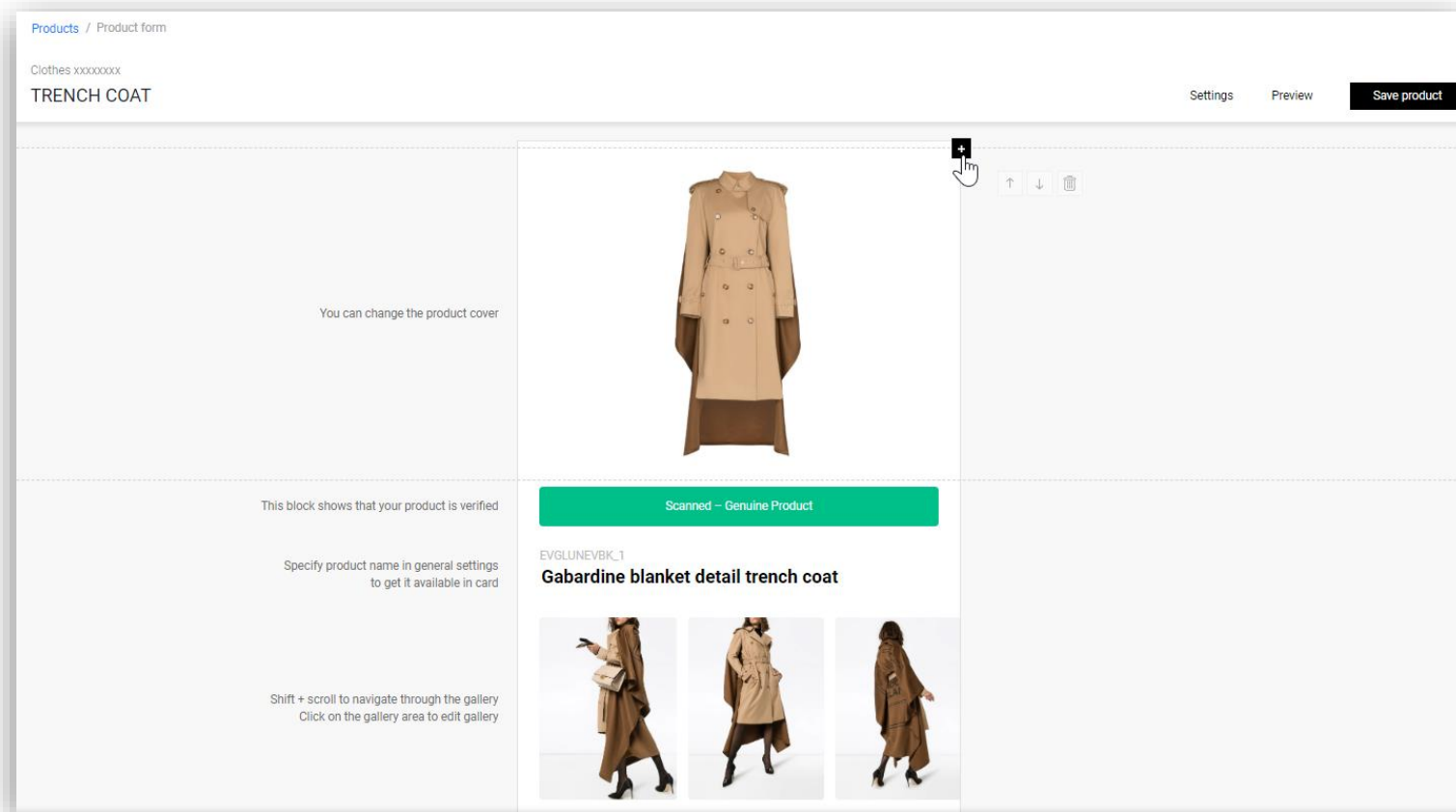
**CATEGORY** – Indicates the specific group to which product belongs. Products may be filtered by categories.

**VENDOR CODE** – unique product code in Verisium. Vendor code may be the same as actual SKU of item, or can be created by the Administrator for the Verisium system. Vendor code may contain Latin letters, numbers, hyphens, dots, underscores and can't be more than 32 characters

# PRODUCT CARD DESIGN

Get action hints by placing the cursor over the various sections of editor.



**VIDEO-COVER** – video placed on the top of the card. May be added by clicking on "+" on the top of the product card.

**PHOTO-COVER** – photo used as the main picture in the product card and as the icon in mobile application history of scans

**"SCANNED – GENUINE PRODUCT"** – the mark of product authenticity, placed by default in each product card in the mobile application.

**NAME** – in this field you may indicate name of the item, which will be available for consumers in mobile application

! Video-cover works as Instagram-video – video starts automatically but muted. Mute may be switched on/of by tapping on the screen.

! Maximum video file size is 100 Mb. Video format is mp4. Sides proportion – 16:9
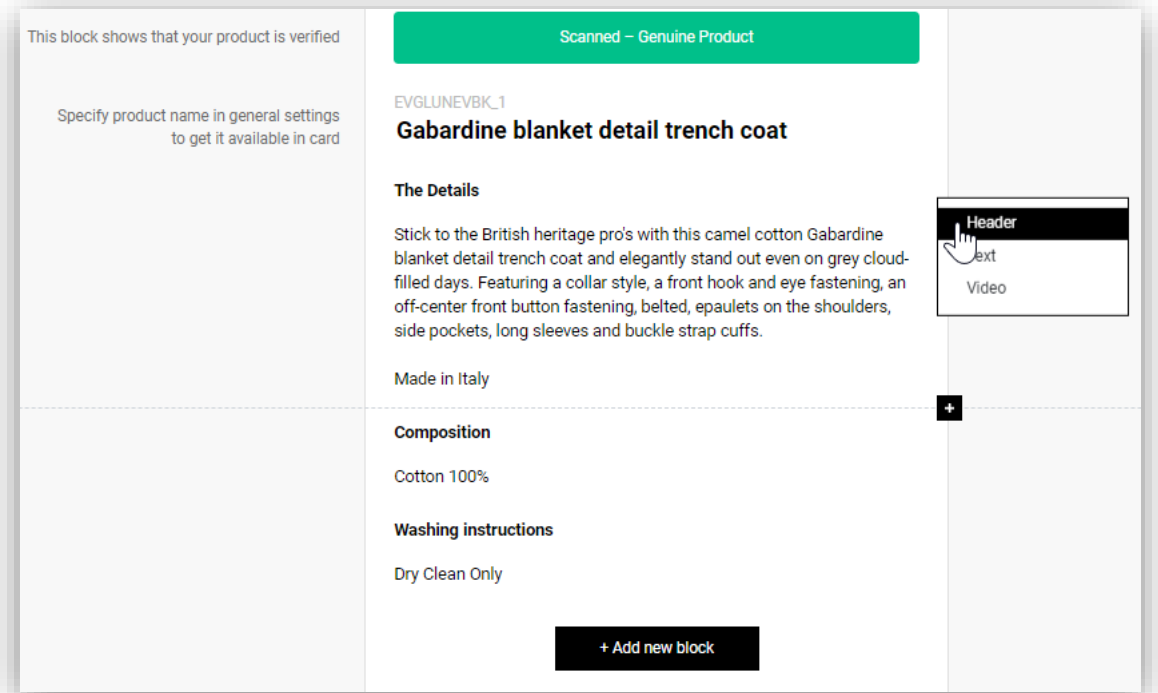
# PRODUCT CARD DESIGN

Product card may be compiled by clicking on "ADD NEW BLOCK" or "+", choosing blocks from pop-up list:
- Header
- Text
- Gallery
- Video
- Audio

**GALLERY and AUDIO** – objects fixed in the product card.

Gallery of images is always placed under the product name. Only one audio-file may be uploaded to the product card, which is placed at the bottom of the product information area. Audio-file remains on the screen while scrolling. Audio-file can be added by clicking "+" at the bottom of the editor.

**HEADER, TEXT and VIDEO** – objects which can be uploaded in several copies. Also it is possible to change where such objects are placed. Video from this block loads upon turning on "PLAY".

This block shows that your product is verified

Specify product name in general settings to get it available in card

Scanned – Genuine Product

EVGLUNEVBK_1
**Gabardine blanket detail trench coat**

**The Details**

Stick to the British heritage pro's with this camel cotton Gabardine blanket detail trench coat and elegantly stand out even on grey cloud-filled days. Featuring a collar style, a front hook and eye fastening, an off-center front button fastening, belted, epaulets on the shoulders, side pockets, long sleeves and buckle strap cuffs.

Made in Italy

**Composition**

Cotton 100%

**Washing instructions**

Dry Clean Only

+ Add new block

Header
Text
Video

❗ All blocks, except for the fixed elements, may be moved by clicking on up and down icons.

❗ Audio-files requirements:
- mp3 format
- Al metadata shall be filled in
(performer, album, track name, album cover)

❗ Maximum video size is 100 Mb. Video format is mp4. Sides proportion – 16:9

# PRODUCT CARD DESIGN
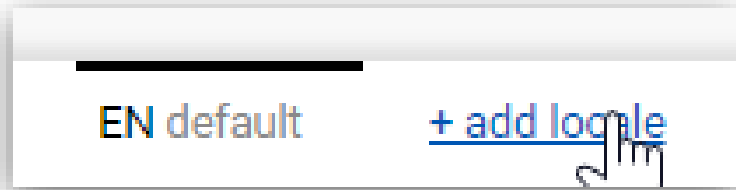


**ADD LOCALE** – with this option you can add localization for product card. If there are no languages matching any of product card language options (RU, FR, IT) installed on mobile device, the default product description language will be available (EN by default, but this setting can be changed).

With preview option you may see how product card will be displayed on a smartphone screen. Card content may be scrolled.
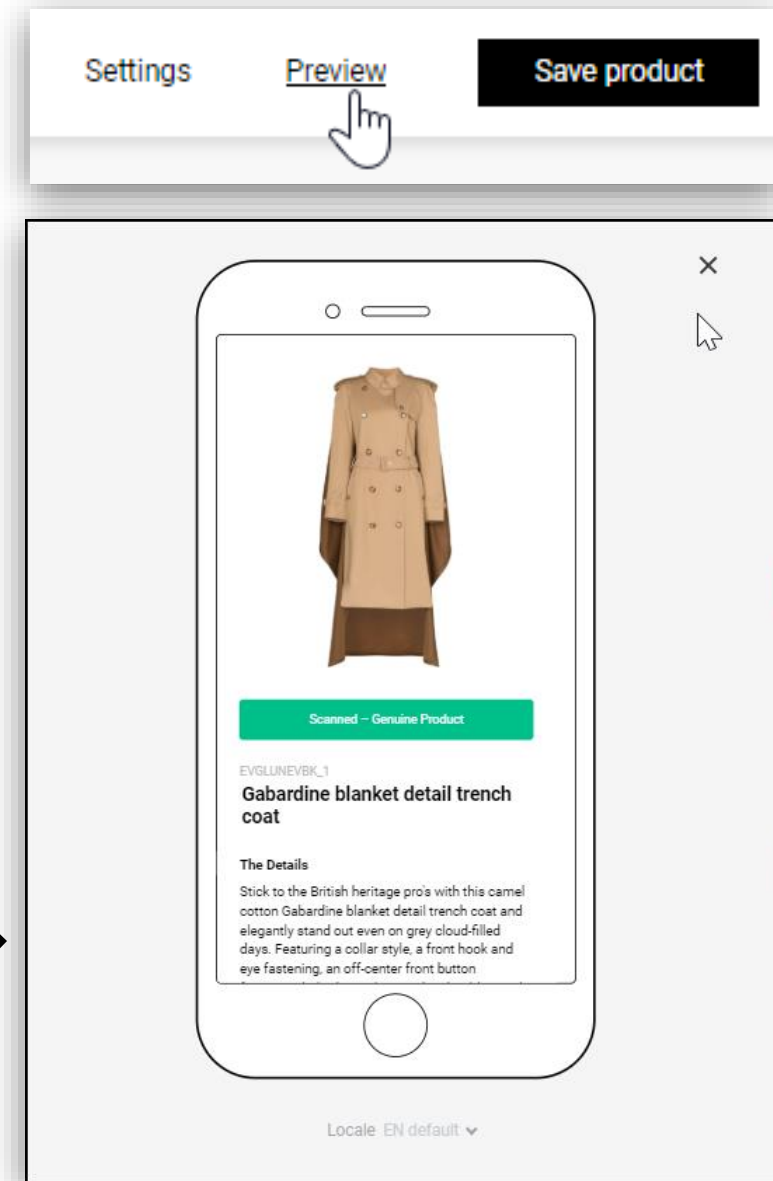
# PRODUCT CARD DESIGN
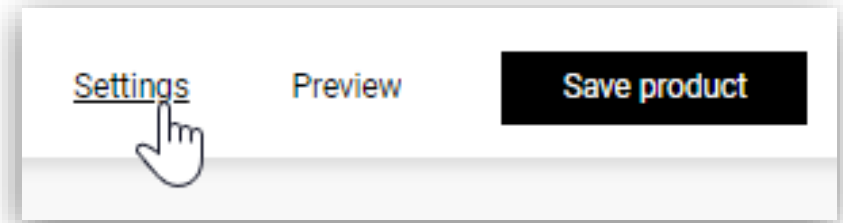


In SETTINGS menu you can change main product card info and activate "DYNAMIC SERIAL NUMBER" function.

**DYNAMIC SERIAL NUMBER** – when scanning, users of the mobile application will have access to serial numbers and the number of units of goods in this collection. Relevant for limited / capsule collections. The function is only available when creating the product. You cannot enable or delete dynamic serial number after saving the product.

Product card information may be saved with "SAVE PRODUCT" option. When saved, product shall appear in product list.

# PRODUCT CARD EDITOR

Saved product cards can be deleted if they are not marked with a "lock".
The "lock" sign means that tags with this product have already been issued.

You can edit product cards an unlimited number of times.
Customers will be able to see the current version of the card when scanning goods.

To edit product card put cursor on product and choose "EDIT" option.

You can delete product card only in case if tags have not yet been issued for it.

# PRODUCT LIST

You can apply the following filters to the product list:

- **CATEGORY** – filtering by product categories
- **PRODUCT**– filtering product list by specific products
- **IS PROTECTED?** – filtering products with issued tags (PROTECTED), or without tags (UNPROTECTED).
- **LOCALE** – filtering by product card's locales

It is also possible to search specific product by entering it's name and vendor code in search line in top right corner of the product list page.

# ◢ ORDERS

Use this tab to be able to encode tags that will later be embedded into goods and shipped to end customers.
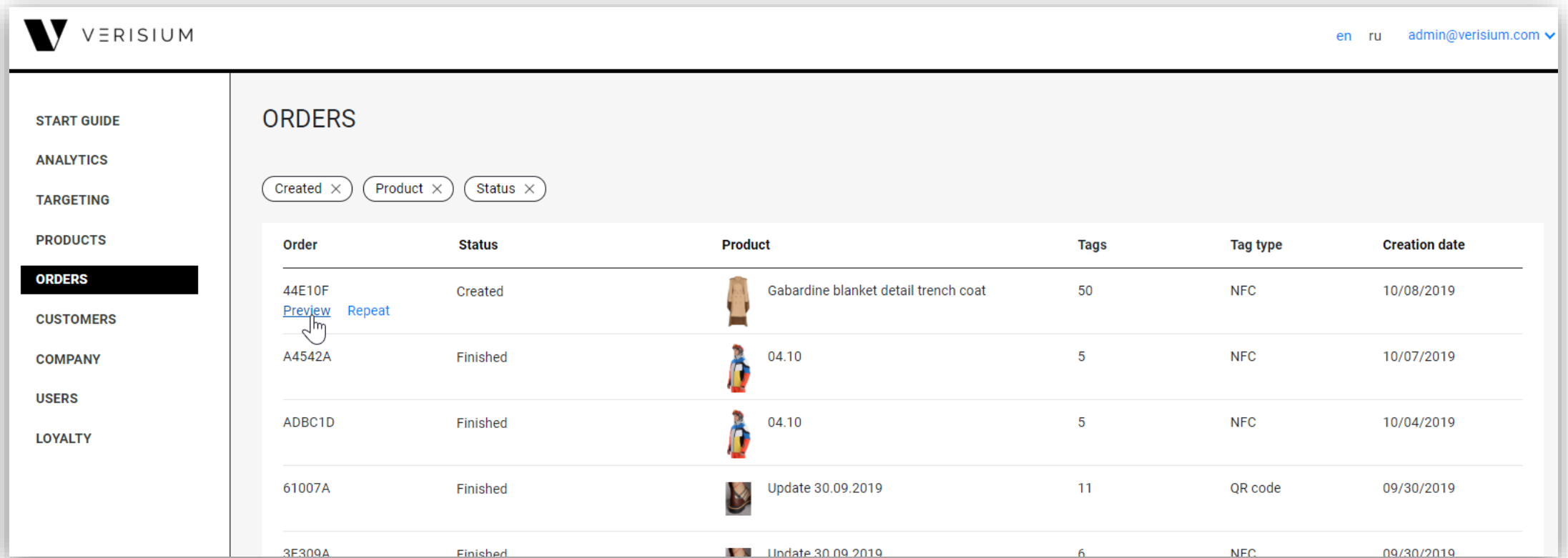
To create an order you must:

1.  Select the desired product from the list and click "Create Order"

2.  In opened window select the desired option– NFC or QR code

3.  Specify the number of tags you want to encode

4.  Click "Save"

Create order

**CREATE NEW ORDER**

**Tag producer**

Tag Writer Mobile App

**Tag type**

NFC

**Tag count**

100

Save    Cancel

- All created orders are available in the «Orders» tab

- There is also a set of filters for the list of orders: date of creation, name and status

- Move cursor over the order to see options for details preview and to repeat order.

- When information is successfully recorded on the tags, the order status changes to "Finished"

- The number of the created order will also be shown in the "Verisium for Business" mobile application

# ◢ TAGS ENCODING PROCESS

To encode NFC tags please open the **Verisium for Business app** (available in Google Play).

Please follow the **steps**:

**1**. Log in with the same credentials that are used for the Verisium portal

**2**. Select the desired order from the list on the portal by clicking on it (here you can see detailed information, including vendor code and number of tags to be encoded)

**3**. Tap "START ENCODING" and scan NFC tags (the whole amount of tags specified in the order)

**4**. Once the tags are encoded, press "COMPLETE ORDER" after that the order will be automatically finished

**5**. Within a few seconds or minutes (depending on the order quantity), the data gets to servers and the tags are ready to be scanned with the Verisium mobile application
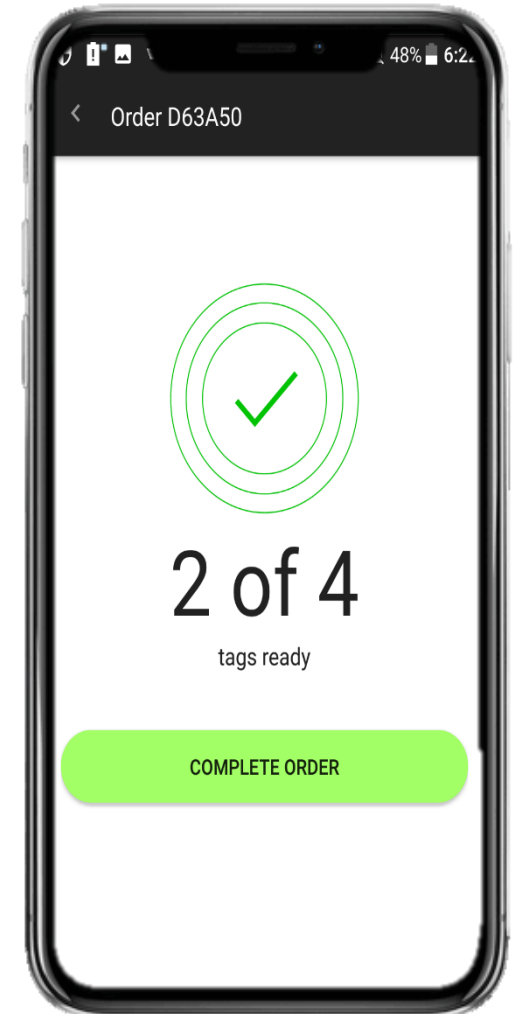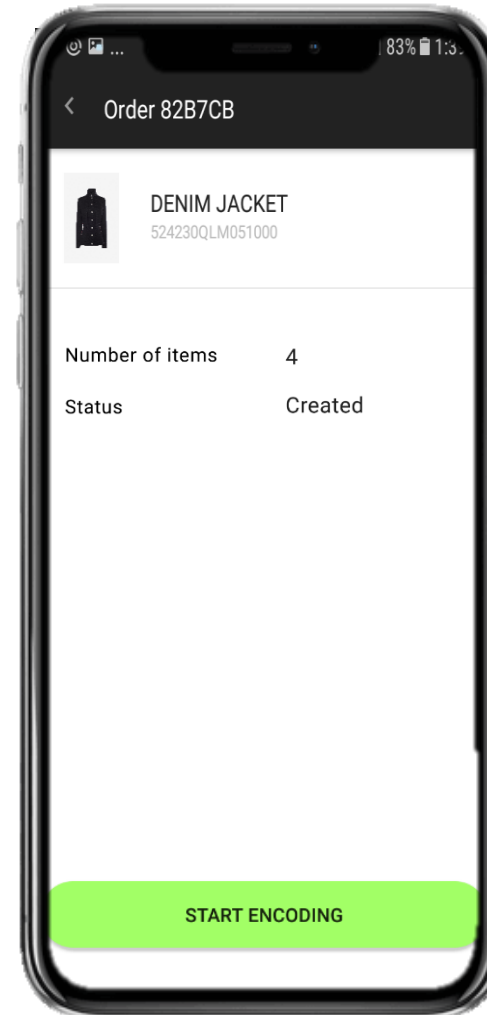
PLEASE NOTE:

- You can work only with orders with the status "CREATED"

- New orders are displayed at the top of the list

- The encoding process takes time, so you need to hold the tag until the phone vibrates and the counter on the screen increases by one

- The encoding process can be completed before all tags of the order are encoded
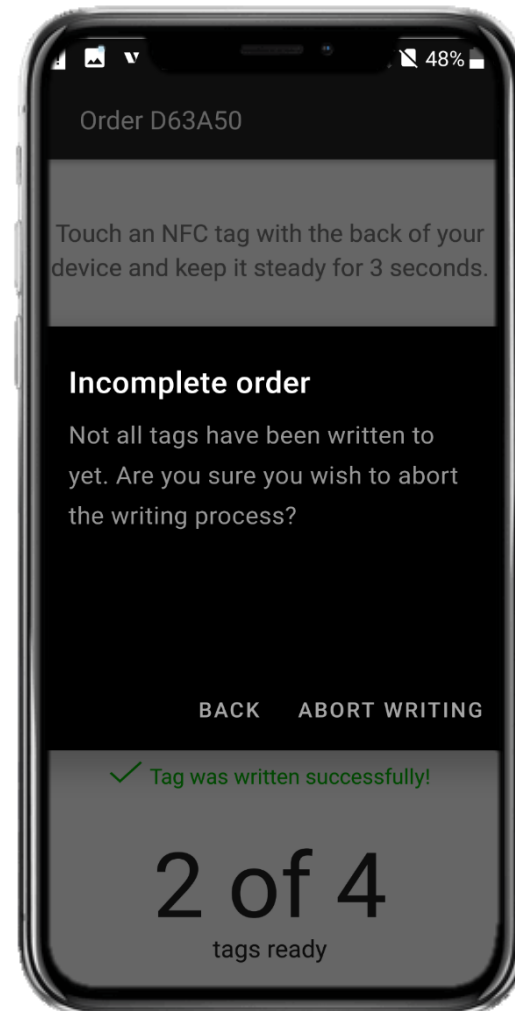
# LOYALTY

To activate the loyalty system push **Create program** in **Loyalty** tab and fulfil the Title and Description fields.

## STATUSES

Enter the name of the status levels (e.g. "Gold", "Silver", etc.) that a customer can reach by collecting points and enter the number of points the customer needs to reach these levels.

You can create additional linked status levels by clicking the pop-up link. When you do this, you will be asked to enter the number of required points to reach each new level in the sequence.

+ Add status

# Actions

### ▪ Product scan

enter the amount of points a customer can earn by scanning products. You can also set a limit of scans per day, or make it without limit.

### ▪ Product registration

enter the amount of points a customer can earn by registering the product the customer purchased. You can set distinct point values for each item. You have to set up a registration rule for each product separately.

### ▪ Gift charge

choose a product that customer will be awarded for points collected. The product should be protected (with a "lock" sign in the PRODUCTS tab). After collecting the necessary amount of points, a customer can receive a promocode and redeem it for goods online or in the store.

Each promocode is unique and can be used only once, so please, enter each promocode from a new line. You can generate an unlimited amount of promocodes.

**ADD LOYALTY POINTS**

User action

Product scan

Amount of points for action

1

Amount of scans per days

Unlimited

**Save**

Cancel

**ADD LOYALTY POINTS**

User action

Product registration

Product

SPORTSWEAR JACKET BLUE

Amount of points for action

2

**Save**

Cancel

**ADD LOYALTY POINTS**

User action

Gift charge

Product

Choose product

Amount of points for action

100

Promocodes

Verisium1
Verisium2

**Save**

Cancel

# ◢ TARGETING

The Targeting tab contains the Offers functionality (advertising campaigns), which enables you to send push-notifications to customers. With the help of the editor you can quickly and visually create offers.
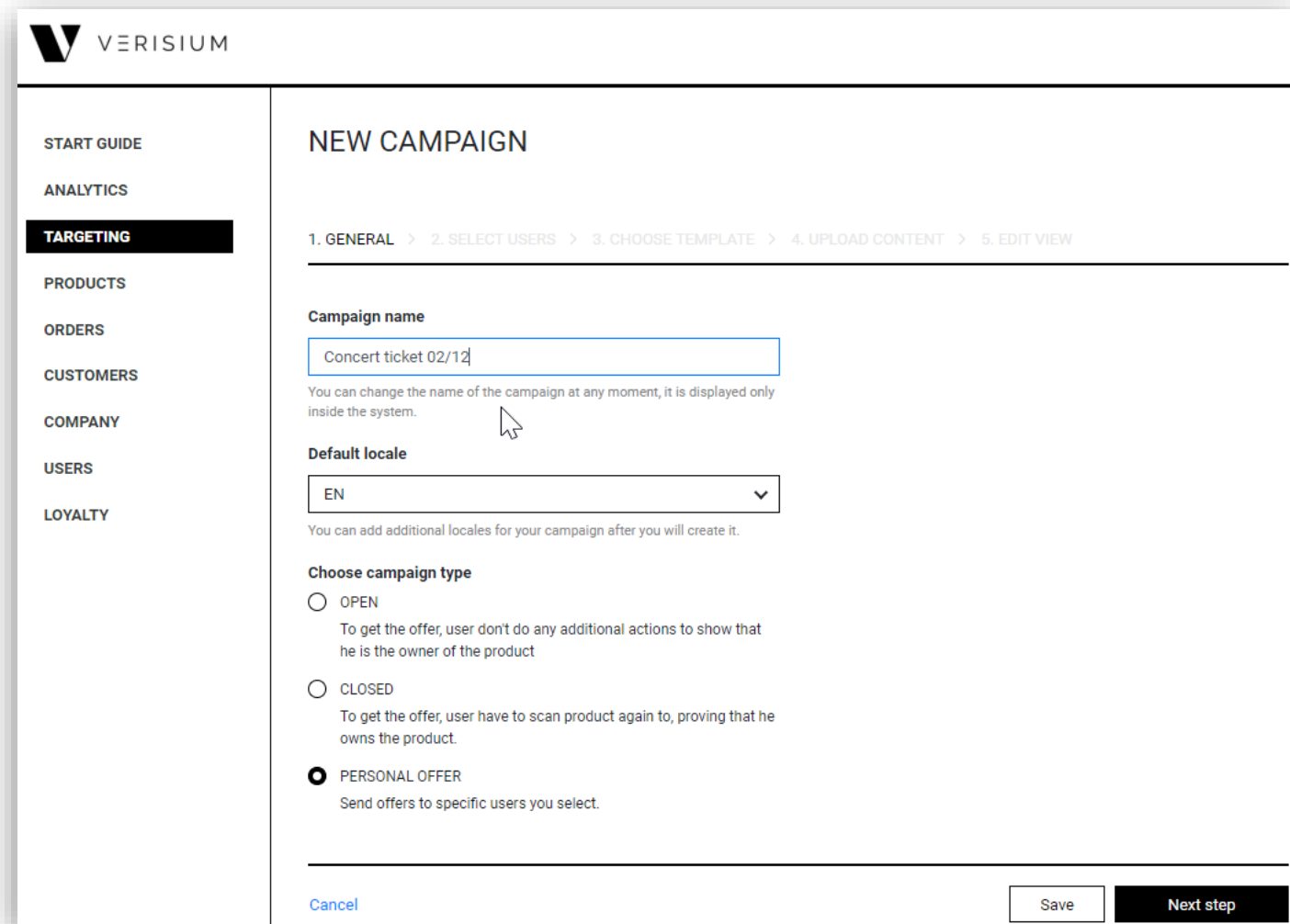
## OFFER CREATION PROCESS

1. SPECIFY THE CAMPAIGN NAME
This is an internal parameter that will not be available to customers.

2. CHOOSE CAMPAIGN TYPE:

- **Open**
  Offer content is available to all customers who scan the tag
  (discounts, announcements, etc.)

- **Closed**
  To access the offer content, customer needs to confirm ownership of product through re-scanning the product once again
  (suitable for more valuable offers)

- **Personal offer**
  Offer content is available to the specific authorized customers only
  (suitable for more valuable offers)



V  VERISIUM

START GUIDE

ANALYTICS

**TARGETING**

PRODUCTS

ORDERS

CUSTOMERS

COMPANY

USERS

LOYALTY

**NEW CAMPAIGN**

1. GENERAL  >  2. SELECT USERS  >  3. CHOOSE TEMPLATE  >  4. UPLOAD CONTENT  >  5. EDIT VIEW

**Campaign name**

Concert ticket 02/12

You can change the name of the campaign at any moment, it is displayed only inside the system.

**Default locale**

EN

You can add additional locales for your campaign after you will create it.

**Choose campaign type**

○ OPEN
To get the offer, user don't do any additional actions to show that he is the owner of the product

○ CLOSED
To get the offer, user have to scan product again to, proving that he owns the product.

● PERSONAL OFFER
Send offers to specific users you select.

Cancel                    Save    Next step

# OFFER TEMPLATE

## 3. SELECT USERS

You can send the offer to all authorized users by ticking the box "Name" or select specific users.

You can filter users by indicating the number of scans they made

Available scan filters:
- Greater than or equal [the number of scans]
- Less than or equal [the number of scans]

### NEW CAMPAIGN

1. GENERAL  >  2. SELECT USERS  >  3. CHOOSE TEMPLATE  >  4. UPLOAD CONTENT  >  5. EDIT VIEW
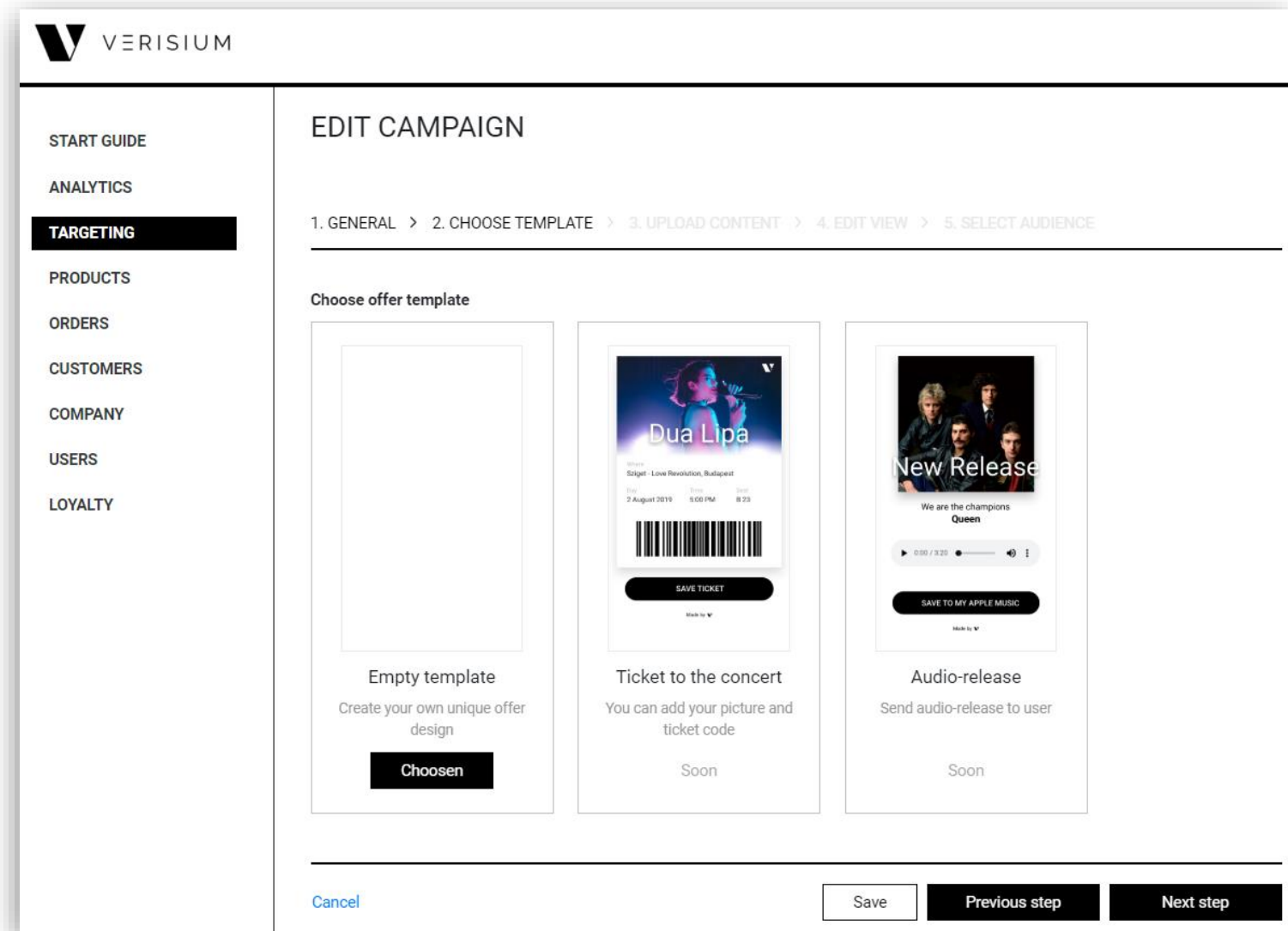
| Greater then or equal ∧ | 1 |

**Greater then or equal**

Less then or equal

| ☐ Name | All scans | Uniq scans | Loyalty points |
|---|---|---|---|
| ☐ **Евгений Викторович Лунев**<br>evglunev@bk.ru | 124 | 75 | |
| ☐ **Olga Slavnova**<br>olgasslavnova@gmail.com | 52 | 19 | 140 |
| ☐ **evgen vict lunev**<br>evgeny.lunev@verisium.com | 2 | 2 | |
| ☐ **Eldar Khairetdinov**<br>eldar-hai@mail.ru | 4 | 4 | |
| ☐ **Marina Romanova**<br>ohmysocks1@mail.ru | 1 | 1 | 10 |
| ☐ **Evgeny Lunev**<br>evgviclunev@gmail.com | 12 | 8 | 90 |
| ☐ **Мария Петрушина**<br>mpetrushina7@gmail.com | 7 | 3 | |

4. OFFER TEMPLATE step is intended for accelerated offer creation, with pre-drafted offer templates.

With each update Verisium team will add new templates to make offer creation more comfortable.

# OFFER TEMPLATE

5. Click "Next step" and you choose the template for uploading content, presented in form of a phone screen, which displays the final view of the offer

**NB**: By pressing "+", you can upload images, titles and descriptions of the offer

Blocks can be relocated, edited and deleted by clicking on the buttons that appear when you hover the mouse over the editor
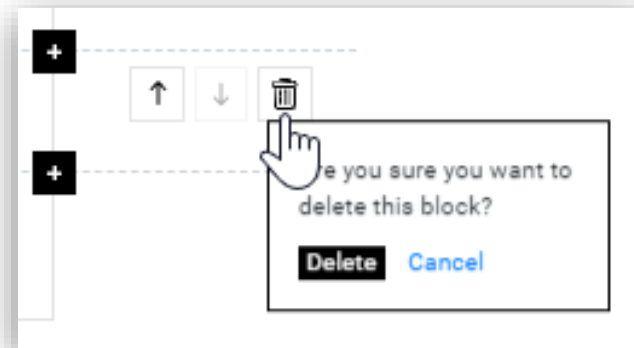
At this step you design the final view of the offer that will be available to customers



EDIT CAMPAIGN

1. GENERAL  >  2. SELECT USERS  >  3. CHOOSE TEMPLATE  >  4. UPLOAD CONTENT  >  5. EDIT VIEW

Add new blocks and change their appearance

YEAH!

Ticket to a concert of Metallica

Congratulations!
You won a ticket to a concert by a legendary metal band in Moscow!

+ Add new block

Cancel          Save    Previous step    Next step
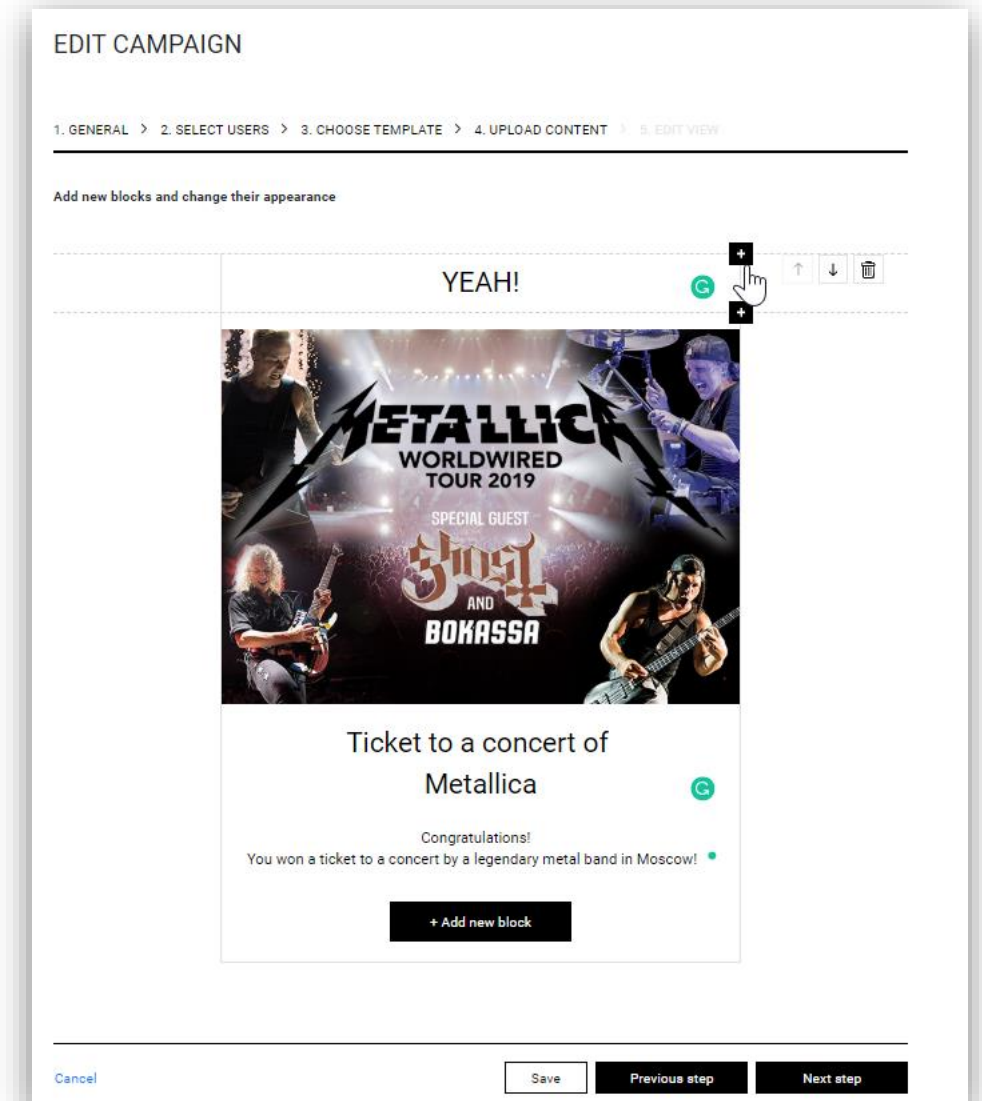
6. Press "Next step" again and you can design the view of push notifications

On the phone screen on the right you can see how the notification is shown on the customer's smartphone lock screen

At this step, you can also upload an offer cover to display in a mobile application

## EDIT CAMPAIGN

1. GENERAL  >  2. SELECT USERS  >  3. CHOOSE TEMPLATE  >  4. UPLOAD CONTENT  >  5. EDIT VIEW

Offer title

Verisium personal offer

Header that will be displayed in user's push-notifications and in offers preview

Offer description

Ticket to Metallica

Text, that will be displayed in user's push-notifications and in offers preview

Offer cover

ADD COVER

Picture, that will be displayed in offers list

Cancel                                      Save        Previous step        Publish

Brand offers

Verisium personal offer
Ticket to Metallica

FIND VERISIUM LOGO ON
YOUR PURCHASE

Tap black button and touch it with your phone.
Or use camera button to scan QR-code.

# OFFER AUDIENCE

**Activation timeout** – this is a time after the scan, in which a customer will receive the notification

**Filter** - You can select the subject of the scan and apply filters, in which the offer will be sent

When the offer is created, there are two options:

- **SAVE AN OFFER**

  it will be stored in the list of campaigns and later you can edit and activate it

- **PUBLISH AN OFFER**

  offer is activated and the timeout countdown has begun

At this step you can set conditions according to which customers will receive the created offers

## EDIT CAMPAIGN

1. GENERAL  >  2. CHOOSE TEMPLATE  >  3. UPLOAD CONTENT  >  4. EDIT VIEW  >  5. SELECT AUDIENCE

**Activation timeout**

Immediate    1 hour    6 hours    1 day    Custom

**Filter**

Product ✕    Category ✕    Device OS ✕    Locale ✕    Country ✕

Scan time ✕

☐ Send offer for products, that were scanned earlier

Cancel                          Save    Previous step    Publish

**NB**: Even those products that were scanned by customers before the creation of the offer can participate in the campaign. To do this, check the box next to the option "Send offer for the products, that were scanned earlier."

# CUSTOMERS

Brand has access to the data with the following parameters:

- Number of Brand products scans by each registered client
- Bonuses accumulated by the clients
- Number of products purchased by the client, which he/she registered in the Verisium application
- Number of offers received and activated by the clients



By choosing ANALYTICS option you enter the page where you can see the map and diagrams with detailed information about scannings made by the specific client

# ▲ ANALYTICS

In this tab you can see all the information about what products, where and when were scanned by customers. Data is displayed in dashboards and on a map.

The dashboard data will be shown depending on the selected map segment.

When you hover the mouse over any bar of dashboard, detailed information about the date and product of the scan appears.

You can apply filters by sorting data by product, date, category, etc.

On the photo: The vertical axis of the chart shows the scanning information on goods, the horizontal axis - on the date of these scans.
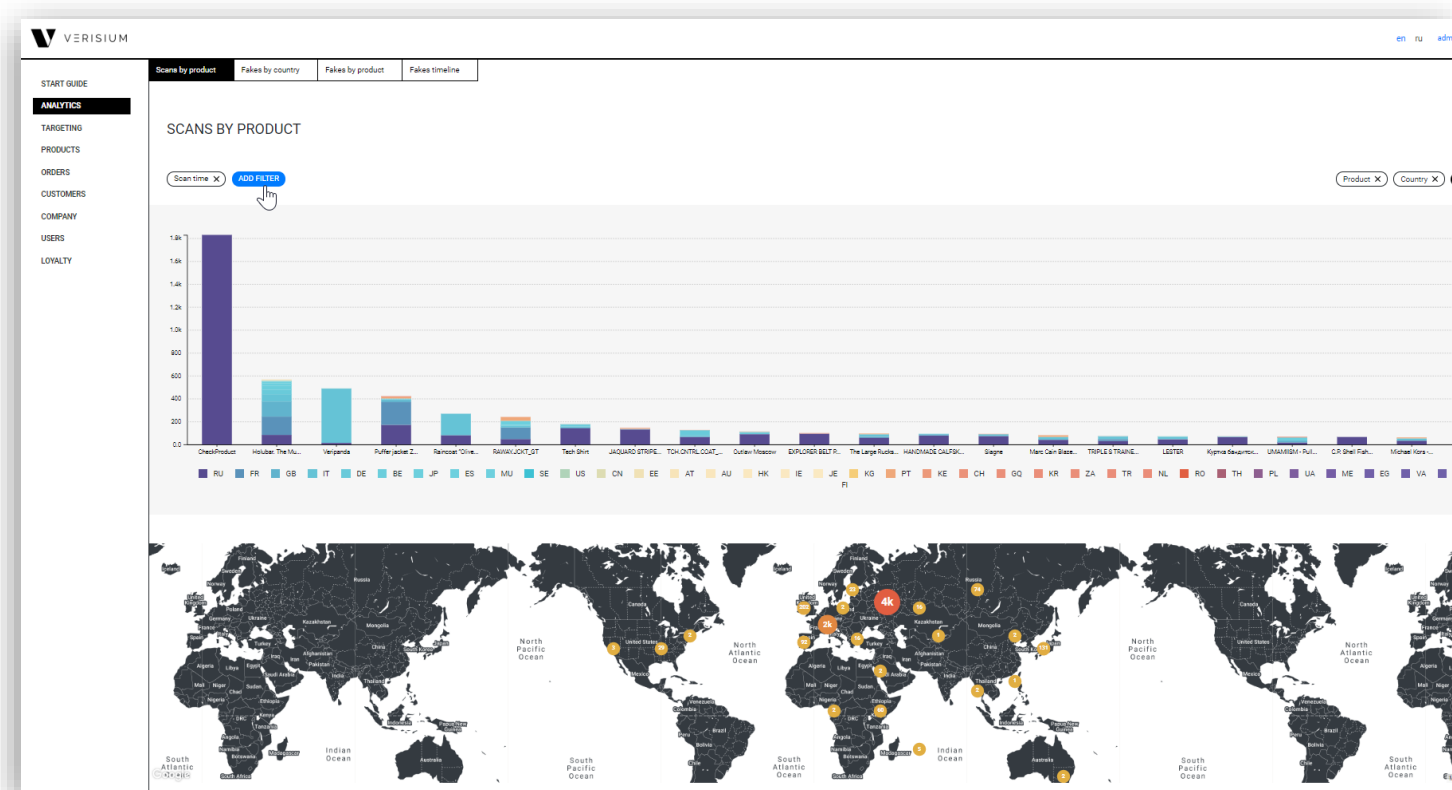
# Thank you for choosing Verisium!

In case of additional questions please send requests to info@verisium.com

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