

# SMART ADS

Target your customers  
precisely



# SMART ADS

V1.3.0

## 1. Welcome

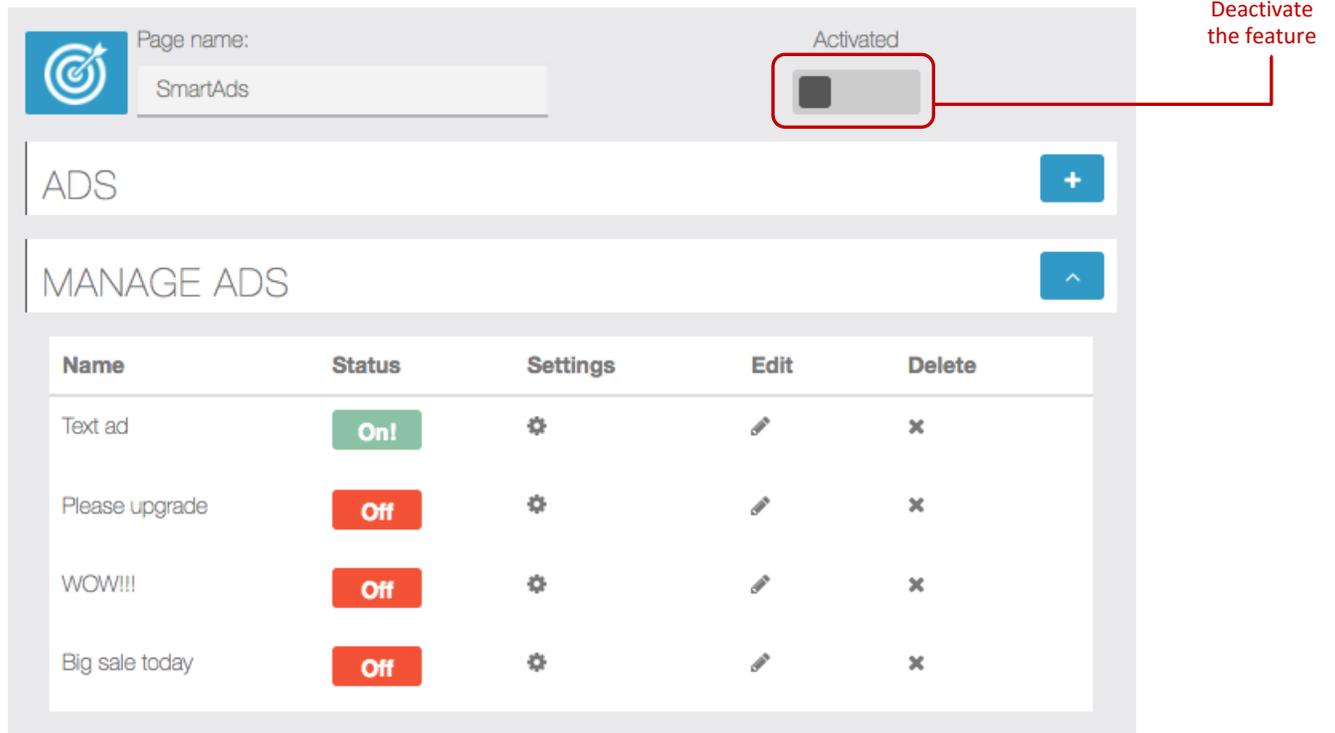
The **SmartAds** Siberian CMS module will allow you to display targeted, full screen Ads to your App users based on time of the day, day of the week, operating system and App version. You can use this module to notify your users of new features, promotions or, even, to force them to update the App to the latest version.

## 2. setup

The **SmartAds** Module requires little configuration. The first step should be to make the module inactive (figure 2.A.1) so that the icon doesn't display on the App.

**Attention:** Turn OFF all campaigns before sending the App for approval to the Apple and Google Play stores. This may cause the App to be rejected.

Figure 2.1 – Managing Ads



Name	Status	Settings	Edit	Delete
Text ad	On!	⚙️	✎	✖
Please upgrade	Off	⚙️	✎	✖
WOW!!!	Off	⚙️	✎	✖
Big sale today	Off	⚙️	✎	✖

### a. creating a nEW CAMPAIGN

The first step is to create a new campaign (figure 2.A.1). Currently, two types of ads are supported: image and text. You'll begin by naming your campaign, this is just for your own reference and will not be shown to the users. If you choose to create a text ad, you'll need to fill in the text on the text box and select the background color of the Ad. Next, if you want to make this Ad clickable, you'll need to add a URL and the label for the button – it can be "UPGRADE NOW!" or "click here". It's up to you to decide on the label. If you don't insert a label, the Ad will still be clickable but no label will be displayed. You'll be able to define the colors for the button using the color settings below. You'll also be able to define the placement height of the button on the Ad.

If you decide to create an image Ad instead, don't fill out the ad text box or select a background color. Simply upload the image and, should you want to make it clickable, add the URL. You can either add the button on the image or fill out the settings for the button.

If you want to use an Ad to force the users to upgrade your App on the Google and Apple store, you'll need to select Hide Close Button option. This will disable the close button and the users will have to click on the upgrade button.

Figure 2.A.1 – Add new Campaign

Name	Status	Settings	Edit	Delete
Slider Ad	<span style="background-color: green; color: white; padding: 2px 5px;">On!</span>			

Close

Submit

Name

Ad text

Source  **B** *I* U ~~S~~ *I*<sub>x</sub> | | **A** Format Size

Ad image Ad image

x

x

Button Label

Button Height  65%

Link Loyalty Card

URL

Hide Close Button  Hiding the close button will force users to update their App

Colors

BUTTON

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Text	Background	Border
	<div style="background-color: #800000; width: 20px; height: 20px; margin: 0 auto;"></div>	<div style="background-color: #800000; width: 20px; height: 20px; margin: 0 auto;"></div>

AD

CLOSE BUTTON & SLIDER INDICATOR

Background

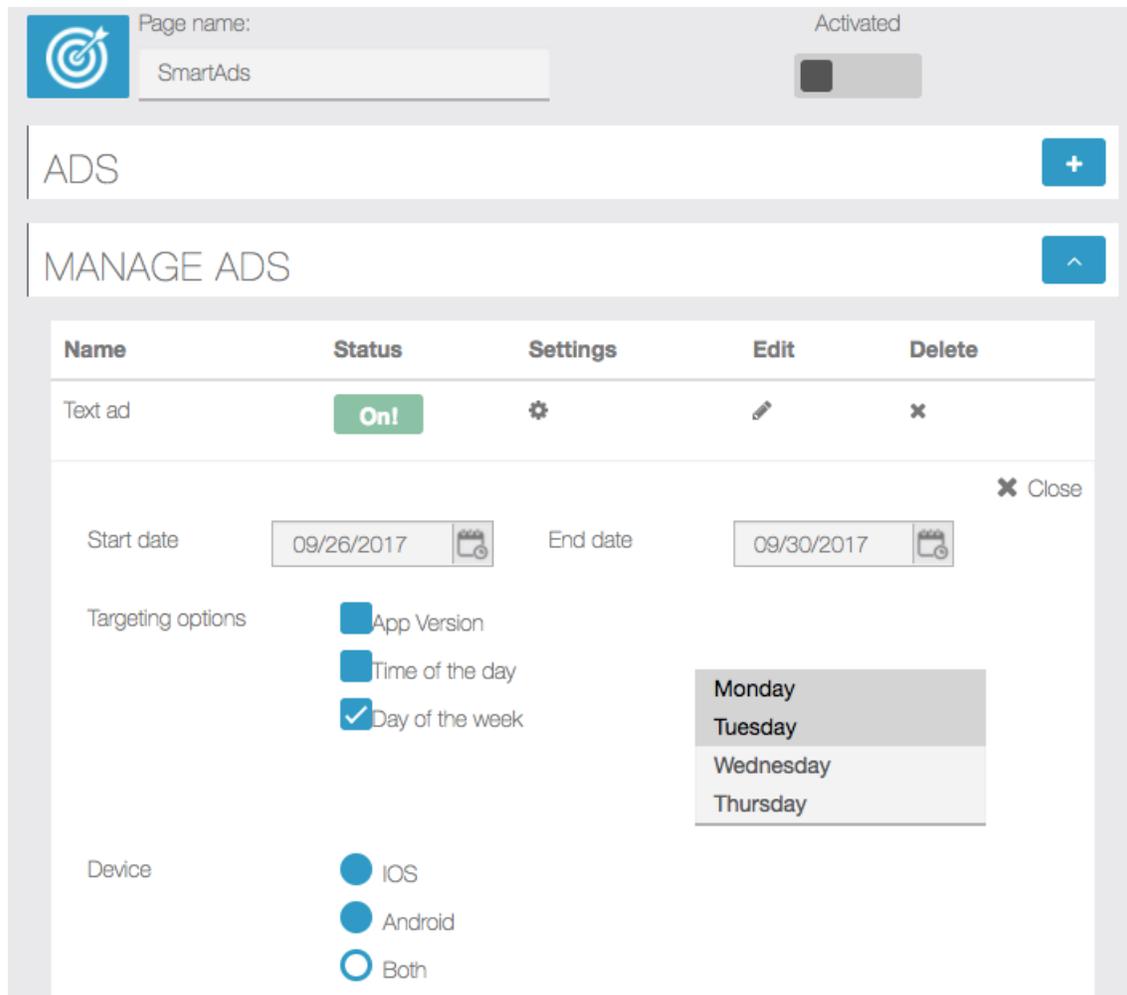
Background

## B. TARGETING SETTINGS

The second configuration step of the campaign is to define the targeting criteria. If you don't complete this step, the campaign will not be displayed to anyone. This is a mandatory step in the configuration of the campaign (figure 2.B.1).

Here you'll be able to select the start and end date of the campaign, the time of the day and the day of the week when it should be displayed. You'll also need to select the device you'd like to display the campaign to. If you're displaying an upgrade message, you'll need to create two separate campaign, one for Android and another for iOS, with the different links to the Google and Apple store. Lastly, you can select the version of the App that you're looking to target. When you select version 1.2, you'll be targeting all App version before 1.2.

Figure 2.B.1 – Targeting settings



Page name: SmartAds Activated

ADS +

MANAGE ADS ^

Name	Status	Settings	Edit	Delete
Text ad	On!	⚙️	✎	✖

Start date: 09/26/2017 📅 End date: 09/30/2017 📅 ✖ Close

Targeting options

- App Version
- Time of the day
- Day of the week

Monday  
Tuesday  
Wednesday  
Thursday

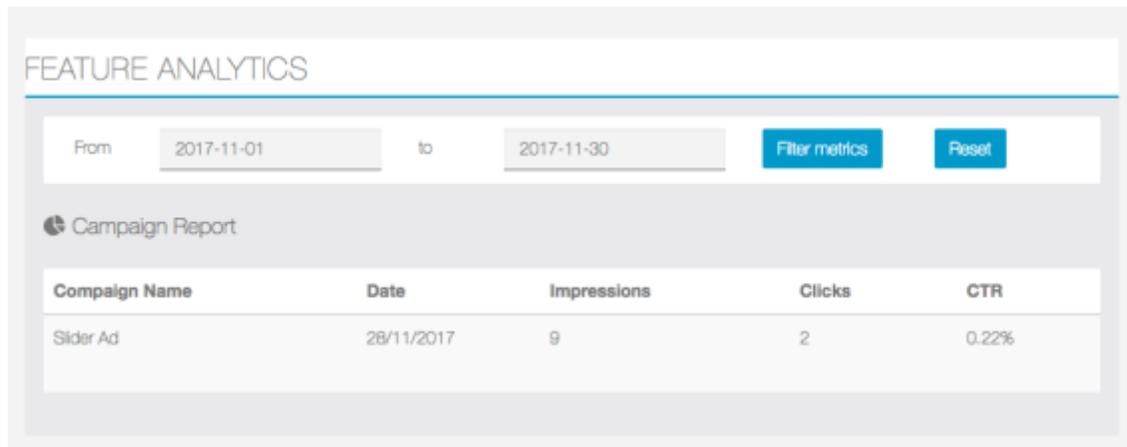
Device

- IOS
- Android
- Both

### 3. CAMPAIGN ANALYTICS

With version 1.3 of the **SmartAds** module we introduce campaign statistics. Hence, it's possible to find out how many impressions and clicks were made on each campaign (figure 2.B.1). This report is accessible from the main menu under Modules > Campaign Analytics.

Figure 3..1 – Campaign Analytics



### 4. User Frontend Interface

Below you can find the user frontend interface screens.

