

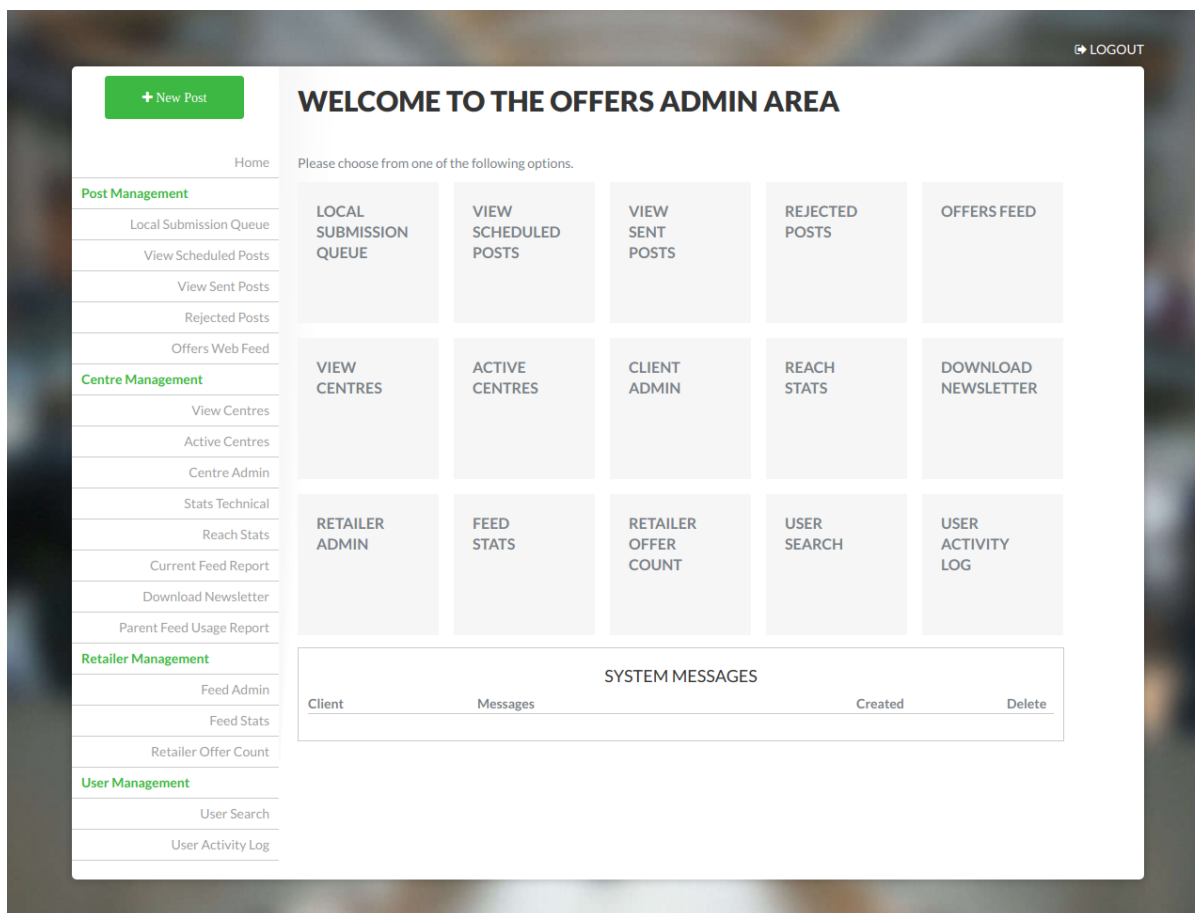


Admin Area User Guide



Home

The home welcome page is the first page you see once you've logged in. It contains buttons for quick access to the main areas of the system and a list of any system messages that the user needs to be made aware of.



The system messages box will display any issues the system has when posting an offer. For example, if there are any errors when posting an offer to ever Facebook or Twitter the error message will be displayed in this area.

Post Management

Under Post Management you will find links to pages which help with the general management of posts.

New Post

At the top of the navigation menu is the 'New Post' button. This button takes you to the page where you create new posts which can be used by all active clients. All the fields on this form are required to create a post.

CREATE NEW POST

Retailer
Select retailer

Photo
Choose File No file chosen

Title

Content Standard

Content Short

Expiry Date

Submit

Navigation Sidebar:

- Home
- Post Management**
 - Local Submission Queue
 - View Scheduled Posts
 - View Sent Posts
 - Rejected Posts
 - Offers Web Feed
- Centre Management**
 - View Centres
 - Active Centres
 - Centre Admin
 - Stats Technical
 - Reach Stats
 - Current Feed Report
 - Download Newsletter
 - Parent Feed Usage Report
- Retailer Management**
 - Feed Admin
 - Feed Stats
 - Retailer Offer Count
- User Management**
 - User Search
 - User Activity Log

The 'Content Standard' field is used for the main description of the offer which is used on the web and Facebook. The 'Content Short' field is used for the offer description which goes to Twitter.

The image which is to be used with the offer MUST be a square image with the minimum dimensions of 504 x 504 pixels, which is the minimum image size for Facebook. There is no maximum image dimension, but we recommend that the image is less than 1000 x 1000 pixels in size, simply because the higher the pixel density of the image the larger the images file size. Also, the format of the should be ever JPG, JPEG or PNG.

Local Submission Queue

The retails in a shopping centre can submit offers that they want to be posted to their shopping centres offers feed via the Local Offer system. Each client/shopping centres has a unique URL which takes them to a form that their retailer can use to submit offers.

Once the form with the offer has been submitted a notification email will be sent to our Offers content editors informing them of the local offer submission and need to be checked and approved in the Offers Admin Area.

LOCAL SUBMISSION QUEUE

East Orchards

Feel the love at Beaverbrooks

The Beaverbrooks Valentine's Event is now on in-store offering a fantastic 14% off selected diamonds, jewellery and watches. Feel the love and gift from a selection of reduced items which includes an 18ct White Gold Diamond Halo Ring at £2,795, 9ct Gold Twist Drop Earrings at £236, an Emporio Armani Men's Watch at £188 and a 18ct Rose Gold Payer Rose Gold Taper Ladies Watch at £119.

14% off selected lines

Name: Joe
Email: sayhello@vbrand.co.uk
Tel:
Expiry Date: 17 Feb 2019
Link:
Instructions:

Accept Edit Reject

EDIT LOCAL POST

Title
Feel the love at Beaverbrooks

Content Standard
The Beaverbrooks Valentine's Event is now on in-store offering a fantastic 14% off selected diamonds, jewellery and watches. Feel the love and gift from a selection of reduced items which includes an 18ct White Gold Diamond Halo Ring at £2,795, 9ct Gold Twist Drop Earrings at £236, an Emporio Armani Men's Watch at £188 and a 18ct Rose Gold Payer Rose Gold Taper Ladies Watch at £119.

Content Short
Feel the love with 14% off selected diamonds, jewellery and watches in the Beaverbrooks Valentine's Event in-store.

Offer Image

14% off selected lines

BEAVERBROOKS

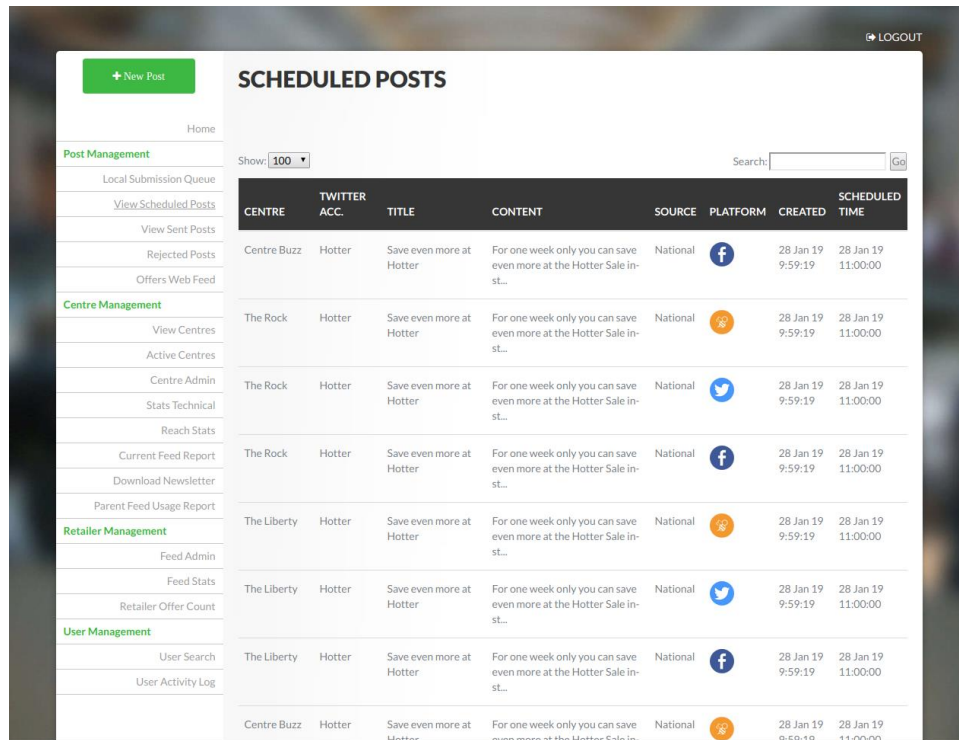
Choose File No file chosen

File:
2019-02-17
Offer Link (Optional):
Save

All local offers must be approved by an Offers administrator before they can be posted to a client's offers feed via the Offers Client Area. The offer will not be available to be posted in the Offers Client Area until it has been approved.

View Scheduled Posts

The 'View scheduled Posts' page lists the posts that have been scheduled to be posted to the web, Facebook and Twitter feeds for clients.



SCHEDULED POSTS

Show: 100 Search: Go

CENTRE	TWITTER ACC.	TITLE	CONTENT	SOURCE	PLATFORM	CREATED	SCHEDULED TIME
Centre Buzz	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale inst...	National	f	28 Jan 19 9:59:19	28 Jan 19 11:00:00
The Rock	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale inst...	National	g	28 Jan 19 9:59:19	28 Jan 19 11:00:00
The Rock	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale inst...	National	t	28 Jan 19 9:59:19	28 Jan 19 11:00:00
The Rock	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale inst...	National	f	28 Jan 19 9:59:19	28 Jan 19 11:00:00
The Liberty	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale inst...	National	g	28 Jan 19 9:59:19	28 Jan 19 11:00:00
The Liberty	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale inst...	National	t	28 Jan 19 9:59:19	28 Jan 19 11:00:00
The Liberty	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale inst...	National	f	28 Jan 19 9:59:19	28 Jan 19 11:00:00
Centre Buzz	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale inst...	National	g	28 Jan 19 9:59:19	28 Jan 19 11:00:00

If there are multiple editors using Offer and you are unsure if someone else has scheduled a post for a retailer on a certain day – you can view all current scheduled posts here. This alleviates the issue of posting for the same retailer on the same day.

View Sent Posts

The 'View Sent Posts' page lists the posts that have been processed and posted to the web, Facebook and Twitter feeds for clients.

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User Activity Log

LOGOUT

SENT POSTS

Show: 100

Search:

Go

CENTRE	TWITTER ACC.	TITLE	CONTENT	SOURCE	PLATFORM	CREATED	PROCESSED
The Liberty	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale in-st...	National		28 Jan 19 9:59:19	28 Jan 19 11:00:09
The Rock	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale in-st...	National		28 Jan 19 9:59:19	28 Jan 19 11:00:09
Centre Buzz	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale in-st...	National		28 Jan 19 9:59:19	28 Jan 19 11:00:08
Centre Buzz	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale in-st...	National		28 Jan 19 9:59:19	28 Jan 19 11:00:08
Centre Buzz	Hotter	Save even more at Hotter	For one week only you can save even more at the Hotter Sale in-st...	National		28 Jan 19 9:59:19	28 Jan 19 11:00:07
The Brunel Swindon	F Hinds	Help F. Hinds beat Cancer	F. Hinds is hosting a World Cancer Day Fundraiser all of this wee...	National		28 Jan 19 10:53:34	28 Jan 19 11:00:06
The Brunel Swindon	F Hinds	Help F. Hinds beat Cancer	F. Hinds is hosting a World Cancer Day Fundraiser all of this wee...	National		28 Jan 19 10:53:34	28 Jan 19 11:00:05
The Brunel Swindon	F Hinds	Help F. Hinds beat Cancer	F. Hinds is hosting a World Cancer Day Fundraiser all of this wee...	National		28 Jan 19 10:53:34	28 Jan 19 11:00:01

Rejected Posts

The 'Rejected Posts' page lists any posts that have been rejected by user via the Offers Client Area.

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REJECTED POSTS

Show: 100 ▼

Search:

Go

CENTRE	USER	TITLE	REASON	HIDDEN DATE & TIME	UNDO
Clyde	Elaine Forrester	Bodycare has sunshine in-store	Duplicate	2019-01-14 10:12:48	Undo
Shopping Mall Offers	Stacey Waterman-Coleman	Ryman reduces your tech	Duplicate	2019-01-06 15:36:40	Undo
Clyde	Elaine Forrester	Wild savings are at Trespass	Duplicate	2018-11-20 12:17:07	Undo
Shopping Mall Offers	Stacey Waterman-Coleman	Wild savings are at Trespass	Duplicate	2018-11-20 07:09:46	Undo
Shopping Mall Offers	Stacey Waterman-Coleman	Free Switch with selected EE plans	Duplicate	2018-11-15 17:42:50	Undo
Clyde	Elaine Forrester	Christmas wins you points at Boots	Invalid	2018-11-12 09:21:39	Undo
Shopping Mall Offers	Stacey Waterman-Coleman	Warm up in swimwear from Bonmarché	Duplicate	2018-11-12 07:13:23	Undo
Clyde	Elaine Forrester	Spend more and save more at New Look	Invalid	2018-10-29 09:24:07	Undo
Shopping Mall Offers	Stacey Waterman-Coleman	Matalan makes bedtime better	Duplicate	2018-10-24 08:24:35	Undo
Shopping Mall Offers	Stacey Waterman-Coleman	Half price heroes are at Roman	Duplicate	2018-10-22 06:48:30	Undo
Clyde	Elaine Forrester	gfhgdfg	Invalid	2018-10-18 09:30:08	Undo
Aylesham Centre	Stacey Waterman-Coleman	gfhgdfg	Invalid	2018-10-17 14:23:47	Undo
Clyde	Elaine Forrester	Boots will get you winter ready	Duplicate	2018-10-15 10:30:25	Undo

All users have the option to reject posts that appear in their Offers Feed.

This could be for many reasons, but the reason is specified.

- Spelling/Grammar – Obvious, so please check content before you publish
- Other – The image could have text which is unreadable or unsuitable

- Too long/short – Generally posts can be rejected if they are very long
- Sourced Directly – The centre may have posted a similar offer recently
- Duplicate – The offer has been posted twice*

When creating an offer, be sure that all parts of the offer are correct: There is a photo, title, content standard & content short – If you click ‘submit’ and all fields are not complete the edit screen will not refresh, but the incomplete offer (may) get accepted. If this happens, you can create a complete offer again, but check that the accepted queue hasn’t received the original offer – if so... simply delete it from the accepted queue. Any other duplicate issues may be dealt with by Leon who can remove the duplicate offer in the back-end. Just be vigilant so you may spot duplicates if they (rarely) happen.

Offers Web Feed

The ‘Offers Web Feed’ lists the current offers posted via the Shopping Mall Offers parent feed which is also go to all child client feeds.

Centre Management

Under Centre Management you will find link to pages related to the management of clients/centres.

View Centres

The ‘View Centre’ page list all the centres that have been added to the system, regardless of whether they have an active Offers services or not.

CLIENT ADMIN FOR EAST ORCHARDS

Enable/Disable Services

☒ Social Offers ☒ Web Offers ☒ Digital CMS ☒ Local Offers ☐ ShopItBagIt

[Update Services](#)

Local Offers

Link: <https://offers.onbrand.co.uk/submitoffer.php?cid=1406&h=ddc3bd5b9332790aad7546eb7ef359c4>

Logo:  **EAST ORCHARDS**
shopping centre



































































[Choose File](#) No file chosen

[Update LocalBuzz](#)

Stats Technical

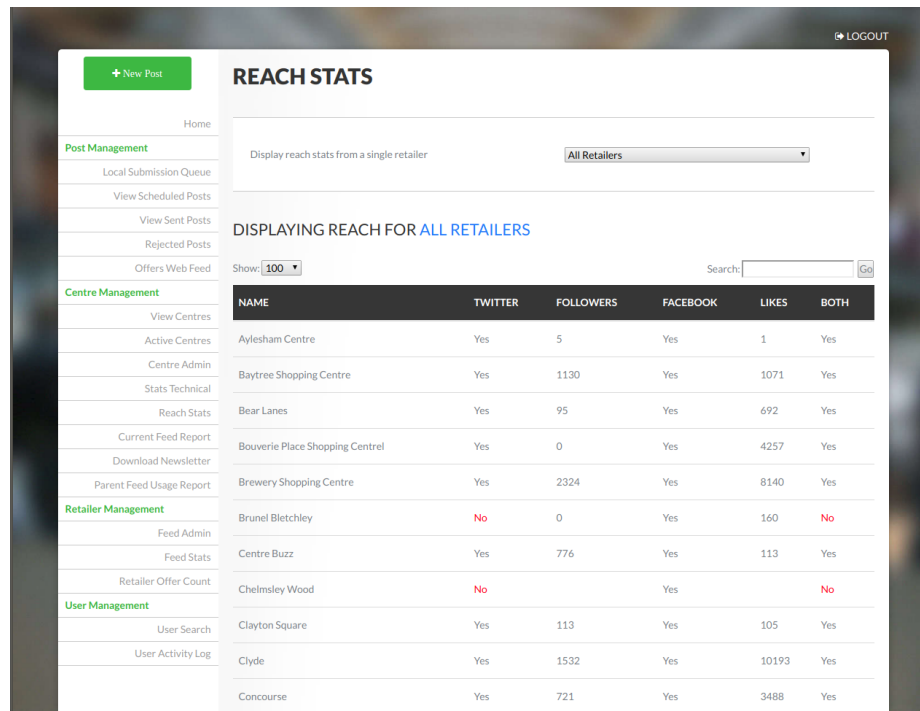
The 'Stats Technical' page is used to manage client Offers connection to Facebook and Twitter. Client Offers feeds can be disconnected from Facebook or/and Twitter by clicking the icons under the reset column.

Note: Client are connected to Facebook and Twitter via the Offers Client Area

CLIENT STATS TECHNICAL									
STATE	CLIENT	ID	TWITTER NAME	ENABLED	TOGGLE	FACEBOOK PAGE ID	TRIAL	RESET	
 	Aylesham Centre	1731	AyleshamCentre		Disable	1736379636481938	Yes		
 	Baytree Shopping Centre	1636	BaytreeBwd		Disable	216147098578430	Yes		
 	Bear Lanes	1608	BearLanes		Disable	292051864246451	Yes		
 	Brewery Shopping Centre	1630	BreweryRomford		Disable	126580644035673	Yes		
	Brunel Bletchley	1461			Disable	650621705011700	Yes		
 	Centre Buzz	275	Mall_Offers		Disable	149853348410157	Yes		
 	Clayton Square	363	@ClaytonSquareSC		Disable	1847888215478558	Yes		
 	Clyde	99	@clydesshopping		Disable	128796053827337	Yes		
 	Concourse	1347	shopconcourse		Disable	126683757383968	Yes		
 	East Orchards	1406	@East_Orchards		Disable	274732419297069	Yes		
	Fairhill	1706			Disable		Yes		
	Foundry	313			Disable	400452130028536	Yes		
 	George Yard	1627	@GeorgeYard		Disable	146960972008962	Yes		
	Heathway	1637			Disable		Yes		

Reach Stats

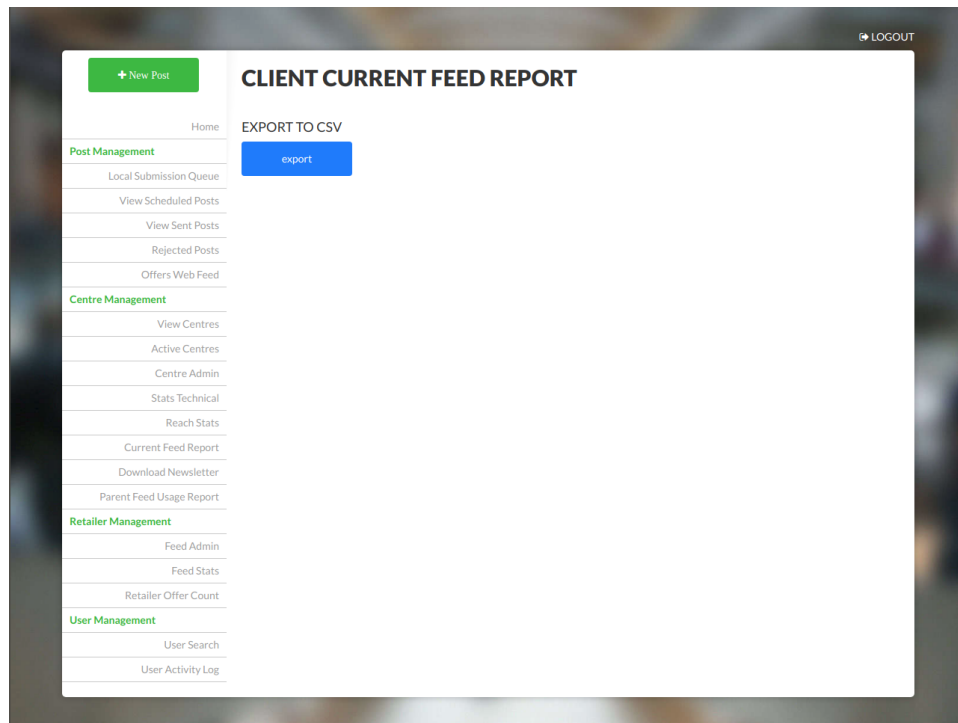
When a client first connects their Facebook and/or Twitter accounts to Offers the system retrieves their follower count for Twitter and page likes for Facebook.



NAME	TWITTER	FOLLOWERS	FACEBOOK	LIKES	BOTH
Aylesham Centre	Yes	5	Yes	1	Yes
Baytree Shopping Centre	Yes	1130	Yes	1071	Yes
Bear Lanes	Yes	95	Yes	692	Yes
Bouverie Place Shopping Centre	Yes	0	Yes	4257	Yes
Brewery Shopping Centre	Yes	2324	Yes	8140	Yes
Brunel Bletchley	No	0	Yes	160	No
Centre Buzz	Yes	776	Yes	113	Yes
Chelmsley Wood	No		Yes		No
Clayton Square	Yes	113	Yes	105	Yes
Clyde	Yes	1532	Yes	10193	Yes
Concourse	Yes	721	Yes	3488	Yes

Current Feed Report

The 'Current Feed Report' page has a button to download a CSV file with a report on the post usage for all active client.



Download Newsletter

The 'Download Newsletter' page is where you can download a HTML template with the latest offers for a selected client.

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DOWNLOAD NEWSLETTER HTML

Select Centre

East Orchards

Number of offers (between 2 and 12):

4

Select Template:

Template 1

Download

Parent Feed Usage Report

This area is used to generate reports on the usage reports of the parent feed.

Note: As the only parent feed in use is 'Shopping Mall Offer', this report isn't used.

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PARENT FEED USAGE REPORT

EXPORT TO CSV

Parent

SELECT PARENT

Start Date

Please choose a date

End Date

Please choose a date

export

Retailer Management

Under Retailer Management you will find the pages related to retailers managing and getting information about the retailers in the system.

Feed Admin

The 'Feed Admin' page is where you manage the retailers that are available to clients. Retailers can be added, edited or remove from the system via the page.

FEED ADMIN

[+ New Post](#)

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Twitter NAME:

DISPLAY NAME:

ICON (OPTIONAL): No file chosen

[+ ADD FEED](#)

Show entries

Search:

Icon	Twitter Name	Display Name	Edit	Delete
	TheBodyShopUK	The Body Shop	Edit	Delete
	Accessorize	Accessorize	Edit	Delete
	AnnSummers	Ann Summers	Edit	Delete
	Argos_Online	Argos	Edit	Delete
	Barratts_Shoes	Barratts	Edit	Delete
	bonmarche	Bonmarche	Edit	Delete
	BurgerKing	Burger King	Edit	Delete
	ClaireEurope	Claire's Accessories	Edit	Delete
	ClintonsTweet	Clinton Cards	Edit	Delete
	CostaCoffee	Costa Coffee	Edit	Delete

Showing 1 to 10 of 4,259 entries

[Previous](#) [Next](#)

Retailers may change their logo; new retailers may come on-board & new centres may have new retailers. This is where you can add, edit and remove retailers from the master list. The Twitter name is added WITHOUT the @ before the Twitter name. It's a simple procedure to add or remove the brand logo by using the choose file area which gives the option to add a new one or remove the old one. Just remember to click update once you have done the edit.

Feed Stats

The ‘Feed Stats’ page displays a table that displays how many centres a retailer is in.

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FEED STATS

This table only display retailer whom are in more than 1 shopping centre with active services.

Show: 100 Search: Go

RETAILER NAME	TWITTER HANDLE	IN NO. OF CENTRES
Accessorize	Accessorize	2
Albemarle & Bond	OfficialABandHB	2
Aldi	AldiUK	2
Ann Summers	AnnSummers	3
Anytime Fitness	anytimeftuk	2
Argos	Argos_Online	9
Asda	asda	2
Barclays		2
BB's Bakers + Baristas		4
Beaverbrooks	beaverbrooks	2
Blue Banana Retail	bluebananauk	2
Bodycare		7
Bonmarche	bonmarche	8
Boots	bootsuk	18

Retailer Offer Count

The ‘Retailer Offer Count’ page is used to get data on the number of offers a retailer has received over a given time span. It Also show you which retailers have received offers.

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RETAILER OFFER COUNT

Description
This section is used to get data on the number of offers a retailer has received over a given time span.

Start date: 2019-01-01 End date: 2019-01-28 Total Offers: 1260 Unique Offers: 205 Update

Show: 25 entries Search:

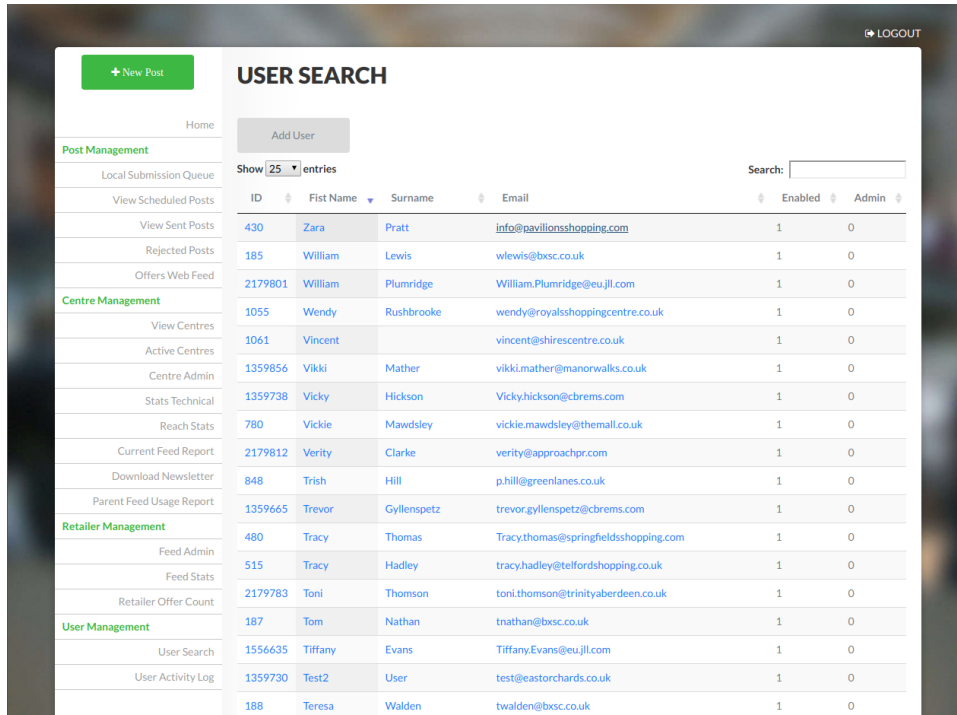
Retailer With Offers	No. of Offers	Retailers Without Offers	In Centres
Smiggle	6	Poundworld	5
H Samuel	5	Halifax	4
Accessorize	5	HMV	4
Grape Tree	4	Virgin Media	4
Boots	4	Sainsburys	3
M&S	4	Quiz Clothing	3
Poundland	4	Foot Asylum UK	3
Matalan	4	Burton Menswear	3
Peacocks	4	William Hill	3
Wallis	4	Swarovski	3
Hobbycraft	4	Home Bargains	3
Gap Outlet	4	Nat West	3
Costa Coffee	3	Shopmobility	3
Claire's Accessories	3	Caffe Nero	3
Disney Store	3	Harvey & Thompson	3

User Management

Under 'User Management' you will find pages related to user of the Offers services.

User Search

The 'User Search' list all users of the Offer service. You can search for users and click-through to see details about the users account.



The screenshot displays the 'USER SEARCH' interface. On the left is a sidebar menu with categories like 'Post Management', 'Centre Management', 'Retailer Management', and 'User Management'. The main area features a search bar and a table of users. The table has columns for ID, First Name, Surname, Email, Enabled, and Admin. The 'Enabled' column contains binary values (1 or 0), and the 'Admin' column contains binary values (0 or 1).

ID	First Name	Surname	Email	Enabled	Admin
430	Zara	Pratt	info@pavilionsshopping.com	1	0
185	William	Lewis	wlewis@bxsc.co.uk	1	0
2179801	William	Plumridge	William.Plumridge@eu.jll.com	1	0
1055	Wendy	Rushbrooke	wendy@royalsshoppingcentre.co.uk	1	0
1061	Vincent		vincent@shirescentre.co.uk	1	0
1359856	Vikki	Mather	vikki.mather@manorwalks.co.uk	1	0
1359738	Vicky	Hickson	Vicky.hickson@cbrems.com	1	0
780	Vickie	Mawdsley	vickie.mawdsley@themall.co.uk	1	0
2179812	Verity	Clarke	verity@approachpr.com	1	0
848	Trish	Hill	p.hill@greenlanes.co.uk	1	0
1359665	Trevor	Gyllenspetz	trevor.gyllenspetz@cbrems.com	1	0
480	Tracy	Thomas	Tracy.thomas@springheldsshopping.com	1	0
515	Tracy	Hadley	tracy.hadley@telfordsshopping.co.uk	1	0
2179783	Toni	Thomson	toni.thomson@trinityaberdeen.co.uk	1	0
187	Tom	Nathan	tnathan@bxsc.co.uk	1	0
1556635	Tiffany	Evans	Tiffany.Evans@eu.jll.com	1	0
1359730	Test2	User	test@eastorchards.co.uk	1	0
188	Teresa	Walden	twalden@bxsc.co.uk	1	0

User Activity Log

The 'User Activity Log' page list logs all activity related to posts. Whenever a post is created, scheduled and posted it is logged here along with whom preformed the action.

[+ New Post](#)










USER ACTIVITY LOG

Start date

End date

Show 25 entries

Search:

Date & Time	Action	User	Offer Title	Retailer	Centre
28th Jan 19 13:07:54	Offer Scheduled	S. Waterman-Coleman	Save 25% off at Smiggle		The Rock
28th Jan 19 13:07:54	Offer Scheduled	S. Waterman-Coleman	Save 25% off at Smiggle		The Liberty
28th Jan 19 13:07:54	Offer Scheduled	S. Waterman-Coleman	Save 25% off at Smiggle		St Georges Preston
28th Jan 19 13:07:54	Offer Scheduled	S. Waterman-Coleman	Save 25% off at Smiggle		Centre Buzz
28th Jan 19 13:07:14	Offer Created	S. Waterman-Coleman	Save 25% off at Smiggle		Admin Area
28th Jan 19 11:51:52	Offer Scheduled	E. Forrester	Share the love at The Perfume Shop		Clyde
28th Jan 19 11:08:39	Offer Scheduled	S. Waterman-Coleman	Share the love at The Perfume Shop		The Rock
28th Jan 19 11:08:39	Offer Scheduled	S. Waterman-Coleman	Share the love at The Perfume Shop		The Liberty
28th Jan 19 11:08:39	Offer Scheduled	S. Waterman-Coleman	Share the love at The Perfume Shop		St Georges Preston