

CLOUD ADNET



eKassir

 ekassir.com |  +7 (812) 600-4000

Contents

02 About Cloud AdNet solution

03 Key features

04 How does the service work?

05 Running an advertisement campaign with
Cloud AdNet

Arranging the content

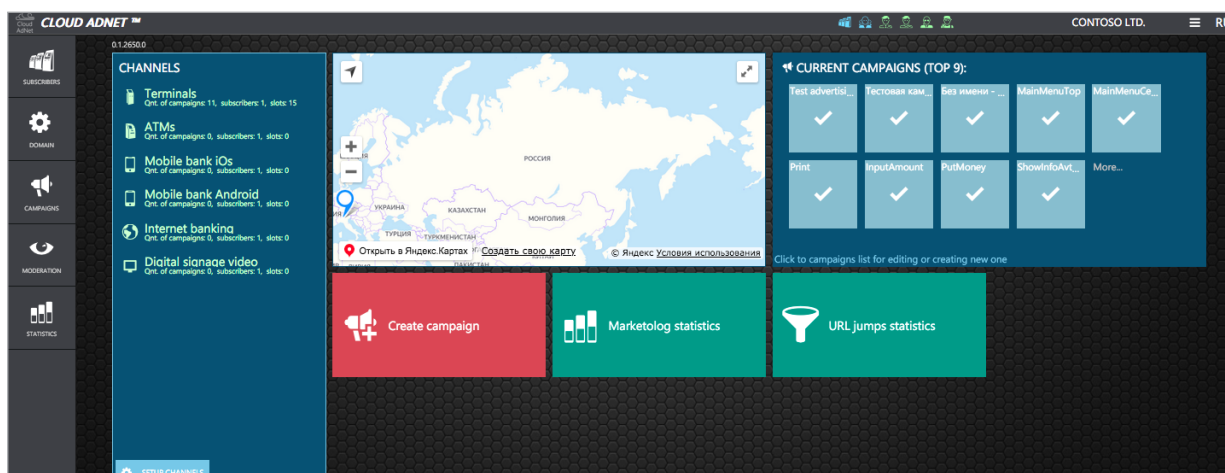
Campaign moderation

Collection the campaign statistics

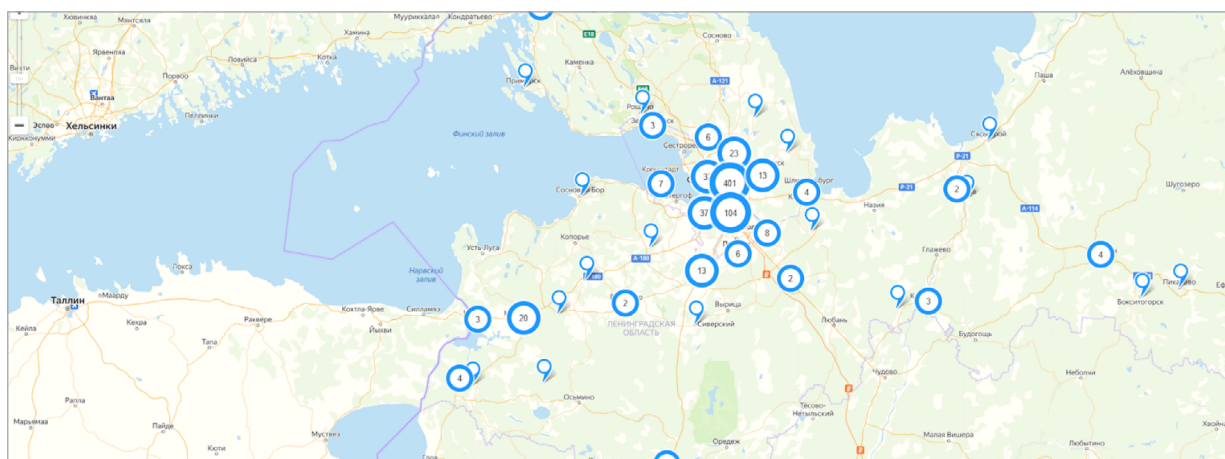
Cloud AdNet — is a single solution which can manage the demonstrated content and personal offers on a Bank’s ATMs and self-service kiosks. With the help of this service the bank employees can run advertising campaigns, collect the statistics, quickly customize the user interface without involving IT-specialists, and display personal offers to the customers.

Cloud AdNet solution can:

- Run advertising campaigns in various Remote Banking service channels and analyze their efficiency with different reports;
- Show personal offers to customers on the screens of ATMs, self-service kiosks and other peripherals;
- Quickly and easily customize the UI without involving the technical staff;
- Embed the evaluation form to measure the quality of customer service. In case of unsatisfactory marks, the customer can be offered to provide a detailed feedback or request a callback.



Picture 1. Cloud AdNet. Main screen.



Picture 2. On the map from the top of the screen you can see the location of all devices connected to the service.



Omnichannel solution

The service can deploy and manage any content type in all customer service channels: in web- and mobile applications, in self-service kiosks and ATMs.



Cloud technology

Cloud AdNet can be deployed in Microsoft Azure cloud or over customer's infrastructure by request. The service supports scaling, CDN and other cloud capabilities.



Security and safety

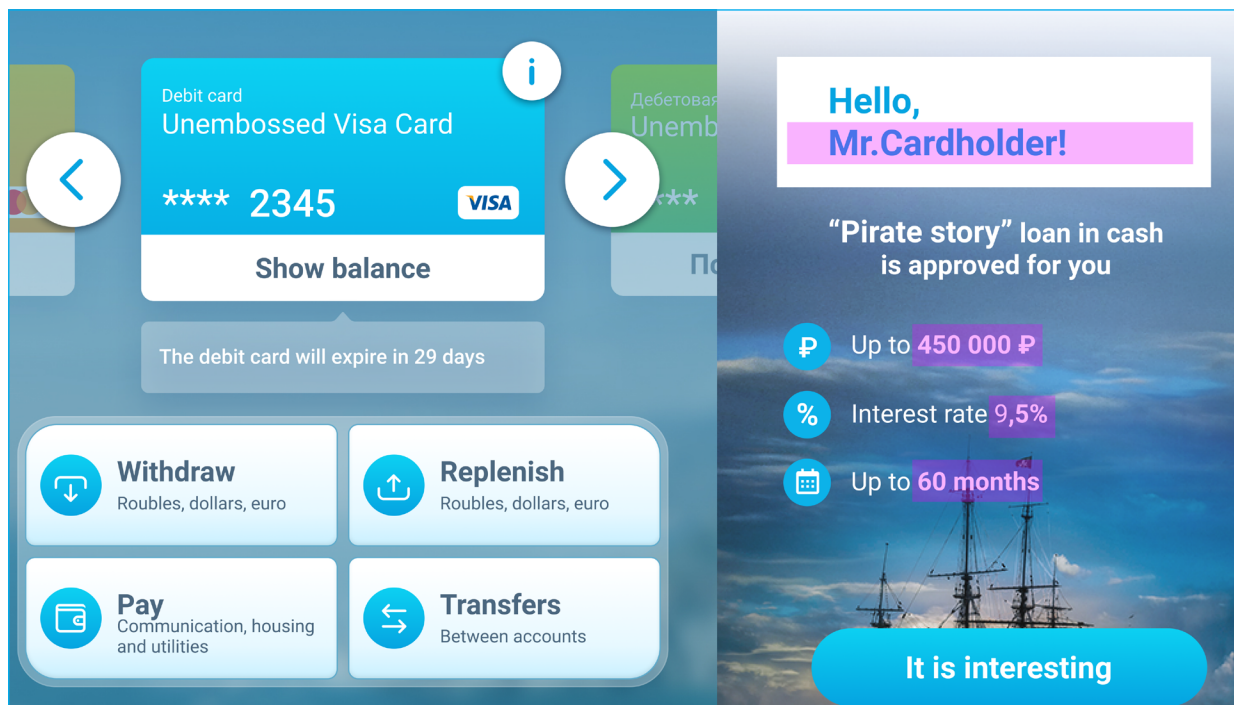
Cloud AdNet supports two-factor authentication and encryption of data exchange protocol for interaction with managing device. Content moderation before deploying is available.



Seamless integration

The service is compatible with other eKassir company solutions — ATM Terminal and ATM Web Host.

1. Cloud AdNet delivers “underlay” on ATM or kiosk for demonstrating the personalized content, which can be displayed in predefined Interface areas. So, the personal offer design is loaded on ATM in advance in order to provide a convenient work with the device with any connection quality.
2. A customer inserts the card and enters PIN code.
3. The system obtains the customer’s ID, requests profile data and checks the presence of the personal offers for the customer.
4. The front app receives the information about the personal offer, which will be displayed to the customer. These data are automatically arranged within the already created and nice-looking “underlay”. For example, an “underlay” with the text about bank credit is designed, and each customer will see his own time terms, interest and other data, inserted in this “underlay”.



Picture 3. An example of the personalized offer on the ATM screen

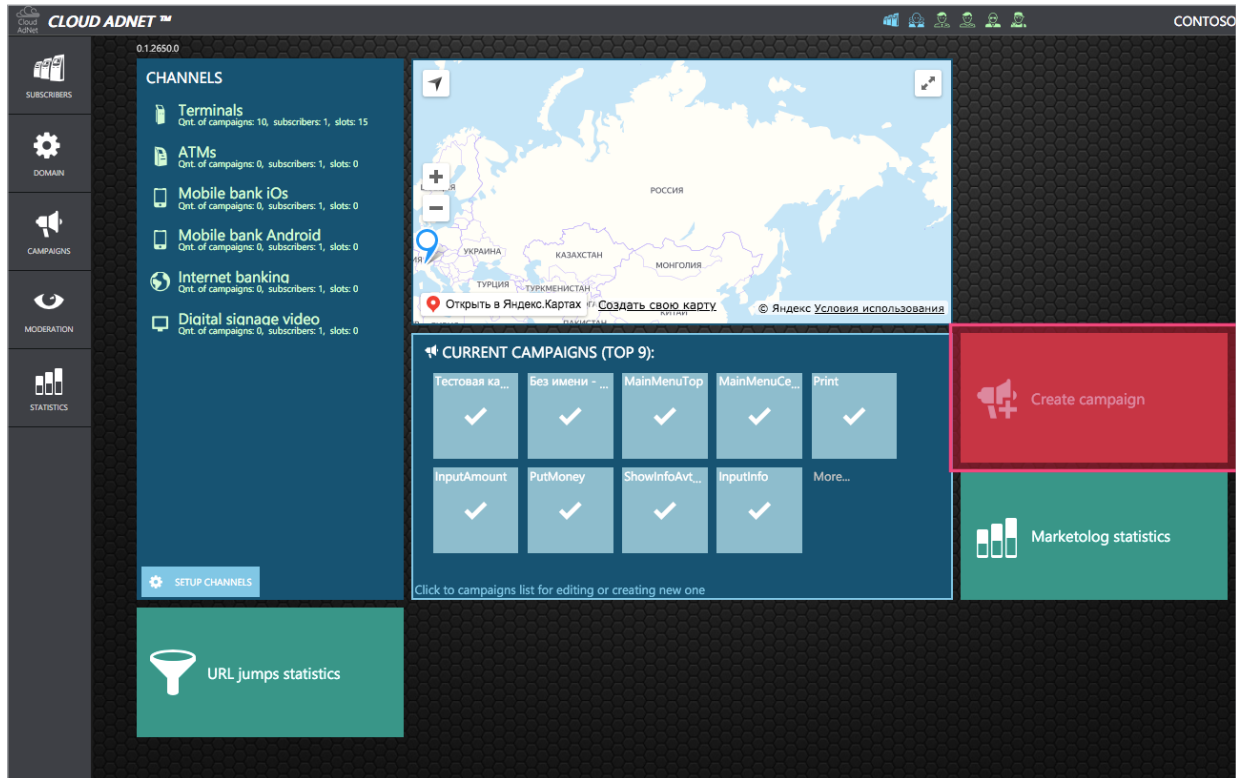
Available advertising content:

- Banners. One or a few pictures in rotation;
- Advertising scenarios in the form of the images or web-pages sequence with the ability to collect the data;
- Personal offers:
 - geo-targeted (by the groups of points of sales up to certain ATMs);
 - targeted by parameters of point of sales (for example, ATMs, located in the bank office, or on the company premises);
 - targeting by the service in use or the operation parameters.
- Printing advertisements on the receipts.

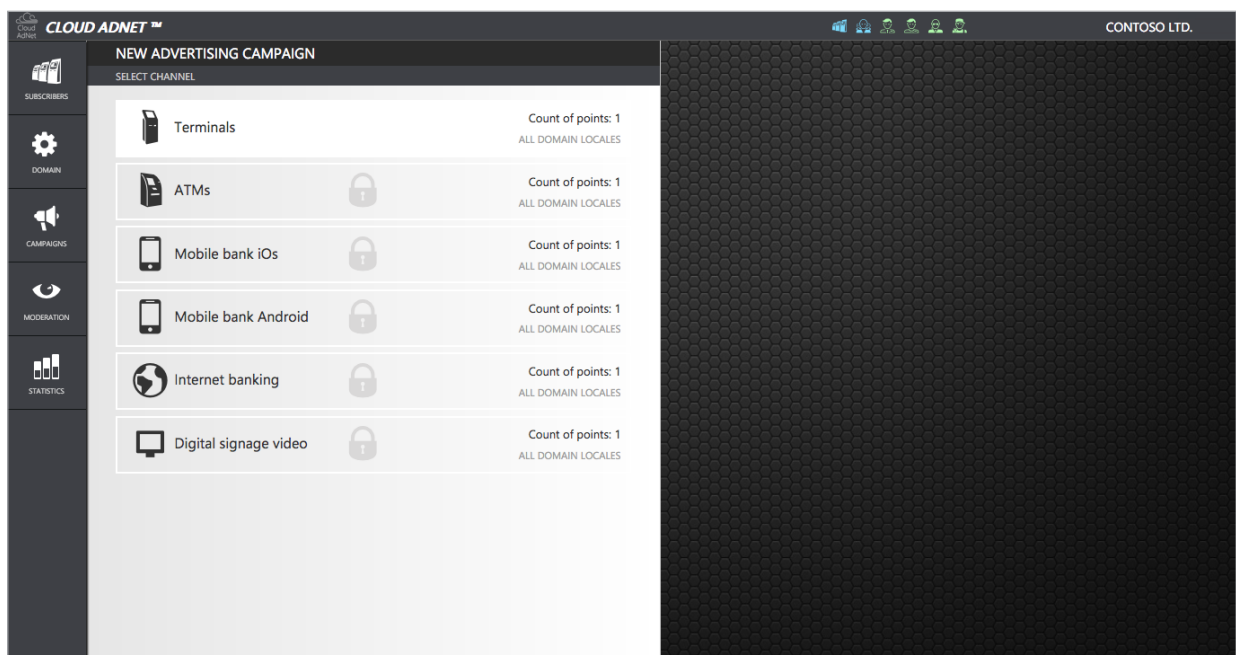
Running an advertisement campaign with Cloud AdNet

Content placement

1. To start working with the service click “Create campaign” on the main Cloud AdNet screen. Then select the suitable channel in the “New advertising campaign” wizard window (see pic. 4 and 5).

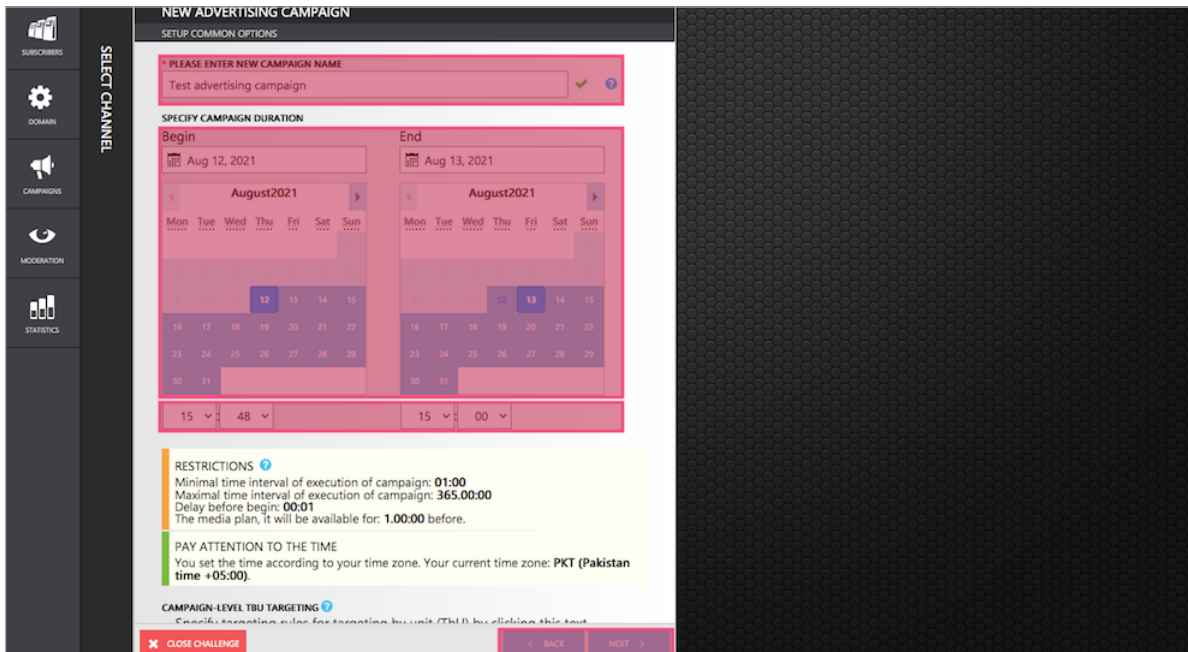


Picture 4. Start working with Cloud AdNet service — main screen.



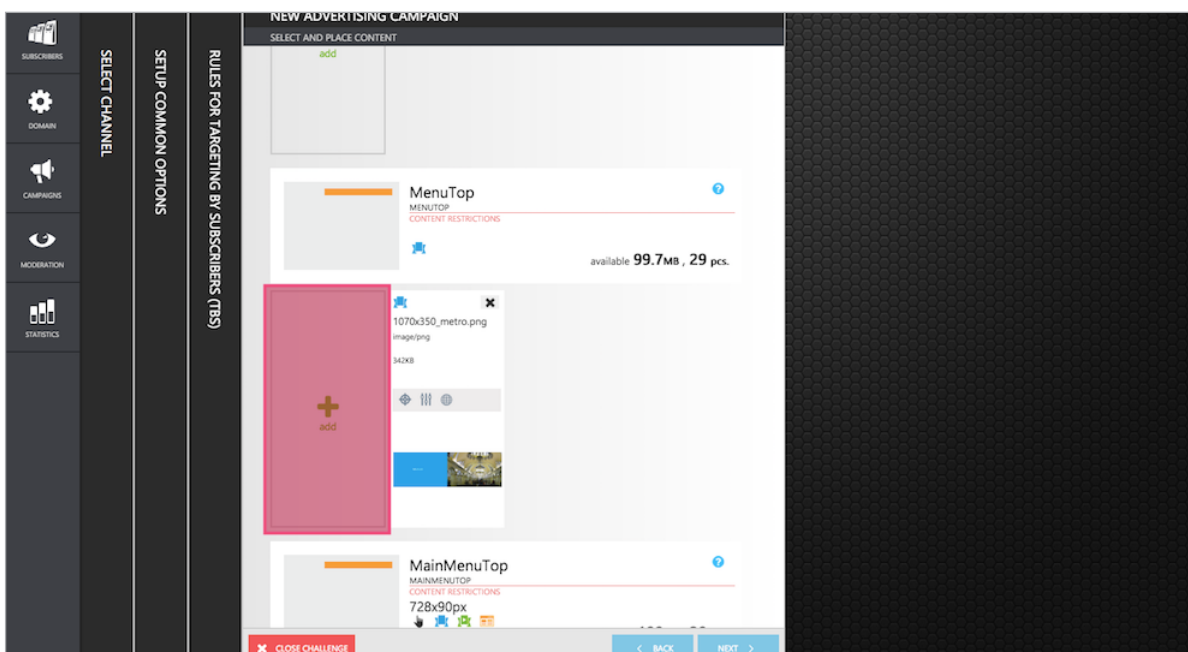
Picture 5. In the “New advertising campaign” wizard window, a manager selects a channel for running the advertising campaign.

2. In the “New advertising campaign” wizard window, a manager will pass through some steps by pressing the “Next” button. The name of the advertising campaign and the start and finish dates are specified on the “Setup common options” tab, after selecting the channel for running the campaign (see pic. 6).



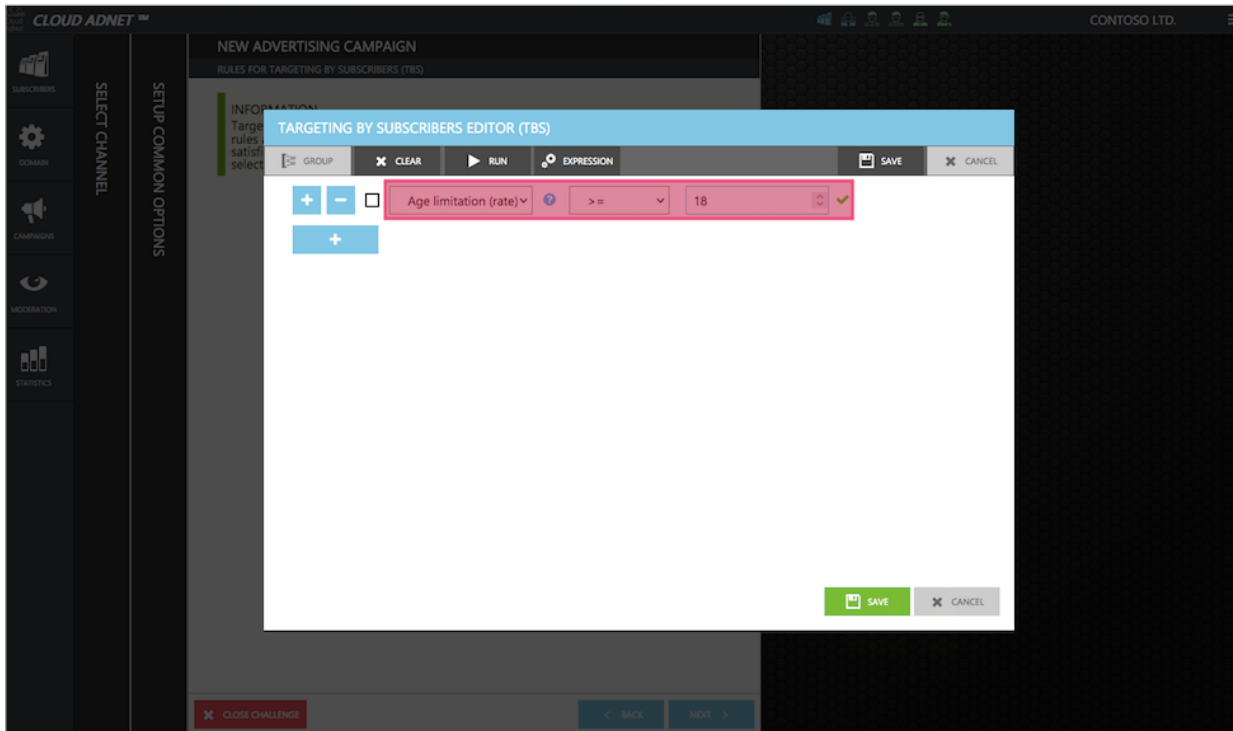
Picture 6. The name of the advertising campaign (as well as the start and finish dates) are specified on the “Setup common options” tab.

3. In the “Select and place content” tab select the area in the interface, where the advertisement will be demonstrated. After selecting the area press “Add” and choose the required image from the gallery with previously loaded images (see pic. 7).

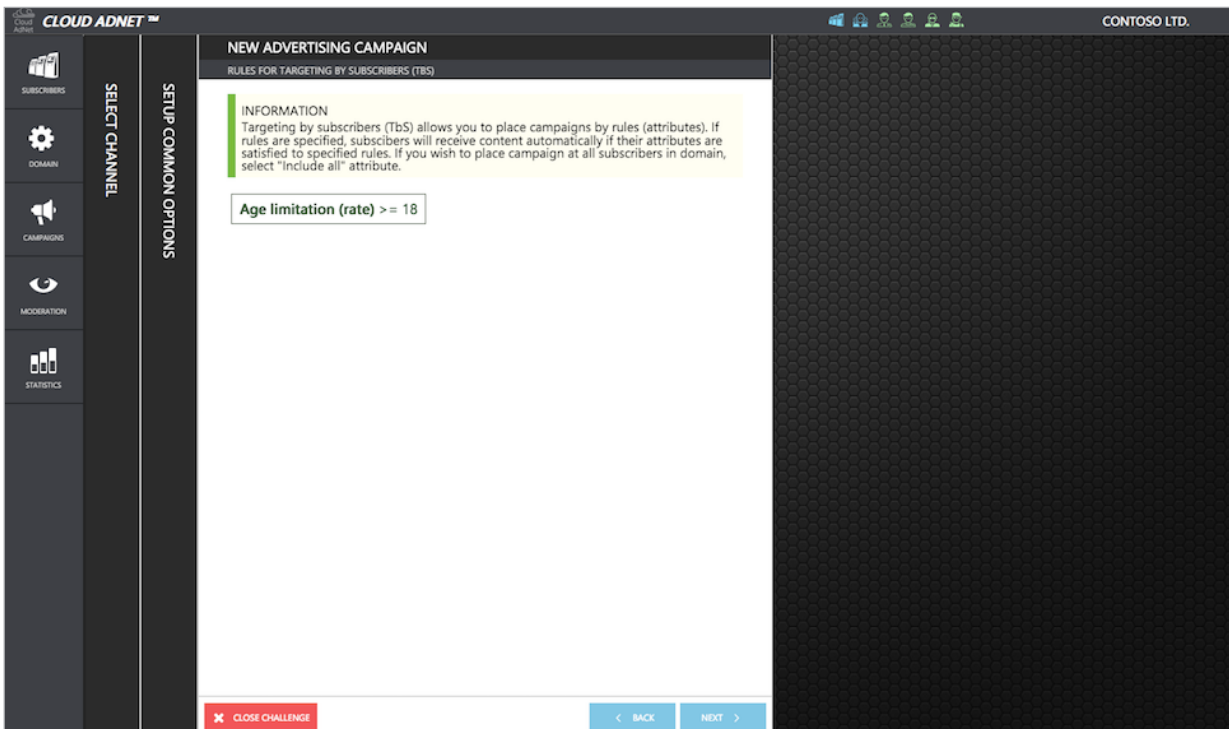


Picture 7. On the “Select and place content” tab a manager can select an area for an image or banner displaying and load the content from the gallery where the available images are stored.

4. In the “Targeting by subscribers editor (TBS)” window it is possible to specify the targeting terms for the advertisement, for example age, region, town, etc. (see pic. 8 and 9).

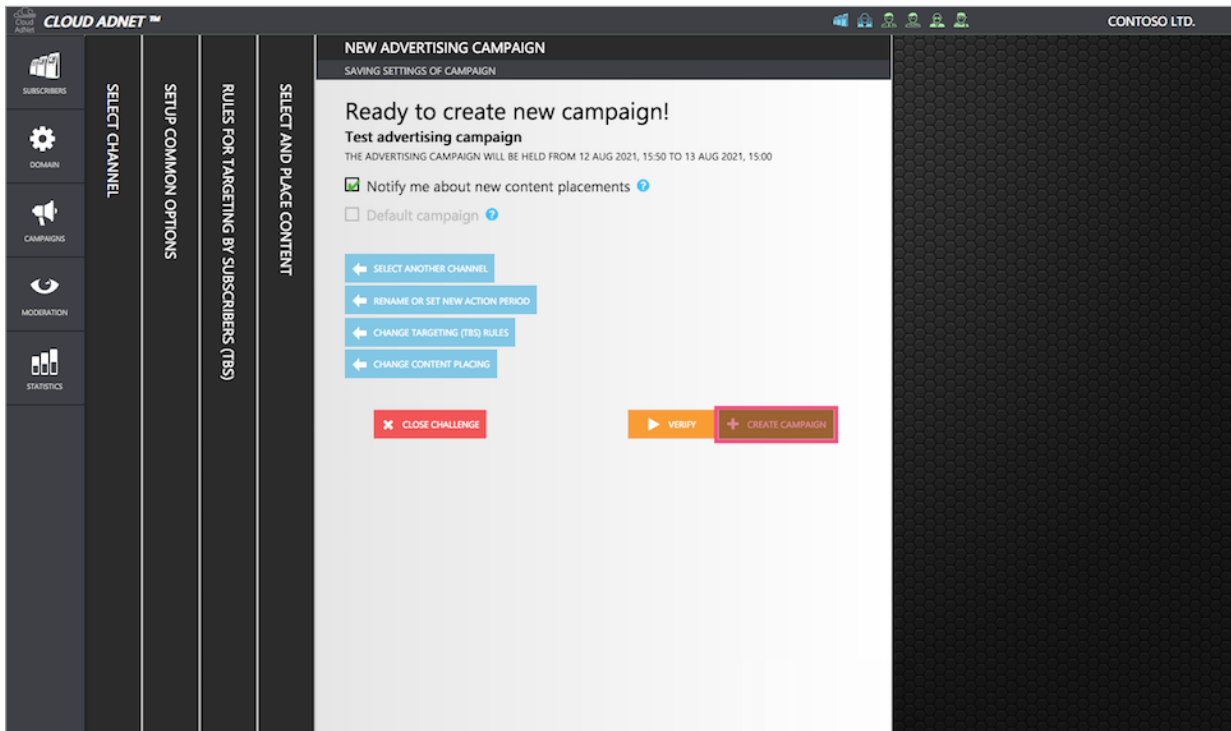


Picture 8. The “Targeting by subscribers editor (TBS)” allows you to specify the rules for advertisement demonstration. For example, select an age group as a criterion – the content will not be demonstrated to the customers under 18 years old.

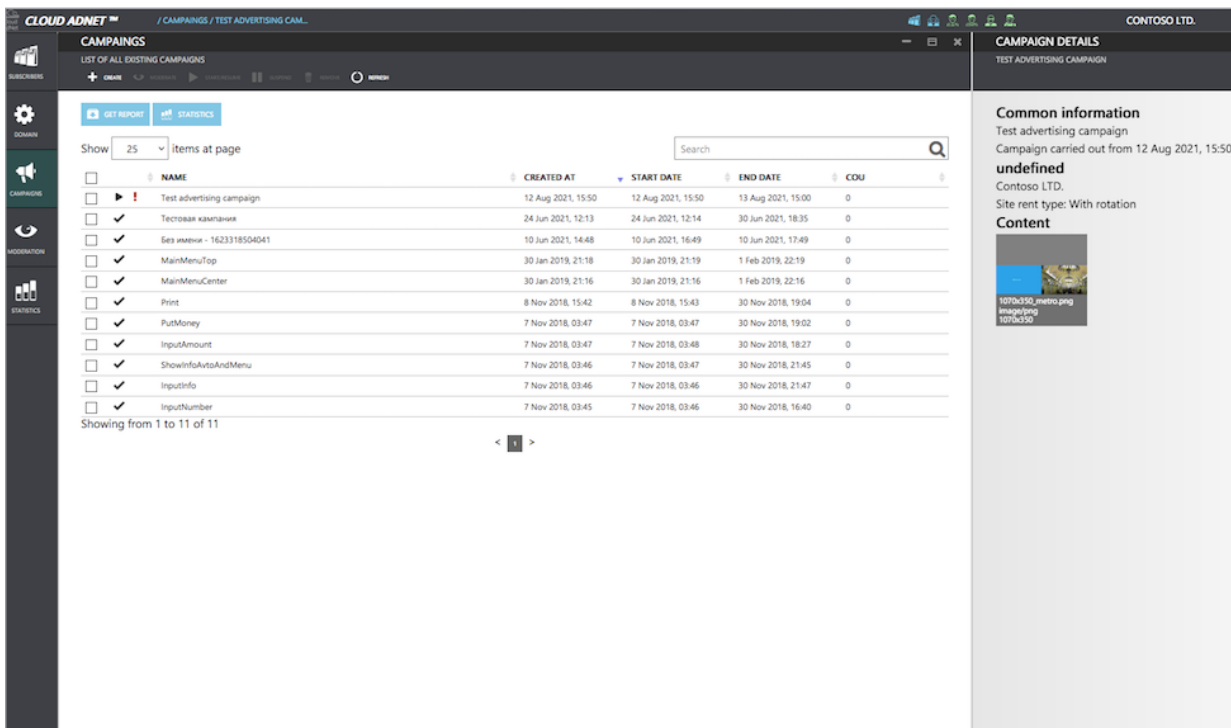


Picture 9. Targeting for 18+ age is configured.

5. The advertising campaign has been created. Click the campaign name in the list of campaigns to open the general information (see pic. 10 and 11).



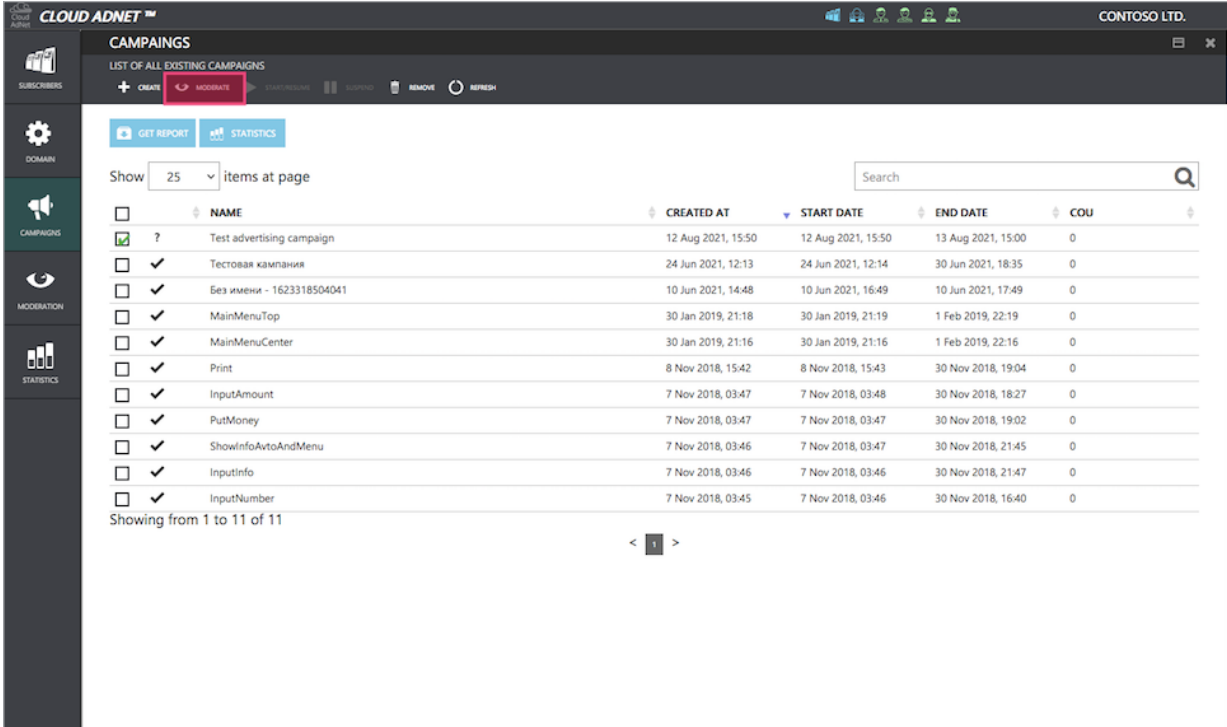
Picture 10. Creating the advertising campaign is completed. Press "Create campaign" to run the project.



Picture 11. The created campaigns are on the left, general campaign information is on the right.

Campaign moderation

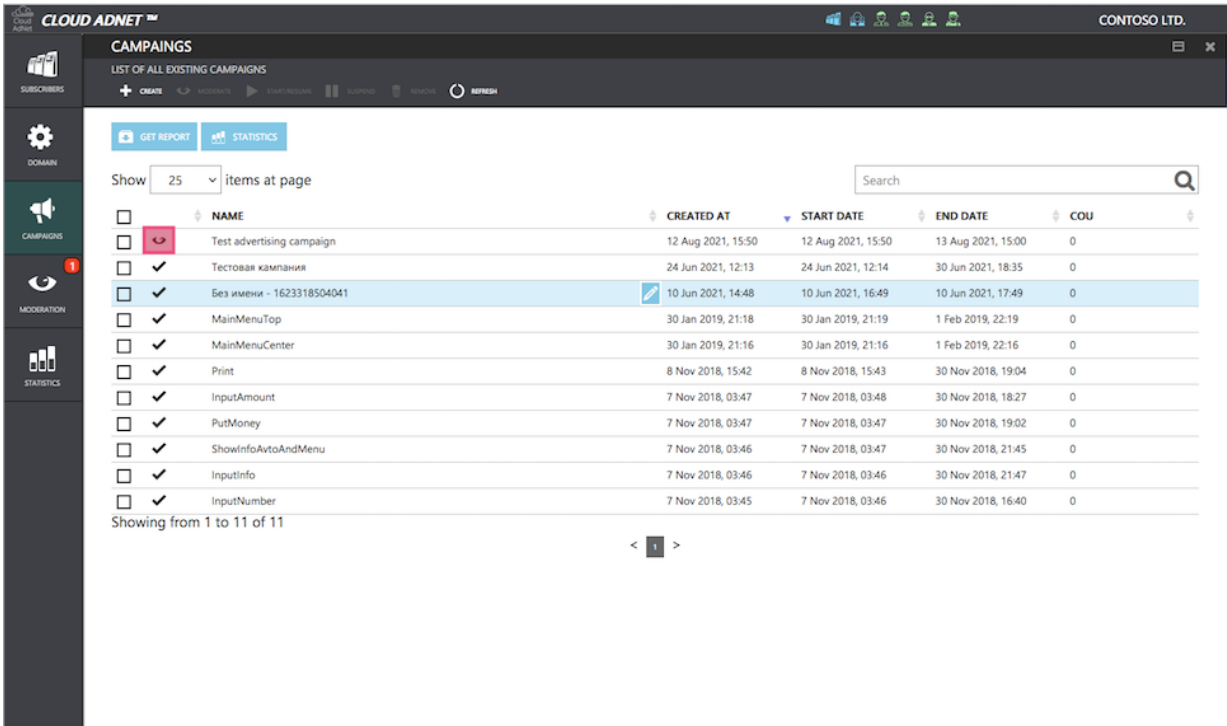
1. Press the "Moderate" button to start checking the campaign (see pic. 12 and 13).



The screenshot shows the 'CAMPAIGNS' section of the Cloud Adnet interface. At the top, there are buttons for '+ CREATE', 'MODERATE' (highlighted in red), 'START/PRESERVE', 'SUSPEND', 'REMOVE', and 'REFRESH'. Below these are 'GET REPORT' and 'STATISTICS' buttons. A search bar is present on the right. The main area contains a table with the following columns: NAME, CREATED AT, START DATE, END DATE, and COU. The table lists 11 campaigns, with the first one, 'Test advertising campaign', having a red 'MODERATE' button next to its checkbox. The 'MODERATION' tab in the left sidebar is active, indicated by a red '1'.

NAME	CREATED AT	START DATE	END DATE	COU
Test advertising campaign	12 Aug 2021, 15:50	12 Aug 2021, 15:50	13 Aug 2021, 15:00	0
Тестовая кампания	24 Jun 2021, 12:13	24 Jun 2021, 12:14	30 Jun 2021, 18:35	0
Без имени - 1623318504041	10 Jun 2021, 14:48	10 Jun 2021, 16:49	10 Jun 2021, 17:49	0
MainMenuTop	30 Jan 2019, 21:18	30 Jan 2019, 21:19	1 Feb 2019, 22:19	0
MainMenuCenter	30 Jan 2019, 21:16	30 Jan 2019, 21:16	1 Feb 2019, 22:16	0
Print	8 Nov 2018, 15:42	8 Nov 2018, 15:43	30 Nov 2018, 19:04	0
InputAmount	7 Nov 2018, 03:47	7 Nov 2018, 03:48	30 Nov 2018, 18:27	0
PutMoney	7 Nov 2018, 03:47	7 Nov 2018, 03:47	30 Nov 2018, 19:02	0
ShowInfoAvtoAndMenu	7 Nov 2018, 03:46	7 Nov 2018, 03:47	30 Nov 2018, 21:45	0
InputInfo	7 Nov 2018, 03:46	7 Nov 2018, 03:46	30 Nov 2018, 21:47	0
InputNumber	7 Nov 2018, 03:45	7 Nov 2018, 03:46	30 Nov 2018, 16:40	0

Picture 12. Select the required campaign in the list and press "Moderate" to start checking the content.

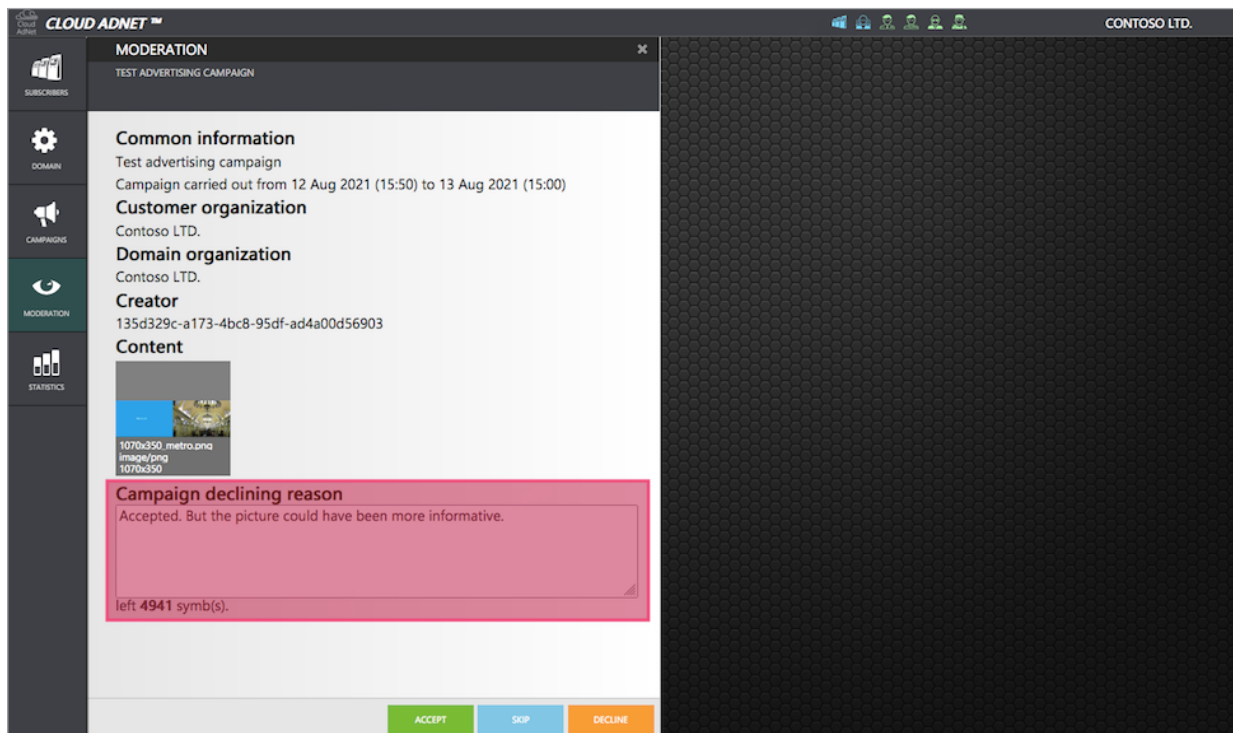


The screenshot shows the 'CAMPAIGNS' section of the Cloud Adnet interface after the 'MODERATE' button has been pressed. The 'MODERATE' button has changed to a red 'eye' icon. The 'MODERATION' tab in the left sidebar is now active, indicated by a red '1'. The table from the previous screenshot is still visible, but the 'Test advertising campaign' row is now highlighted in blue, and the 'eye' icon is present next to its checkbox. The 'MODERATION' tab in the left sidebar is active, indicated by a red '1'.

NAME	CREATED AT	START DATE	END DATE	COU
Test advertising campaign	12 Aug 2021, 15:50	12 Aug 2021, 15:50	13 Aug 2021, 15:00	0
Тестовая кампания	24 Jun 2021, 12:13	24 Jun 2021, 12:14	30 Jun 2021, 18:35	0
Без имени - 1623318504041	10 Jun 2021, 14:48	10 Jun 2021, 16:49	10 Jun 2021, 17:49	0
MainMenuTop	30 Jan 2019, 21:18	30 Jan 2019, 21:19	1 Feb 2019, 22:19	0
MainMenuCenter	30 Jan 2019, 21:16	30 Jan 2019, 21:16	1 Feb 2019, 22:16	0
Print	8 Nov 2018, 15:42	8 Nov 2018, 15:43	30 Nov 2018, 19:04	0
InputAmount	7 Nov 2018, 03:47	7 Nov 2018, 03:48	30 Nov 2018, 18:27	0
PutMoney	7 Nov 2018, 03:47	7 Nov 2018, 03:47	30 Nov 2018, 19:02	0
ShowInfoAvtoAndMenu	7 Nov 2018, 03:46	7 Nov 2018, 03:47	30 Nov 2018, 21:45	0
InputInfo	7 Nov 2018, 03:46	7 Nov 2018, 03:46	30 Nov 2018, 21:47	0
InputNumber	7 Nov 2018, 03:45	7 Nov 2018, 03:46	30 Nov 2018, 16:40	0

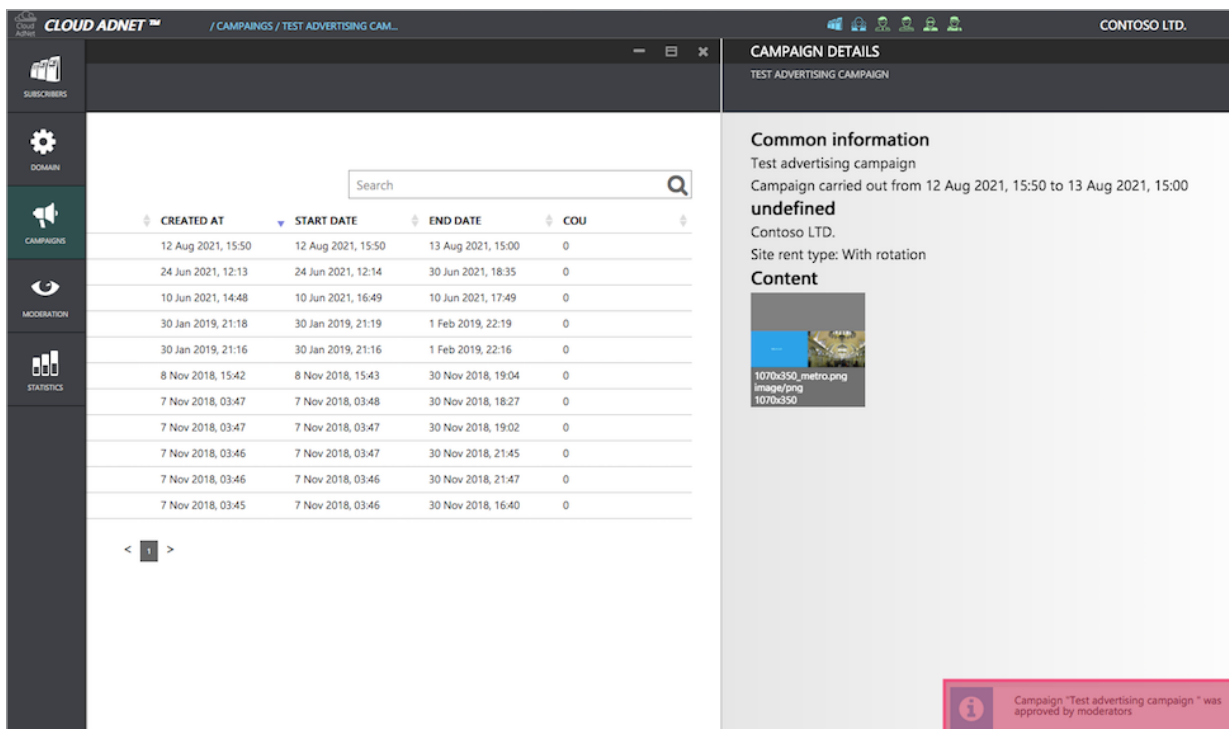
Picture 13. "Eye" icon means the campaign is being moderated.

2. During the moderation the content can be approved, changed or rejected by moderator's demand.



Picture 14. Moderator can approve the campaign deploy, or reject the deploy and add the changes in comments.

3. When moderation is successfully completed the campaign is approved and starts deploying on ATM network.

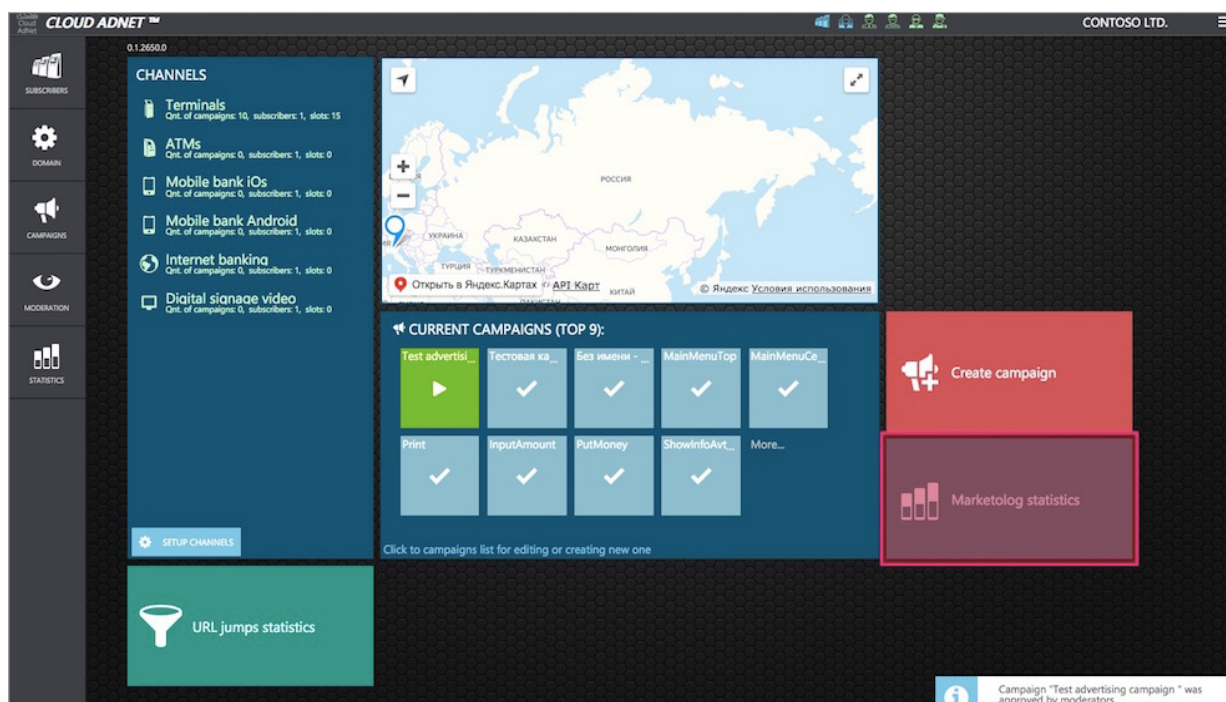


Picture 15. Moderation is successfully completed and the advertising campaign is starting.

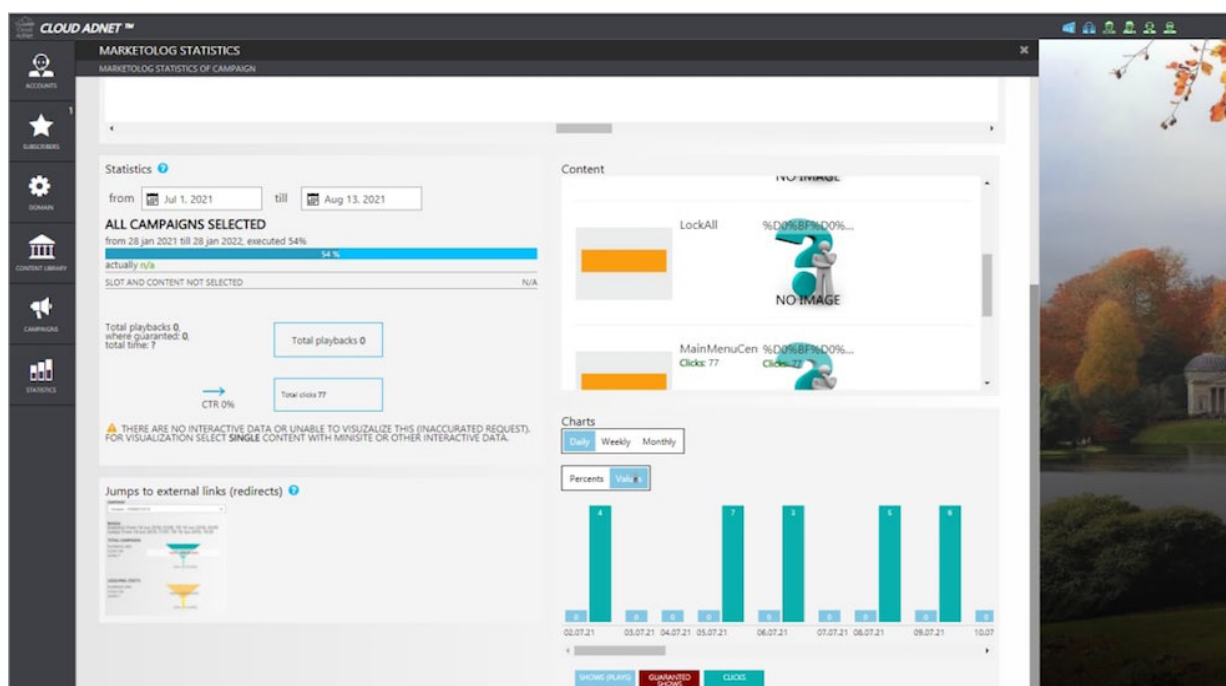
Collection the campaign statistics

By pressing the “Marketolog statistics” button (see pic. 16) on the Cloud AdNet main screen administrator is moved to the “Marketolog statistics of campaign” area, where they can work with advertising campaign statistics data (see pic. 17). The following reports can be created:

- Number of the content playbacks from the start to finish of the advertising campaign (banner, video, personal offers) and number of clicks;
- Number of the conversions for personal offers;
- Number of the active/waiting for moderation/completed campaigns;
- Page by page conversion funnel for “mini-site” content type.

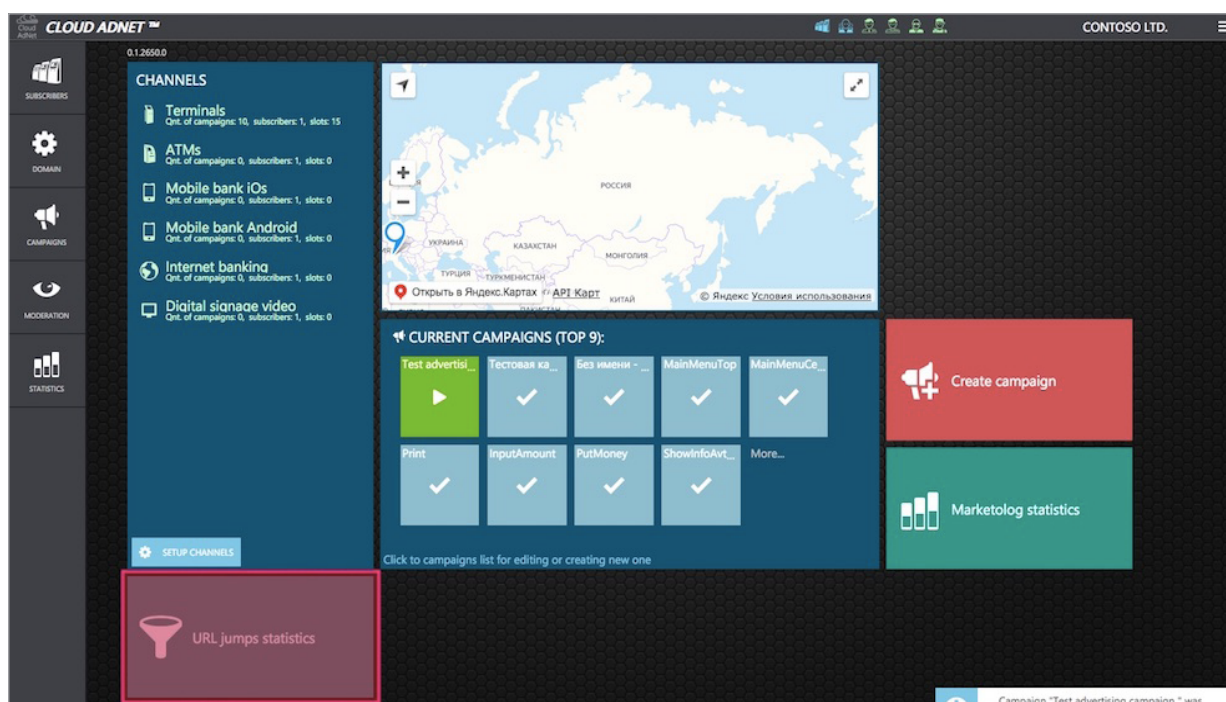


Picture 16. “Marketolog statistics of campaign” window opens by clicking on the “Marketolog statistics” button.

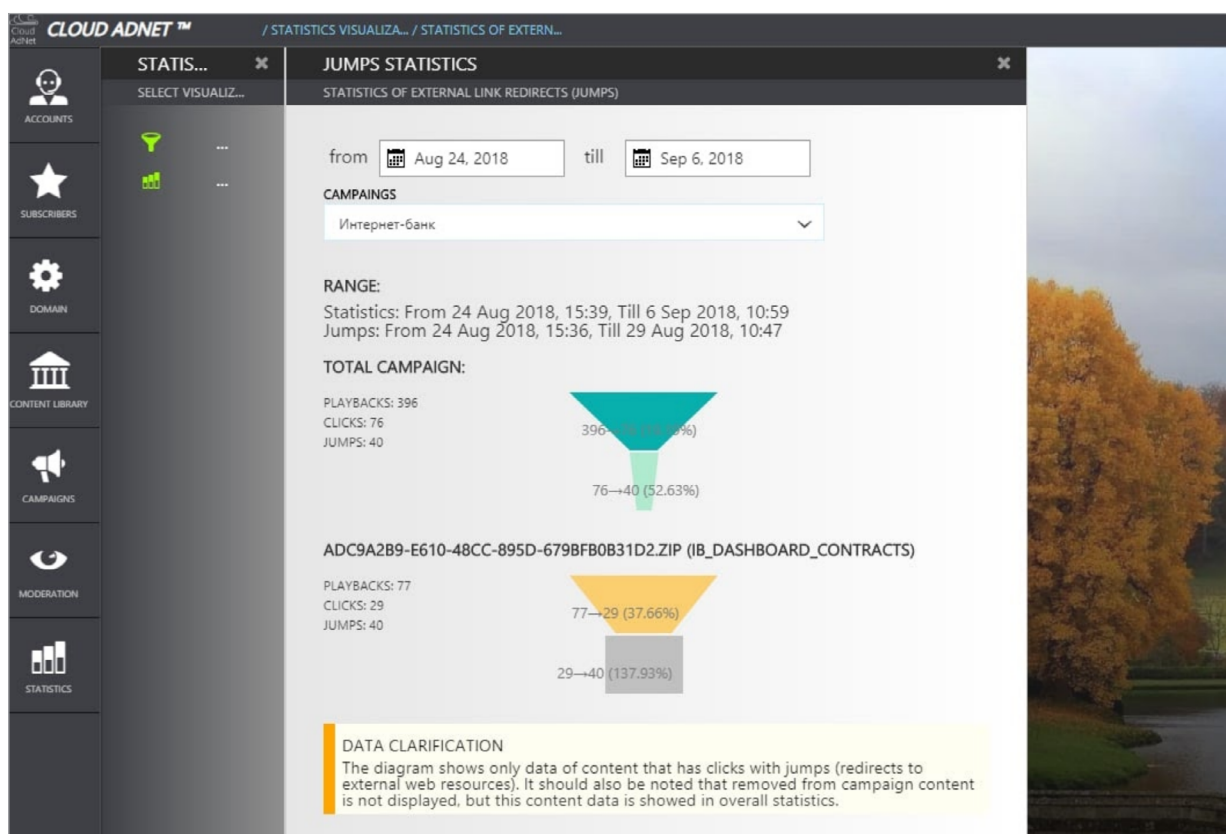


Picture 17. “Marketolog statistics” window

By pressing the “URL jumps statistics” button (see pic. 18) administrator can move to the content reports window (see pic. 19).



Picture 18. You can move to the “URL jumps statistics” window by pressing the corresponding button.



Picture 19. “Jumps statistics” window: funnel that shows page by page conversion for “mini-site” content type.