



Coupons Modules

This chapter provides an overview of the various Coupons modules and their functions.

- [Overview of the Coupons Modules](#)
- [Various Coupons Modules](#)

Overview of the Coupons Modules

The Coupons modules consists of the Barcode Generator and QR Code Generator modules. The Barcode Generator module generates barcodes that can be used for providing discount coupons. The QR Code Generator generates QR code which can lead the users to a site.

Various Coupons Modules

This section provides the detailed description of the following Coupons modules:

- [Barcode Generator, page 5-2](#)
- [QR Code Generator, page 5-6](#)

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Barcode Generator

The Barcode Generator module enables you to generate barcodes. This module displays content as a barcode.

Before you use the Barcode generator module, you need to have the content that needs to be converted and created to a barcode.

As a site producer, you may want to generate barcodes for retailer sites. If there is a promotion where you want to offer discounts to mobile users who access your site, you can place a barcode to generate discount coupons.

The Barcode Generator module includes the functionality that enables you:

- Present content as barcode
- Display barcode as text.



Note

This module can be used only for web sites.

Configuring the Barcode Generator Module

To configure the Barcode Generator module, perform the following steps:

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- Step 1** In the Modules panel, enter **Barcode Generator**. The Barcode Generator module appears in the Modules panel.
 - Step 2** Drag and drop the **Barcode Generator** module into the Canvas. The Edit panel of the module opens.
 - Step 3** In the Edit panel of the module, specify the required values in the respective fields.
 - Step 4** Click **Save**.
 - Step 5** Click **Preview** to view the configured module. The preview shows a barcode.
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Note

The CSV file containing coupon codes should be uploaded earlier in the API URL. Also the Campaign name specified in the API URL and entered in the Edit panel must match.

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Barcode Generator Properties

Main Properties

The Main properties enable you to specify the barcode details. The following is the list of Barcode Generator Main properties.

Table 5-1 Main Properties

Property	Description
Input string for Barcode	The input string value for the barcode.
Barcode type	The type of barcode required. The barcode type includes the following: PDF417 — All printable ASCII characters are valid characters. More than one character. Codabar — Valid characters are 0 to 9, and the characters - \$: / . + Code128 — Valid character is the full 7 bit ASCII (US-ASCII) . Code39 — Valid characters are 0 to 9, A-Z and the characters - . \$ / + % SPACE Interleaved2Of5 —Valid characters are 0 to 9.

Layout Properties

The Layout properties enable you to specify the alignment for the barcode. The following is the list of Barcode Generator Layout Style properties.

Table 5-2 Layout Properties

Property	Description
Align Barcode	The alignment required for the barcode.

Barcode text Properties

The Barcode Text properties enable you to specify the barcode text details. The following is the list of Barcode Generator Text properties..

Table 5-3 Barcode Text Properties

Property	Description
Display barcode as text as well	Display the barcode text along with the generated barcode. Displays the barcode in alphanumeric characters along with the barcode image.
Font color	The font color value for the barcode text.
Font family (Touch)	The font family for the barcode text for touch devices.

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Table 5-3 Barcode Text Properties

Property	Description
Font family (Non-Touch)	The font family for the barcode text for non-touch devices.
Font Size (Touch)	The font size for the barcode text for touch devices.
Style text options	<ul style="list-style-type: none"> • Make text bold (Touch)—To make the text bold for touch devices. • Make text bold (Non-touch)—To make the text bold for non-touch devices.
Shadow color	<p>The shadow color for the barcode text.</p> <p>The direction of shadow on X and Y axis and the percentage of blur is fixed. The user can only configure the color.</p>

Background Properties

The Background properties enable you to specify the background properties for the barcode module. The following is the list of Barcode Generator Background properties..

Table 5-4 Background Properties

Property	Description
Background color	The background color for the module.
Background Image Options	<p>Upload Background Image (Touch)—To use an image as the background of the area. This applies to the touch version.</p> <p>Upload Background Image (Non-touch)—To use an image as the background of the area. This applies to the non-touch version.</p>
Repeat Horizontally only	To repeat the background image horizontally only.

Border Properties

The Border properties enable you to specify the border details for this module. The following is the list of Barcode Generator Border properties..

Table 5-5 Border Properties

Property	Description
Border Color	The border color for the module.
Stroke Weight (Px)	The thickness for the border.
Top corner-radius (Px) (Touch)	The value to apply a rounded corner effect to the top corners. This applies to the touch mode.
Bottom corner-radius (Px) (Touch)	The value to apply a rounded corner effect to the bottom corners. This applies to the touch mode.

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Padding and Margin Properties

This Padding and Margin properties enable you to specify the padding and margin properties for the module. The following is the list of Barcode Generator Padding and Margin properties.

Table 5-6 Padding and Margin Properties

Property	Description
Padding (Px) (Touch)	The space between the content boundary and the module boundary for touch mode.
Padding (Px) (Non-touch)	The space between the content boundary and the module boundary for non-touch mode.
Margin (Px) (Touch)	The space between the outer border and the sides of device screens for touch mode.
Margin (Px) (Non-touch)	The space between the outer border and the sides of device screens for non-touch mode.

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QR Code Generator

The QR Code Generator module enables you to create Quick Reference (QR) codes. The Quick Reference code holds a piece of condensed information in code form. The QR code leads the user to a URL that may contain a business site or a movie trailer or it may give you a coupon which you can use in a local outlet.

Before you use the QR Code generator module, you need to have the content that needs to be converted to a QR code.

The QR code can be used to:

- Promote a product by leading the users to a URL with product details.
- Promote a movie by leading the users to a URL that brings up the movie trailer.
- Truncate any content into a QR code to make it visually appealing.

Configuring the QR Code Generator Module

To configure the QR Code Generator module, perform the following steps:

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- Step 1** In the Modules panel, enter **QR Code Generator**. The QR Code Generator module appears in the Modules panel.
- Step 2** Drag and drop the **QR Code Generator** module into the Canvas. The Edit panel of the module opens.
- Step 3** In the Edit panel of the module, specify the required values in the respective fields.
- Step 4** Click **Save**.
- Step 5** Click **Preview** to view the configured module. The preview shows a QR Code.
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Note

The CSV file containing coupon codes must be uploaded in advance in the API URL. Also the Campaign name specified in the API URL and entered in the Edit panel should match.

QR Code Generator Properties

Main Properties

The Main properties enable you to specify the input string for QR code. The following is the list of QR Code Generator Main properties.

Table 5-7 Main Properties

Property	Description
Input String for QR code	The input string value for the QR code.

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Layout Properties

The Layout properties enable you to specify the size and alignment for the QR code. The following is the list of QR Code Generator Layout properties.

Table 5-8 **Layout Properties**

Property	Description
Size (Px)	The value for the size of the module in pixels. The default is set to 200 pixels.
Align QR code	The alignment for the QR code.

QR Code Text Properties

The QR Code Text properties enable you to specify the text details for the QR code. The following is the list of QR Code Text properties.

Table 5-9 **QR Code Text Properties**

Property	Description
Display QR Code as text as well	To display the QR Code in alphanumeric characters along with the QR Code image.
Font color	The color that you want for the QR code text.
Font Family (Touch)	The font family for the QR code Text for touch mode.
Font family (Non-Touch)	The font family for the QR code Text for non-touch mode.
Font Size	The font size for the QR code Text for touch mode.
Text Style options	<ul style="list-style-type: none"> Make text bold (Touch)— To make the QR code text bold for touch-devices. Make text bold (Non-touch)— To make the QR code text bold for non-touch devices
Shadow Option (Touch)	
Shadow color	<p>The shadow color for the QR code text.</p> <p>Note The Shadow option is for touch mode only. The direction of shadow on X and Y axis and the percentage of blur is fixed. The user can only configure the color.</p>

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Background Properties

The Background properties enable you to specify the background properties for the QR code. The following is the list of QR Code Generator Background properties.

Table 5-10 Background Properties

Property	Description
Background color	The color that should appear as background for the area where content of the module appears.
Background Image Options	Upload Background Image (Touch)—Select this option if you want to use an image as the background for the area. This applies to the touch mode. Upload Background Image (Non-touch)—Select this option if you want to use an image as the background of the area. This applies to the non-touch mode.
Repeat Horizontally only	To repeat the background image only horizontally.

Border Properties

The Border properties enable you to specify the border details for the module. The following is the list of QR Code Generator Border properties.

Table 5-11 Border Properties

Property	Description
Border Color	The border color for the module.
Stroke Weight (Px)	The stroke weight for the border. You can set values for top and bottom corner radius to give a rounded effect to the border.
Top corner-radius (Px) (Touch)	The value to apply a rounded corner effect to the top corners. These apply to only touch devices.
Bottom corner-radius (Px) (Touch)	The value to apply a rounded corner effect to the bottom corners. These apply to only touch devices.

Padding and Margin Properties

This Padding and Margin properties enable you to specify the padding and margin values. The following is the list of QR Code Generator Padding and Margin properties.

Table 5-12 Padding and Margin Properties

Property	Description
Padding (Px) (Touch)	The space between the content boundary and the module boundary for touch mode.
Padding (Px) (Non-touch)	The space between the content boundary and the module boundary for non-touch mode.

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Table 5-12 Padding and Margin Properties

Property	Description
Margin (Px) (Touch)	The space between the outer border and the sides of device screens for touch mode.
Margin (Px) (Non-touch)	The space between the outer border and the sides of device screens for non-touch mode.

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