



## Banner Management

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Banner Management allows you to create different types of messages to interact with the customers at the stores or venues. You can set the message specific rules and validity rules.

An Admin user or account user with credentials creates messages, previews them and publishes for approval.

You may compose a message in either text with image or as an image. The message dissemination depends on various factors such as the day, date, time, type of user, preferences, and location.

These are the four types of messages or banners.

1. Welcome
2. Offer or Deal
3. Sponsorship
4. Advertisement

### Welcome

Welcome message is the first message that appears when a guest or customer walks into the venue of an enterprise. The welcome message also appears if the customer moves from one Point of Interest to another.

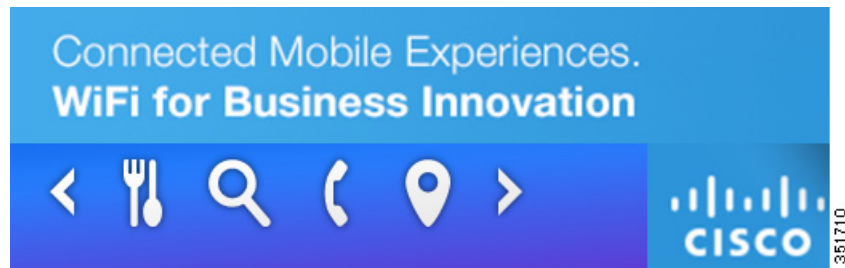
Point of interest is a specific location of sale of a product or service within the venue of an enterprise.

For instance when guest walks in ABC Mall, the welcome message is "Welcome to ABC Mall".

Similarly, when a guest walks into the food court, the message is "Welcome to the International Food Court."

Following figures show the example of a welcome message:

**Figure 7-1** Welcome message



You can change the welcome messages depending on the location and the Point of Interest.

The Welcome Message can be customized depending on a visitor walks into the venue for the first time or the second.

For instance, for a new visitor to the XYZ Mall, the welcome message would be "Welcome to XYZ".

For returning customers, the message would be "Welcome Back to XYZ Mall".

Following figure shows the creation of welcome message.

**Figure 7-2** Create welcome message

To create a welcome message, complete the following steps:

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- Step 1** Go to **Banners** and click **Create New Banner**.
  - Step 2** Enter the message name.
  - Step 3** Choose **Welcome** from the **Type of Message** menu.

**Note**

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The CMX Dashboard shows the welcome message only once in the campaign; the other type of messages can be repeated.

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**Step 4** Choose the type of account that owns the message from the account list.

**Step 5** Chose either of the following options of the message display:

- Text with Logo

For this option, enter the text for the message using a text formatting tool similar to MS Word, where you can select font, size, color, and style.

- Image

**Step 6** To upload a picture or image, click **Upload**.

**Note**

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If you want guests to click on the welcome message and get directed to an URL, you need to enter the URL.

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**Step 7** Enter the keywords for hyper-local search.

**Step 8** Click **Submit**.

## Offer or Deal

An offer message is an advertisement for the guests and customers. For instance a store inside a mall can inform about new fall season collections.

A Deal messages is a special type of the offer message. Deal message relate to a specific time bound sales promotion. Using deal as the keyword, a customer can use the hyper-local search to view the deals available.

To create an Offer or Deal message, complete the following steps:

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**Step 1** Go to **Banners** and click **Create New Banner**.

**Step 2** Enter the message name.

**Step 3** Choose **Offer** or **Deal** from the **Type of Message** menu.

**Step 4** Choose the type of account that owns the message from the account list.

**Step 5** Chose either of the following types of message display:

- Text with Logo

For this option, enter the text for the message using a text formatting tool similar to MS Word, where you can select font, size, color, and style.

- Image

**Step 6** To upload a picture or image, click **Upload**.

**Note**


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If you want guests to click on the Offer and get directed to an URL, you need to enter the URL.

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**Step 7** Enter the keywords for hyper-local search.

**Step 8** Click **Submit**.

## Sponsorship

Sponsorship Messages are advertisements of an external party in a particular section of the venue. The external entity buys a part of the advertisement inventory in the CMX Dashboard and highlights its brands, products, and services through messages.

For example XYZ Corp advertises its product A.

To create a Sponsorship message, complete the following steps:

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**Step 1** Go to **Banners** and click **Create New Banner**.

**Step 2** Enter the message name.

**Step 3** Choose **Sponsorship** from the **Type of Message** menu.

**Step 4** Choose the type of account that owns the message from the account list.

**Step 5** Chose either of the following types of message display:

- Text with Logo

For this option, enter the text for the message using a text formatting tool similar to MS Word, where you can select font, size, color, and style.

- Image

**Step 6** To upload a picture or image, click **Upload**.

**Note**


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CMX Dashboard If you want guests to click on the Sponsorship banner and get directed to an URL, you need to enter the URL.

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**Step 7** Enter the keywords for hyper-local search.

**Step 8** Click **Submit**.

## Advertisement

Advertisements are messages from an external party promoting its brands.

To create an Advertisement, complete the following steps:

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- Step 1** Go to **Banner** and click **Create New Banner**.
- Step 2** Enter the message name.
- Step 3** Choose **Advertisement** from the **Type of Message** menu.
- Step 4** Choose the type of account that owns the message from the account list.
- Step 5** Chose either of the following types of message display:
- Square picture with text  
For this option, enter the text for the message using a text formatting tool similar to MS Word, where you can select font, size, color, and style.
  - Rectangular Image
- Step 6** To upload a picture or image, click **Upload**.
-  **Note** If you want guests to click on the Advertisement and get directed to an URL, you need to enter the URL.
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- Step 7** Enter the keywords for hyper-local search.
- Step 8** Click **Submit**.

## Difference between the types of messages

The types of messages are - Welcome, Offer, Sponsorship, Advertisement, and Deal. The difference between these messages is based on the rules that the admin user sets up.

Welcome message appears when a guest or customer walks the first time, into the venue. It also appears if the customer moves from one zone to another. It is not repeated.

Deals are the bargains that are given to customers on per-day basis.

Offers are provided on the basis of the frequency of the customer's visit to the venue.

Sponsorship is the message used depending on the venue, for example Google could sponsor free Wi-Fi to all users in a convention center or at educational conference.

Advertisement is more relevant in case of the retail stores. For example a company may advertise a launch of a product at a mall.

