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# **WantAd***documentation*<sub>ENG</sub>*Documentation*

***Release latest***

**Dec 28, 2018**



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WantAD – is a platform for audience analysis, centralized marketing and ad creation in sales locations



# CHAPTER 1

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## How does it work?

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The only thing you need to work with WantAd is a laptop or any digital media with webcam and access to the Internet access

For working with the system:

1. **App** - Download the WantAd app on your device;
2. **Ad campaign** - Create your ad campaign in our installed visual editors;
3. **Principles of content demonstrations** - Set the rules of ad demonstration according to the target audience, date and time of display;
4. **Device** - Choose a device or a group of devices which you want to use for showing your content;
5. **Targeting in real time** - The system automatically demonstrates target products according to specified parameters and collect necessary data about your customers;
6. **Analytics** - Get unique analytical reports in the Manager's account. Analyze your audience and learn preferences of your customers.

## 1.1 General Information

### 1.1.1 Platform features

Service **WantAD** has the following features:

1. Centralized management of advertising on digital media at points of sale
2. Independent creation of advertising content
3. Demonstration of advertising campaigns to target client groups
4. Collection of data on the effectiveness of advertising campaigns
5. Service "Programmatic"
6. Customer questionnaire and collection of applications

7. Customer recognition
8. Client flow structure

## 1.1.2 Technical conditions for installation and work with the platform

### Platform web interface

To work with the platform you need a web-browser and an internet channel are required.

### Android device

The system requires a device running on Android 6.0 and higher, an Internet channel of 0.5 Mbit / s, a CPU of at least 1.4 GHz, RAM of at least 2048 MB, internal memory of at least 16 GB, and a screen diagonal of at least 8 '.

To connect the LCD, you need any digital panel with HDMI connector, plugged in Android TV Box and webcam.

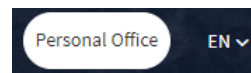
## 1.2 Beginning of work

### 1.2.1 Registration and account creation

Open an Internet browser and enter the URL of the [WantAD](https://wantad.club) in the address bar of the browser.



To access the service, click on the “My Account” on the main page of the site.

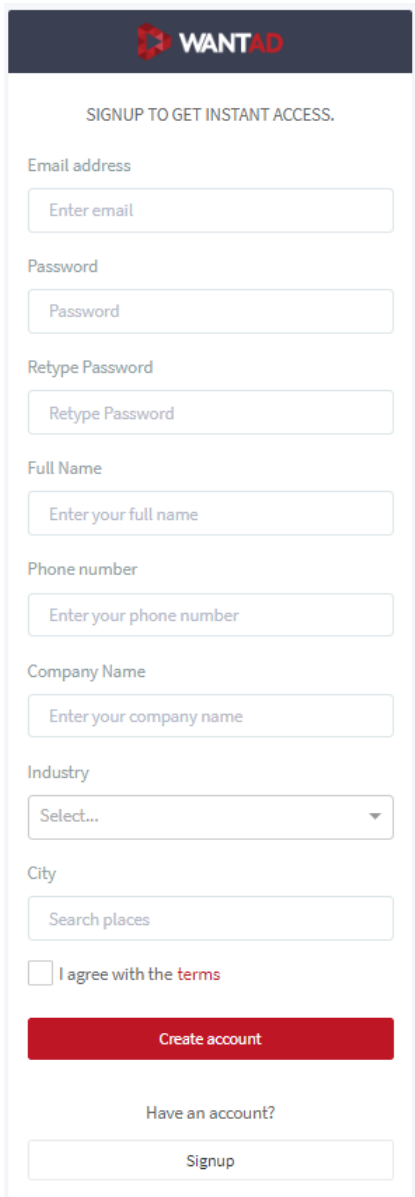


You will be taken to the login page. Enter your username and password if you already have an account. Click on the “Register Now” button if you want to register in the system.

A screenshot of the WantAD login page. At the top is the 'WANTAD' logo. Below it is the text 'SIGN IN TO CONTINUE.'. There are two input fields: 'Enter email' and 'Password'. Below the 'Password' field is a checkbox labeled 'Remember Me' and a link 'Forgot your password?'. A red 'Login' button is below these. At the bottom, there is a link 'Need to Signup?' and a 'Register Now' button.



To create an account, enter email, password, name, phone number and company name. Select the branch of your company, location and click “Create account”.

The image shows a web form for creating a WantAd account. At the top is a dark blue header with the WantAd logo. Below the header, the text "SIGNUP TO GET INSTANT ACCESS." is displayed. The form contains several input fields: "Email address" with a placeholder "Enter email", "Password" with a placeholder "Password", "Retype Password" with a placeholder "Retype Password", "Full Name" with a placeholder "Enter your full name", "Phone number" with a placeholder "Enter your phone number", "Company Name" with a placeholder "Enter your company name", "Industry" with a dropdown menu showing "Select...", and "City" with a placeholder "Search places". Below these fields is a checkbox labeled "I agree with the terms". At the bottom of the form is a red button labeled "Create account". Below the button is the text "Have an account?" and a button labeled "Signup".

**WANTAD**

SIGNUP TO GET INSTANT ACCESS.

Email address  
Enter email

Password  
Password

Retype Password  
Retype Password

Full Name  
Enter your full name

Phone number  
Enter your phone number

Company Name  
Enter your company name

Industry  
Select...

City  
Search places

☐ I agree with the [terms](#)

Create account

Have an account?  
Signup

After creating an account you will be asked to replenish the company’s account. Select the required number of devices of the service and click “Confirm”.

## Пожалуйста, пополните Ваш счёт

Число девайсов	<input type="text" value="10"/>
Период оплаты	<input type="text" value="Год"/> × ▼
Стоимость на девайс, \$ в месяц	<input type="text" value="26.25"/>
Итоговая стоимость, \$	<input type="text" value="262.50"/>

After that, you will be automatically redirected to the page for making payment by credit card.

## Secure Checkout

1 Review Cart

Item	Unit Price	Quantity	Subtotal
1EUR	\$1.00	1	\$1.00

Current Total (USD): **\$1.00**

Continue to Billing Information

2 Billing Information

3 Payment Method

This website is secure. Your personal details are safe.

Verified by **VISA** **MasterCard** **SecureCode**.

We self-certify compliance with

U.S. • EU **SAFEHARBOR** U.S. DEPARTMENT OF COMMERCE

Change Language

English

Change Currency

USD — U.S. Dollar

[Privacy Policy](#)

[Refund Policy](#)

best-kit.com

Cart Summary

All Items \$1.00








Total (USD) **\$1.00**

You can also replenish your account balance in the “Settings” section of the “Payments” tab.

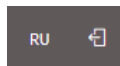
## 1.3 Use of the system (platform web-interface)

### 1.3.1 Navigation

After logging in, you will be taken to your personal account. The navigation bar is on the left side of the page. By default, you are in the Home tab.

-  Dashboard
-  Campaigns
-  Content
-  Devices
-  Analytics
-  Clients
-  Settings

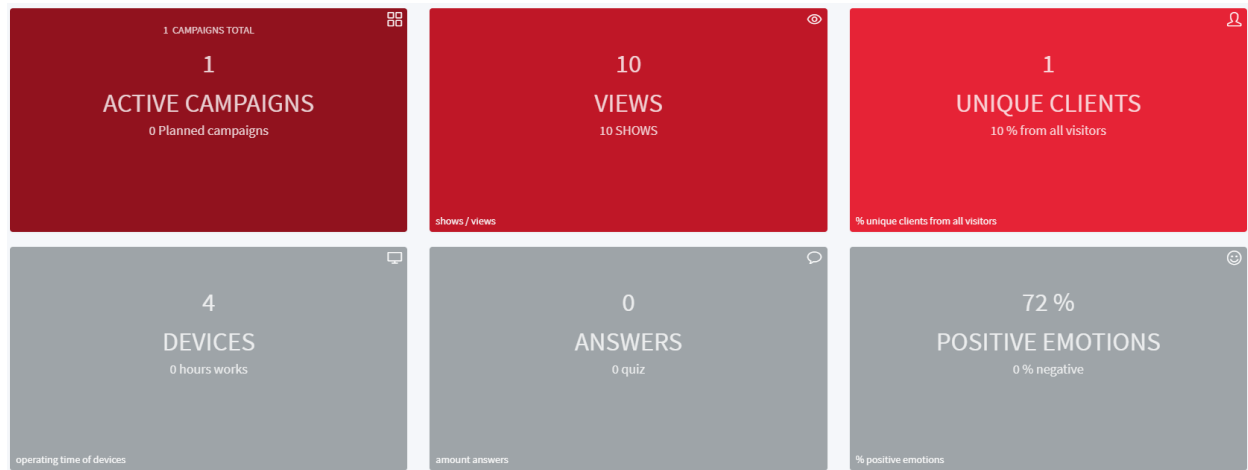
At the top right of the screen, you can change the text display language and log out.



### 1.3.2 Main

The main page contains information cards with the main indicators:

1. The number of active and planned campaigns;
2. Number of views and hits;
3. Number of unique visitors (with a percentage of all visitors);
4. The number of devices and the number of hours of operation;
5. Number of answers and polls;
6. The percentage of positive and negative emotions.



At the top of the screen is a filter by date.

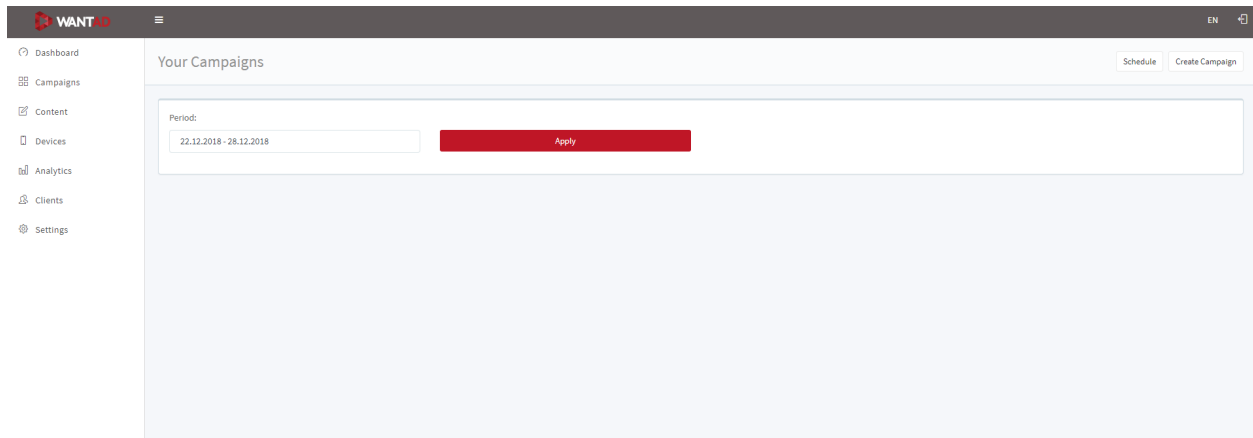
Period:

22.12.2018 - 28.12.2018

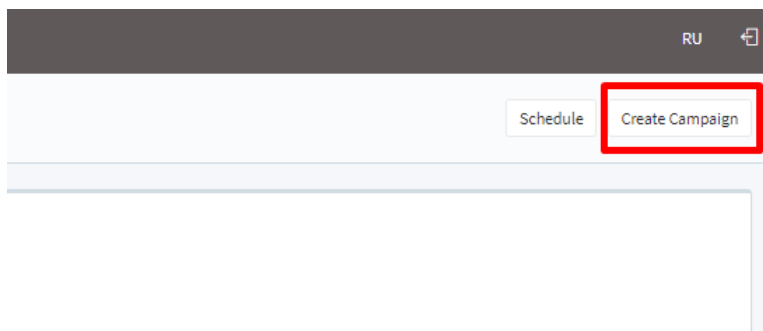
Apply

### 1.3.3 Campaigns

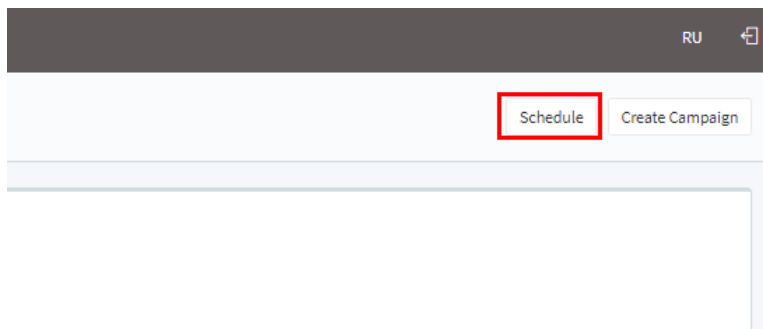
On the “Campaigns” page you can create advertising campaigns.



To create an advertising campaign, click on the “Create Campaign” button in the top right of the screen.



You can also go to the page with the schedule of advertising campaigns. To do this, in the upper right part of the screen, click on the “Schedule” button.



### Creating an advertising campaign

On the page for creating an advertising campaign, fill in the following lines:

- Enter the name of the advertising campaign;
- Select the devices involved in this campaign;
- Select the date of the beginning and end of the advertising campaign;
- Select the gender of the target client group;
- Set the preferred age of the target client group;
- Choose type - advertising or screensaver.

Name

Devices

Begin Date

End Date

Gender

Begin Age

End Age


Type

Cancel

Save


On the right side of the screen, add slides to your ad campaign. To do this, left-click on the desired slide.

Attached Slides:




Click at slide to add it to campaign.


Sort by: Name



GREENHOUSE1



QUESTION

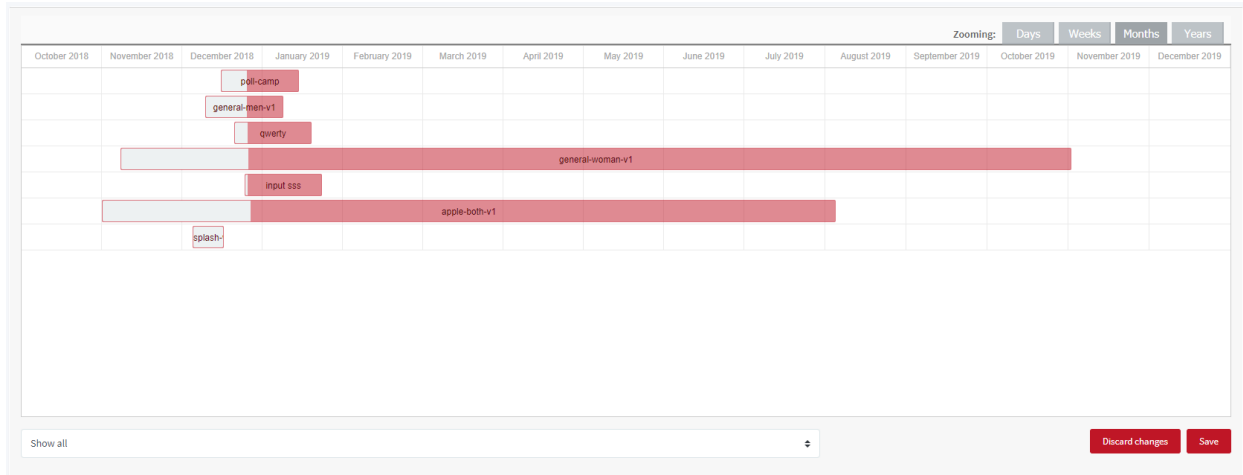


videocontent

After all the actions, click the “Save” button. You will automatically be taken to the page with your campaigns.

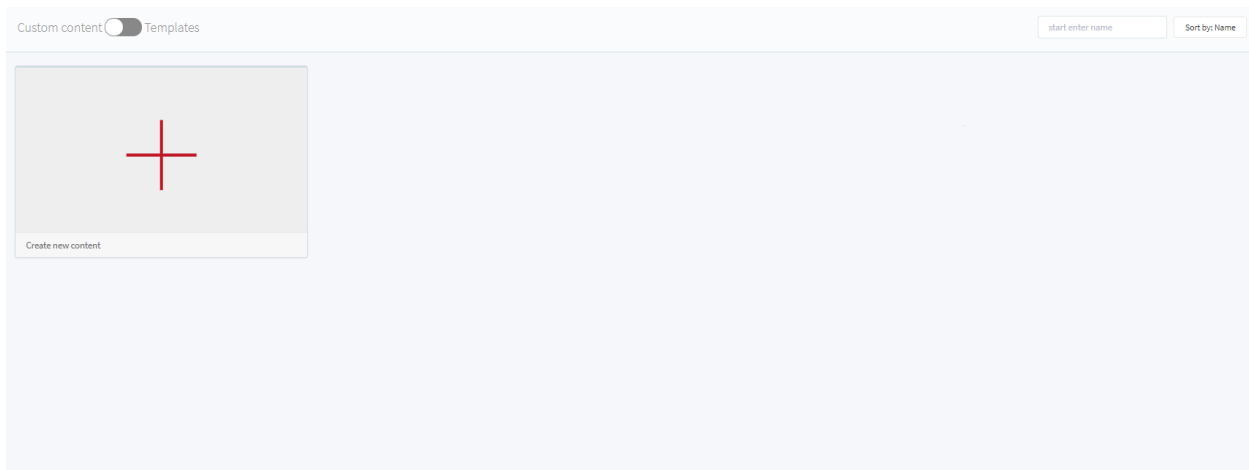
## Advertising campaigns

On the “Schedule” page you can manage the schedule of advertising campaigns. To do this, move the scroll bar and select the desired date. It is possible to scale by day, week, month and year.



### 1.3.4 Content

On the “Content” tab you can create and add new content for your advertising campaigns. To do this, click on the “Create new content” label.

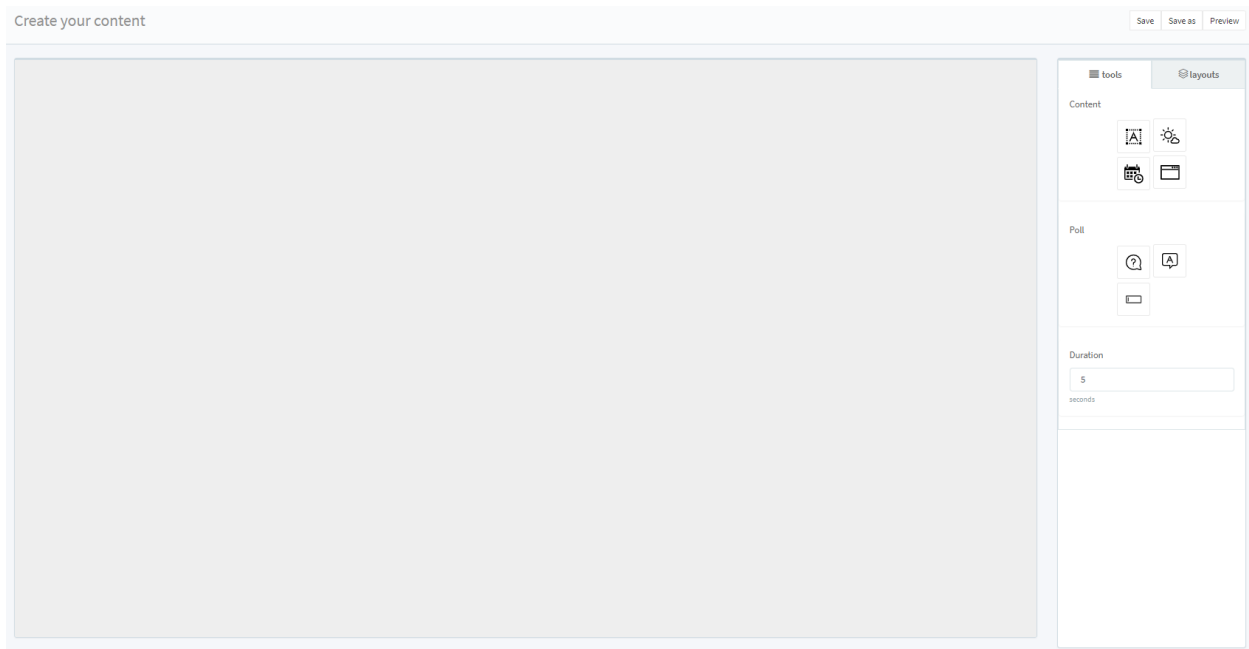


You can also use templates. To do this, switch from Custom content to Templates.

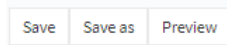


### Content Creation

The “Create new content” page contains tools for creating, editing and adding slides.



At the top right of the page you can find buttons for saving and previewing slides.

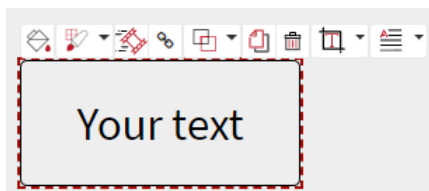


Below is the slide editing panel, divided into layouts and tools.

The tools section presents the main functions for creating and editing content:

- add text panel;

The text pane has content editing options. To do this, left-click on the text. A panel with content editing icons will open. There are functions to change the background of the text panel, add an internal stroke, rounding, animation, moving content to the foreground and background, duplicating the text panel, editing the text (font, size, color, etc.), moving the text relative to the text panel.



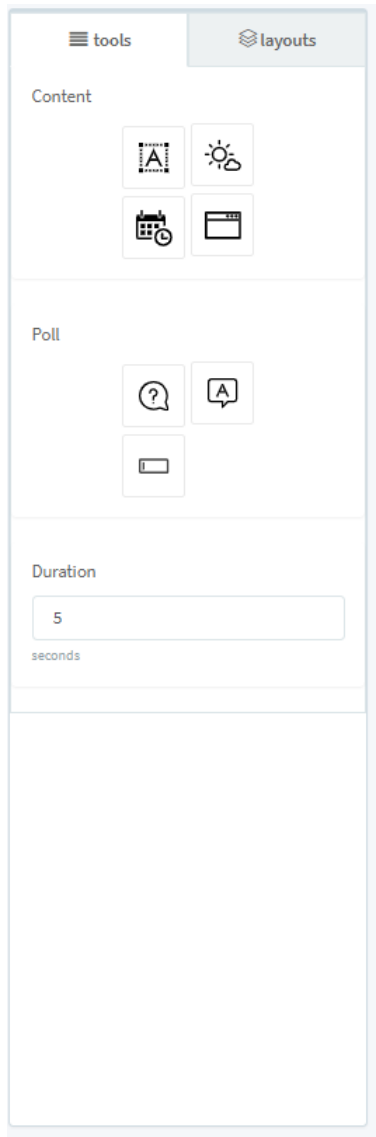
- add a panel with the weather;
- add a panel with the date and time;
- Add a website preview panel.

Functions for creating and editing surveys:

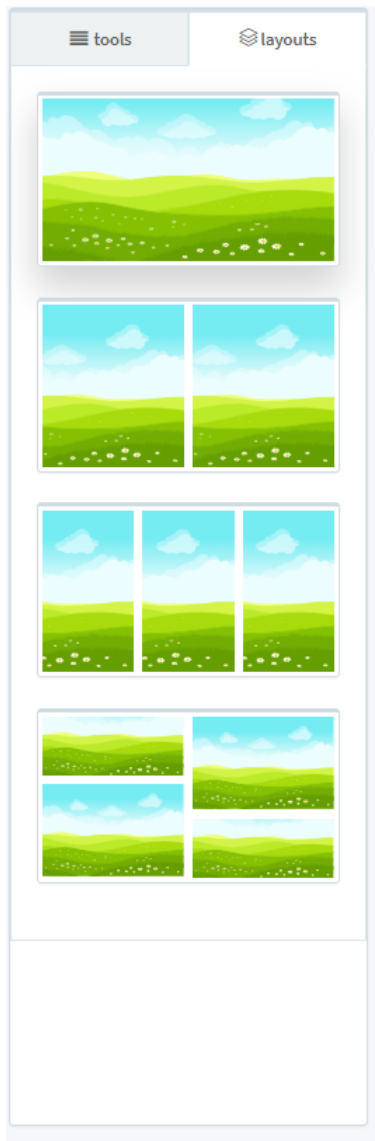
- add a question;
- add answer option;
- add text input panel.

Presented the ability to set the duration of the slide (in seconds).

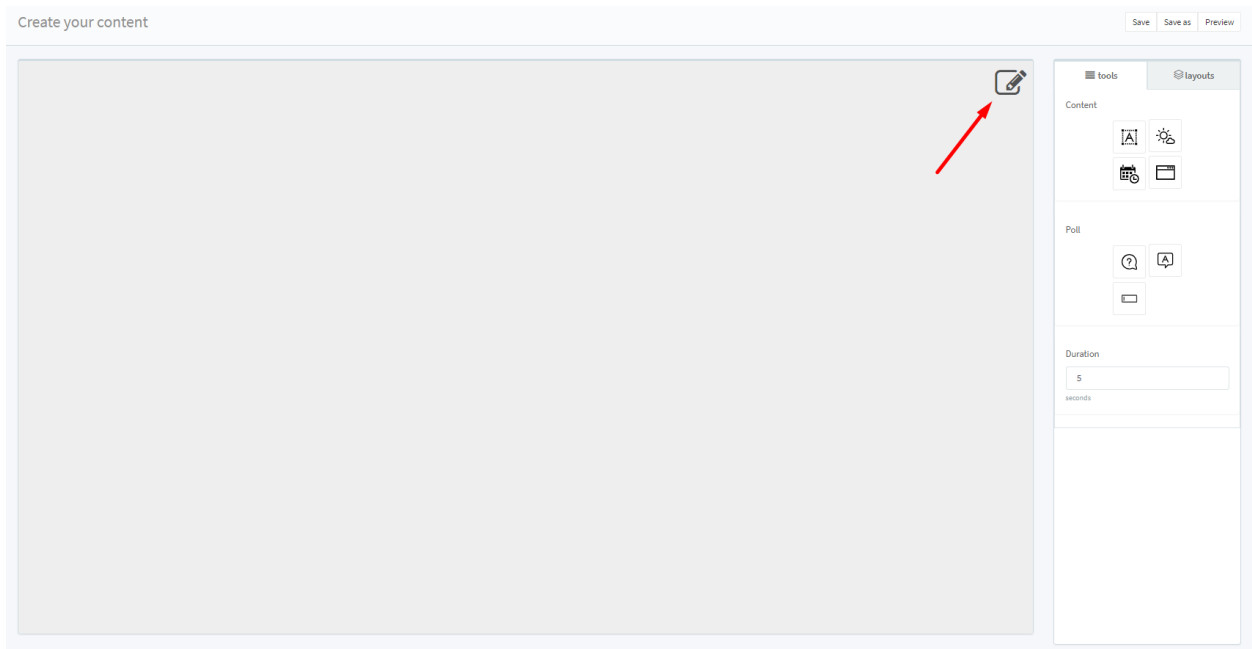




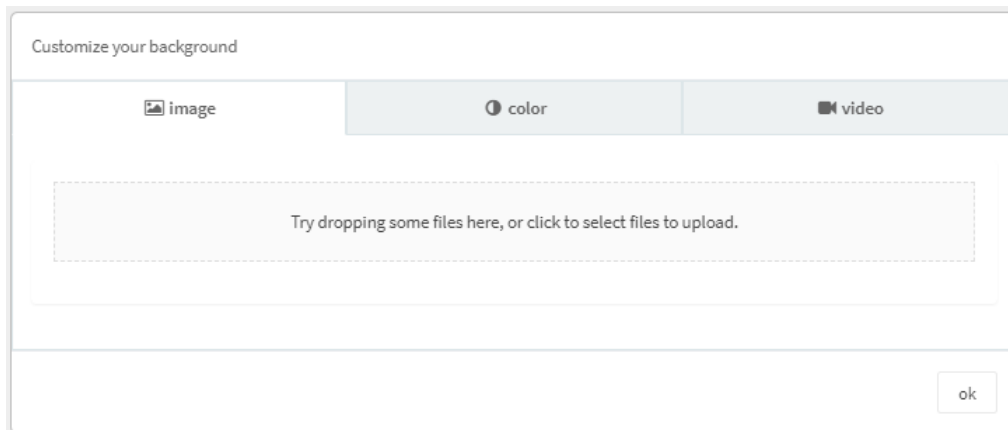
The section layouts presents the possibility of visual separation of the slide into several parts.



To create a slide, hover the mouse over the workspace and click on the icon in the upper right of the screen.



The window for selecting the background of the slide will open: image, color fill and video recording.



Drag the image into the specified area or select the file on your computer. Click the Upload button, wait for the download, click on the image. To add additional features, use the necessary tools and their properties.

### 1.3.5 Devices

The tab “Devices” is a table with all devices connected to the system. To add a device to the system, click on the Add button in the lower right corner.

In the popup window:

- Fill in the device name;
- Fill out the device description;
- Select the type of device;
- Select office (group of devices);
- Generate a device code.

Please enter device properties

Name

Tablet #1

Description

Description

Type

Tablet ▼

Office (device group)

Москва ▼

Add

Company devices can be divided into groups. For example, a group of devices can be equal to company offices

Passcode

SBZGUS

Update

With the help of device code you can sign in and identify your devices for media content

Cancel

Save

### 1.3.6 Analytics

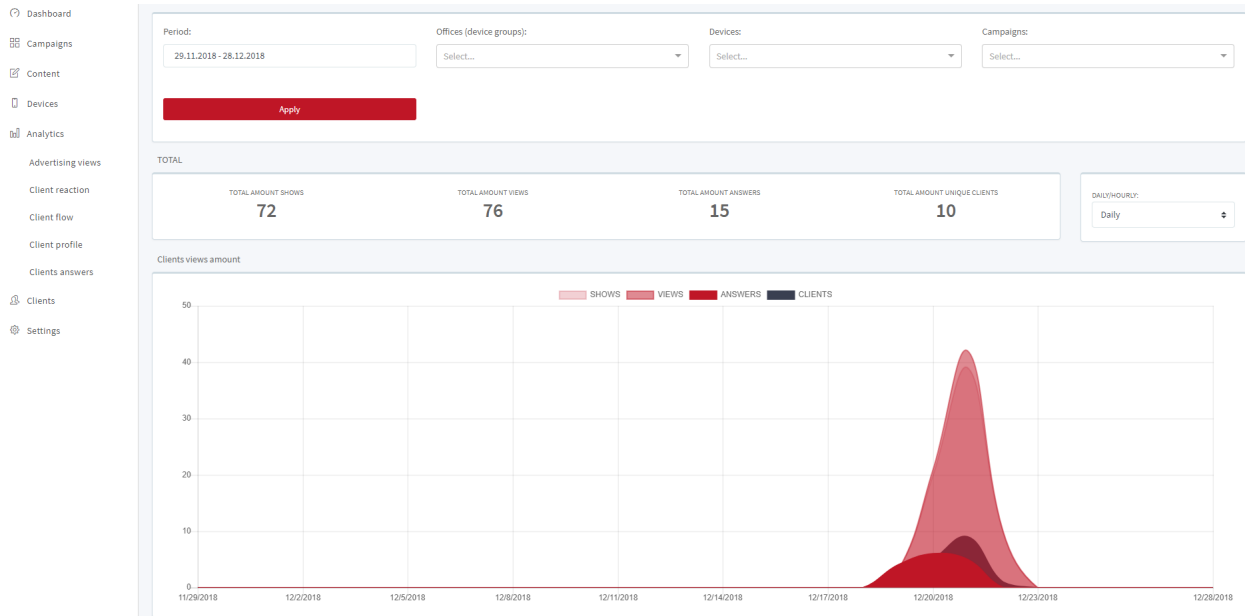
The “Analytics” tab contains reports on ad views, customer reactions, customer flow, customer profile and customer responses. You can choose the date range, office (device group), devices and advertising campaigns you need for analysis.

## Advertising views

The report includes the following indicators:

- total impressions;
- total views;
- total number of replies;
- total number of unique customers.

At the bottom of the screen there is a graph showing all indicators (by day and by the hour to choose from).

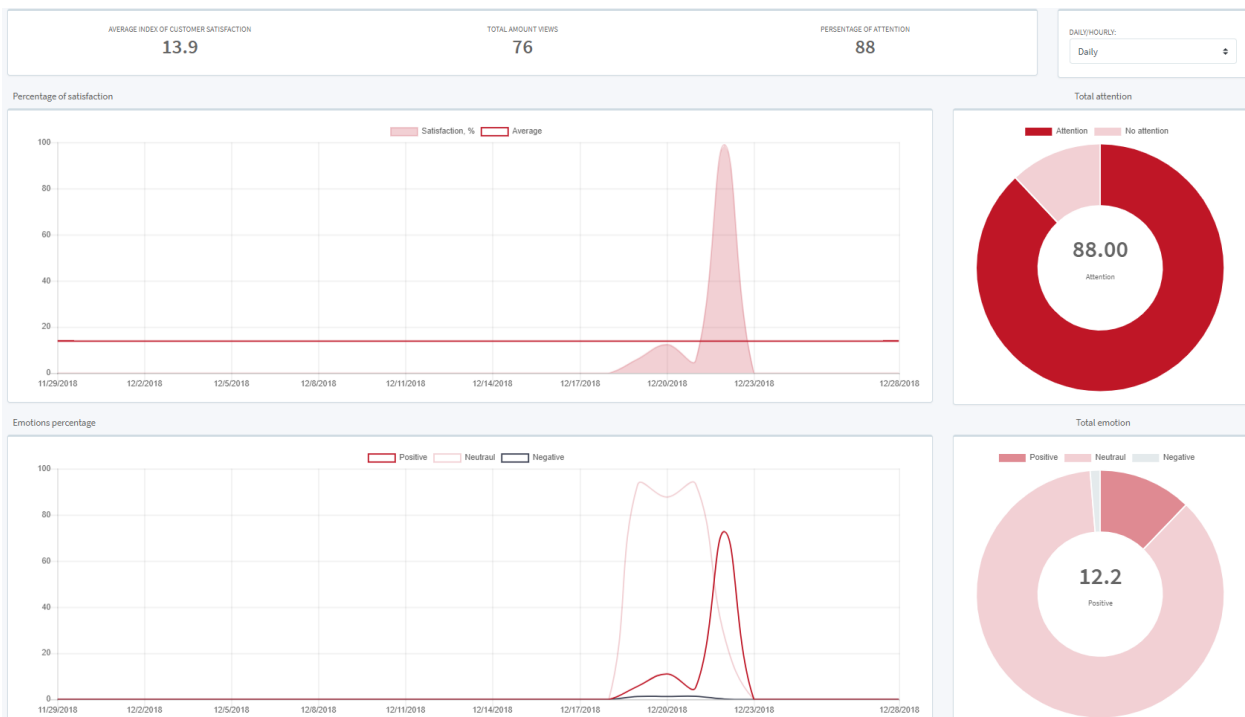


## Customer reaction

The report includes the following indicators:

- satisfaction index;
- total views;
- customer focus index (share of views).

Also on the page with the report are presented two graphs and two diagrams - a graph of satisfaction percentage, a graph of the distribution of emotions, a diagram of the level of attention and a diagram of all emotions.



## Client flow

The report consists of a table that displays all the necessary data about the client stream, namely: date, customer photo, gender and age, satisfaction, viewing duration, total campaign duration, campaign name, device.

AVERAGE INDEX OF CUSTOMER SATISFACTION

13.9

TOTAL AMOUNT VIEWS

76

PERCENTAGE OF ATTENTION

88

DAILY(HOURLY):

Daily

Period:

29.11.2018 - 28.12.2018

Offices (device groups):

Select...

Devices:

Select...

Apply

search...

Last view	Client display picture	Gender / Age	Client satisfaction	Attention	Duration viewed (sec)	Campaigns duration total (sec)	Campaign	Device
20.12.2018 12:04:31		<div><div></div>24</div>	<div><div></div>0%</div>	<div><div></div></div>	5	5	TestCampaign	TestName
20.12.2018 12:45:49		<div><div></div>22</div>	<div><div></div>73.5%</div>	<div><div></div></div>	5	5	TestCampaign	TestName
20.12.2018 12:48:11		<div><div></div>23</div>	<div><div></div>0%</div>	<div><div></div></div>	15	15	TestCampaign	TestName
20.12.2018 12:54:40		<div><div></div>37</div>	<div><div></div>3.3%</div>	<div><div></div></div>	45	45	TestCampaign	TestName
20.12.2018 13:19:32		<div><div></div>28</div>	<div><div></div>0%</div>	<div><div></div></div>	400	400	TestCampaign	TestName

Previous

Page1of6

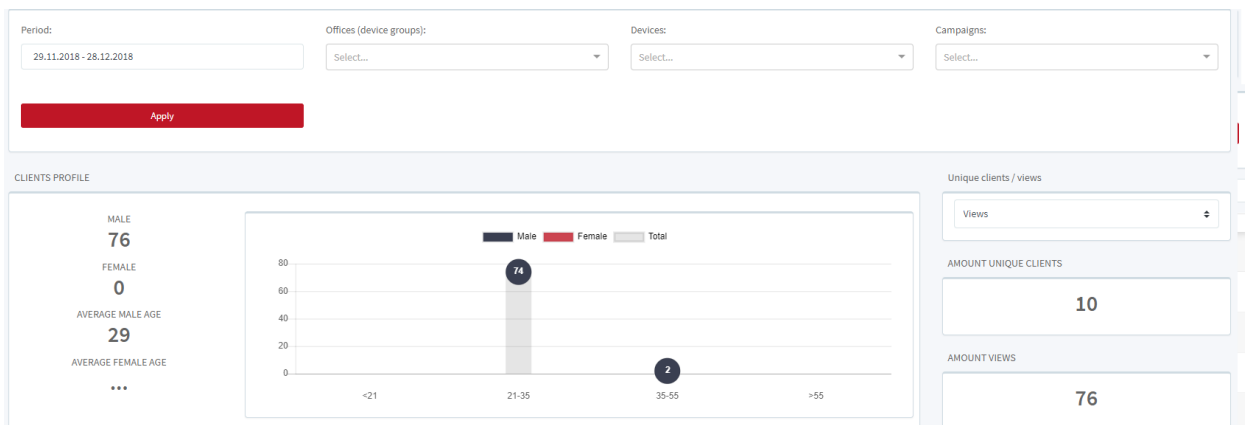
5 rows

Next

## Customer profile

The report includes indicators:

- number of men;
- number of women;
- average age of men;
- average age of women;
- the number of unique customers (duplicated on the chart);
- the number of unique views (duplicated on the chart).



## Customer answers

The report consists of a table with questions, answers and the number of answers. Also displays the total number of responses.

[illegible]

### 1.3.7 Customers

On the “Clients” tab there is a table with all clients. The table includes: ID, avatar, type, date of last visit, date of first contact, comment, gender and age.


[illegible]

Type of client and other properties you can change if click on the Edit icon.

Please enter client properties

Client photo

Drop some files here, or click to select files to upload.



Please upload client photos to create its biometric profile

Client CRM Id

If this client has Id in your CRM or ERP system you can get notifications when he comes to your retail offices or integrate Webhook notifications with your CRM system

Client loyalty program Id

If this client has loyalty program card in your shop you can get notifications when he comes to your retail offices or integrate Webhook Notifications with your CRM system

Client type

Client

Vip

Blacklist

Employee

City

Select the city in which you expect to meet the client

Comment

Additional information about the client

Cancel Save

You can also exclude the client from the statistics. To do this, click on the Delete icon in the line with the desired client.

Click on the Add button for creating new customer.

### 1.3.8 Settings

The “Settings” tab contains information about the company, system users, payments and push subscriptions.

The “Company” tab contains basic information about your company. There is information about the offices of the company and the number of devices. It is possible to synchronize and share the black list of clients with other companies connected to the WantAD system.



Company features

Company name

TestCompany

Industry

Transport

Country

Италия

City

Милан

Phone

+79520700700

Share black list

☐

Share black clients id with other members of WantAd network

Sync black list

☐

Sync black clients id from other members of WantAd network

Save

Compnay office's

10 records per page

Q

Office name

Device number

Zanzibar

0

Москва

0

Showing 0 to 0 of 0 entries

◀

▶

The “Users” tab contains information about the details of your company account. On the right side of the screen there is a table with employees of the company and their roles.

My account details

Full name

opredelennov@heedbook.com

Company employees and roles

10 records per page

Q

Employee's name

Creation date

Status

Action

Showing 0 to 0 of 0 entries

◀

▶

Add

The “Payments” tab consists of a table with company payments and payment information of your company.

Contract features

Status

Active

Creation date

19.12.2018 17:20:14

Billing day

4

Period

Monthly

×

▼

Device number

2

Amount

0

Comment

Trial

Save

Cancel

Payments

Show 10 entries

Search:

Amount

Status

Transaction date

Action

Showing 0 to 0 of 0 entries

Previous

Next

The “Push Subscriptions” tab contains information about your company’s subscription details for notifications and a list of employees with a forced subscription.

Company notifications details

Company push code

Update

Employees have to enter this code to subscribe push notification on website

Push on client

☐

System will send push/webhook on every client will be identified

Push on Internal client

☐

System will send push/webhook on client with internal company id will be identified

Push on Loyalty card

☐

System will send push/webhook on client with loyalty card will be identified

Push on VIP

☐

System will send push/webhook on VIP client will be identified

Push on Black list

☐

System will send push/webhook on Black list client will be identified

Webhook API URL

System will send webhook on subscribed message types

Save

Employee's with push subscription

10

records per page

Q

Employee's name

↑

Subscription date

↑

Action


↑

Showing 0 to 0 of 0 entries

◀

▶

To subscribe to a push subscription, go to the “Push Notifications” page in the top menu of the site. Click on the SUBSCRIBE TO PUSH NOTIFICATIONS button.



[Возможности](#)
[Push уведомления](#)
[Стоимость](#)
[Как это работает?](#)
[Личный Кабинет](#)
[RU](#)

Пожалуйста, введите код компании для того, чтобы подписаться на Push уведомления о появлении клиентов в торговом зале. После валидации кода компании Вам будет предложено выбрать магазины компании, по которым вы хотите получать уведомления. Уведомления (Web Push) будут приходить на ваш смартфон, планшет или компьютер. Обратите внимание, что для получения пушей вы должны использовать браузер Chrome, Firefox, Opera, а ваше устройство должно работать на операционной системе Android или Windows

**Шаг1. Пожалуйста, подпишите Ваше устройство на PUSH уведомления от WantAd**

**SUBSCRIBE TO PUSH NOTIFICATIONS**

На сайте WantAd используются cookie-файлы и другие аналогичные технологии.

Если, прочитав это сообщение, Вы остаетесь на нашем сайте, это означает, что Вы даете согласие на использование этих технологий.

Более подробную информацию Вы можете найти в нашей [Политике конфиденциальности](#).

2018 © footer.footerText4 [Политика конфиденциальности](#) | [Пользовательское соглашение](#)

**ПОЛЕЗНЫЕ ССЫЛКИ**

[Приложение для Android](#)

[Продуктовая презентация](#)

[Инструкции](#)

[Заказать консультацию](#)

**НАШИ КОНТАКТЫ**




+1 (424) 442 3173

+44 (203) 936 14 56

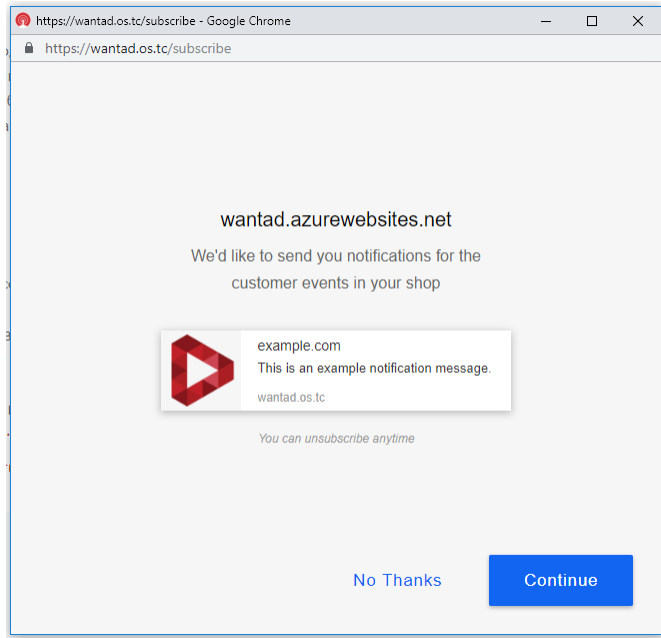
+7 (495) 128 03 20

[info@wantad.club](mailto:info@wantad.club)

111123, Российская Федерация, ул. Плеханова, 4а, 2

Click the Continue button and enable the display of notifications in the browser (click on the “Allow” button).



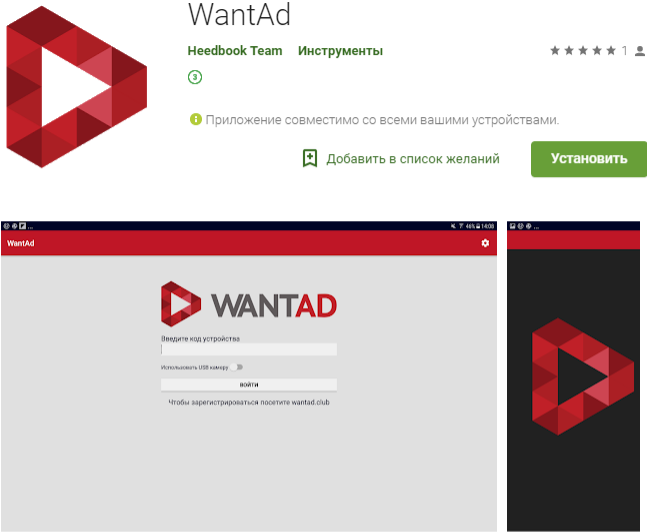
Enter the company code generated on the “Push Subscriptions” tab in the “Settings” section.

After validation of the company code, you will be asked to select the company stores for which you want to receive notifications. Web Push notifications will be sent to your smartphone, tablet or computer.

## 1.4 System use (device)

### 1.4.1 Mobile app

To work with the system, you need to download the WantAD mobile application from the [Google Play catalog](#).



**WantAd**  
Heedbook Team Инструменты ★★★★★ 1

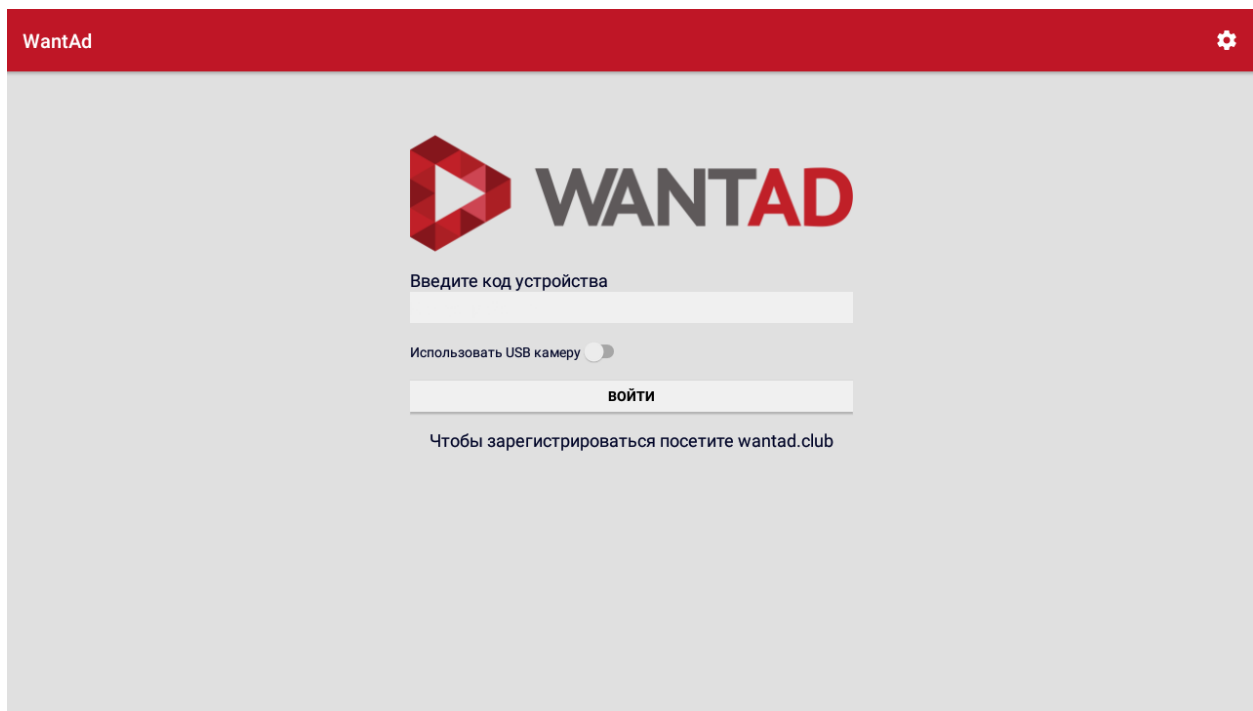
Приложение совместимо со всеми вашими устройствами.

Добавить в список желаний Установить

Платформа WantAd –новый AI инструмент для повышения эффективности розничного бизнеса. Используя видеопоток из встроенных или подключенных к рекламным носителям камер система анализирует клиентов в торговом зале и обеспечивает повышение доходности торговой площади. Для получения видео потока для последующего анализа клиентопотока и демонстрации целевого контента используется данное мобильное приложение, установленное на ваш цифровой носитель (планшет с встроенной камерой или AndroidTV с

ПОДРОБНЕЕ...

Open the mobile application, then enter the device code that you added in the “Devices” section.



Install the device. The system is working.