



PromoClock.com Updateable Alerts Overview

Version 3.2

www.promoclock.com

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INTRODUCTION	1
Desktop Alerting	1
Definition.....	1
Preloaded alarms.....	1
Sample strategies for using preloaded alarms.....	2
Updateable alerts	2
Sample strategies for using updateable alerts	2
 UPDATEABLE ALERT FUNCTIONALITY	 3
Customizing PromoClock	3
Targeting User Groups – Distributing PromoClock	3
Targeting different user groups.....	3
Targeting updateable alerts for different user groups	4
 ADMINISTRATIVE INTERFACE	 4
Using the Administrative Interface	4
Reminders vs. Alerts.....	4
Adding New Alerts	5
Fields	5
Selecting presentation type	6
Manage Alerts	6
Sort alerts.....	6
Adding New Reminders	7
Fields	7
Manage Reminders	8
Targeted Alerting Overview	8
Main Uses of Alerts Targeting.....	8
Tracking Statistics	9
 PRELOADED ALERT FUNCTIONALITY	 9
Access to Alarms from Right-Click Menu	9
Creating Menu Entries	10
Code.....	10
Menu.....	11
HTML Alarms	11

Introduction

Desktop Alerting

Definition

Desktop alerting is the ability to send messages, images or other media (all known as alerts) straight to the Windows desktop. Desktop alerts are usually in the form of "pop ups" windows.

Desktop alerting is a "push" marketing method since marketing materials are "pushed" to the end-user. This is in contrast to "pull" marketing such as website marketing in which the user must visit the website and thereby "pull" the promotional materials themselves.

PromoClock allows for 2 types of alerts.

Preloaded alarms

Preloaded alerts are alerts (alarms) that are preloaded into PromoClocks before download. When user downloads the PromoClock, all preloaded alerts are loaded onto the user's computer to be activated at a later date and time. Users do not need to be connected to the Internet in order to receive preloaded

alarms. Preloaded alarms also allow for maximum user privacy, as they conduct no communication to or from the user's computer.

Preloaded alarms are available with all PromoClock models – including ready-made and custom models. These alarms pop up directly on the desktop. Custom clock models also include the ability to turn preloaded alarms into additional right-click menu entries.

Sample strategies for using preloaded alarms

Time-related alerting

Although alarms are preloaded, since you set the exact date and hour that they will activate, they give the impression of being newly created. Just as print ads are created months in advance, preloaded alarms can be very effective if proper planning is used. In this way, preloaded alarms may send time-related messages that were planned ahead of time.

Welcoming messages

Preloaded alarms can be used to send a welcome message to users that pops up the first time the PromoClock runs (usually right after installation). Welcoming message may contain information about the PromoClock that was just downloaded, instructions of how to use the PromoClock or any other materials you choose.

Daily/weekly messages

Preloaded alarms can be used to send daily/weekly alarms such as "tip of the day" or "coupon of the day". Preloaded alarms can also be used to send weekly messages such as "TGIF" or "Have a good weekend".

Updateable alerts

Updateable alerts are alerts that contain new or updated content and are sent to the user's computer on the fly. PromoClock checks the server for new alert messages which are then sent to the user's computer provided that the user is connected to the Internet. Updateable alerting is a custom functionality, not available in ready-made PromoClock models.

Sample strategies for using updateable alerts

Email alternative



Since updateable alerts send up-to-the-minute information, they can be used in place of email marketing. Instead of sending email messages, which can disappear in the multitude of SPAM, updateable desktop alerts send the same information straight to the desktop where they stand out from the competition.

Many people are afraid to give over their email addresses in order to sign up for an email newsletter. Instead give these people the chance to download a PromoClock so that they may receive announcements without having to supply any contact information.

Daily news delivery

Sending daily news through updateable alerts is the perfect way to keep in touch with your PromoClock users. Send announcements at the same time everyday to make sure your messages are anticipated.

Instant notifications

Updateable alerts are delivered almost instantly, unlike email, which often takes hours for delivery, and pick up. This makes updateable alerts the optimal media for broadcasting urgent messages. These may include notifying users of special chat session taking place right now, notifying users of server downtime, etc.

Using updateable alerts together with preloaded alerts

Although updateable alerts send messages on the fly, making this technology much more advanced than preloaded alerts, you might still want to send preloaded alerts occasionally for the following reasons:

- Preloaded alerts can be sent upon clock installation as a PromoClock welcoming message
- Preloaded alerts may be sent on relative dates instead of actual dates. For example, an alert may be sent on the 5th day after download using preloaded alerts
- Preloaded alerts are preloaded before download and therefore do not require the user to be connected to the internet in order to receive them

For these reasons, for maximum effectiveness, it is best to combine updateable and preloaded alert messaging.

Updateable Alert Functionality

PromoClock's updateable alerts functionality sends new and updated alerts to PromoClock users.

When alerts are first sent, they pop up on the computer screen on top of all other running applications. You may select to show HTML pop ups, which appear in browser windows or text pop ups, which appear on the custom background PromoClock created for you. Custom background alerts contain a "close" button, which closes the alert. They also contain website links which allow users to link to webpage of your choice.

After an alert is activated it appears in the PromoClock's right-click menu under the entry "View Net Alerts". This allows users to reference your alerts after they are sent. All updateable alerts sent are accessible through the "View Net Alerts" entry for 30 days or until you delete alert through the administrative interface.

If a user is not currently running PromoClock or is not connected to the internet at the time that the alert is sent, that user will receive the alert the next time (s)he is running the clock and connected to the internet.

Updateable alert functionality comes complete with 2 interfaces:**1. Enhanced PromoClock Customizer**

This is an enhanced version of PromoClock Customizer that allows setting up all the standard customization features (such as logo insertion, banners, text messages, preloaded alarms, etc.) In this enhanced version you will also be able to set up basic updateable alert preferences (to be defined below).

2. Updateable Alerts Administration Interface

This interface allows for defining of new alerts to be activated at a later time.

Customizing PromoClock

Customization is the ability to add a customized layer to the existing PromoClock. Each PromoClock contains the basic clockface imaging and feature-set. On top of this, you can add banners, custom icons, text messages and more to make your PromoClock even more promotional.

(For more information on how to use the Customizer, see the PromoClock Customizer help file.)

Customization options featured in the PromoClock customizer are the same for both ready-made and custom PromoClocks. Customize your clock model using the standard customizer options the same way you would any other PromoClock model.

It is important to note that you can still use the PromoClock Customizer to set up preloaded alarm messages. Unlike updateable alerts, these are alarms messages that are loaded into the clock before download, so there is no communication between your server and the users' computer.

See PromoClock Customizer help file for more information on standard customization features.

Targeting User Groups – Distributing PromoClock

Targeting different user groups

The Customizer allows you to create unlimited versions of your PromoClock model – each may contain their own logo, banner, preloaded alarms and more. Use different versions of PromoClock to target different user groups. For example, a clothing store may purchase a single PromoClock model with their logo as the clockface. They may then customize 2 versions of the PromoClock – one for men and one for

women. The one for men may have banners & text links which link to web pages about male clothing while the one for women may have banners & text links that link to web pages about female clothing. Each one may be distributed on appropriate pages of their website.

Targeting updateable alerts for different user groups

Along with customizing clocks for different user groups, you may also send targeted updateable alerts, which are only delivered to specific user groups. Using the example above, you may send updateable alerts only to those who downloaded the men's version PromoClock or you may send to only those that downloaded the female version of the PromoClock, or you may send to all PromoClock downloaders.

In the "Alerts Index File" dialog in the PromoClock Customizer and in the "Add New Alert" form in the administrative interface there is a text field called "Clock Targeting Code". This code is used to identify the clock version so that alerts may be sent to this version only. Use the same code when creating the clock as when creating the alert to send the alert only to those users who downloaded that clock-version.

The "Clock Targeting Code" may be up to 16 alphanumeric characters (letters and/or numbers) and is not case sensitive.

Alongside the "Clock Targeting Code" on the "Alerts Index File" in the Customizer, there is also a check box field called "Exact Match". When this field is checked, this clock version will only receive alerts specific to its target group. When this field is left empty, this clock version will receive both alerts specific to its target group and alerts geared towards all clock users.

Administrative Interface

Using the Administrative Interface

Once you have selected all preferences in the PromoClock customizer and installed all administrative interface files, you are ready to start sending alerts and reminders through the administrative interface. The administrative interface is a web-based interface that allows you to create and manage your updateable alerts and reminders.

The administrative interface contains the following screens:

Alerts Management Screen –Allows you to manage your alerts. You may view, edit and delete alerts you have created. Access this page by opening the following URL:

<http://www.YourSiteName.com/.../promoclock/admin/pcam.php>

Add New Alerts Screen – Allows you to add new alerts.

Edit Alert Screen – Allows you to edit selected alert settings

Reminders Management Screen –Allows you to manage your reminders.

Add New Reminder Screen – Allows you to add new reminders.

Edit Alert Screen – Allows you to edit selected reminder settings

Reminders vs. Alerts

Reminders are used to remind users about recurring events. Once a reminder is set up, it is displayed at recurring intervals at the specified activation time. Reminders will be displayed on users' computers even if the user is not connected to the Internet at the time of delivery. Reminders will not be shown in the right click menu dialogs.

Alerts are used to send special broadcasts. Unlike reminders, alert are sent only once – as soon as the activation date occurs and user is connected to the Internet. If an alert is set to today's date, it is broadcasted instantly.

All alerts sent are accessible through the PromoClock right-click menu entry "View Net Alerts" for 30 days or until you delete the alert through the administrative interface. If you wish for users to no longer be able to view an alert, you may delete it using the "delete" option described above.

Adding New Alerts



To add an alert, click on the "New Alert" button in the upper right-hand corner of the Alerts Management screen. This will open up the "add new alert" form where you may proceed in adding the new alert.

Fields

Field	Description
Name	Alert name to identity alert in Alert Management System NOTE: Alarm name is used in "View Net Alerts" dialog in the clock's right-click menu and as window caption (in task bar), so choose name which is short yet relevant.
Enable	Yes – sets alert to activate on supplied activation date No – sets up idle alert that will not activate on supplied activation date (this can be changed to "yes" at a later date) Default is set to "yes"
Clock Targeting Code	This targeting code is used to identify the clock version that you want this alert sent to.
Exact Match (check-box)	This check box is used to determine whether the alert should be sent only to clocks with this clock targeting code.
Activation date	Date that alert will activate. You may insert alerts in advance to be activated at a later date.
Expiration date	Date that alert will expire. After this date, alert will no longer be visible to end-users.
Presentation Type (see below for details)	Options: (1) HTML in default browser window with standard navigation bar (2) HTML in Internet Explorer pop up window without navigation bar (3) Text alert on your Custom background
URL Name	1) If the URL Name field is supplied, the supplied text will be displayed as a hyperlink that, when clicked upon, will open supplied URL. Example: If supplied URL Name is "More info" and supplied URL is "info.html", the text "More info" will be appear on the alert hyperlinking to the web page http://www.SiteName.com/info.html 2) If the URL Name field is left empty, the supplied URL will appear on the alert. Example: If URL is set to "info.html", the following text will appear on the alert as a hyperlink to itself. http://www.SiteName.com/info.html 3) If both the URL name and URL textboxes are left empty, the basic URL will be displayed on the alert. Example: www.SiteName.com
URL	1) Media location for alert content. In the case of browser alerts, this URL will open up in a new browser Window. Enter link to URL in the following format: http://www.yoursite.com/alert.html 2) In the case of custom background alerts, this link will be displayed on the custom background. See "Selecting Presentation Type" below for details. Note: Since all alerts are placed on the same site, you MUST use relative links . Relative links do not include the full URL (web address of the page). Sample: If netalert/010103/alert1.html is specified as the URL, the URL http://www.YourSiteName.com/netalert/010103/alert1.html will be used. (The domain part of the URL - http://www.YourSiteName.com/ - will be added automatically)
Title	Title to be displayed on the custom background (applicable on custom background alerts only)
Text	Alerts text for custom background (applicable on custom background alerts only)
Comment	This field is for your own internal use only. Enter information in this field that will help you identify alert content and materials.

Selecting presentation type

Alerts may come in 3 formats – HTML in standard window, HTML in Internet Explorer and Text alert in custom background.

Type 1: HTML in default browser window



If you wish for your alert to simply direct the traffic to one of your existing web pages you may use this type of alert presentation. Simply insert desired URL into the URL field on the "Add Alert" screen and it would be opened in the default browser window with standard navigation bar.

Type 2: HTML in Internet Explorer pop up window



If you have created special HTML to be sent as an alert, you may wish to use this type of alerts presentation. Simply insert desired URL into the URL field on the "Add Alert" screen and it would be opened in the Internet Explorer pop up window without navigation bar.

Remember to include in your HTML code Java Script to set window size.
 For example: `<body onLoad="javascript:window.resizeTo(500,300);">`

Type 3: Text alert on the custom background




For text alerts, it is most convenient and visually appealing to use our custom background alerts instead of HTML presentation. Insert title, text and URL that alert will link to and these will be displayed on the custom designed background.













Manage Alerts

The Alerts Management Screen lists all your alerts.

This screen serves 3 purposes:

- (1) Allows you to view all your alerts with their selected settings
- (2) Allows you to edit your alert settings
- (3) Allows you to delete alerts



Id	Name	Status	Targeting	Presentation Type	Activation	Expiration	Details
1	Active Alert		All <small>EM</small>	Text alert on the custom background	31-Jan-2004	2-Feb-2004	
					 Delete  Edit		
2	Expired Alert			HTML in Internet Explorer pop up window	5-Jan-2004	6-Jan-2004	
					 Delete  Edit		
3	Disabled Alert		test <small>EM</small>	HTML in default browser window	31-Jan-2004	3-Feb-2005	
					 Delete  Edit		

Sort alerts

Use the Alerts Management Screen to manage your alerts.

Alerts are marked by different icons depends on their status (Active, Expired, Pending, Disable)



Alerts can be displayed according to their status by pressing appropriate filter.

Field	Description
All	Shows all alerts
Active	Shows alerts which are active (does not show those whose "Enable" field was set to "No")
Expired	Shows all alerts which are expired and will therefore no longer be viewable to users
Pending	Shows all alerts which are active and ready to be sent but whose activation date has not yet arrived.
Disabled	Shows all alerts that are not active (only those alerts whose "Enable" field was set to "No")

Adding New Reminders



To add the reminder, click on the "New Reminder" button in the upper right-hand corner of the Alerts Management screen. This will open up the "Add New Reminder" form where you may proceed in adding the new reminder.

Reminders will not be shown in the right click menu dialogs.

Fields

Field	Description
Name	Reminder name to identify reminder in Reminder Management System
Enable	Yes – sets reminder to activate on recurring intervals specified by "Activation Type" No – sets up idle reminder that will not activate (this can be changed to "yes" at a later date) Default is set to "yes"
Clock Targeting Code	This targeting code is used to identify the clock version that you want this reminder sent to.
Exact Match (check-box)	This check box is used to determine whether the reminder should be sent only to clocks with this clock targeting code.
Activation Time	The "Activation time" field selects the exact time the reminder is sent.
Activation Type	Activation type allows you to set recurring interval in which reminder will be sent. Options are: Every day at, Every Mon-Fri, Every Monday, Every Tuesday, Every Wednesday, Every Thursday, Every Friday, Every Saturday, Every Sunday
URL Name	1) If the URL Name field is supplied, the supplied text will be displayed as a hyperlink that, when clicked upon, will open supplied URL. Example: If supplied URL Name is "More info" and supplied URL is "info.html", the text "More info" will be appear on the alert hyperlinking to the web page http://www.SiteName.com/info.html 2) If the URL Name field is left empty, the supplied URL will appear on the alert. Example: If URL is set to "info.html", the following text will appear on the alert as a hyperlink to itself. http://www.SiteName.com/info.html 3) If both the URL name and URL textboxes are left empty, the basic URL will be displayed on the alert. Example: www.SiteName.com
URL	This link will be displayed on the custom background.
Title	Title to be displayed on the custom background
Text	Reminders text for custom background
Comment	This field is for your own internal use only. Enter information in this field that will help you identify reminder content and materials.

Manage Reminders

The Reminders Management Screen lists all your reminders and serves 3 purposes:

- (4) Allows you to view all your reminders along with their selected settings
- (5) Allows you to edit settings for each reminder
- (6) Allows you to delete reminders

The Reminders Management Screen functions in the same way as the Alerts management screen.

Targeted Alerting Overview

You may send alerts either to a specific user group or to all clock users.

The following fields are used for updateable alerting:

In the PromoClock Customizer (located in the "Alerts Index File" dialog):

- Clock Targeting Code – Enter a unique targeting code for each user group
- "Exact Match" checkbox – Determines whether this user group will receive alerts intended for all recipients or just alerts specific to this group

For each user group enter the name of the user group in the clock targeting code. If you wish for this group to receive only alerts that are specific to their group, check the "Exact Match" checkbox. If you wish for this group to also receive alerts intended for all recipients, leave this checkbox empty.

In the Administrative Interface (located in the "Add Alerts" screen):

- Clock Targeted Code – This field corresponds to the "clock targeting code" entered in the PromoClock Customizer. Enter the targeting code for the user group you wish to send this alert to.
- "Exact Match" checkbox – Determines whether this alert should be sent only to the supplied user group or to all clock users (excluding those whose "Exact Match" checkbox was filled).

To create an alert that is sent to a specific user group, enter the name of the user group in the clock targeting code field. If you wish this alert to only be sent to the supplied user group (excluding those whose "Exact Match" field" was left empty), then check the "Exact Match" checkbox. If you wish for this alert to also be sent to recipients of other groups, leave this checkbox unfilled.

If you are creating a clock that will be used for general purposes and not be distributed just to one specific user group, you may leave the clock targeting code empty when creating the clock in the Customizer. To send alerts only to clocks without a clock targeting code, leave the clock targeting code empty in the "Add Alerts" Screen of the Administrative Interface.

To send alerts to all recipients (excluding those whose "Exact Match" checkbox was checked), when creating an alert, leave the clock targeting code empty and the "Exact Match" checkbox unchecked.

Main Uses of Alerts Targeting

Usage	Customizer Settings	Administrative Interface Settings				
		Code + Checkbox +	Code + Checkbox -	Code - Checkbox +	Code "test" Checkbox +	Code - Checkbox -
Used for testing	Code "test" Checkbox +				√	
Used for those who want to get alerts only for their group	Code + Checkbox +	√				
Used for those who want to get alerts for their group + alerts aimed for all	Code + Checkbox -		√			√
Used for those who want to get only alerts aimed for all	Code - Checkbox +			√		√
Used for those who want to get all alerts – group targeted and alerts aimed for all	Code - Checkbox -		√	√		√

A "√" indicates that the alert is received by these clock users.

Definitions:

Code +	Clock targeting code filled in
Code -	Clock targeting code left empty
Checkbox +	"Exact match " checked
Checkbox -	"Exact match " left unchecked

Tracking Statistics

There are 2 options to track alert statistics

1) Track LOGS files

Each day a new log file is created to track statistics for that day. This file is named log_yyyy-mm-dd.log (for example: log_2004-01-22.log would be log file for Jan. 22, 2004)
Use your log analyzer or any other application (such as Microsoft Excel) to track LOG files.

2) Parameters Tracking

Use your log analyzer to track as following:

To track Number of installed applications use
<http://www.yoursitename.com /...../promoclock/feeder.php/init>

To track the number of first time views per all alerts use
<http://www.yoursitename.com /...../promoclock/feeder.php/load>

To track the number of views per all alerts from clocks right click menu use
<http://www.yoursitename.com /...../promoclock/feeder.php/reload>

NOTE: To track first time views and views from PromoClock's right click menu for a particular alert (load & reload) use **?param=** ID number which is given to each alert for tracking purposes in the administrative interface.

Preloaded Alert Functionality

Access to Alarms from Right-Click Menu (Guide to creating your own menu entries)

Both preloaded and updateable alerts can be accessed from PromoClock's right click menu for later viewing. Users can view alert messages as many times as they choose at their own convenience.

Updateable alerts – "View Net Alerts" entry

Updateable alerts are accessible through the right-click menu under the "View Net Alerts" entry. These alerts are viewable for 30 days after their activation date or until they are deleted (if they are deleted within 30 days). If an alert was edited after it was sent, the newest edited addition will be available from the "View Net Alerts" entry.

When the user clicks on the "View Net Alerts" menu entry, a dialog will open containing the name of all viewable updateable alerts. User simply clicks on the alert name and the alert pops up in its original format.

Preloaded Alert Functionality

There are 3 options for organizing alarms in the right-click menu:

1. Grouping of Multiple Alarms

Alarms of the same type can be grouped together under a single menu entry. For example, if you send daily tips, you may create a menu entry called "Daily Tips" which lists all previously activated tips. You may also create a separate menu entry called "Images" for all alarm messages that are image-based or a menu entry called "Featured Products" that lists allows access to all product-related alarms.

When user clicks on the menu entry representing a group of alarms, a list of available alarms will appear. User selects alarm to view from this list.

2. Single Alarm Access

You may also create a menu entry that represents a single alarm message. This can be used to access alarms that contain important information or for alarms that do not fit into any general category.

When user clicks on this type of menu entry, the single alarm will pop up as soon as it is selected.

3. Menu entries that link straight to a WebPages

You may create a menu entry that simply opens up the webpage of your choice in a new browser window. Use this feature to link directly to your most important WebPages. See "HTML Alerts" below for details.

Creating Menu Entries

2 new fields have been added to the Customizer's "Customize Alarms" screen – "code" and "menu".

Code

The "code" field is a 4-digit code that represents the various options available.

Digit	Action	Description
1st Digit	Menu Entry Type	<p>The 1st digit selects single or multiple menu entry.</p> <p>#1 - Creates a multiple alarm menu entry where a list opens up that allows users to select alarm they wish to view. (Example: 1XXX) #2 - Creates a single alarm entry that pops up as soon as it is selected. (Example: 2XXX)</p>
2nd Digit	Listing Type	<p>The 2nd digit selects what will appear in the alarm list. When using a multiple alarm menu entry, a list will appear when selected allowing users to select which alarm to view. This list can contain name of each alarm, date each alarm was set to activate or both.</p> <p>#1 – Only name will appear in the list (Example: X1XX) #2 – Only date will appear in the list (Example: X2XX) #3 – Both name and date will appear in the list (Example: X3XX)</p>
3rd Digit	Alert Activation Preference	<p>The 3rd digit selects whether or not the alarm will activate. Generally, alarms will pop up at the given date and time you selected. There might be cases when you want to create a new menu entry that does not trigger an alert at all. You might, for example, want to create additional menu entries to link to all your important WebPages, without having these pages first pop up as alerts. The 3rd digit allows you to choose whether this alert should first act as a regular alert and pop up or if it should just act as a new menu entry.</p> <p>#1 – Alarm will be activated and pop up at selected date and time (Example: XX1X) #2 – Alarm will not pop up and will only be added to right-click menu at selected date and time (Example: XX2X)</p>
4th Digit	Menu Timing	<p>The 4th digit selects when you would like the alarm to appear in the right click menu.</p> <p>#1 – Alarm will always appear in right-click menu. This can be used for general alarms that are always relevant such as an alarm linking to a product catalog, general company information, etc. (Example: XXX1) #2 – Alarm will only appear in right-click menu after it is activated. (Example: XXX2) #4 – Alarm will never appear in right-click menu. (Example: XXX4)</p>

