



ADVERTISING

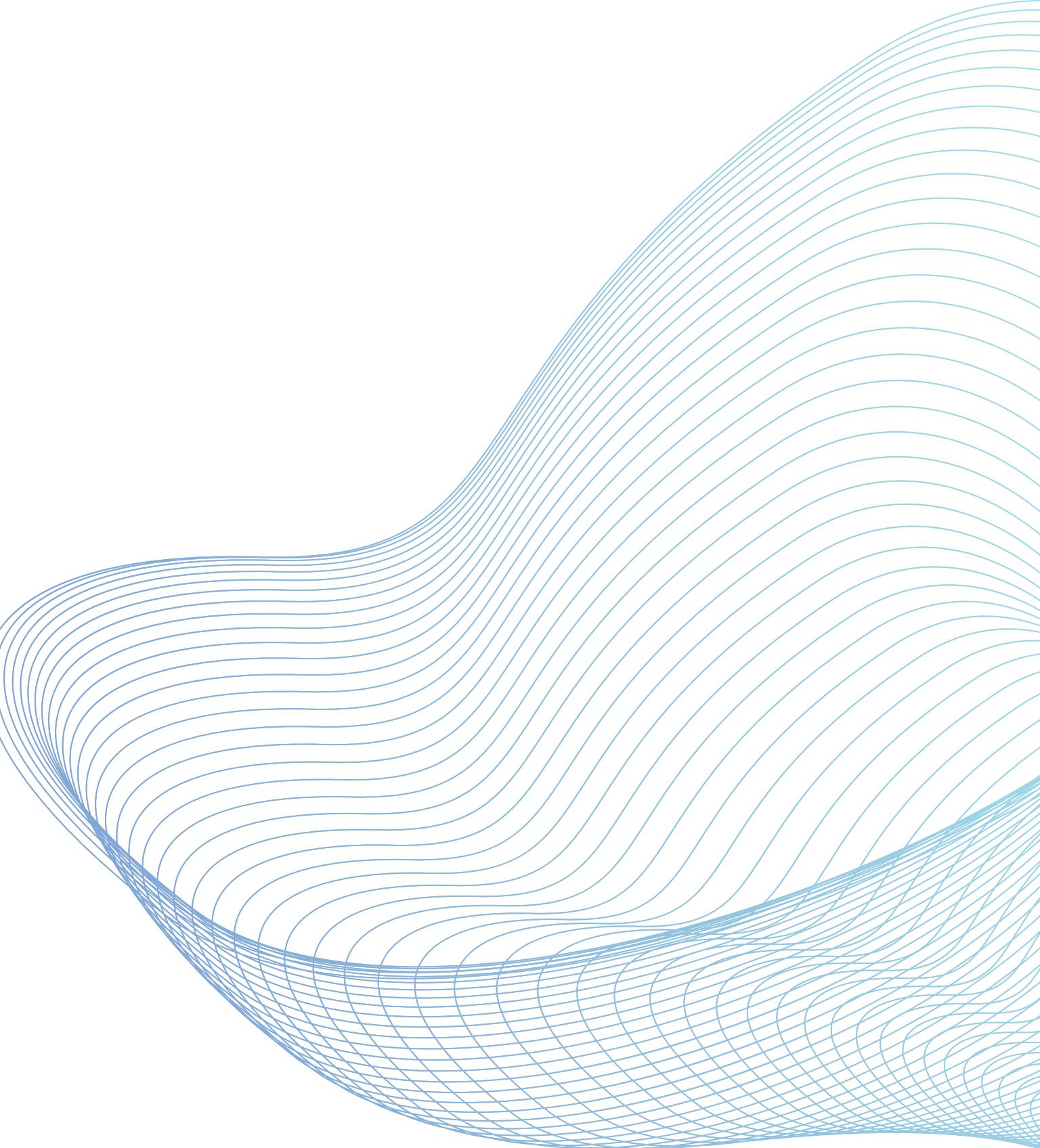


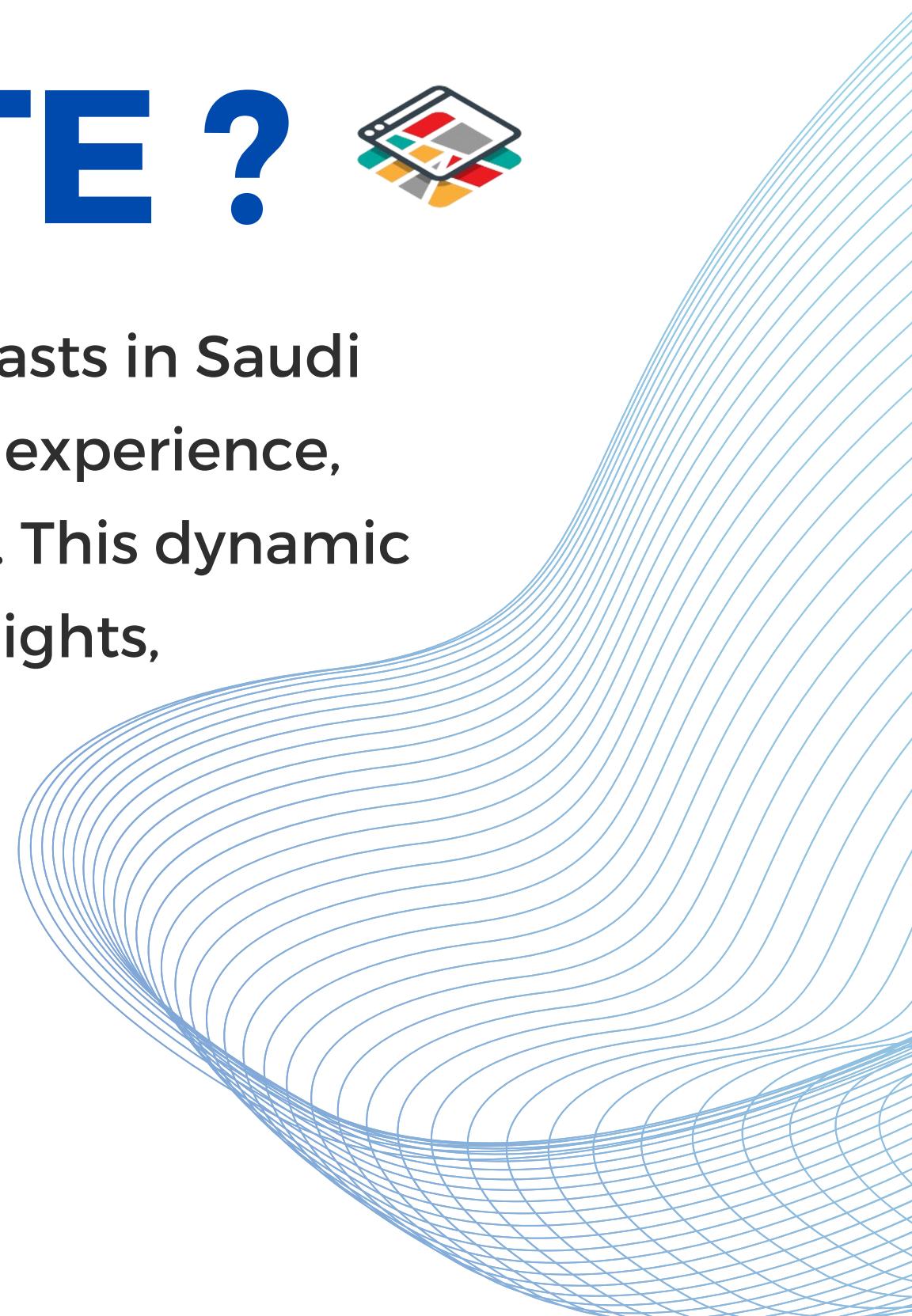
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WHAT QKSA WEBSITE ?



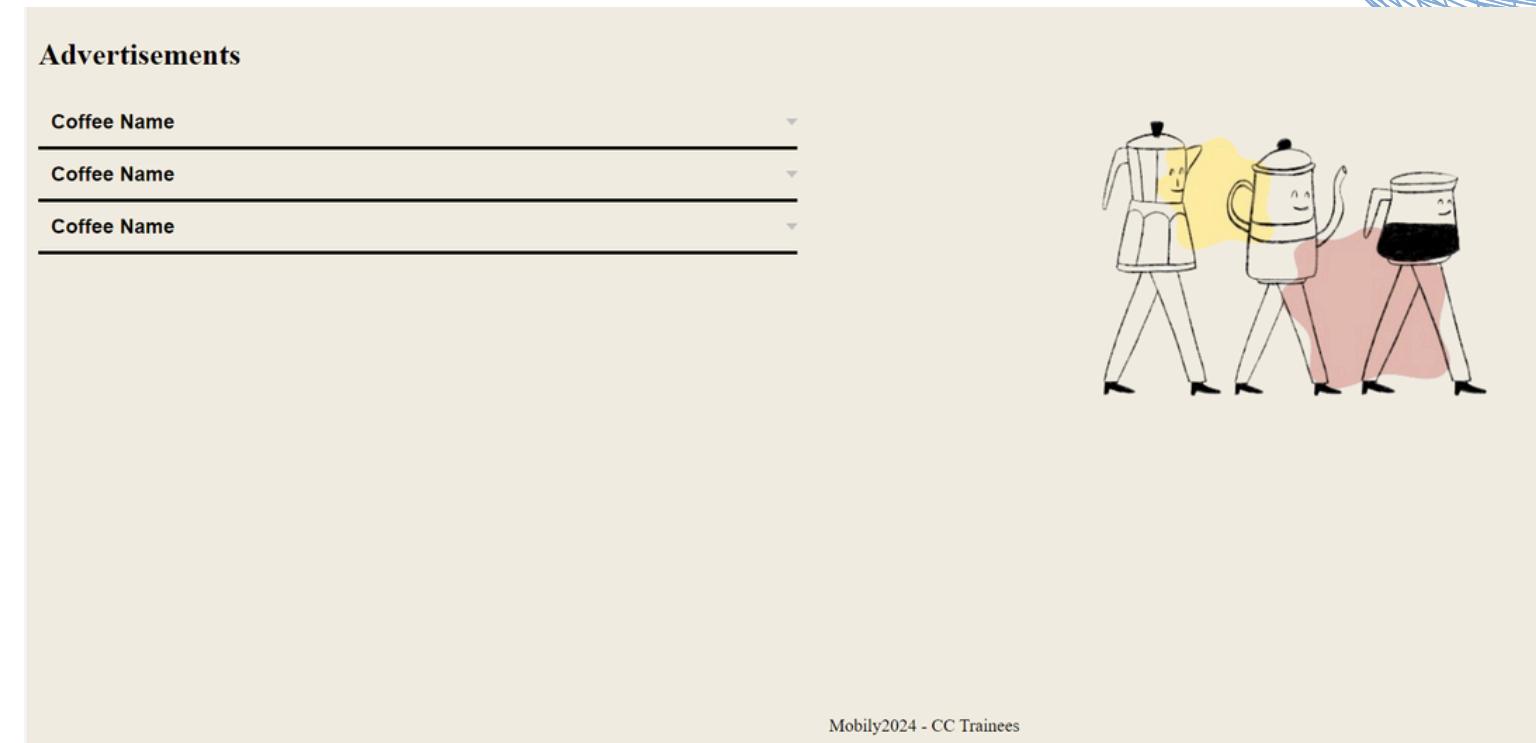
QKSA promises a cutting-edge platform tailored for coffee enthusiasts in Saudi Arabia. By leveraging advanced algorithms, it offers a personalized experience, catering to individual tastes and staying ahead of emerging trends. This dynamic approach ensures users receive relevant recommendations and insights, enhancing their exploration of coffee culture in the Kingdom.



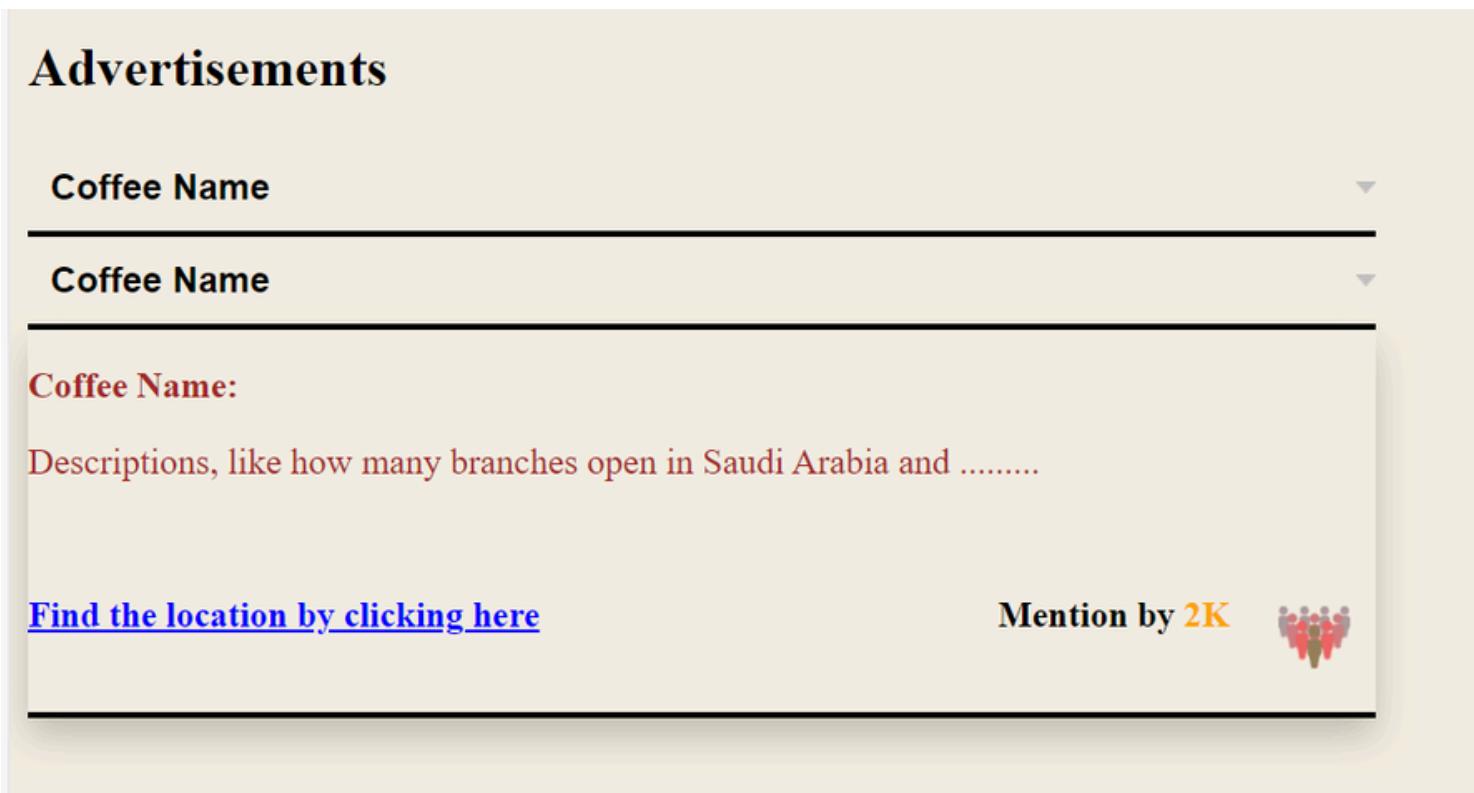
QKSA INTERFACE?



The home page features a large QKSA logo at the top left. Below it is a main banner with the text "Discover Saudi Arabia's trends and coffees" and an illustration of two people sitting at a table with coffee cups. A search bar with the placeholder "Search for names.." and a "Clear" button is located at the bottom of the banner. At the very bottom, there is a navigation bar with links to Home, Services, Portfolio, and Contact.



This section is titled "Advertisements". It contains three input fields labeled "Coffee Name" each. To the right of the input fields is a cartoon illustration of three anthropomorphic coffee cups with faces and arms, standing together. The bottom right corner of the section has the text "Mobily2024 - CC Trainees".



This detailed view of the advertisements section shows three input fields for "Coffee Name". Below the fields is a red text box containing "Coffee Name:" and "Descriptions, like how many branches open in Saudi Arabia and". At the bottom, there are two links: "Find the location by clicking here" and "Mention by 2K" next to a small icon of a group of people.

MARKETING CAMPAIGN



WHAT IS MOBILY & MARKETING CAMPAIGN?

Marketing campaign: is a strategic effort to promote a product, service, or brand to a specific audience. It involves coordinated activities to achieve marketing goals like boosting brand awareness, generating leads, or driving sales.



TYPES OF MARKETING CAMPAIGN ACTIVITIES:

- 1. Email Marketing:** Sending targeted emails to people to tell them about your stuff.
- 2. Social Media Marketing:** Using Facebook, Instagram, etc., to talk about your business and get people interested.
- 3. Content Marketing:** Making helpful or interesting stuff (like blogs or videos) to get people to notice your business.



MOBILY & SPRINKLR MARKETING



WHAT IS SPRINKLR MARKETING?

Sprinklr Marketing: is a platform for managing marketing campaigns across digital channels like social media, advertising, and content, helping businesses engage with customers and analyze performance.



TYPES OF SPRINKLR MARKETING:

- 1. Social Media Management:** Tools for scheduling posts, monitoring engagement, and analyzing metrics.
- 2. Social Advertising:** Features to create targeted ads across platforms.
- 3. Social Listening and Intelligence:** Tools to monitor conversations, track brand mentions, and gather insights.
- 4. Customer Care and Engagement:** Solutions for engaging with customers, responding to inquiries, and building relationships.
- 5. Content Marketing and Collaboration:** Features for creating, distributing content, and collaborating efficiently.







CREATE AN “ADS” & SEND IT VIA EMAIL:

1.Create Campaign

Screenshot of the Sample Campaign overview page. It shows the following details:

- Description: Campaign Description
- Campaign Id: 3090_203
- Status: Approved
- Start Date: 04/23/2024 at 1:09 PM
- End Date: No End Date
- Workspaces: Mobily Sandbox - Mobily 1
- No Events: No Events Added



2. Create Message

Screenshot of the Email Marketing Template Designer. The template includes the following elements:

- A main image of a green smoothie with a "PICK" logo.
- Text: "Get a jumpstart on your morning with Matcha magic! Order on-the-go with the V-Thru app for speedy car-side service. Let's dash to deliciousness!"
- A social footer with a "Facebook" icon and a link: "If you want to unsubscribe from this type of email please change your email preferences any time".
- Editorial controls on the right side for adjusting height, making objects dragable, and styling options for background color, border, text padding, and font styles.

CREATE AN “ADS” & SEND IT VIA EMAIL:

3. Post Message

Edit Message : Pick

Schedule Time & Targeting

Email Marketing (Email Marketing Template)

Send Test Email to: fahdah02001@gmail.com

03:00 PM 23 Apr 2024 X Draft Source Language: English US

Schedule Update



4. Output

TEST | Test Emails [Inbox]

Mobily's News... 2:59 PM

to me

Get a jumpstart on your morning with Matcha magic!
Order on-the-go with the V-Thru app for speedy car-side
service. Let's dash to deliciousness!

If you want to unsubscribe from this type of email
please change your email preferences any time

CREATE AN “ADS” & SEND IT VIA WHAT’SAPP:

1. Create Message

The screenshot shows the 'Edit Existing Asset' interface. In the 'Message Details' section, there is a message preview window. The message content is: "Hello Get a jumpstart on your morning with Matcha magic! Order on-the-go with the V-Thru app for speedy car-side service. Let's dash to deliciousness!". Below the message, there are two call-to-action buttons: 'Instagram' and 'Tiktok'. At the bottom right of the message window, there are 'Cancel' and 'Save' buttons.



2. Add social account

The screenshot shows the 'Edit Existing Asset' interface with a focus on 'Call to Action Buttons'. There are two entries: one for 'Instagram' with URL https://www.instagram.com/pick_kuwait/ and another for 'Tiktok' with URL https://www.tiktok.com/@pick_kw?_t=8lmzW8z54zK&_r=1. Both entries have 'Static' selected under 'Choose URL Type'. The message preview window on the right shows the updated message with the added social media links.

CREATE AN “ADS” & SEND IT VIA WHAT’SAPP:

3. Send Message

Name •
PICK

Description
Enter Description

Channel • WhatsApp Business

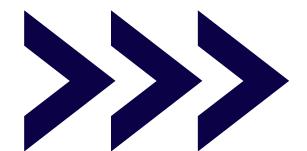
Template Type • HSM

Cancel Save

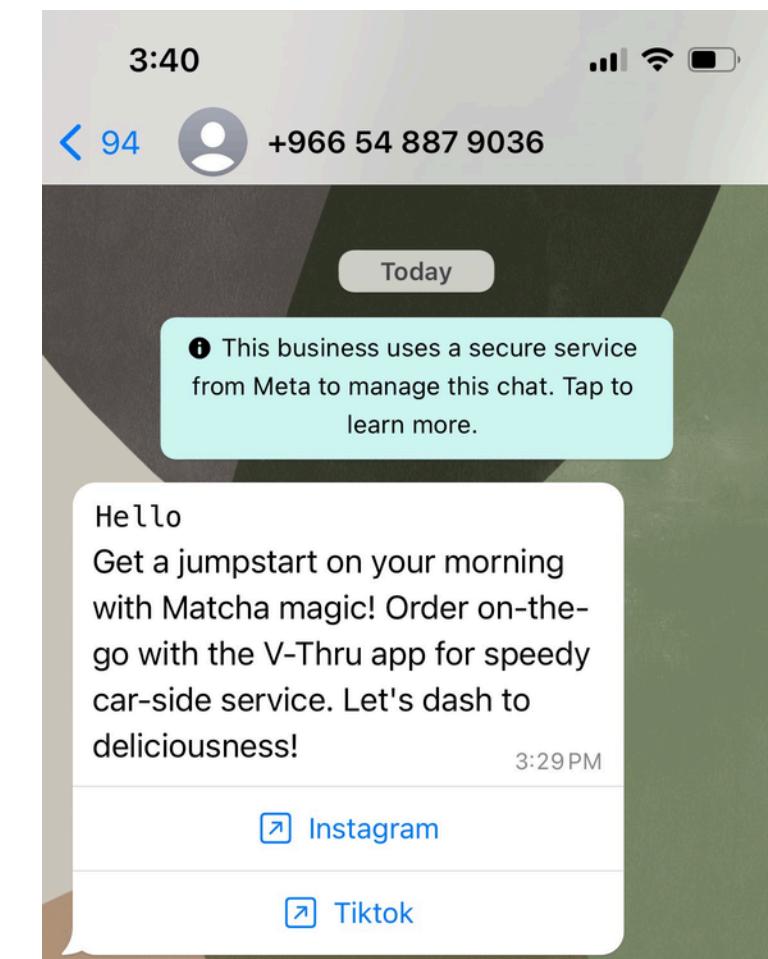
Hello
Get a jumpstart on your morning with Matcha magic! Order on-the-go with the V-Thru app for speedy car-side service. Let's dash to deliciousness!

Instagram

Tiktok



4. Output



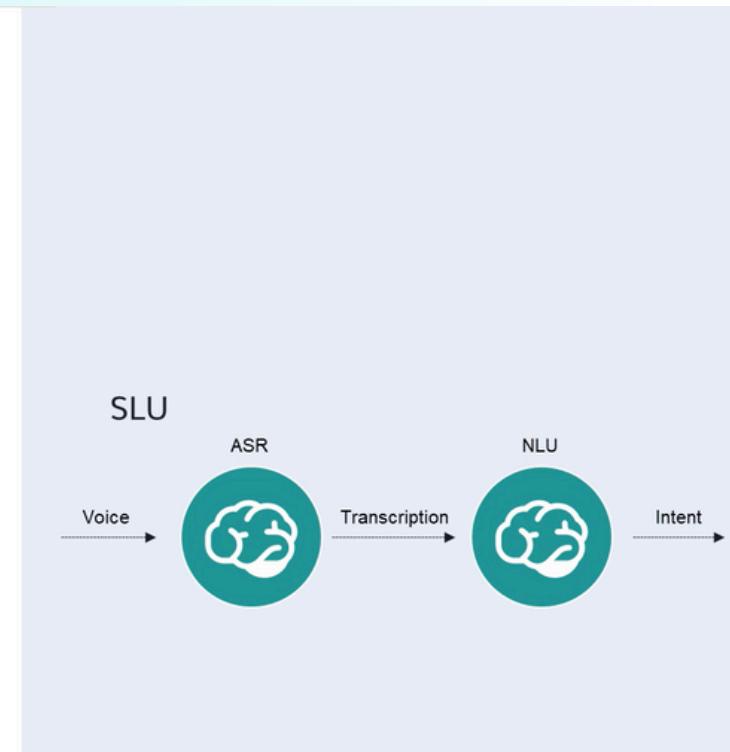


COGNIGY IVR

SPEECH-TO-TEXT (STT) / TEXT-TO-SPEECH (TTS)

Speech-to-Text

- Automatic Speech Recognition (ASR)
- Transcription
- Spoken Language Understanding (SLU)



Improving TTS

- Pre-Produced Audio
- Enrich with Sound
- Custom Model
- Custom Voice
- Search & Replace

Google Cloud Cloud Text-to-Speech Overview Samples Support Resources

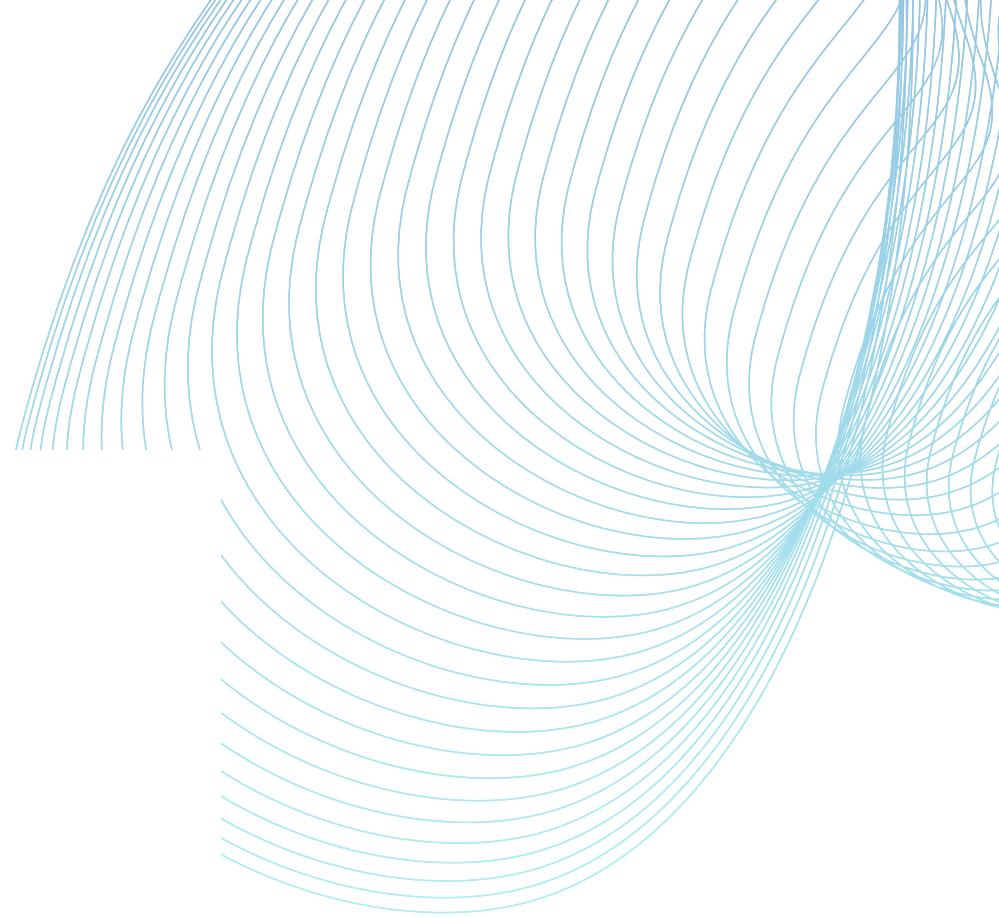
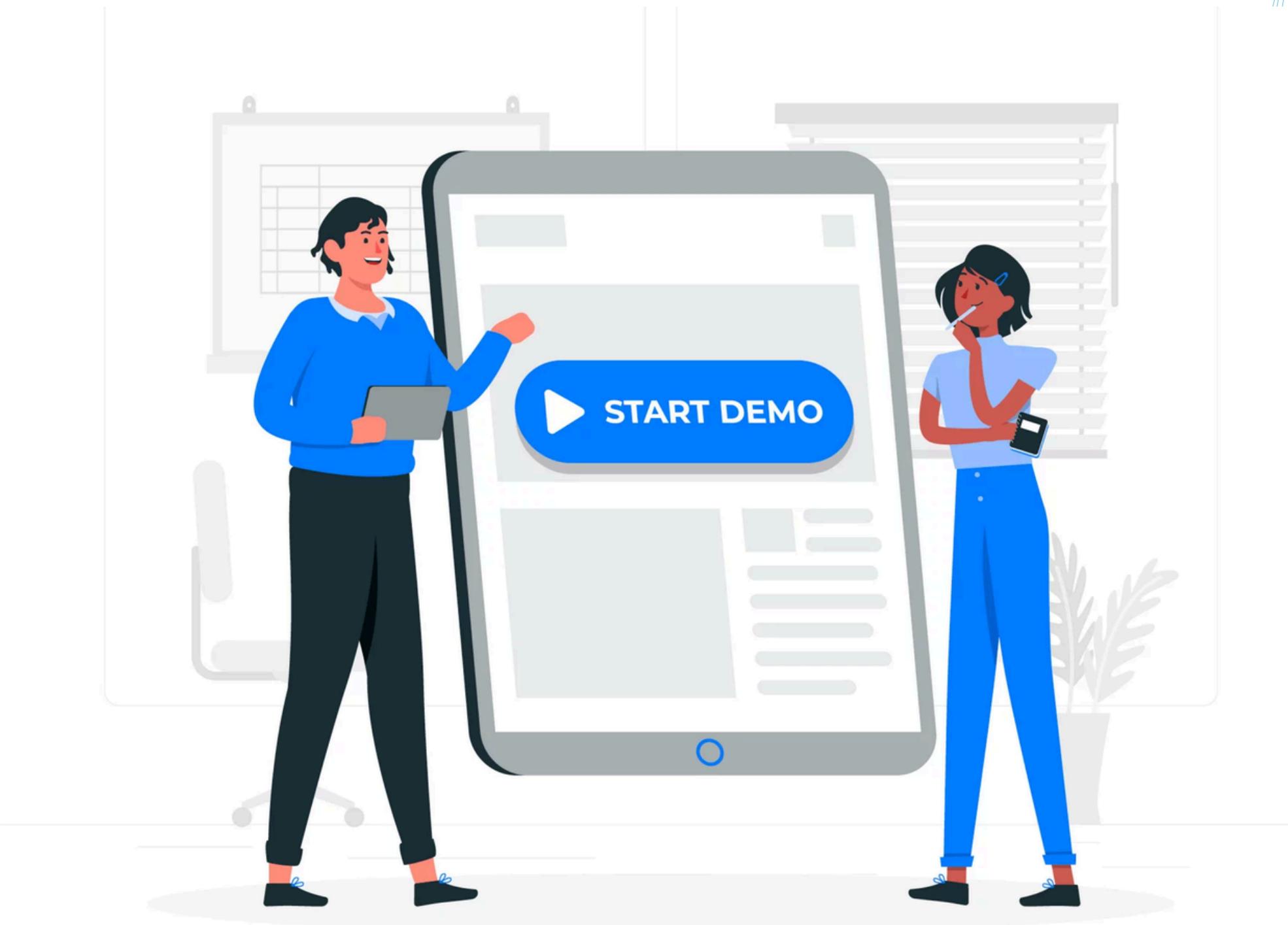
Language	Voice type	Language code	Voice name	SSML Gender
Afrikaans (South Africa)	Standard	af-ZA	af-ZA-standard-A	FEMALE
Arabic	Standard	ar-AA	ar-AA-standard-A	FEMALE
Arabic	Standard	ar-AA	ar-AA-standard-B	MALE
Arabic	Standard	ar-AA	ar-AA-standard-C	FEMALE
Arabic	Wavelet	ar-AA	ar-AA-wavelet-A	FEMALE

AWS Documentation Amazon Polly Developer Guide

Language	Name/ID	Gender	Neural Voice	Standard Voice
Chinese, Mandarin (Simplified)	Zhiyu	Female	No	Yes
Danish (da-DK)	Naja	Female	No	Yes
Dutch (nl-NL)	Maddi	Male	No	Yes
Dutch (nl-NL)	Lotti	Female	No	Yes
Dutch (nl-NL)	Ruben	Male	No	Yes
English (Australian) (en-AU)	Nicole	Female	No	Yes
English (Australian) (en-AU)	Olivia	Female	Yes	No

يتحول الكلام إلى نص
يتحول النص إلى كلام

DEMO



LISTENING & JSON DATA



QUERY BASED LISTENING

Fahdah Custom Range: Apr 17, 2016 12:00 AM – Apr 17, 2024 11:59 P Quick Filter Keyword Query Topic: # مطاعم_الرياض # قهاوي_الرياض Source: X X Language + Add Widget Save

Summary Content Sentiment Audience Brand Content Social Reporting Campaign +

Eid Campaign

Content	Source	Language	Content
من اجمل 😊 #مطاعم_الرياض اجواء فيروز بالرياض مطعم لبناني اصلي لذبيذ و رايق على طريق الثمامه ➡ خصم ١٠٪ لمتابعيتي https://t.co/D4L8E56WDi	لو غرونبيه أبان Le Grenier a pain	من اجمل 😊 #مطاعم_الرياض اجواء فيروز بالرياض مطعم لبناني اصلي لذبيذ و رايق على طريق الثمامه ➡ خصم ١٠٪ لمتابعيتي https://t.co/D4L8E56WDi	من اجمل 😊 #مطاعم_الرياض اجواء فيروز بالرياض مطعم لبناني اصلي لذبيذ و رايق على طريق الثمامه ➡ خصم ١٠٪ لمتابعيتي https://t.co/D4L8E56WDi

PROFILE/DOMAIN BASED

Fahdah Custom Range: Apr 17, 2016 12:00 AM – Apr 17, 2024 11:59 PM Quick Filter Keyword Query Topic: Test 1 Source: Language Add Widget Save

Summary Content Sentiment Audience Brand Content Social Reporting Campaign +

Eid Campaign

الذوق مطاعم الرياض • Feb 21, 2023

جوي زون
ألعاب حركية والكترونية وكهربائية
يوجد مطعم وقاعة للحفلات

الصحافة
<https://t.co/bKy2q7SJPf>
<https://t.co/kqHNzufdPl>



الذوق مطاعم الرياض • Mar 19

للدخول في السحب لسؤال اليوم التاسع
منشن ومتابعة لحسابنا وحساب الراعي ديب
اند جوي
@Dipnenjoy_SA

رتويت
حل الصورة وإرفاقها في الرد
إضافة الهاشتاق #مسابقه_الذوق_الرمضانيه
فائز بـ ١٠٠ ريال من حسابنا
و فائز لكل واحد بوكس من راعينا
يلا جاوبوا سرييع

الذوق مطاعم الرياض • 28d

من اجمل 😊 اجواء فيروز بالرياض
مطعم لبناني اصلي لذبيذ و رايق على
طريق الشمامه
خصم ١٠٪ لمتابعيتي
<https://t.co/D4L8E56WDi>

الذوق مطاعم الرياض • Mar 19

مسابقه_الذوق_الرمضانيه
خمس دقائق من الآن وينزل سؤال اليوم
النافع
خليكم جاهزين؟

أسرع ٥ إجابات بيكون بينهم قرعة على ١٠٠
ريال من حسابنا
فائزین اثنین لكل فائز بوکس
مقدم من راعينا ديب ان جوي
@Dipnenjoy_SA ...

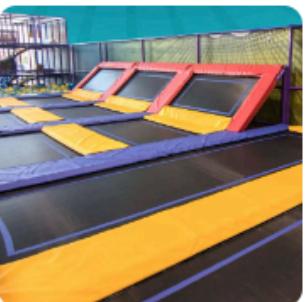
LOCATION BASED LISTENING

Fahdah Custom Range: Apr 17, 2016 12:00 AM – Apr 17, 2024 11:59 P Quick Filter Keyword Query Topic: Test 1 Source: Language Add Widget

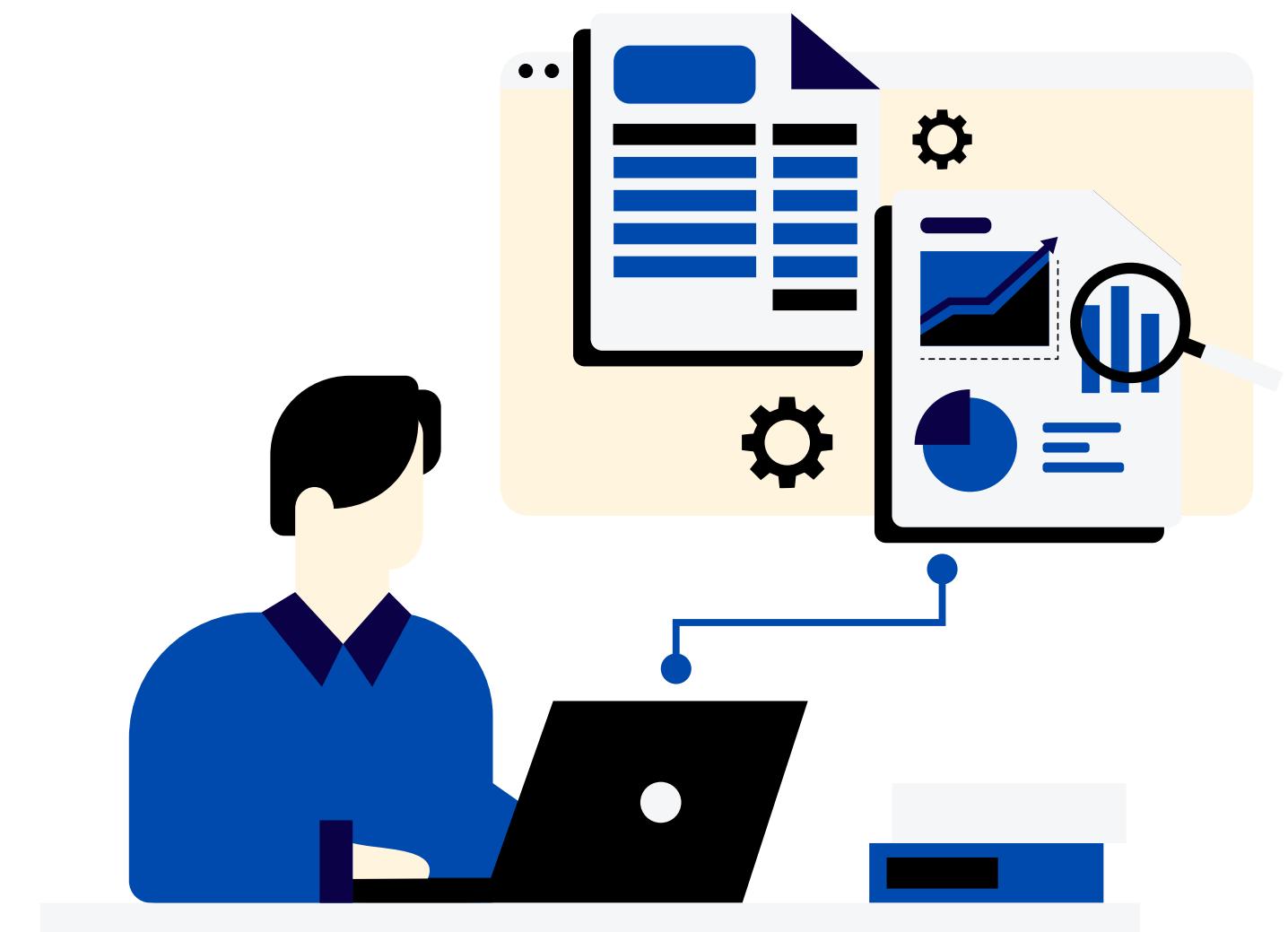
Save

Summary Content Sentiment Audience Brand Content Social Reporting Campaign +

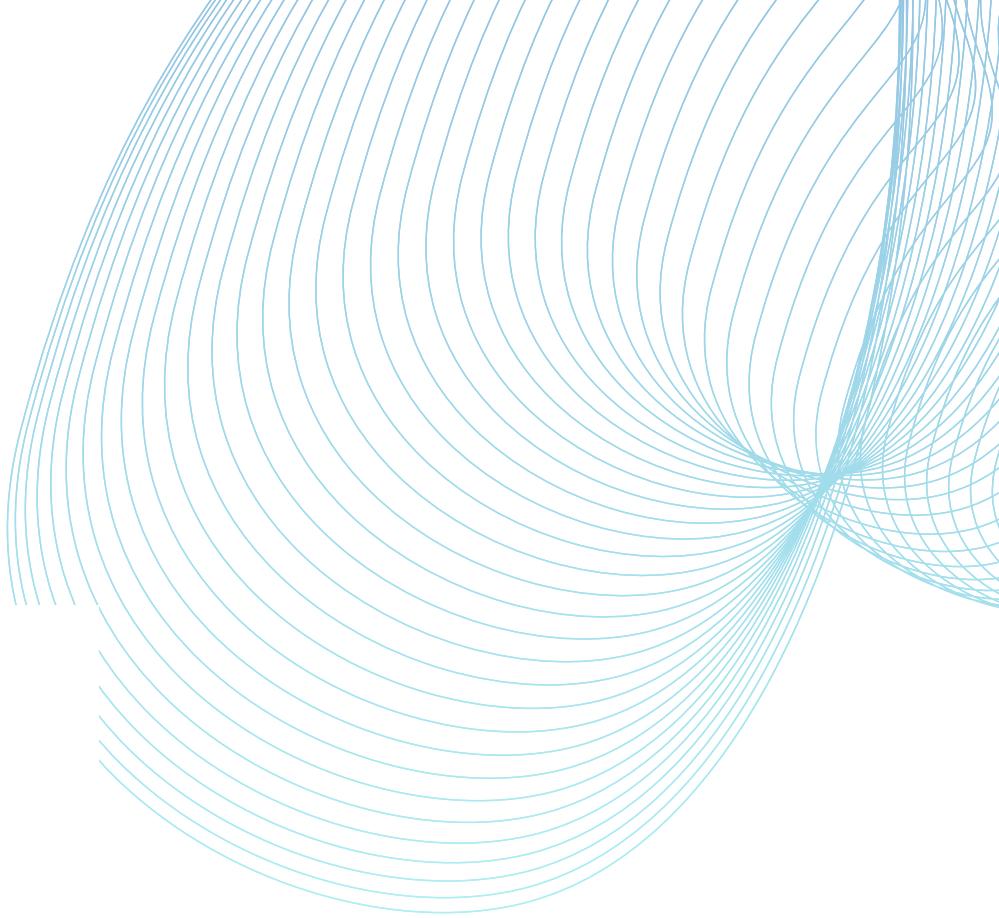
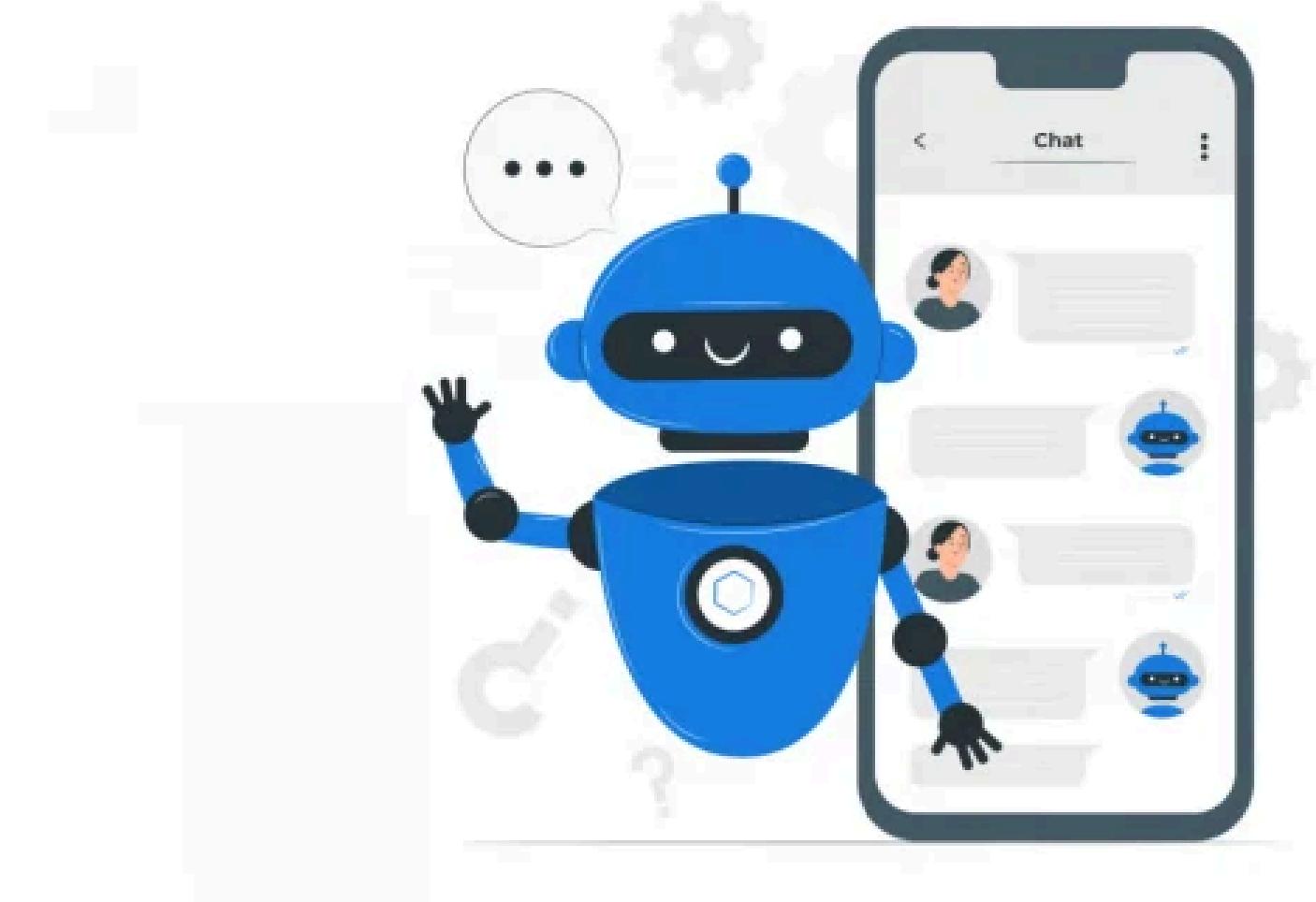
Eid Campaign

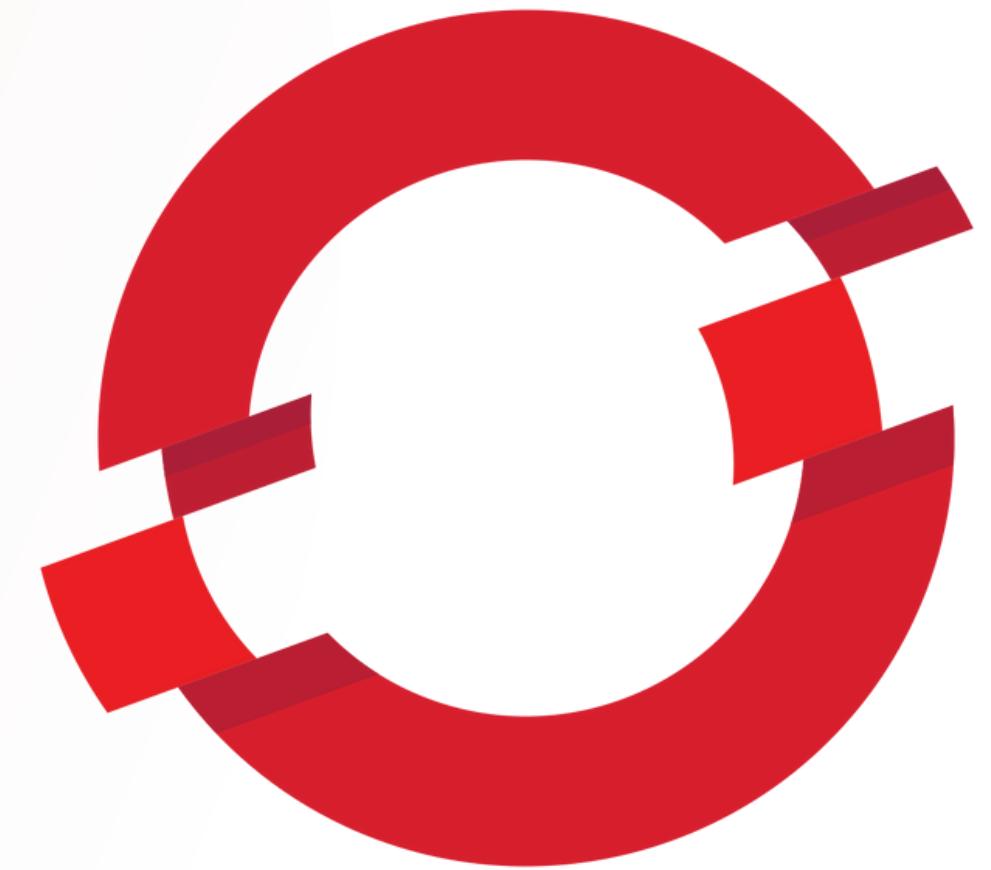
Feb 21, 2023	Mar 19	28d	Mar 19
• ... مطاعم الرياض	• ... مطاعم الرياض	• ... مطاعم الرياض	• ... مطاعم الرياض
جوي زون ألعاب حركية والكترونية وكهربائية يوجد مطعم وقاعة للحفلات	للدخول في السحب لسؤال اليوم التاسع منشن ومتابعة لحسابنا وحساب الراعي ديب اند جوي @Dipnenjoy_SA • رتويت حل الصورة وإرفاقها في الرد إضافة الهاشتاق #مسابقة_الذوق_الرمضانيه فايز بـ ١٠٠ ريال من حسابنا و ٢ فايز لكل واحد بوكس من راعينا يلا جاوبوا سريبيع	من اجمل 😊 اجواء فيروز بالرياض #مطاعم_الرياض مطعم لبناني اصلي لذبيذ و رايق على طريق الثمامه خصم ١٠٪ لمتابعيتي Ad https://t.co/D4L8E56WDi	مسابقه_الذوق_الرمضانيه خمس دقائق من الان وينزل سؤال اليوم النافع خليكم جاهزين؟
 			

ACCOUNT BASED LISTENING



CHATBOT





OPENShift

STEPS TO IMPLEMENT THE SERVER FOR THE RESTAURANT MENU

