BAZTRACK

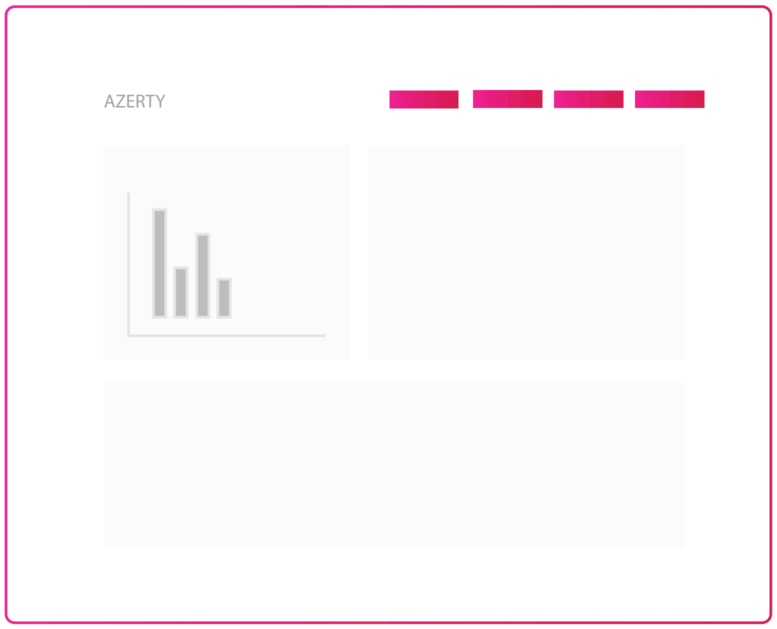
2

How a campaign works

0 - Team Dashbord CTA

New campaign

1 - Campaign configuration page



- A section with information about the client company and the campaign: Name of the company, type of business, direct contact email and phone, price per lead, type of campaign (CPC, CPL, CPM, other), textarea for notes, logo 100x100, billing contact information (name, first name, email, phone).
- A selector for select the Project manager and who signed the campaign
- A section with the possibility to add parthers bases by the projet manager
- CTA for ws access and creat webservice

Client Information | WS configuration

Add client webservice | Lead maked

2 - WS Configuration

- Connection of the campaign
  to the Base&co webservice created

3 - Connecting the partner base

- Partner connection to the campaign via one of these bases
- Partner connection to the campaign via one of these bases with the possibility. (Each publisher will have a different price per lead and a different volume of leads to make depending on the progress of the campaign. We will therefore need several fields to be able to parameterise this).

4 - Provision of connection elements to partners connected to the camp

- As soon as a publisher database is in place for a campaign, the publisher must have access to the WS connection element :
  + Classic path: Kit email/landing page (track directly for him)
  + API path: WS connection documentation with all the specifications required for connection.

5 - Lead delivery

- Customers can receive leads in different ways:
  + By email as a .CSV file
  + By download from their back office
  + Via their own web service (if they have one)
  + By email in real time to each registered lead
  + Deposited on an SFTP (our or client)

How the webservice works

HTTP(S) REQUEST

https://tracking.collecting.fr/ws/879/1113/c5e52d20ac7d1f2b9935a49db763eae6?firstname=&lastname=&phone=&email=

Campaign number / ? / ?

values and variables

HTTP(S) REQUEST

https://apinl-crm.edfenr.com/normalizedLeads/v3/lead?firstname=&lastname=&phone=&email=

HTTP(S) RESPONSE DATA according to the customer ws response

200

Baseandco Webservice ▶ Client Webservice ▶ Client Webservice response ▶ Lead recording if it is acceptable

MUST BE :
- plug it directely with Baseandco Webservice
- errors recording
- log aviable
- can be configured from an interface
- (Not every campaign has one)

MUST HAVE :
- see all lead on back office
- can be deleted

MUST HAVE :
- creates variables
- creates acceptance rules for each variable
- duplicat rules

1 Campaign = 1 Baseandco Webservice pluged on Client Webservice if we have

Media Partners

WHAT THEY NEED IN THEIR BACK OFFICE :

- View of the campaigns to which they are connected
- Access to direct downloads of tracked documentation with id and webservice connection acceptance rules (email and ws documentation)
- Access to leads made and invalid lead error messages (NOK, DOUBLON, Customer Devalidation)
- Access to their invoices and statuses
- One partner can have unimited bases
- Each partner base must have a unique value to identify it in the lead record
- Access to the back office via login and password

Project manager

WHAT THEY NEED IN THEIR BACK OFFICE :

- Creation of a customer file (company name, invoicing contact, contact for the project manager within the company, a notes section (text))
- Assigning editors and their base to a campaign
- Kapping on the number of leads per campaign and per publisher
- Possibility of setting up partner bases for campaigns and rates
- Target lead over a period to be defined
- View all campaign statistics
- Export campaign/publisher leads over a period
- Export campaign statistics
- Access to the back office via login and password

Developer

WHAT THEY NEED IN THEIR BACK OFFICE :

- Autonomous creation and connection of webservices (CURL , Oauth2 for exemple) in the Ideal with all possible fields for this purpose
- Webservice rules can be set up
- Email reporting configuration (daily and monthly reporting)
- View on logs
- Creation and management of client, editor and team accounts
- Track error messages by campaign
- ALL ACCESS
- Access to the back office via login and password

Client

WHAT THEY NEED IN THEIR BACK OFFICE :

- Access to completed leads
- Leads can be downgraded by status (default status OK / CUSTOMER NOT VALID) according to a percentage to be defined on the campaign page by the base&co team
- Access to invoices
- Access to the back office via login and password

Navigation mapping depending on your status

LOGIN ▶ BACKOFFICE
depending
on your status

	Parthers	Client	Base&co Team	Base&co Team Admin
See all campaign	No	No	Yes	Yes
See the campaigns on which it is parthers	Yes	Yes		
campaign creator	No	No	Yes	Yes
campaign modification	No	No	Yes	Yes
lead access	Yes	Yes	Yes	Yes
lead modification / dealete	No	No	Yes	Yes
lead invalidation with explanation	No	Yes	Yes	Yes
webservice modifiation / creation	No	No	No	Yes
webservice client modification / creation	No	No	No	Yes