CataBoom has 5 variations of deployments; Direct URL, Sign-On URL, Requested URL Link, Requested Play and Twitter Scraping. Below are descriptions of those solutions with an example of our basic Slot Machine mechanic.

Direct URL

A Direct URL is a single link that can be published to the masses. It is commonly used in general advertising when the consumer is unknown. With a Direct URL, CataBoom manages all of the registration qualifications (CAPTCHA, email, name, one play, etc.)

Example of a Direct URL:
https://secure.cataboom.com/direct/cataboom-demo-slot
This particular link does not include any registration qualifiers.

Play Flow of Direct URL:
https://secure.cataboom.com/remote/cataboom/assets/docs/game_map_directURL.pdf

Sign-On URL (also called PIN URL)

A Sign-On URL is a single link that can be published to the masses similar to the Direct URL. It is commonly used when you want to control or monitor play. Some common uses include PIN on Pack, Street Teams, Secondary Rewards, Word of the Day, Song of the Day and Reward Codes.

Example of a Sign-On URL:
https://secure.cataboom.com/pin/cataboom-demo-slot Code: DEMO
This particular link does not include any registration qualifiers.

Play Flow of Direct URL:
https://secure.cataboom.com/remote/cataboom/assets/docs/game_map_directURL.pdf

Requested URL Link (also called Unique URL)

A Requested URL generates a unique URL for every play and player. Every URL points to the same game mechanic, but the URL itself holds all the validation rules. This keeps the reward to the individual that completed the "action" rather than a Direct URL that potentially gets posted on social somewhere for everyone on the Internet to play.

How does this work?
A Requested URL is a simple API call to the CataBoom platform. This URL is designed for backend services and should never be visible to the player. Use code similar to the below after the consumer performs the desired action. This code calls the CataBoom server. The CataBoom server returns a unique URL that can be presented to the player. Each player will receive an individual and unique URL.

What is the Username and Password?
The username and password is what CataBoom uses to determine the call is a valid request. Each campaign has a specific username and password.

Can additional information be appended?
Additional information, such as user ids or other credentials, can simply be added with &[attribute]=[variable] to the end of the http call string. Appending &AccountID=[variable] allows the CataBoom system to manage aspects such as play count and number of wins.

The below is a php version of the CataBoom unique URL creator that generates unique URL's. This example is attached to the same slot machine mechanic as above. It creates a unique URL on the fly prior to presenting to the consumer.

--- demo sample code: other languages have similar code ---

```
<!DOCTYPE html>
<html>
<body>
<h1>Requested URL Link Example</h1>
<p>
<a href="<?php echo file_get_contents("https://secure.cataboom.com/dplayurl/cataboom-
demo-slot?username=cataboom&password=cataboom899");?>" >Here's your link!</a>
</p>

--- end demo sample code ---
```

This will generate unique demo play URLs that look like:
https://secure.cataboom.com/dplay/cataboom-demo-slot/57ae547f-e8dd-45fd-8cdf-8eeb803f0b54
https://secure.cataboom.com/dplay/cataboom-demo-slot/57ae54b1-ff60-4e02-8f91-0fbea9ddde94

If you want to see what is generated without the code around it, simply put the
https://secure.cataboom.com/dplayurl/cataboom-demo-slot?username=cataboom&password=cataboom899 in
a browser.

Play Flow of Requested URL Link:
https://secure.cataboom.com/remote/cataboom/assets/docs/game_map_requestURL.pdf

Request Play

Requested Play generates a JSON response that includes a pre-played game. The
response includes playcount, wincount, winlevel and game URL. The URL points to the
same game mechanic, but the outcome is already predetermined. This method allows for a
win level response only and optional game mechanic usage. It also creates a way for
key information to be stored outside of the CataBoom platform.

How does this work?
A Requested Play is a more traditional API call to the CataBoom platform. This URL is
designed for backend services and should never be visible to the player. Use code
similar to the below after the consumer performs the desired action. This code calls
the CataBoom server. The CataBoom server returns a JSON response. Each player will
receive individual and unique responses.

What is the Username and Password?
The username and password is what CataBoom uses to determine the call is a valid
request. Each campaign has a specific username and password.

Can additional information be appended?
Additional information, such as user ids or other credentials, can simply be added
with &[attribute]=[variable] to the end of the http call string. Appending
&AccountID=[variable] allows the CataBoom system to manage aspects such as play count
and number of wins.

--- demo sample code: other languages have similar code ---

```
<!DOCTYPE html>
<html>
<body>
<h1>Requested Play Example</h1>
<p>
<?php echo file_get_contents("https://secure.cataboom.com/reqplay/cataboom-demo-
slot?username=cataboom&password=cataboom899");?>
</p>

--- end demo sample code ---
```

This will generate unique demo play URLs that look like:
{"cid":"cataboom-demo-slot",

```
 "url":  "https:\/\/secure.cataboom.com\/dplay\/cataboom-demo-slot\/57ae54f0-b492-
46b2-b8f0-ba19d2b0cc1c",
 "playcount":1,
 "playsremaining":0,
 "wincount":1,
 "winremaining":0,
 "winlevel":1,
"status":"ok"}
```

If you want to see what is generated without the code around it, simply put the
https://secure.cataboom.com/reqplay/cataboom-demo-slot?username=cataboom&password=cataboom899 in
a browser.

Play Flow of Requested Play:
https://secure.cataboom.com/remote/cataboom/assets/docs/game_map_requestPlay.pdf

Twitter Scraping

Twitter scraping used the Twitter monitoring API to look for a combination of
#hashtags defined by the CataBoom campaign. As soon as a campaign is activated, the
CataBoom system looks for the #hashtags. When the combination is found, the platform
responds as a mention to the Twitter @handle of the person that provided the Tweet.
The mentions are found under Notifications in Twitter. The response includes a short
description and a Requested URL Link from the CataBoom system. The response can be
set up to come from any Twitter account.

Example of Twitter Scraping: Tweet #cataboom #slotdemo
This particular link does not include any registration qualifiers.