OVERVIEW

Squibdrive is a Web-based Multichannel Marketing Software that allows users to market, track and monitor visiting activity via multiple marketing platforms such as hyperlinks, USB webkey devices, and QR Codes.

SQUIBdrive is the first and only web-based marketing software that actually is designed for marketeers by marketeers. You can create gamification promotional campaigns like loyalty rewards, social network incentives, grand prizes all with a personalized web-engagement-based experience.

You can attach a WEB Marketing campaign to a hyperlink, USB webkey or QR image. For example, imagine clicking on a hyperlink and it adding reward points each time a visitor clicks it and on the 10th click or 20th click it redirects you to a different promotional page for discounts, or the consumer scans a QR Code and experiences a different promotion with each scan, or the consumer is handed a USB POS Brochure they plug-in to their desktop or laptop and the web browser automatically opens and takes them to your online promotion. These are just a few of the functions of the many robust marketing modules featured in SQUIBdrive to help you better engage and capture consumers, turning browsers into buyers.

SQUIBdrive is modular based, meaning it’s scalable and able to change and adapt to the ever-changing advancements in the web marketing industry. SQUIBdrive brings together traditional to hi-tech marketing via web-engagement-based experiences they will remember and revisit over and over again helping you build brand loyalty and more sales.

Whether web marketing or direct marketing, SQUIBdrive is your marketing solution for separating your company from the competition. SQUIBdrive campaigns make a strong impressionable statement to consumers through offering personalized experiences when engaging your marketing materials and information making it unique, informative, entertaining and most importantly, fun!

ADMINISTRATION CONSOLE

Got to <http://squibdrive.com/admin> to login with your login and password you received in your email when your account was created. Your login is your email address. If you forgot your password then enter your email address under the Resend Password field and your password will be resent immediately.



DASHBOARD

Upon logging in you will be brought to the dashboard where you will have access to Reporting Features and Set-Up Features on the left side menu. Underneath is a hyperlinks called Reset Cookies, used only for demonstrating is using a form for landing page and you want to revisit it on the same computer with the same SQUIBkey (the UID Code burned onto a webkey).

To the right is the table of SQUIBkeys (UIDs), Campaign names, number of plugins or viewed experiences, emails sent from sign-ups if using a form landing page to capture User information and Email Clickthru’s if there is an email hyperlink within the one-time introductory email sent after registration manually or with Facebook. View Path will take you to SQUIBtracker, a reporting feature to track the pages visited specific to that SQUIBkey user.



Squibkey Overview

Squibkey has a URL with a unique ID like <http://squibdrive.com/index.php?USB=1234567>. When the user plugs in the USB webkey there is a cookie installed in the browser that verifies their visit so the next time they plugin they skip any option page for lead generation. The cookie should have the userid created and installed on the cookie for the account whether they are anonymous or known. If anonymous then the userid is created to track repeated visits and collect browsing behavior. The squib cookie act as two purposes. 1) to track the USB Webkey and USB Drive plugging and 2) To track web traffic and anonymous visitor behavior until they become known by opt ins or sign ups. Then that anonymous record becomes known and the user will receive an invitation always to activate their squibcard after they have visited a promotion or squibcard.

Currently, The Admin or Reseller or Client must login and elect Add Squibkeys, enter the number of squib keys to be tracked and the start number of the squibkey. For example I have 500 web keys I must burn one URL onto, in which case I cannot track unique visits related to that specific webkey user, or I can have unique URLs that are burned onto each webkey for tracking each users unique plugging activity. I enter those two values in and the system validates the number of sequential keys are available and are not duplicated and the event is logged and the .csv file is downloaded to the users desktop to be sent to the factory to where they can burn the UURI’s onto the chips. There is a column for the Numbers and a column for the UURI’s. I have attached a sample file.

Then I go to the Squibkey Campaign settings and I create a Campaign name, enter the URL the UURI burned on the chip with redirect to on the web. I enter a persons name who will receive emails notifications of GEOIP alerts each time a visitor plugs in or sign-up or logs in. This can be sent as an instant notification, or one the hour report notification, or a daily end of day report or a weekly report or no Geoip Report Options.

Then save the Campaign.

Then I have to go to the USB groupings module where I can assign a group of keys I just added to a campaign I just created. I have to enter the Starting Key Number and the Ending Key number. and save. This is how it is currently done and it is very laborious and not intuitive at all.

What I want is to use a Campaign Wizard. This campaign wizard will be used eventually, to create different kinds of campaigns. The First step is to choose the Type of campaign, i.e. Squibkey, Squibcard, Squibdrive, SquibPush for now.

**23 May 2016**

[9:44:55 AM] James Faasse: I've explained in detail that the OTF keys were to be generated one at s time and never did I explain all at once. I had provided a clear document about his it must work over a month ago and again during skype and again last week.

I've explained about how to use the cookie to store the uid and the OTF Squibkey.

When the visitor visits one Squibkey is generated and assigned to the users uid in the cookie. That Squibkey created is listed under the campaign list. When that visitor comes back that same Squibkey is tracked being used a second time when plugged in because the uid will be cross referenced against the campaign list and if the visitors uid is assigned to an existing Squibkey uid then a new Squibkey need not be generated OTF. But if the visitors uid has no assigned Squibkey then a new Squibkey is created OTF for that visitors uid.

When the visitor comes back then all visits are recorded under the uid and when that ansmymous user finally registers then all the visitors data is recorded under their profile activity history.

If an existing user uses a different browser or device I understand a new uid and Squibkey would be created. To track existing users over multiple devices :

1. If you create a special script in the cookie that can gather the devices serial number or unique MAC address and store it in the cookie and use that as a unique identifier. Then the device MAC address or serial number is cross referenced against the data table if they visited before fron a different device or browser.

[9:48:26 AM] James Faasse: That's why I've requested about using the ever cookie and using node.js to write a script that would grab information off the device itself. I know Mac addresses are unique and can be grabbed. I know viral ware can be written to grab device Infirmatikn like MAC addresses , email addresses and or serial numbers from devices. So I'm asking for a hybrid cookie that incorporates Some extra ordinary data collection scripts. Understand?

[9:53:13 AM] James Faasse: Then we have to validate tracking with uid as it is because the way I have figured it the uid is not working properly.

Important. Once a user registers then they have a uid in the database abd in the ever cookie. So when they revisit, whether SquibCard or Squibkey, the cookie uid will access data table and recognize the uid as returning and existing and place that visit count under the users activity history record and show many visits under one record. They should not have to login once they are registered in order to be recognized after the user has registered.

[9:57:36 AM] James Faasse: If the user visits many times but never registers it still should not create multiple IUDs fit that same visitor because the cookie gives him s uid on the first visit and tracks each returning visit. Once the anonymous visitor decides to register then all historical activity of the anonymous visitor gets recorded under one uid with his personal information. Now when the registered user revisits he is known and huskies sl data will reflect that under the locations map polyps and the data table user tracking list. It's that simple.

Do you understand? Do you have questions? Is there something not clear?

There are campaign types. Squibkey and squibdrive and SquibCard eye hnder the wizard.

For the squibdrive campaign I had asked that the user be able to choose squibdrive snd then walk thru creating a campaign but if squibdrive campaign type selected then the destination URL would allow the user to select a squibdrive folder or media file and that was never done. Please refer to notes on the Squibkey wizard.