



## RichPromo User Guide

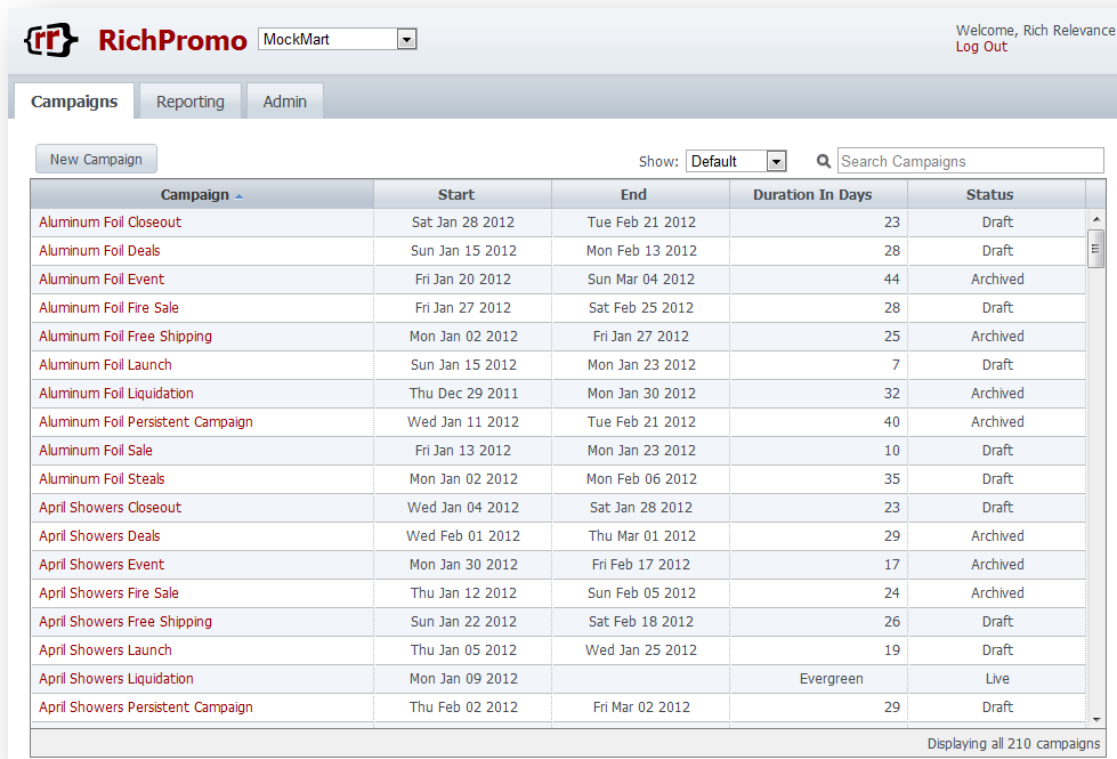
### Product Description

RichPromo is a campaign management platform that personalizes and optimizes content to ensure the most relevant and effective promotion is being shown to each shopper - at each stage of the retail experience.

Built from the ground up to support the unique requirements of retail promotional campaign management, RichPromo is the only content optimization platform of its kind. This document will walk you through setting up campaigns, targeting, and adding creative content.

### Managing Campaigns

All of the campaigns that run on the site are managed from one central location. Filtering enables you to quickly see live campaigns, review or approve campaigns, or work on draft campaigns. The instant search box provides direct access to the specific campaign you're looking for, and the list of campaigns can be re-ordered by any of the column headers.



The screenshot shows the RichPromo interface with the 'Campaigns' tab selected. The interface includes a header with the RichPromo logo, a dropdown for 'MockMart', and a 'Welcome, Rich Relevance Log Out' message. Below the header are tabs for 'Campaigns', 'Reporting', and 'Admin'. A 'New Campaign' button is on the left, and a 'Show: Default' dropdown and a search box are on the right. The main table lists campaigns with columns for Campaign, Start, End, Duration In Days, and Status. The table is sorted by Start date.

Campaign	Start	End	Duration In Days	Status
Aluminum Foil Closeout	Sat Jan 28 2012	Tue Feb 21 2012	23	Draft
Aluminum Foil Deals	Sun Jan 15 2012	Mon Feb 13 2012	28	Draft
Aluminum Foil Event	Fri Jan 20 2012	Sun Mar 04 2012	44	Archived
Aluminum Foil Fire Sale	Fri Jan 27 2012	Sat Feb 25 2012	28	Draft
Aluminum Foil Free Shipping	Mon Jan 02 2012	Fri Jan 27 2012	25	Archived
Aluminum Foil Launch	Sun Jan 15 2012	Mon Jan 23 2012	7	Draft
Aluminum Foil Liquidation	Thu Dec 29 2011	Mon Jan 30 2012	32	Archived
Aluminum Foil Persistent Campaign	Wed Jan 11 2012	Tue Feb 21 2012	40	Archived
Aluminum Foil Sale	Fri Jan 13 2012	Mon Jan 23 2012	10	Draft
Aluminum Foil Steals	Mon Jan 02 2012	Mon Feb 06 2012	35	Draft
April Showers Closeout	Wed Jan 04 2012	Sat Jan 28 2012	23	Draft
April Showers Deals	Wed Feb 01 2012	Thu Mar 01 2012	29	Archived
April Showers Event	Mon Jan 30 2012	Fri Feb 17 2012	17	Archived
April Showers Fire Sale	Thu Jan 12 2012	Sun Feb 05 2012	24	Archived
April Showers Free Shipping	Sun Jan 22 2012	Sat Feb 18 2012	26	Draft
April Showers Launch	Thu Jan 05 2012	Wed Jan 25 2012	19	Draft
April Showers Liquidation	Mon Jan 09 2012		Evergreen	Live
April Showers Persistent Campaign	Thu Feb 02 2012	Fri Mar 02 2012	29	Draft

Displaying all 210 campaigns

### Campaign Workflow

The “status” column of the campaigns panel provides a status message that communicates important facts about your campaign. When a campaign is first created, it’s in a draft state. Once creatives are specified, the campaign moves into a pending state. RichPromo users with permissions can then approve the campaign and ensure that the campaigns will meet business objectives. Once the campaign is approved, it will go live at midnight on the specified start date and will end at 23:59:59 on the end date. The time zone is configured by your RichRelevance Relationship Manager.

The table below explains the four possible status messages.

Status Message	Campaign Characteristics
Draft	<ul style="list-style-type: none"><li>• Has not been activated</li><li>• Has neither a Flash nor an image asset</li></ul>
Pending	<ul style="list-style-type: none"><li>• Is activated</li><li>• Has a creative asset</li><li>• Starts in the future</li></ul>
Live	<ul style="list-style-type: none"><li>• Is in production</li><li>• Is activated</li><li>• Has a creative asset</li><li>• Starts on or before and ends on or after current date</li></ul>
Archived	<ul style="list-style-type: none"><li>• Expired campaigns</li></ul>

### Campaign Settings

New campaigns are named, described (optionally), and scheduled from the settings screen. The settings page also provides direct access to reporting for live or completed campaigns.

The screenshot shows the RichPromo interface for the 'April Showers Sale' campaign. The top navigation bar includes 'Campaigns', 'Reporting', and 'Admin'. The 'Campaigns' tab is active, showing sub-tabs for 'April Showers Sale', 'Settings', 'Targeting', and 'Creative'. A 'Save' button is located on the right. The 'Summary' section contains fields for 'Campaign Title' (April Showers Sale) and 'Description'. The 'Status' is 'Live - eligible and currently active', with a 'Pause Campaign' button. The 'Reporting' section has a link 'Go to Reporting for this Campaign'. The 'Scheduling' section defines the time frame with 'Start' (04/01/2012) and 'End' (04/30/2012) dates, each with a calendar view. A checkbox for 'No End Date ("Evergreen")' is present at the bottom.

**RichPromo** MockMart Welcome, Rich Relevance Log Out

**Campaigns** Reporting Admin

April Showers Sale Settings Targeting Creative Save

**Summary**

Campaign Title: April Showers Sale

Description:

Status: Live - eligible and currently active Pause Campaign

Reporting: [Go to Reporting for this Campaign](#)

**Scheduling**

Define the time frame of this campaign. Individual Ad Units can be set to run within this time frame.

Start: Start of day 04/01/2012

End: End of day 04/30/2012

☐ No End Date ("Evergreen")

You can check the “No End Date” box to run a campaign for an indefinite period of time.

### Targeting

The enRICH engine uses the targeting information provided on these screens to match campaigns to the shoppers who will find it the most relevant in their current context.

Campaigns are scored and selected based upon their targeting rules (audience, segment, referrer, geography, forced, cart value) to ensure that the most relevant campaign is shown for each shopper. As the match between a shopper and a campaign improves, the campaign score will improve. If the shopper does not match a required targeting rule, then the campaign is not eligible to be shown.

Of the eligible campaigns, the highest scoring campaign will be displayed, unless there is a campaign forced to display first. If a forced campaign is eligible, it is always shown. If two or more campaigns tie for the highest score, the campaign with the best performance is selected, except for a portion of the time that is reserved to test other campaigns and determine if their performance has changed. A campaign is forced to display last if it is eligible and no other campaigns are eligible.

Jump to Topic: [Audience](#) | [Geographic](#) | [Referrer](#) | [Segment](#) | [Forced](#) | [Cart Value](#)

### Audience

Specify the brands, categories, products, and/or product attributes that will be most relevant to shoppers who should see this campaign. Optionally, specific behaviors can be targeted to more precise behaviors of the shopper. For example, you could set up a campaign to only show to shoppers who have very recently purchased a product in a particular category.

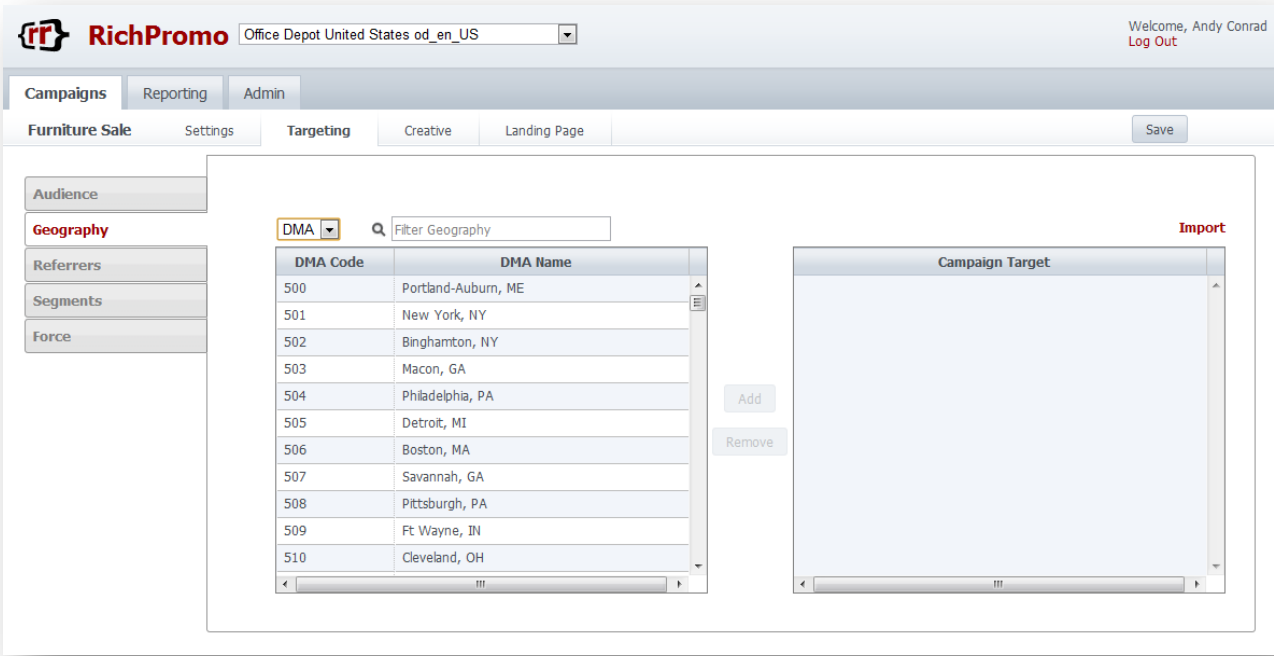
A shopper can match multiple audience targets, which results in a higher score for this targeting rule. The type of event they match the rule with can also impact the score:

- Purchase events are scored higher than cart adds, and cart adds are scored higher than views.
- The age of the event can also impact the score. In-session events are scored higher than events from the past week. Past week events are scored higher than events from the past month. Past month events are scored higher than events from the past three months. Anything older than three months is not scored.

The screenshot shows the RichPromo web interface for configuring an audience. At the top, there's a header with the RichPromo logo, a dropdown menu set to 'MockMart', and a 'Welcome, Rich Relevance Log Out' message. Below the header are tabs for 'Campaigns', 'Reporting', and 'Admin'. Under 'Campaigns', there are sub-tabs for 'April Showers Sale', 'Settings', 'Targeting', 'Creative', and a 'Save' button. The 'Targeting' tab is active, showing the 'Audience' section. On the left, a sidebar lists targeting options: 'Audience' (selected), 'Geography', 'Referrers', 'Segments', and 'Force'. The main area has a 'Category' dropdown and a 'Search Audience Affinities' search bar. A list of categories is shown, including Shoe, BootLike, Pants, Pants C, Pants B, Pants A, Shirt, Sock, Scarf, Scarf C, Scarf B, and Scarf B III. To the right of this list are two arrows for moving items to the 'Audience Affinities' list. The 'Audience Affinities' list contains: 'Category - Scarf B III', 'Category - Scarf B II', 'Attribute - Rating : > 3 modify', 'Brand - Airzone', and 'Brand - Angel Schlesler'. Below the lists is a 'Remove All' link. At the bottom, there's a section titled 'Restrict this campaign to shoppers in the audience that have the following behavior' with three checkboxes: 'Viewed: Only shoppers who have recently viewed item(s) in the audience affinity set', 'Purchased: Only shoppers who have recently purchased item(s) in the audience affinity set', and 'Added to Cart: Only shoppers who have recently added item(s) in the audience affinity set to their cart'. The 'Added to Cart' option is checked.

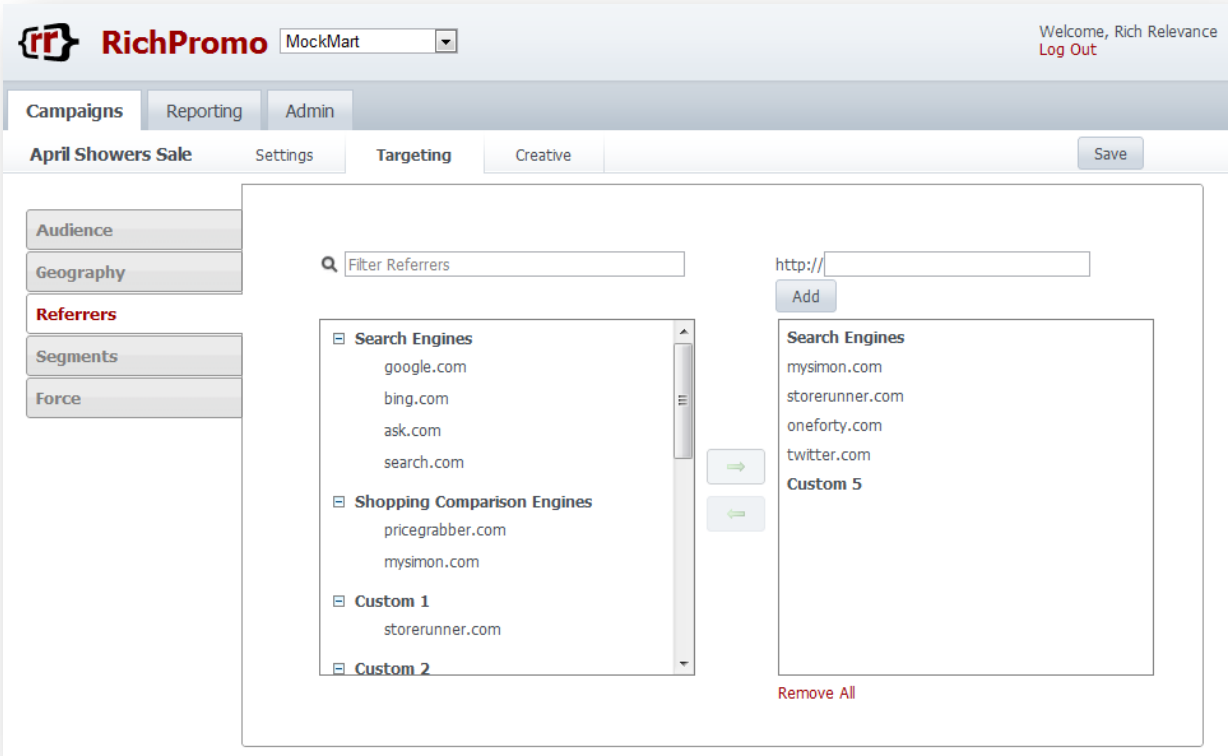
**Geographic**

Filter campaigns so that they only show in specific DMAs (designated market areas) or States. This list can be supplemented to include international DMAs as needed.



**Referrers**

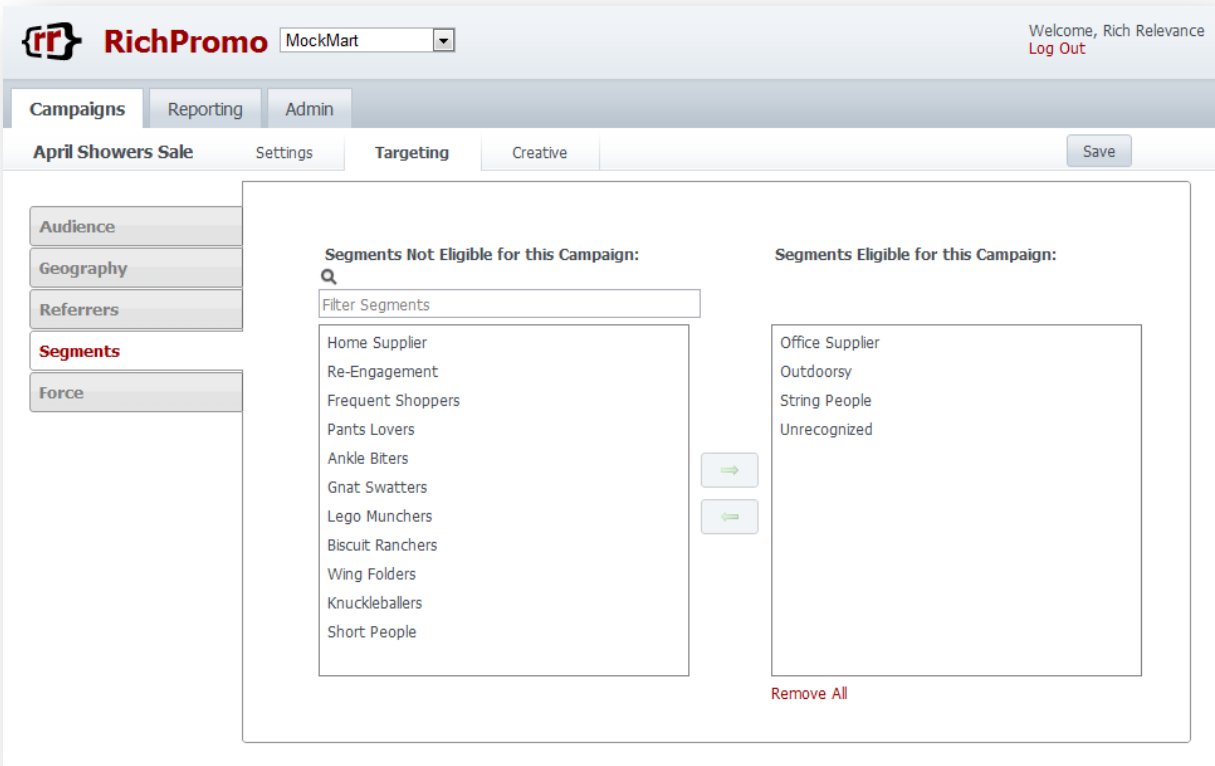
Target campaigns based on the site the shopper came from. Design specific campaigns for shoppers arriving from search engines, comparison shopping engines, etc.



**Segments**

If you have pre-defined segments available from another source, they can be imported into RichPromo to supplement the campaign’s targeting. This allows you to combine any existing shopper segments with RichPromo personalized targeting. Please consult your Client Services Engineer for more information.

A shopper can match multiple segments. The more segments they match, the score will be higher for this targeting rule.



### Forced Targeting

While RichPromo provides a powerful set of targeting capabilities, we also recognize that there are times when you need to dispatch with the personalization and show a specific campaign. For example, what happens if the Cubs win the World Series? However unlikely this may be, the marketing team might want to splash the homepage with congratulatory messaging. Additionally, you have the option to force a campaign to always display last. This ensures that there is always a fall back campaign to show to shoppers.

The screenshot shows the RichPromo user interface. At the top, there's a header with the RichPromo logo, a dropdown menu set to 'MockMart', and a user greeting 'Welcome, Rich Relevance' with a 'Log Out' link. Below the header is a navigation bar with tabs for 'Campaigns', 'Reporting', and 'Admin'. Under 'Campaigns', there's a sub-navigation bar with 'April Showers Sale', 'Settings', 'Targeting' (which is active), and 'Creative'. A 'Save' button is located on the right of this sub-bar. On the left side of the 'Targeting' page, there's a sidebar with a list of targeting options: 'Audience', 'Geography', 'Referrers', 'Segments', and 'Force' (which is highlighted in red). The main content area is titled 'Force Targeting' and contains the following text: 'Campaigns can either be "Forced" so that they're always shown first, or so that they're the last campaign selected when no other campaign is available.' Below this text are three radio button options: 'Do not force this campaign - allow normal targeting' (which is selected), 'Force this campaign to always display **first**', and 'Force this campaign to always display **last**'. Further down, there's a section titled 'More About Campaign Forcing' with a bulleted list: 'Only one campaign can be forced at any given time. This page will warn you if another campaign is already being forced, and give you an opportunity to replace it with this one.', 'Forcing will only apply to Ad Units and their locations, as described on the Creative page.', and 'When a campaign is "Forced" to the first or last positions, all other targeting information is disregarded.'



**Cart Value**

This targeting method can be configured by your Client Services Engineer. Once enabled, you can target the value of a shopper’s cart. For example, if a shopper has less than \$50.00 in the cart, the RichRelevance system can recommend products that will make the cart total eligible for free shipping.

Segments

Audience

**Cart Value**

Geography

Referrers

Force

Only show this campaign when items in the shopper's cart are between the following amounts:

(the specific amounts provided will be included in the range)

Minimum Value:

Maximum Value:

☐ Only show this campaign when the targeting above is matched


(If you leave this box unchecked, the campaign can be shown to any shopper. However, it will be ranked based on the targeting provided)

**Note:** Cart value targeting will only work if your site has been setup with Javascript that passes the current value to RichRelevance on each page

## Creative Ad Units

Creative Ad Units define how and where the campaign should appear on the site. This includes the type of ad unit that should be shown (e.g. a banner size), the locations on the site that should be included, and any merchandised recommendations that should be included.

Jump to topic: [Types](#) | [Locations](#) | [Engagement](#) | [Recs](#) | [Files](#) | [Custom Layouts](#)

 **RichPromo** MockMart ▼

Welcome, Rich Relevance  
[Log Out](#)

CampaignsReportingAdmin

April Showers SaleSettingsTargetingCreativeSave

MediumRectangle

RotatingHero

Recommendations

Add

**Ad Unit Details**

Type: Medium Rectangle ▼  
Name: MediumRectangle

**Ad Unit Locations ([Browse All Locations](#))**

Placement	Engagement Rule
Home Page Middle	Stop showing after 1 Click
Confirmation Middle	Stop showing after 5 Clicks
List Left	Stop showing after 2 Clicks

Remove...Add

**Creative Files**

File Location	Link
Preview: <a href="http://www.richrelevance.com/wp-content/them...">http://www.richrelevance.com/wp-content/them...</a>	Test: <a href="http://www.richrelevance.com/">http://www.richrelevance.com/</a>

Remove...Add

When multiple assets from the same campaign ad unit are eligible to be displayed, the asset with the best clickthru rate will be displayed except to test the ongoing performance of other assets.

**Delete Ad Unit**

This option will completely remove this ad unit. [Delete Ad Unit](#)

**Types of Creative**

The RichPromo platform supports banners of any size, custom fit to match the layout of your site, and optionally optimizing several different creative assets in the same space. The menu of creative types shows all of the available banners that have been pre-configured when integrating RichPromo with your site experience and technical teams.

MediumRectangle

RotatingHero

Recommendations

Right Rail

Headline Leaderboard

Add

For example, the layout on the category page may call for a 120x500 banner (tall and narrow) on the right-rail of the page. The homepage may call for row of 250x250 square placements across a row in the middle of the page. These would appear as two options, according to the name that you define – “Right Rail Banner” and “Small Square Banner” respectively.

Ad Unit Details

Type:

Name:

Select ...

✓ Rotating Hero

Medium Rectangle

homepage hero

**Locations**

Each campaign can be assigned to one or more locations on the site. When defining these locations, you can preview the available locations, or select locations that have not been enabled on the site (for testing purposes and to prepare campaigns in a new placement before going live).

**Ad Unit Locations** ([Browse All Locations](#))

Placement		Category	Engagement Rule
category_page.recbox1	⚠	Packing Tape	None
home_page.recbox2		n/a	None

[Remove...](#)[Add](#)

Locations are automatically filtered to only show you where on the site the creative can be placed, based on the type of creative you select. For example, if you only configure the homepage to have a “small square” banner, this will be the only option in the locations area.

**Engagement Rules**

Once a shopper views or clicks creative, you can choose to stop showing it to that shopper. This selection is made at the location-level, so you can choose to limit engagement in scarcer areas of the site (e.g. the homepage) while letting it run in other areas (e.g. category pages).

**Engagement Rule**

Stop showing after 2 Views

☒ Stop showing after 

View

✓ Click

**Recommendations**

A merchandised or filtered set of product recommendations can be delivered as part of a campaign. The interface captures the business objectives of the recommendations – should they be filtered to show a specific category of product? A price range? Contain a product attribute, such as a “40% off eligible” flag in the product catalog?

**Filtered Recommendations**

Only show products that match the following filters:

Categories

☐ Shoe

☐ BootLike

☐ Pants

☐ Shirt

☐ Sock

☐ Scarf

☐ Muff

☐ Belt

☐ Suspender

☐ Hat

☐ Supercalifragilisticexpialdocious antidisestablishmentarianism shave and a hair cut, two bits; good evening friends!

Apply

Clear

**Filtered Recommendations:**

Attribute - Number of Wheels : 0 [modify](#)

Brand - Wallables

Category - topSockA2x

[Remove All](#)

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Alternatively, you can enter specific products that should be recommended for the campaign, one by one.

**Specific Products**




Define specific products to show with this campaign. Specific products will show before any filtered recommendations.

Product Id

Product Name

Type the product name and select it from the list.

Product Name:

Order	Product Name	Product ID	Remove
1  	Frying Pan	ext101	

Couple these products and filters with a custom recommendation message that matches the campaign intent.

**Custom Message**

When the recommendations box is shown, this text will replace the standard messaging to match your campaign



(leave blank to use default message)

**Specific Products**

### Files

When providing creative assets to RichPromo, define a location for where the files should be sourced in real-time (like a content management system location). If you provide more than one file, the system will optimize based on clickthru rate.

**Creative Files**

File Location	Link
Preview: <a href="http://cms.retailer.com/directory/file1.jpg">http://cms.retailer.com/directory/file1.jpg</a>	Test: <a href="http://retailer.com/destination1">http://retailer.com/destination1</a>
Preview: <a href="http://cms.retailer.com/directory/file2.jpg">http://cms.retailer.com/directory/file2.jpg</a>	Test: <a href="http://retailer.com/destination1">http://retailer.com/destination1</a>
<div> Remove...  Add</div>	

**Custom Layouts**

You also have the option to use a pre-defined custom layout, which is a type of banner created by RichRelevance. Within the layout options, you can provide headers, sub headers, primary links, auxiliary links with text, a description, and an image. If you are interested in custom layouts, please contact your Client Services Engineer.

Once custom layouts have been set up for your account, select the Banner option specified by your Client Services Engineer from the Ad Unit Details Type drop down menu. Create a descriptive name and then define the location for where the campaign should appear.

Ad Unit Details

Type:

Select...

Name:

Select...

Ad Unit Locations (Browse)

Placement

Engagement Rule

Rotating Hero

Banner 180x132

Recommendations

Banner RichPromo 750x450

Banner Image RichPromo 700x400

Remove...

Add

Creative Files

Type

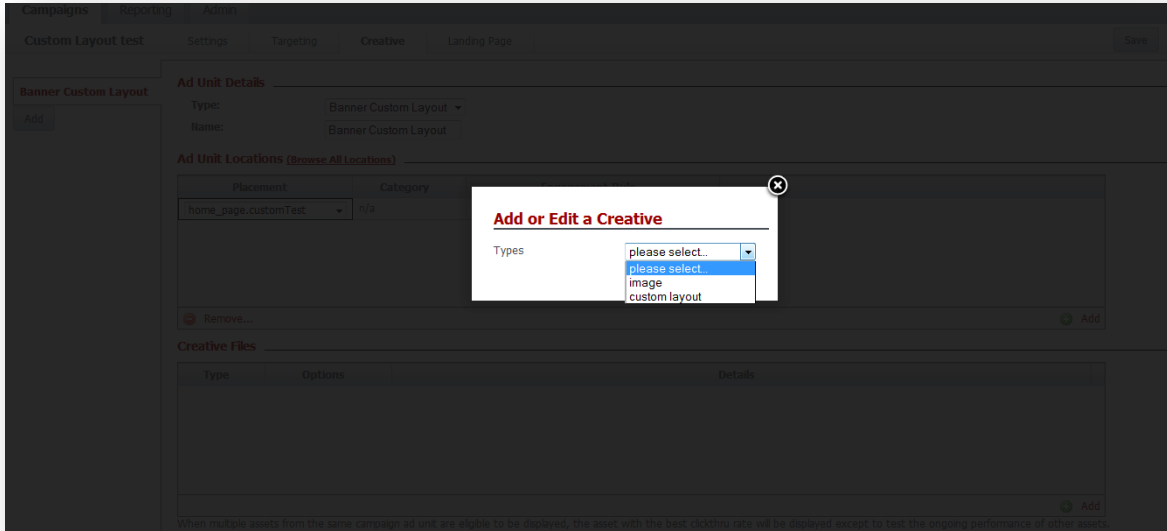
Details

Option

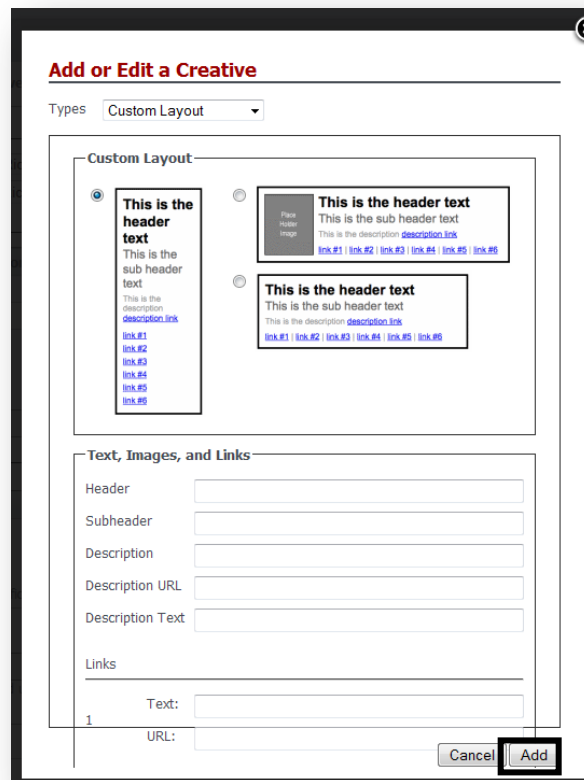
Add

When multiple assets from the same campaign ad unit are eligible to be displayed, the asset with the best clickthru rate will be displayed except to test the ongoing performance of other assets.

In the next step, you can define how the creative should look. Under Creative files, click the “Add” link and select “custom layout” in the Types drop down menu.



The following window will open:



You can choose from three layouts. Select the desired layout format and begin entering the information you would like to include in the layout. These are all optional fields, so please verify that the campaign renders correctly if any of the boxes are left blank. You can use HTML tags to customize the size and color of your text. Click “Add.” You will then see details of the layout, as well as the ability to preview or edit the layout.

## RICHPROMO USER GUIDE

The screenshot shows the 'Creative' tab of the RichPromo dashboard. At the top, there are tabs for 'Settings', 'Targeting', 'Creative', and 'Landing Page', with a 'Save' button on the right. Below the tabs, the 'Ad Unit Details' section includes a 'Type' dropdown set to 'Banner Image Richpromo - 480x800' and a 'Name' field containing 'Banner Image Richprom'. The 'Ad Unit Locations (Browse All Locations)' section features a table with columns 'Placement', 'Category', and 'Engagement Rule'. The table contains one row: 'category\_page.content2', 'All', and 'None'. Below the table are 'Remove...' and 'Add' buttons. The 'Creative Files' section has a table with columns 'Type', 'Details', and 'Option'. The 'Type' column shows 'Custom Layout'. The 'Details' column contains a list of fields: 'template: 1', 'Header: One day sale', 'Subheader: Outerwear and Winter accessories', 'Description: test', 'Description URL: test', 'Description Text: test', 'Link 1 text: test', and 'Link 1 URL: test'. The 'Option' column shows 'preview', 'edit', and 'remove' buttons. Below the table is an 'Add' button. At the bottom, a note states: 'When multiple assets from the same campaign ad unit are eligible to be displayed, the asset with the best clickthru rate will be displayed except to test the ongoing performance of other assets.'

### Set a Campaign to Open in a New Window

You can set campaigns to open in a new window within the RichPromo dashboard. When adding a creative from the Creative Files section, simply check the box to flag the campaign to open in a new window.

The screenshot shows a dialog box titled 'Add or Edit a Creative'. It has a 'Types' dropdown set to 'Image'. Below this, there is a section for 'Image' with the following fields: 'File Location' (http://www.merchant.com/image.png), 'Link' (http://www.merchant.com), 'Alt Text' (empty), and 'Open in new window:' (checked). At the bottom right are 'Cancel' and 'Add' buttons.

When the user clicks on this creative, the URL specified above will open in a new window within their browser. Click "Add" to view all the settings for the campaign.



Ad Unit Details

Type:

Rotating Hero

Name:

Rotating Hero

Ad Unit Locations (Browse All Locations)

Placement	Category	Engagement Rule
home_page.hero2	n/a	None
home_page.hero2	n/a	None

Remove...

Add

Creative Files

Type	Details	Option
Image	File URL: http://www.merchant.com/image.png Click URL: http://www.merchant.com Alt Text: Open in new window: Yes	preview   edit   remove

### Campaign Landing Pages

When a shopper clicks the promotion, where should they go? Use RichPromo to develop a campaign-specific landing page that is tailored to match the creative imagery and messaging of the campaign, complete with products that are eligible for the promotion.

Landing page templates are set up with your RichRelevance client services team, in order to keep layouts consistent with site standards. However, the RichPromo interface allows campaign managers to develop custom content within these restrictions. Custom content includes campaign-specific imagery, manually-merchandised products, and filtered product recommendations.

The screenshot shows the RichPromo interface for configuring a landing page. The top navigation bar includes 'Campaigns', 'Reporting', and 'Admin'. The 'Campaigns' tab is active, showing 'Furniture Sale' as the selected campaign. The 'Landing Page' sub-tab is also active. The interface includes a 'Save' button and a description: 'The campaign landing page provides a destination for all creative that is configured to link here. Choose from available layouts, provide images and product preferences and the landing page will be generated automatically.'

**Layout**

Layout configuration includes a visual editor with 'Image 1', 'Image 2', 'Products', and 'Image 3' placeholders. Buttons for 'Change Layout' and 'Preview Landing Page' are present. A 'Permalink' section provides a link for cross-channel referrals, such as SEM campaigns.

**Images**

Location	File Location	Link
IMAGE_TOP		
IMAGE_BOTTOM		

### Adding Products to Landing Pages

Products can be added to landing pages manually (merchandised), as a set of filtered recommendations, or a combination of the two. The message for the product recommendations can be edited to reflect the language of the campaign.

**Custom Message**

When the recommendations box is shown, this text will replace the standard messaging to match your campaign

(leave blank to use default message)

**Specific Products**

Define specific products to show with this campaign. Specific products will show before any filtered recommendations.

Product Id

Product Name

Type the product name and select it from the list.

Product Name:

Order	Product Name	Product ID	Remove
1	Slippers	ext102	

**Filtered Recommendations**

Only show products that match the following filters:

Category

☐ Shoe

☐ BootLike

☐ Pants

☐ Shirt

☐ Sock

☐ Scarf

☐ Muff

☐ Belt

☐ Suspender

☐ Hat

☐ Supercalifragilisticexpialidocious  
antidisestablishmentarianism shave and a hair cut, two  
bits; good evening friends!

Remove All

**Filtered Recommendations:**

Category - Shoe


### Where do Campaign Landing Pages live?

RichRelevance uses a single empty page on the retail site, complete with standard headers and footers, and then populates the body dynamically. As the page loads, the RichRelevance JavaScript looks to the referring campaign ID to determine what the landing page should look like and then displays the content based on how they were set up in the RichPromo interface. Please see the integration guide for more details.

Alternatively, landing pages can be used as site destinations when referring traffic from external sources (e.g. SEM campaigns). When setting up a landing page, you can copy the “permalink” and use it in any other system.

### Reporting

RichPromo provides complete oversight to campaign performance sitewide and comprehensive detail for selected campaigns. Choose any date range, and view campaigns by a number of metrics. Data is displayed as a graph, in a table, and available for download as .csv file.


**RichPromo**

Office Depot United States od\_en\_US

Welcome, Andy Conrad  
[Log Out](#)

Campaigns

Reporting

Sitewide

Campaigns

**Date Range**  
8/8/2011 to 9/11/2011

**Metric**  

Placement Views

Clicks

Click Through Rate %

Units

Sales \$

Orders

Average Order \$

**Report Type**  

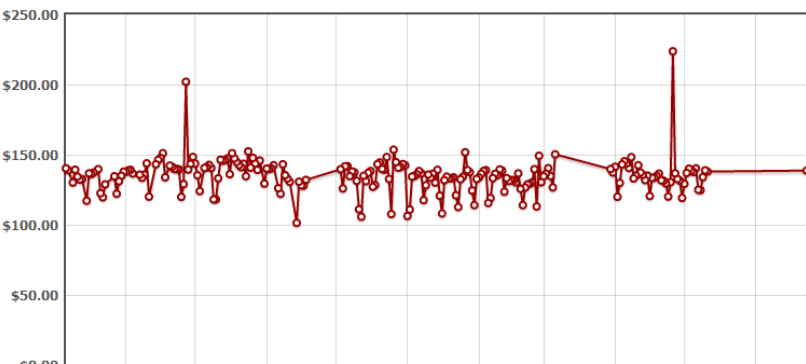
Raw

7 Day Trailing

Cumulative

[Download Data to CSV](#)

**Universal 1**

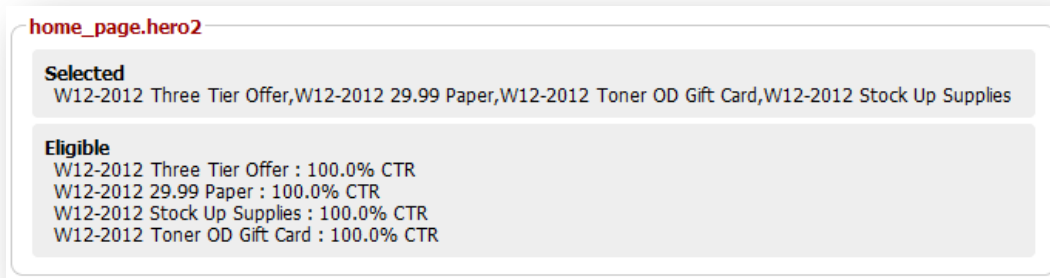


Average Order - Raw

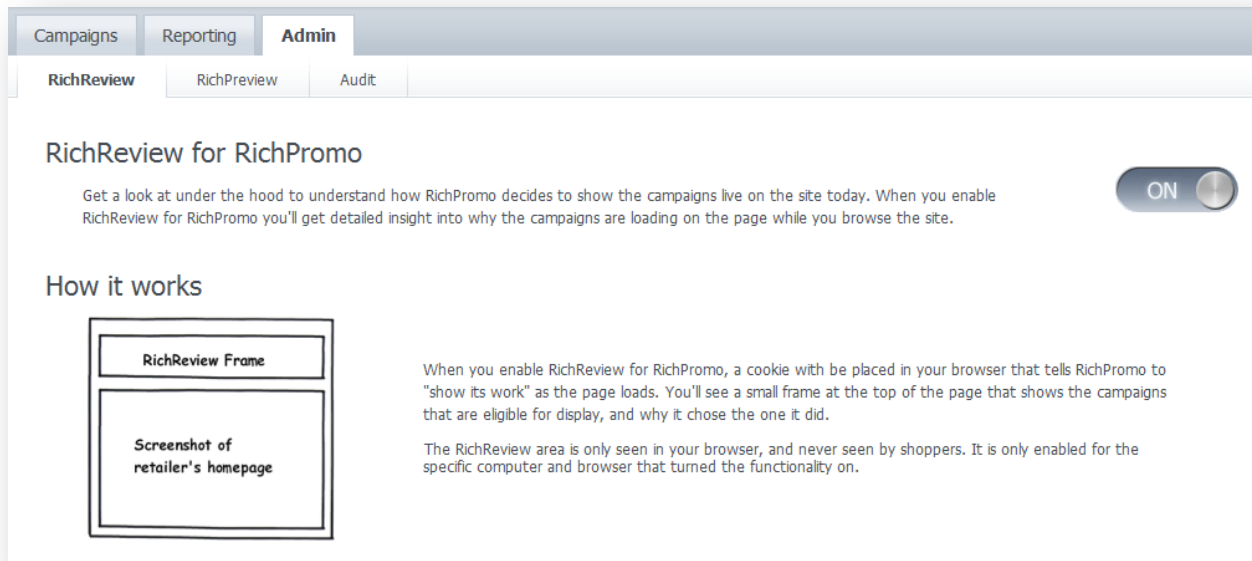
Date	Placement Views	Clicks	Click Through Rate	Units	Sales	Orders	Average Order
Wed Jun 22 2011	245,410	8,623	3.51%	354,811	\$2480069.54	17,885	\$138.67
Tue May 10 2011	253,880	7,635	3.01%	264,303	\$2520601.48	18,267	\$137.99
Mon May 09 2011	256,248	8,244	3.22%	246,429	\$2570871.88	18,518	\$138.83
Sun May 08 2011	256,069	7,517	2.94%	192,739	\$2191374.34	16,354	\$134.00
Sat May 07 2011	139,488	6,927	4.97%	128,459	\$193804.47	1,554	\$124.71
Fri May 06 2011	129,197	921	0.71%	42,309	\$258932.02	2,071	\$125.03
Thu May 05 2011	219,941	2,925	1.33%	188,967	\$1841385.71	13,128	\$140.26
Wed May 04 2011	221,984	4,254	1.92%	189,741	\$1974357.70	14,344	\$137.64
Tue May 03 2011	221,240	5,712	2.58%	248,204	\$2726655.12	19,662	\$138.68

### Site Review (RichReview)

As each page on your site loads, the enRich Personalization engine is deciding which promotion should be shown in each placement. The Site Review feature allows you to see this decision process taking place, in a frame at the top of the page. The frame shows all of the available campaigns, based on matching targeting, and the one it chose to show based on past performance.



Turn this feature on from the admin area of RichPromo, and a cookie will be set in your local browser so that you can see this information. This has no impact on shoppers visiting your site – it's specific to the browser you're using when you turn the feature on.



**Site Preview (RichPreview)**

Each shopper will have a different experience on your site, based on the affinities they express when viewing and buying products on the site, the campaigns available in the system, the current date, the location they’re browsing from, and the site they arrived from (referrers).

The RichPromo Site Preview functionality allows you to review what a particular page will look like under specific circumstances that you define. For example, how would this page look if I had shown an affinity for electronics, was viewing the page from Texas, and had just arrived from Lycos.com?

By using the Site Preview page in RichPromo, you can enter these targeting parameters and be given a string of text that tells the system to “spoof” these conditions. Add the text to a page’s URL and see what it will look like in this situation.

Fill out the targeting parameters you would like to spoof, then append the generated url postfix to the url of the page you want to spoof targeting on.

Url Postfix

Select time ...

2012-01-23

January 2012

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Referrer

Geo-Location

Select DMA

Select...

Select State

Select...

Product Id

Product Name

Type the product name and select it from the list.

Product Name:

Action Type	Product Name	Product ID	Remove
<div>Purchase</div>	Frying Pan	ext101	<div></div>

## Audit Log

Users with the RichPromo Editor role can monitor all ongoing campaign activity via the Audit feature within the Admin tab. This function displays five pieces of information about a campaign:

- date and time of last update
- last user to update a campaign
- date and time of a new campaign
- user that created the new campaign
- specific message depicting the modifications made to a campaign

Campaigns

Reporting

Admin

RichReview

RichPreview

Audit

## Audit Logs

Showing log messages from the last: 30 days

Log Time

Campaign

Message

User

2012-10-26 16:35		campaign 'HPS-W44-2012 Global ' deleted.	Rachel Davis
2012-10-26 16:35		campaign 'HPS-W44-2012 Global ' paused.	Rachel Davis
2012-10-26 16:17		campaign 'HPS-W44-2012 Global ' set to eligible.	Zach Muha
2012-10-26 16:17	HPS-W44-2012 Global Offer	campaign 'HPS-W44-2012 Global Offer' set to eligible.	Zach Muha
2012-10-26 16:16	HPS-W44-2012 Furniture	campaign 'HPS-W44-2012 Furniture' set to eligible.	Zach Muha
2012-10-26 16:16	HPS-W44-2012 Windows 8	campaign 'HPS-W44-2012 Windows 8' set to eligible.	Zach Muha
2012-10-26 16:15	HPS-W44-2012 Paper and Toner	campaign 'HPS-W44-2012 Paper and Toner' set to eligible.	Zach Muha
2012-10-26 16:15	HPS-W44-2012 Twizzlers	campaign 'HPS-W44-2012 Twizzlers' set to eligible.	Zach Muha
2012-10-26 16:14	HPS-W44-2012 Twizzlers	Updated ad units for campaign 'HPS-W44-2012 Twizzlers'.	Zach Muha