1. **Customer registration and coupon redeeming**

According to Promocast Workflow you've sent to me, what should be handled by Promocast system?

* 1. I assume points 1-5 are handled byTrumpia, without any implementation on Promocast part. Is it right?
  2. The real action starts with forced registration. I have the registration working now (without Trumpia), but without the login.  
     Does customer really have to enter his first and last name, phone and email to log in? That seems to me as a lot of work. What if he makes a typo in one of the fields?  
       
     So I need to confirm that login should really work like this and the description of step 12 - how it should call Trumpia, etc.  
     The email for customer with activation link should be sent by Promocast or Trumpia?
  3. Coupon redeeming - you write that Unique coupon is generated after activation. So what is the coupon code for?  
     And how should the employee ID work? It is not saved anywhere in Promocast system now, so how should the system check it?   
     What exactly should happen after the employee enters his ID - I mean you wrote that customer receives discount, but is there some page displayed by Promocast or what?

1. **Dashboard and Reports**
   1. I don't understand some of the statistics you want to have in the reports. Right now Promocast doesn't collect any statistics data, so I have to add it.

**This I understand:**

Unique Users (xx) - I assume it is unique users who opened the page  
Views (xx) - number of times the page, listing, category, etc. was opened  
Listing Views (xx)   
Category Views (xx)  
 Promotion Views (xx)  
Sub-Category Views (xx)   
Promotions Redeemed (xx)

**What is the meaning of these statistics? I need an explanation what they mean.  
When there's avg. time on something, how this time should be computed? It is not trivial and it can be very complicated to compute it.**System Downloads (xx)   
Views/Visit (xx)   
Listing Views/Visit (xx)   
Acceptance Rate (xx%))   
Avg. Time On System (hh:mn:sec)   
Category Views/Visit (xx)   
Promotion Views/Visit (xx)   
Avg. Time On Listings (hh:mn:sec)   
Avg. Time On Promotions (hh:mn:sec)   
Sub-Category Views/Visit (xx)   
Redemption Rate (xx%)   
Promotion View Rate (%)   
Promotion Redemption Rate (%)

**I would suggest to simplify the reports as much as possible, and show only absolutely necessary statistics in the first version.  
It is very difficult and takes a lot of time to make good reports.**

1. **Payments – PayPal, Authorize.net**I'd need some sandbox or demo account for implementing payments through Authorize.net. Was it working in the old version? If yes I can reuse the code.
2. **Handling domains and subdomains**

I'll wait for the new server with this, I think it was handled somehow in the old system, right?

Can you point me to the code that does it?

Should Promocast system automatically also create new subdomain when there's new location created? If yes, how?

1. **New Offers**

What exactly is a new offer? Should it display X latest offers, or offers not older than let's say 14 days?

1. **Ending Soon**Again, what it means Ending soon? It can display X offers that finish soon, sorted from oldest
2. **FAVs**

What are these? I assume they are visitor's favorite, but how does he add promotion to his favorite offers?

1. **Share**

Share was replaced by Contact button in the listing detail now. So should it be there?

1. **Contact Us form**

Does it mean contact us form in the siteadmin or on frontend? Who should get the email - whitelabel user or superadmin?