



**CherryPie**  
powered by PassKit

**The User Guide**

# CHEAT SHEET



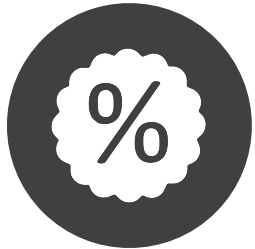
**STEP ONE  
CREATE A  
CLIENT**



**STEP TWO  
CREATE A  
CONTACT LIST**



**STEP THREE  
UPLOAD  
ASSETS**



**STEP FOUR  
CREATE  
TEMPLATE(S)**



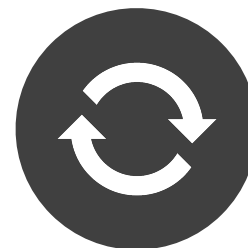
**STEP FIVE  
CREATE A  
CAMPAIGN**



**STEP SIX  
DISTRIBUTE**



**STEP SEVEN  
SEND NOTI-  
FICATIONS**



**STEP EIGHT  
REPEAT.**



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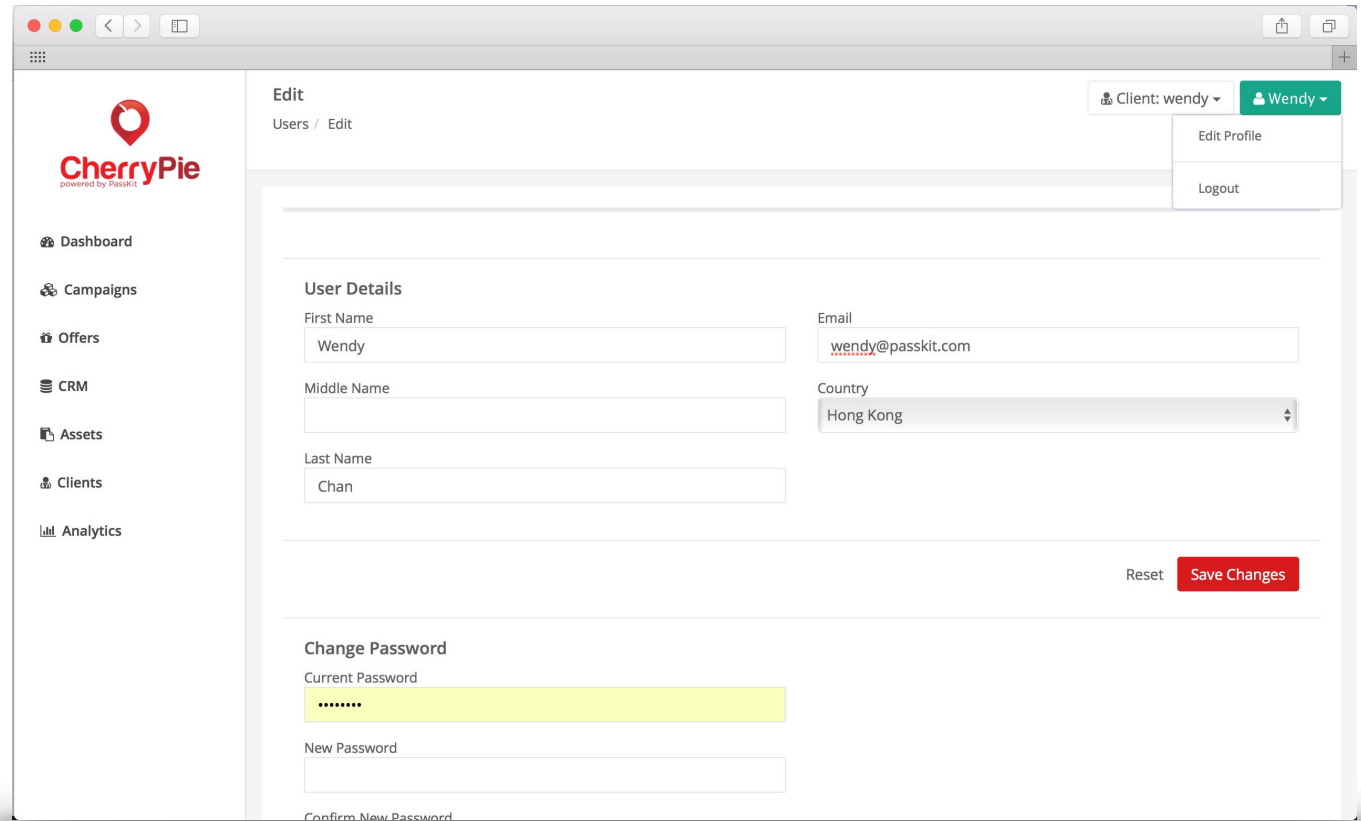
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**THIS GUIDE WILL TEACH YOU HOW TO BECOME A  
SUCCESSFUL **CHERRYPIE** USER SO THAT YOU CAN EASILY &  
EFFICIENTLY LAUNCH MOBILE WALLET MARKETING  
CAMPAIGNS.**

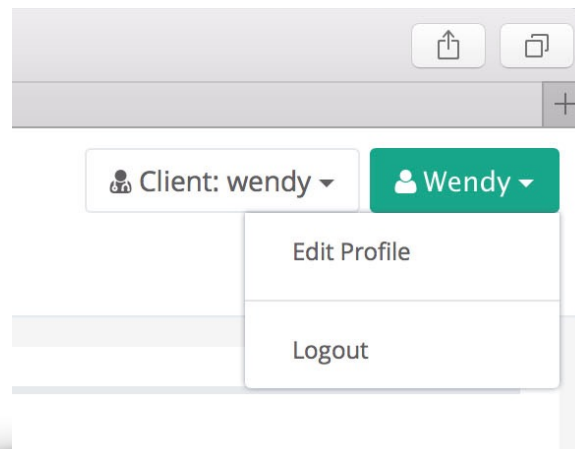


# 1. EDIT YOUR PROFILE

Click on the the dropdown in the top right of the screen, and select 'Edit Profile' to add your name, select your country, and update your password.



The screenshot shows the 'Edit' page for a user named Wendy. The page has a sidebar on the left with navigation links: Dashboard, Campaigns, Offers, CRM, Assets, Clients, and Analytics. The main content area is titled 'Edit' and 'Users / Edit'. In the top right corner, there is a dropdown menu for 'Client: wendy' and a green button for 'Wendy'. Below this, there is a dropdown menu with 'Edit Profile' and 'Logout' options. The 'User Details' section contains form fields for First Name (Wendy), Middle Name, Last Name (Chan), Email (wendy@passkit.com), and Country (Hong Kong). At the bottom right of this section are 'Reset' and 'Save Changes' buttons. The 'Change Password' section has fields for Current Password, New Password, and Confirm New Password.





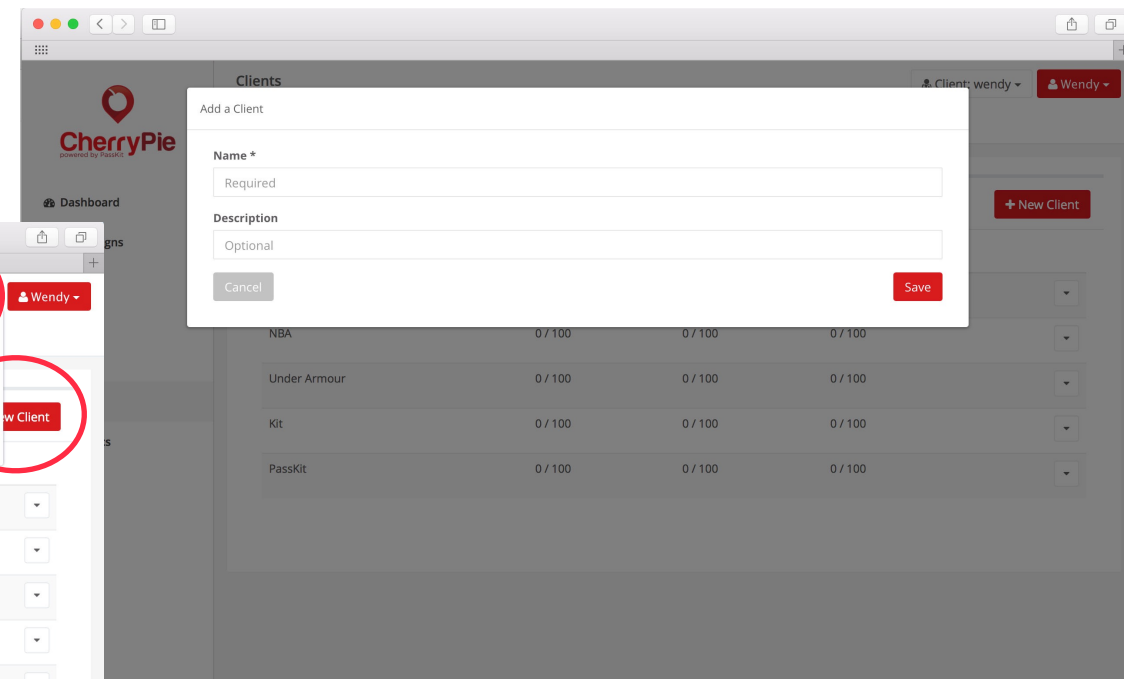
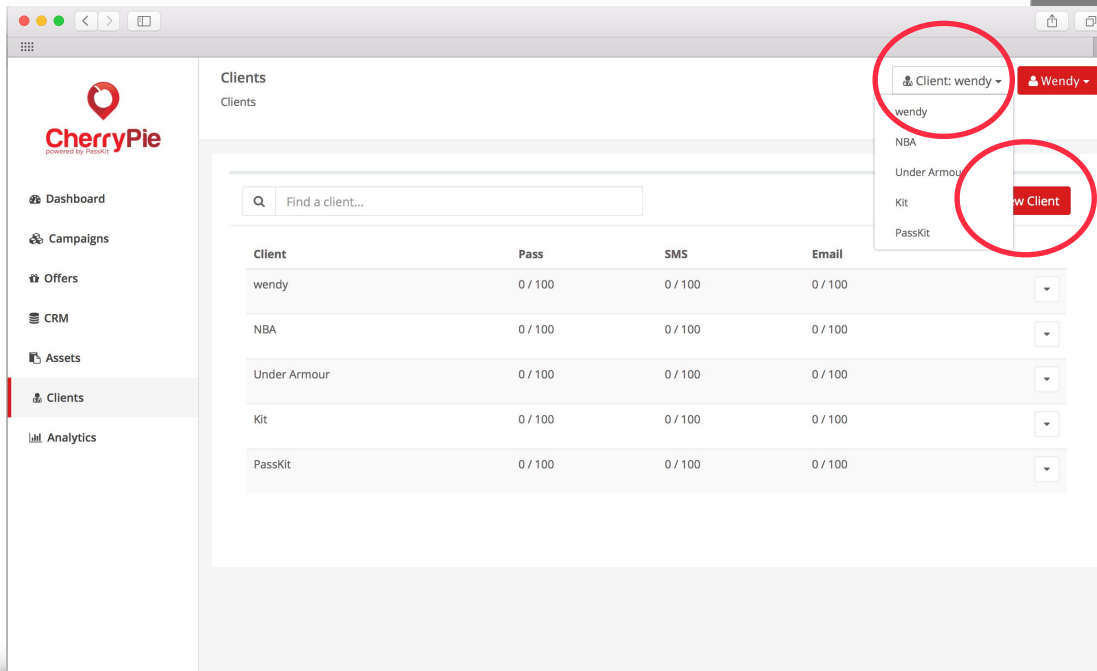
# 2. ADD CLIENTS

When you first log in to CherryPie, your default client is yourself.

Before you do anything, make sure you create a new client. This is because all of the contacts, assets, campaigns, and templates are stored per client and cannot be copied over. Make sure you that you are working on the right client every time you use CherryPie.

Go to Clients —> New Client

To switch between clients, simply go to the top right of the screen and select your client from the dropdown list.



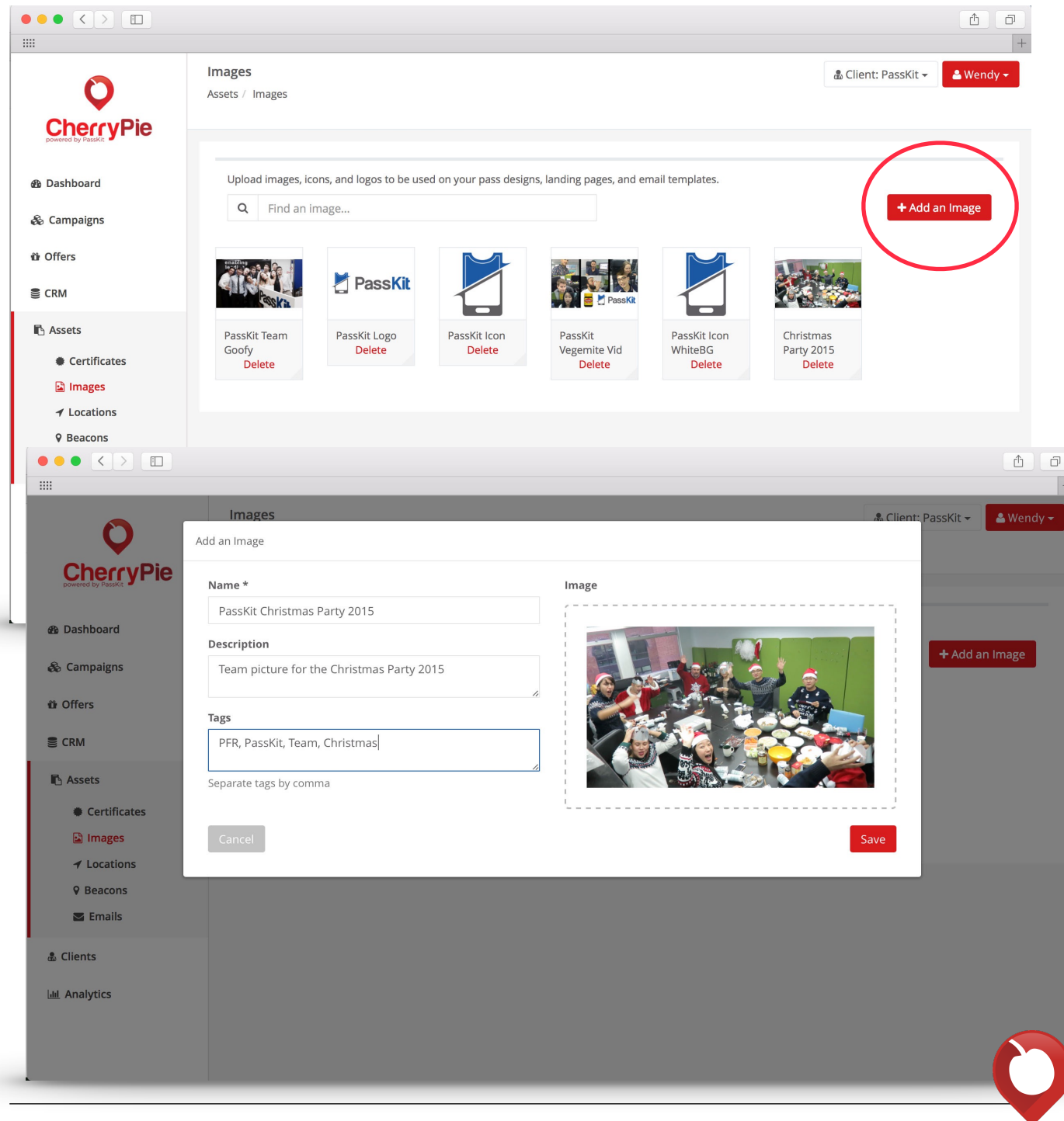
# 3. ADD ASSETS

## 3A ADD IMAGES

This is where you'll store all your image assets, which can be used in the pass, email template, and landing page. Don't worry about cropping it to be the right size - we have cropping tools in the 'design' section of creating your pass and adding it to the landing page.

Go to Assets —> Images —> Add an Image

Enter a name for that image and add a description or tag (for search purposes), then select your image or drag and drop it in the box.



**CherryPie**  
powered by PassKit

Assets / Locations

Client: PassKit Wendy

Add addresses and GPS coordinates to trigger lockscreen messages based on a customer's location in the real world.

Show 50 entries Search:

| Name       | Address   | Description | Latitude   | Longitude   | Altitude | Update Time      |
|------------|-----------|-------------|------------|-------------|----------|------------------|
| PassKit HQ | Hong Kong |             | 22.2873719 | 114.1483239 | 0        | 2015-11-10 13:24 |

Showing 1 to 1 of 1 entries Previous 1 Next

**Add a Location**

Name \*  
PassKit HQ

Address \*  
Search by address...

Description  
Optional

Latitude \*  
22.2873719

Longitude \*  
114.1483239

Altitude  
0

Cancel Save

## 3B ADD LOCATIONS

Add and store locations for location-based lock screen alerts with passes. This will trigger a lock screen message whenever that device is within the range of the GPS coordinates.

Go to Assets —> Locations —> Add a Location

Enter a name for that location and type in the address to search for it on the map. Click and hold to position the map marker in the exact location you want it and the latitude and longitude will automatically be generated.

To enable GPS lock screen message to appear only above a certain height (i.e. on the 60th floor of a building), add in the altitude in meters.

## 3C ADD BEACONS

Add and store beacons for proximity-based lock screen alerts with passes. This will trigger a lock screen message whenever that device is within range of a beacon.

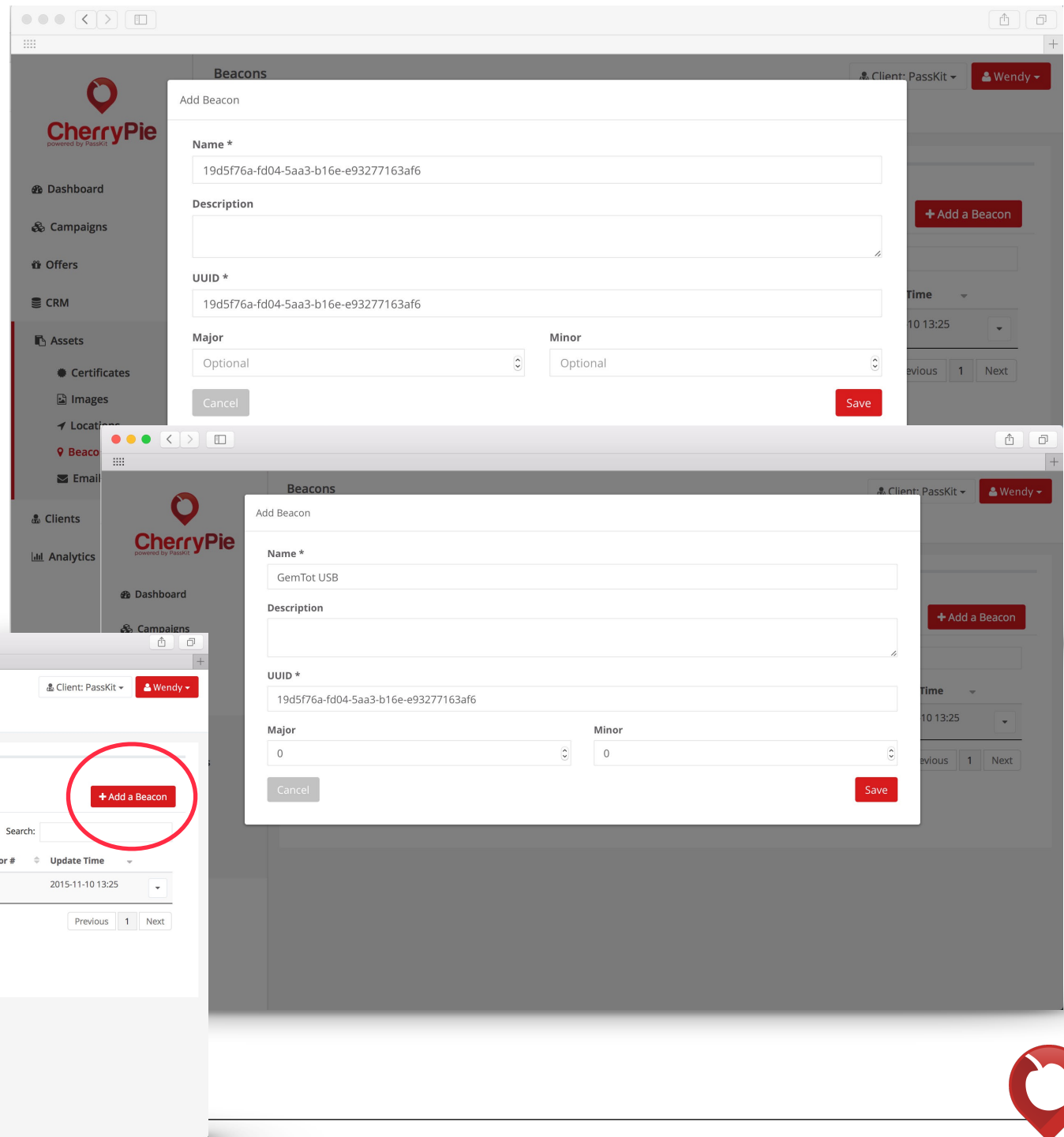
Go to Assets —> Beacons —> Add a Beacon

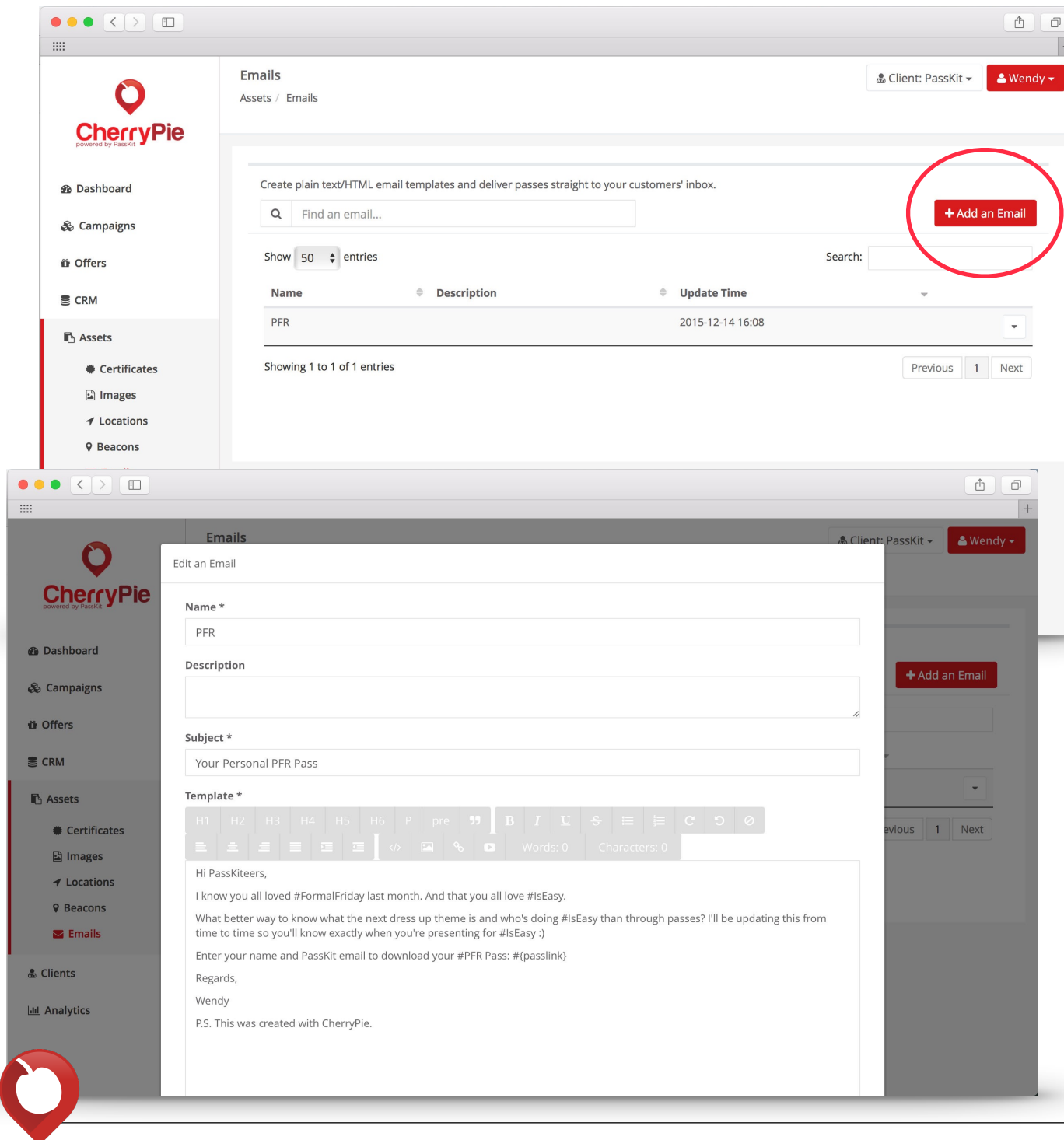
### Option 1:

Enter in a name (i.e. GemTot USB) and a UUID is automatically generated for you. This is the default UUID for GemTot Beacons.

### Option 2:

If you already have a UUID, enter your UUID in the 'Name' field. If your UUID is valid, it will be the same in the UUID field. Ensure that you've added hyphens in the right place of the UUID like this: 19d5f76a-fd04-5aa3-b16e-e93277163af6.





## 3D ADD EMAIL TEMPLATES

Create and store plain-text or HTML email templates so that you can distribute passes and launch campaigns to your contact list straight away. If you've set up customer segmentations, you can also send emails to specific segments only.

Go to Assets —> Emails —> Add an Email

Here are some shortcodes you can use in your email:

- `#{passlink}` - the URL of the pass
- `${FirstName}` - Field that can be edited by customers
- `#{Balance}` - Field that cannot be edited by customers
- `#{pid}` - the Pass ID

## 3E ADD CERTIFICATES

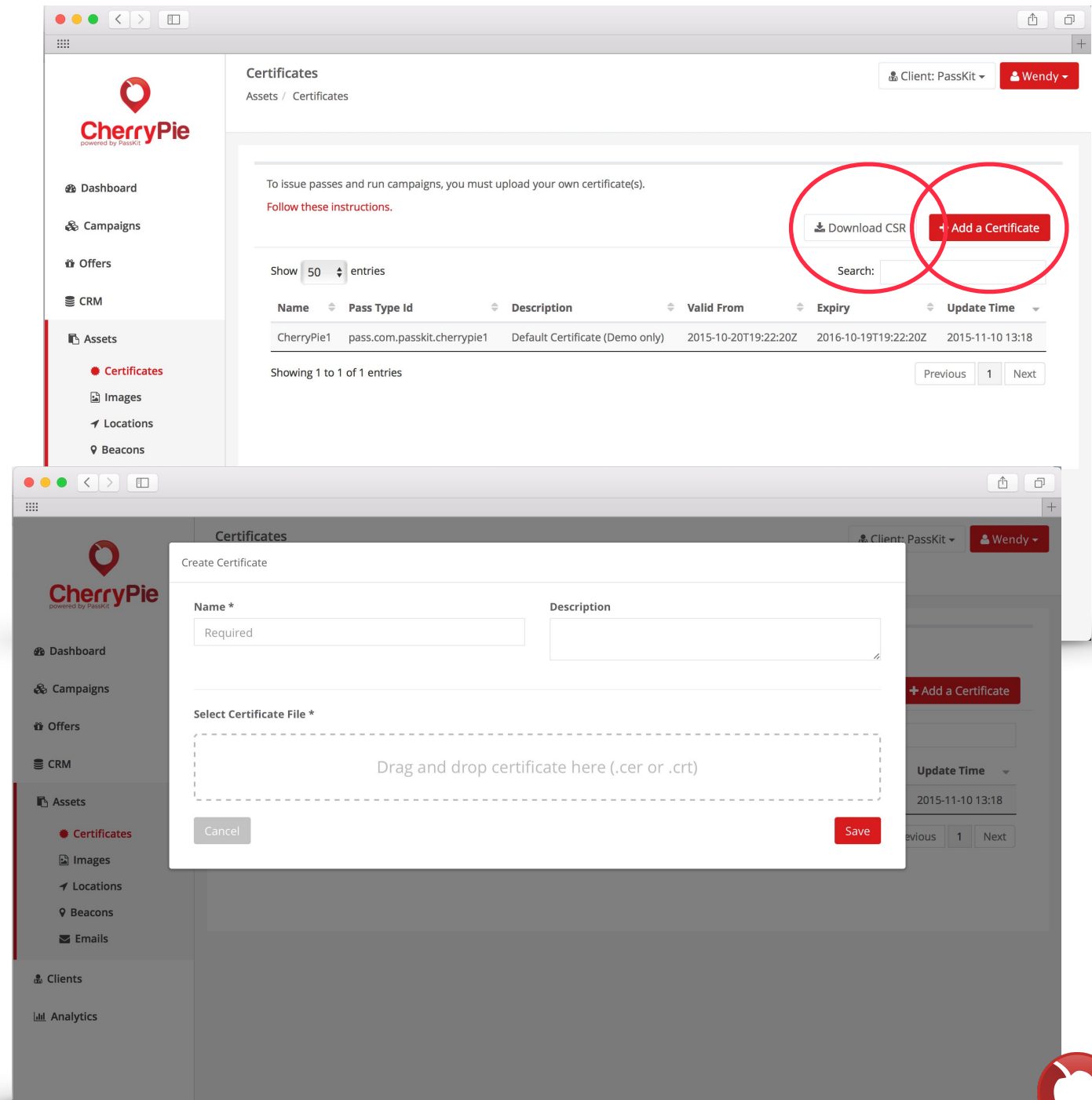
Apple requires that anyone who issues a pass must do so with their own certificate.

You will need an Apple Developer account (US\$99/year) which will allow you to upload as many certificates as you'd like.

1. Download the CSR
2. [Follow these instructions on uploading your certificate](#)
3. Click on 'Add a Certificate' to add the certificate you just created

Additional notes on certificates:

- You cannot change the certificate that is linked to a pass once you've saved the template
- Passes will stack in Apple Wallet if you use the same certificate for the same pass type (i.e. coupon).
- To prevent stacking of passes in Apple Wallet, we recommend using a different certificate for each pass you create.





# 4. CRM

## 4A: CREATE A CONTACT LIST

It's important that you create a contact list in the CRM, even if it's blank. This is so that when you launch your campaign and distribute passes, you are able to store customer data and see their history of actions in that contact list.

Go to CRM —> Create Contact List

### *I don't have existing contacts*

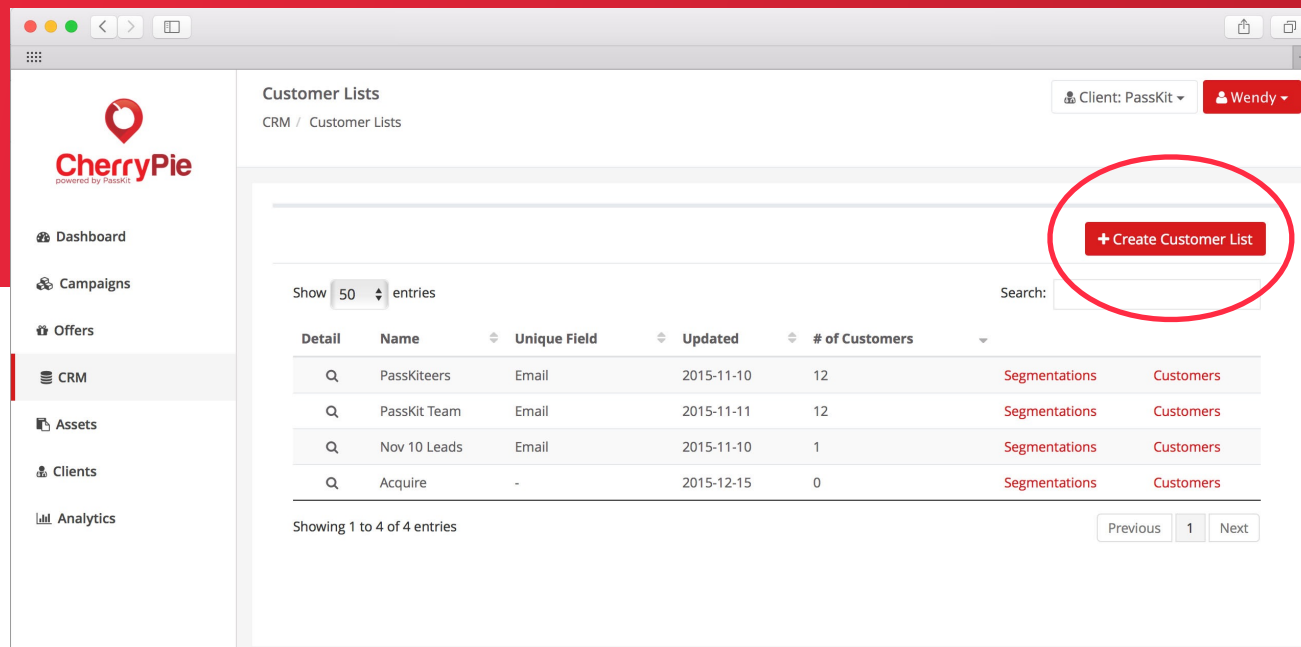
Enter a name for this contact list and save the contact list if you don't have contacts to upload at this time.

### *I have existing contacts*

Download the CSV template to use as a template for uploading your existing contacts. We've provided default headings for each column but feel free to also add your own. These variables can be used in distributing passes and email templates (i.e. personalizing the email by name).

### *Unique fields*

Unique fields are used to identify whether there is a duplicate in your contact list. For example, if you specify 'email' as the unique field, CherryPie will check to see if they are already in the contact list. This will help identify if a contact on the landing page or in the CSV is the same as the contact in the list or not. If you don't specify a unique field, CherryPie will not be able to check for duplicates.



The screenshot shows the 'New Customer List' form in the CherryPie CRM. The form includes fields for 'Name \*' (Required) and 'Description' (Optional). There is a 'Download CSV Template' link and a dashed box for dragging and dropping a CSV file. Below this is a 'Unique Field (Cannot be changed later) \*' section with a dropdown menu set to '-- Select Unique Field --' and a checked option for 'No unique field'. At the bottom, there is a 'Create' button and a note about default field names for CSV headers.

**Name \***  
Required

**Description**  
Optional

[Download CSV Template](#)

Drag and drop a CSV file here.

**Unique Field (Cannot be changed later) \***  
☐ -- Select Unique Field --  
☒ No unique field

The following is default field name (case-insensitive) which can be put it in .csv file as a header to define the column name in the list  
email, mobile, firstname, middlename, lastname, dateofbirth, address, country, gender, timezone, language, device, pictureurl, facebookid

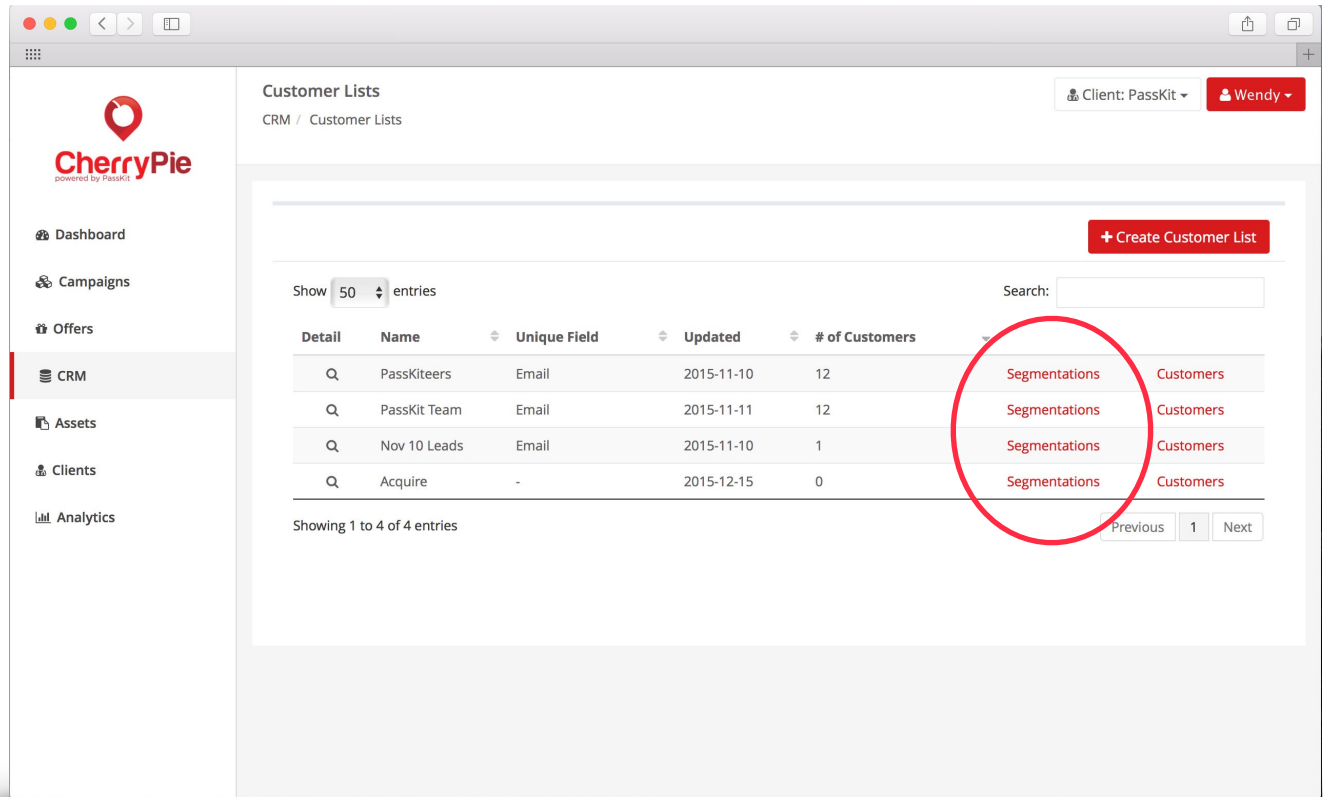
**Create**



## 4B: CREATE SEGMENTATIONS

Use the headers in your CSV to create segmentations of customers. For example, male/female, silver/platinum, status July birthdays, etc. Having customer segmentations allow you to send targeted content to the relevant contacts.

Once you've created your contact list, click on 'Segmentations' to create different segments. You can add multiple rules and conditions for each segment.



The screenshot shows the CherryPie CRM interface. On the left is a sidebar with navigation links: Dashboard, Campaigns, Offers, CRM (highlighted), Assets, Clients, and Analytics. The main content area is titled 'Customer Lists' and includes a breadcrumb 'CRM / Customer Lists'. At the top right, there are dropdowns for 'Client: PassKit' and 'Wendy'. A red button '+ Create Customer List' is in the top right corner. Below this is a table with columns: Detail, Name, Unique Field, Updated, and # of Customers. The table contains four rows of data. To the right of the table, there is a search bar and a column of links labeled 'Segmentations' and 'Customers'. A red circle highlights the 'Segmentations' link for the first three rows. At the bottom, it says 'Showing 1 to 4 of 4 entries' and has pagination controls: Previous, 1, Next.

| Detail | Name         | Unique Field | Updated    | # of Customers | Segmentations | Customers |
|--------|--------------|--------------|------------|----------------|---------------|-----------|
| Q      | PassKiteers  | Email        | 2015-11-10 | 12             | Segmentations | Customers |
| Q      | PassKit Team | Email        | 2015-11-11 | 12             | Segmentations | Customers |
| Q      | Nov 10 Leads | Email        | 2015-11-10 | 1              | Segmentations | Customers |
| Q      | Acquire      | -            | 2015-12-15 | 0              | Segmentations | Customers |





# 5. CREATING TEMPLATES

Design beautiful and engaging mobile wallet content with the WYSIWYG designer tool. Determine template details, build content, customize the design upon scan/redemption, add proximity notifications, and even translations to localize the pass to your demographic.

Go to Templates —> New Template

## 5A TEMPLATE INFO

Specify the template details and information here, including a start and end date (if applicable). This is particularly useful for coupons or event tickets that will expire after a certain date. If your template will never expire, then leave the 'end date' blank. The timezone is based on GMT and is used for delivering time based notifications. You can also choose to limit the quantity of passes to issue here.

The image displays two screenshots of the CherryPie web interface, which is powered by PassKit. The top screenshot shows the 'List' view of offers, and the bottom screenshot shows the 'Edit Offer' form.

**Top Screenshot: List View**

- Header: Client: PassKit, Wendy
- Left Sidebar: Dashboard, Campaigns, Templates (selected), CRM, Assets, Clients, Analytics
- Main Content: Shows a list of offers. A '+ New Template' button is circled in red.
- Table Headers: Name, Start Date, End Date, Update Date, # Issued, # Active, Status
- Table Data: PFR Membership, 2015-11-10, -, 2015-11-11 11:51, 18, 0, ACTIVE
- Footer: Showing 1 to 1 of 1 entries, Previous, 1, Next

**Bottom Screenshot: Edit Offer View**

- Header: Client: PassKit, Wendy
- Left Sidebar: Dashboard, Campaigns, Templates (selected), CRM, Assets, Clients, Analytics
- Main Content: Edit Offer form with tabs: 1. Offer Info, 2. Design, 3. Design Redeem (optional) Disabled, 4. Proximity Notifications, 5. Localization
- Form Fields: Name \* (PFR Membership), Organization Name \* (PassKit), Description \* (PassKit's #PFR Membership Card), Terms & Conditions \* (#PFR)
- Red Circled Fields: Start Date \* (2015-11-10), End Date (Optional), Timezone \* (+08:00), Quantity Restriction \* (Unlimited)
- Footer: Back to list, Send Push, Save

## 5B DESIGN [ FRONT ]

### 1. TYPE

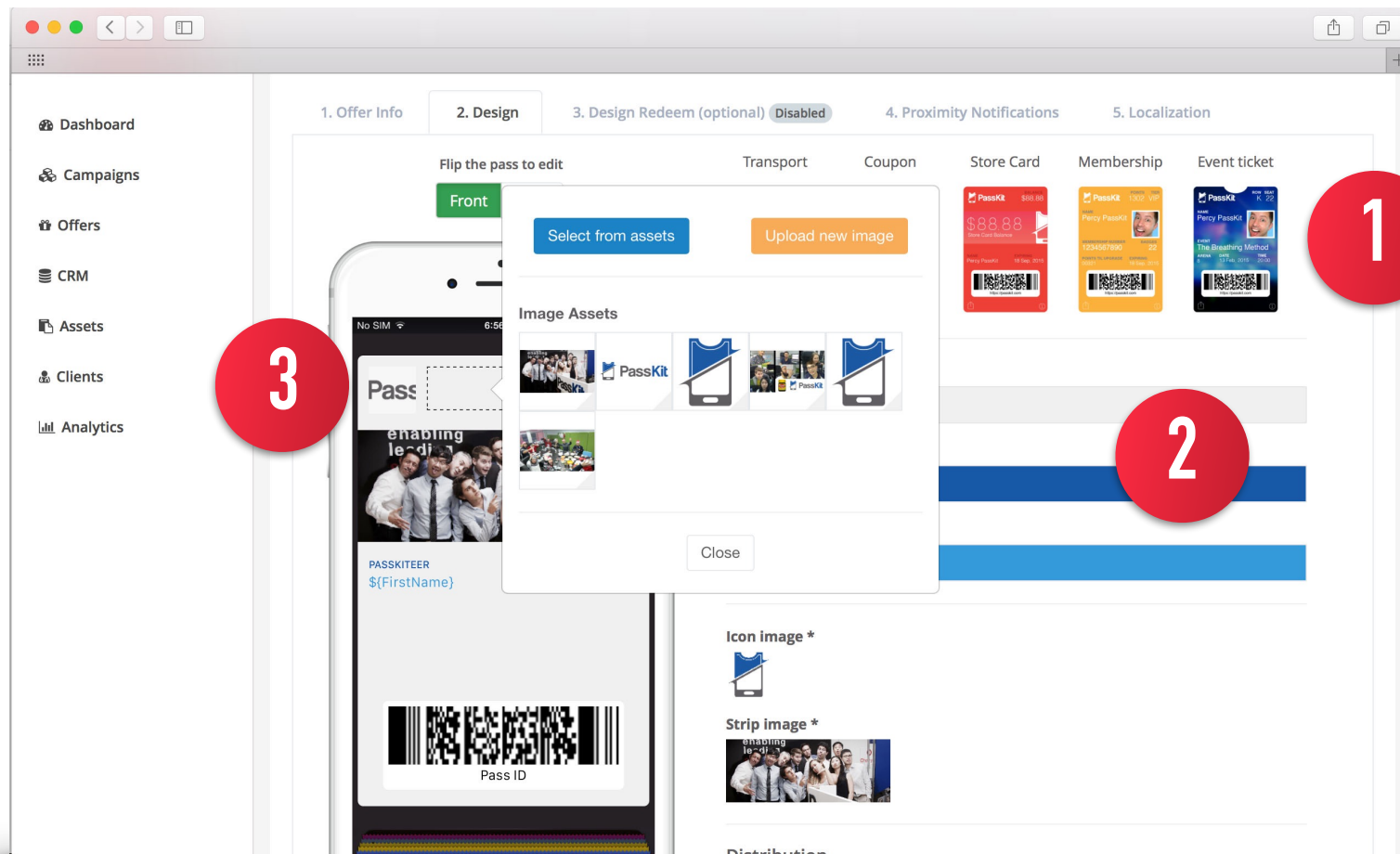
Select the type of wallet content you want to create (transport, coupon, store card, membership, or event ticket).

### 2. COLORS

Adjust the colors of the pass by entering in a HEX code or selecting from the color picker tool

### 3. IMAGES

Click on the area to the top left of the pass to add your logo image. Select from your image library or upload a new image here. Then scale, reposition, and crop if necessary. Follow the same steps to add the strip image, background image, and icon image.



## 4. TEXT

Hover over the pass design and click on the green + button to add text fields to a row. You can also click on existing text fields to edit the text.

Here are the different types of text fields you can create: **Variable**, **Fixed**, **Lockscreen**

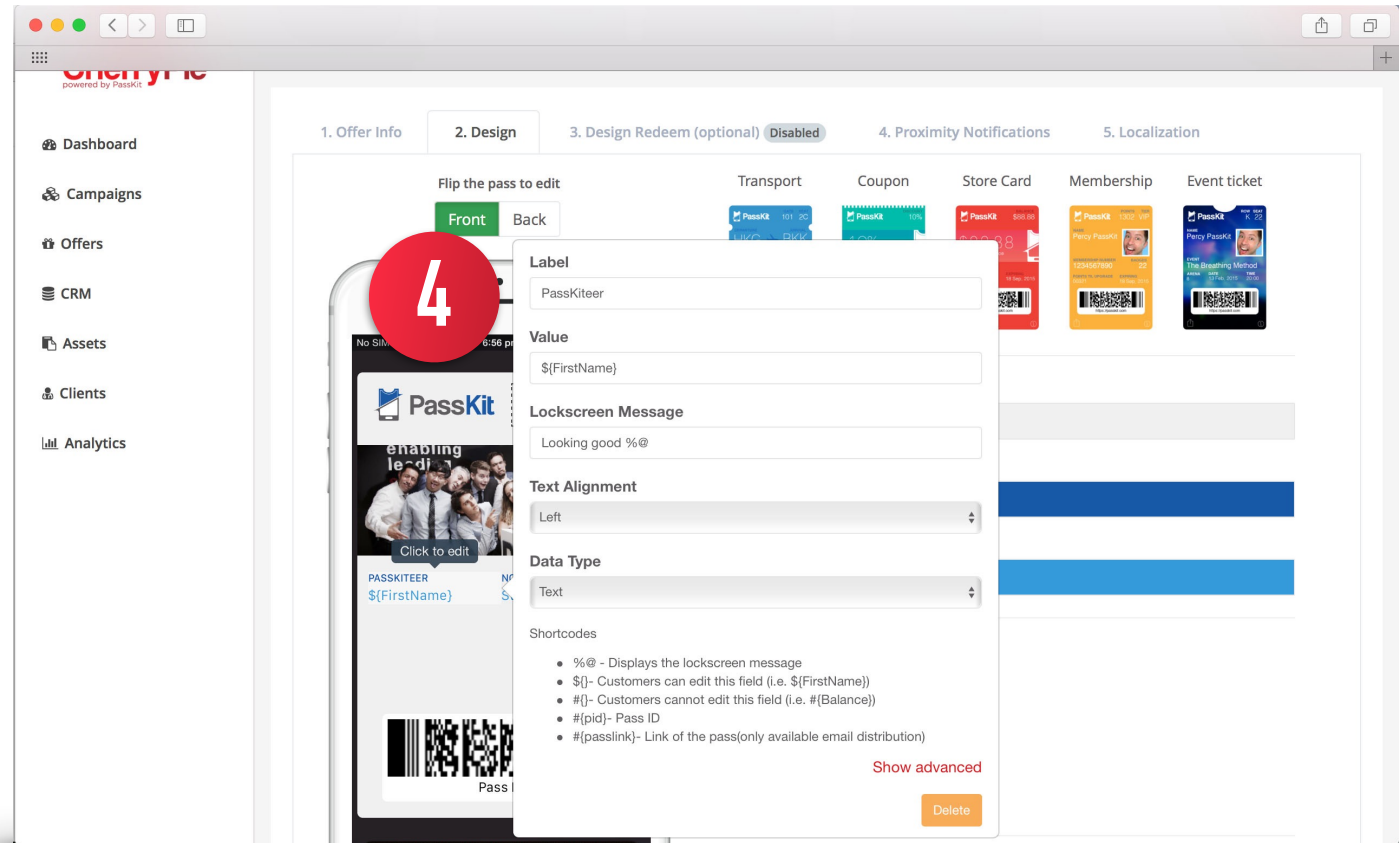
### VARIABLE FIELD

(Customers cannot edit this field but it will change in the future): i.e. points balance, stored value balance, etc.

For example, a customers' point balance will change over time but you will not allow them to edit this field. Use `#{PointsBalance}` to denote this variable. The `#` means that this variable is not editable by customers. Again, the content inside the curly braces `{}` is case insensitive. The data collected here will be stored in your CRM (if you have set this up)

**Variable field (to collect data from customers & allow them to change this field):** i.e. name, email, mobile, etc.

If you want customers to enter their name, simply use this shortcode `${FirstName}`. The `$` means that this variable is editable by customers. The content inside the curly braces `{}` is case insensitive. The data collected here will be stored in your CRM (if you have set this up).



### FIXED FIELD

**Fixed field (most likely won't change once you've created a pass):**  
i.e. expiration date, label for 'points', venue, etc.

Simply type in the field name (i.e. Name)

### LOCKSCREEN

Use the shortcode `%@` so that whenever content changes on the pass (i.e. points balance, promotion, etc.), your customers will see a message on their lock screen.

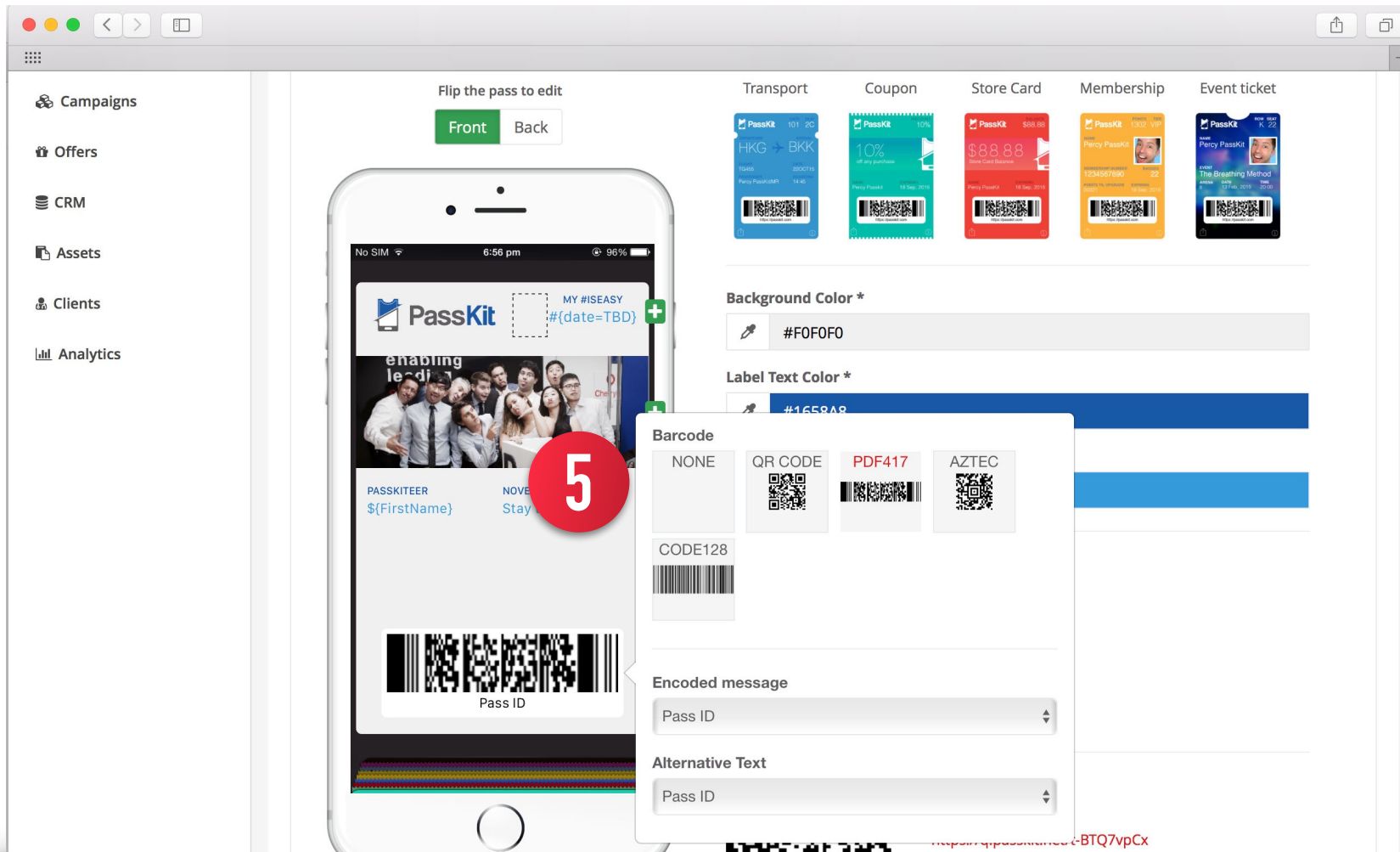
Examples:

1. You now have `%@` points.
2. This week's special: `%@`
3. `%@` (This will just show the entire text / value you have changed)



## 5. BARCODE

- a. Barcode types: choose a barcode type to use. CODE128 is a new feature in iOS9 which allows you to scan 1D barcodes. If you select CODE128 you will need a fallback 2D barcode for users not on iOS9.
- b. Encoded message: Leave this encoded with the Pass ID to enable redemption of that pass. The Pass ID is the unique identifier for that pass.
- c. Alternative message: This appears below the barcode.



## [ BACK ]

Click on 'Back' to flip to the back of the pass and add additional content.

### 1. ADD AN APP

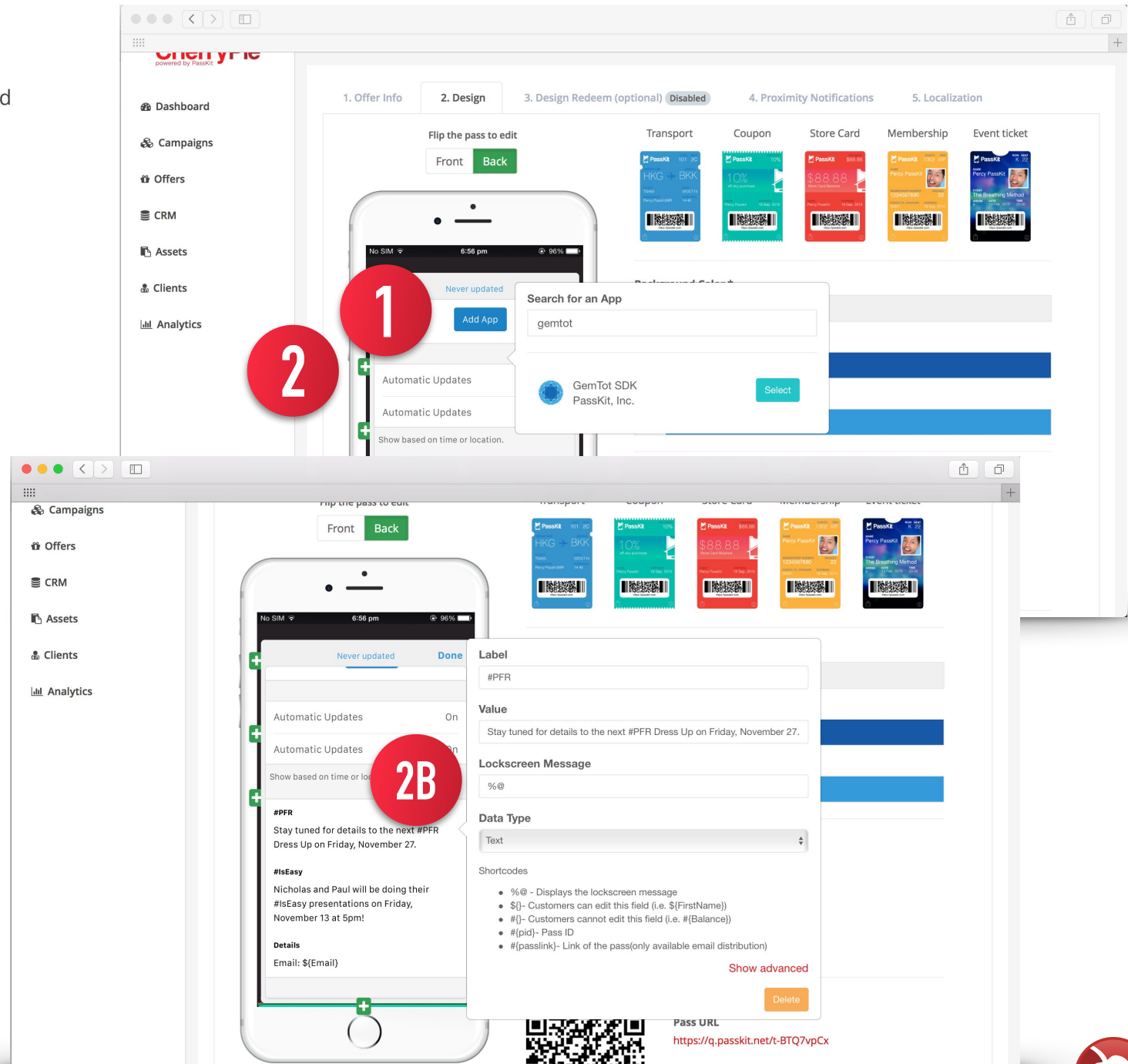
Add an App: Click on the 'Add App' button and search for a relevant app you want to add to the back of the pass. This is a great way to promote downloads of your app through passes.

### 2. TEXT

Text: Click on the green plus button to add text to the back of the pass.

a. HTML links: Use HTML to add hyperlinks to text like this `<a href="https://website.com/">Click here</a>` to visit our website.

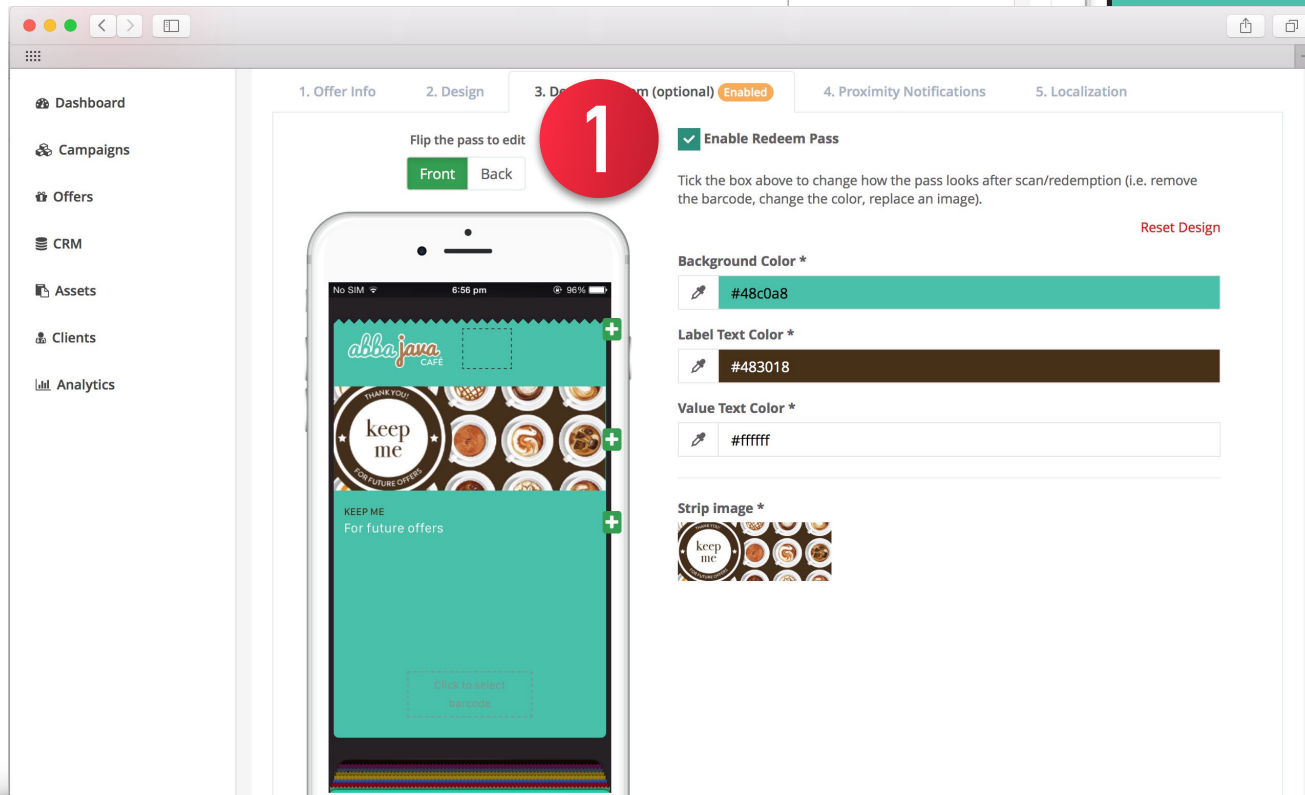
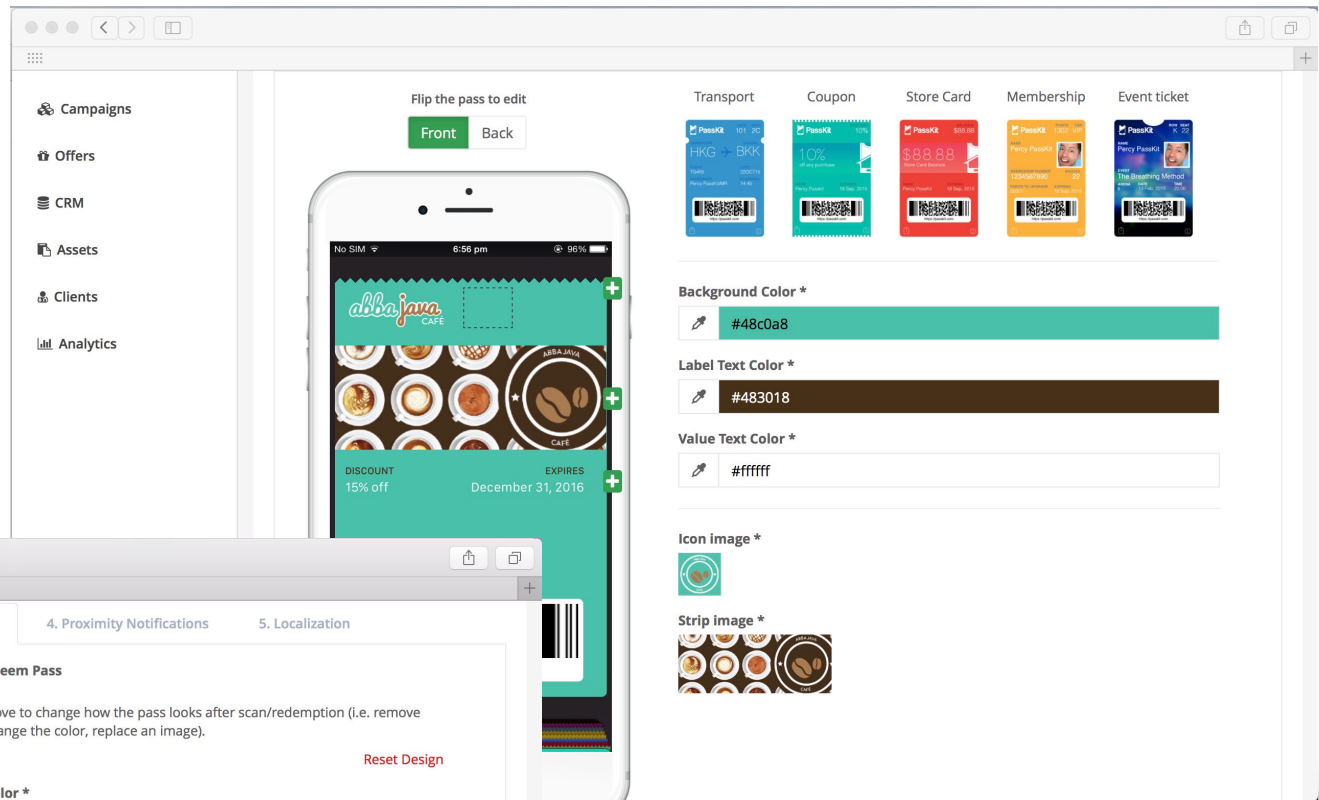
b. Lock screen message: Use the back of the pass to share promotions/news to your customers. Always add a %@ to the lock screen message so that when you update that content, it will show up on the lock screen of the user's device.



## 5C: DESIGN REDEEM (OPTIONAL)

If you want to change the pass upon redemption, you can do so here. For example, removing the barcode, changing the color of the pass, replacing the image, adding content, etc.

1. Simply tick the 'Enable Redeem Pass' box to enable this function and you can tweak your design.



ORIGINAL DESIGN

DESIGN UPON REDEMPTION





# 5D PROXIMITY NOTIFICATIONS

Add up to 10 locations and 10 beacons to trigger location & proximity based lock screen messages.

## 1. LOCATIONS

Make sure you have already saved your location(s) under 'Assets —> Locations'. Select the relevant location(s) and enter a relevant lock screen message to display when your customers are near that location (maximum 30 characters).

The screenshot shows the 'Locations' configuration page. On the left sidebar, 'Assets' is selected, and 'Locations' is highlighted. The main content area has a red circle with the number '1' over the 'Locations' section. The 'Locations' section includes a 'Max. Radius (in meters)' dropdown set to 'Optional', a 'Location Assets' dropdown, and a 'Selected Locations' table. The table has columns for 'Address' and 'Message'. One location is listed: 'Hong Kong' with the message 'Welcome to PassKit! #PFR'. Below the table is a 'Beacons' section with a 'Beacon Assets' dropdown and a 'Selected Beacons' table. The 'Selected Beacons' table has columns for 'Name', 'UUID', and 'Message'. One beacon is listed: 'GemTot USB' with UUID '19d5f76a-fd04-5aa3-b16e-e93277163af6' and message 'Welcome to PassKit! #PFR'. At the bottom are 'Back to list', 'Send Push', and 'Save' buttons.

The screenshot shows the 'Beacons' configuration page. On the left sidebar, 'Assets' is selected, and 'Beacons' is highlighted. The main content area has a red circle with the number '2' over the 'Beacons' section. The 'Beacons' section includes a 'Beacon Assets' dropdown, a 'Selected Beacons' table, and a 'Message' input field. The 'Selected Beacons' table has columns for 'Name', 'UUID', and 'Message'. One beacon is listed: 'GemTot USB' with UUID '19d5f76a-fd04-5aa3-b16e-e93277163af6' and message 'Welcome to PassKit! #PFR'. At the bottom are 'Back to list', 'Send Push', and 'Save' buttons.

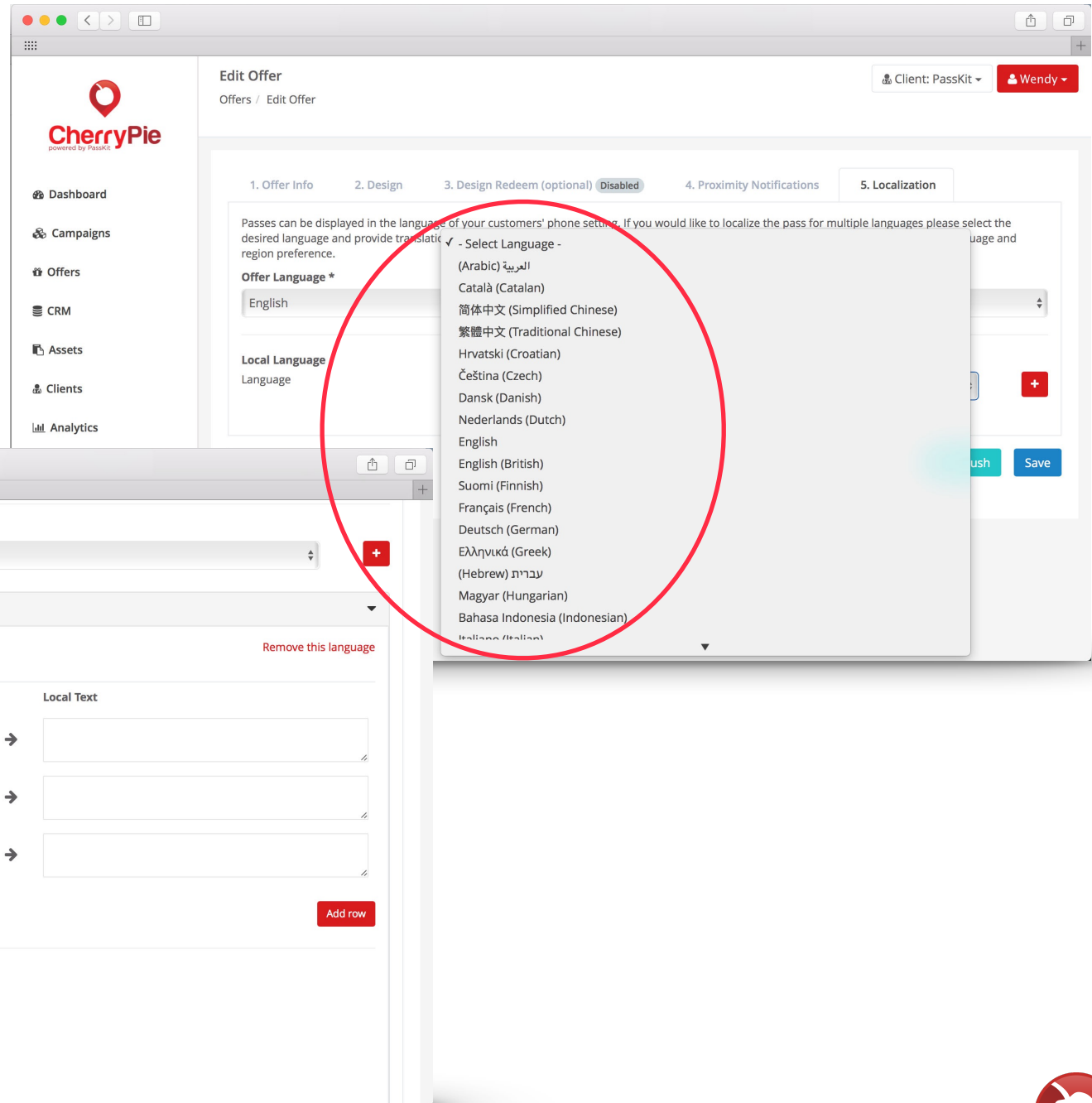
## 2. BEACONS

Make sure you have already saved your beacons(s) under 'Assets —> Beacons'. Select the relevant beacon(s) and enter a relevant lock screen message to display when your customers are near that beacon (maximum 30 characters).



## 5E LOCALIZATION

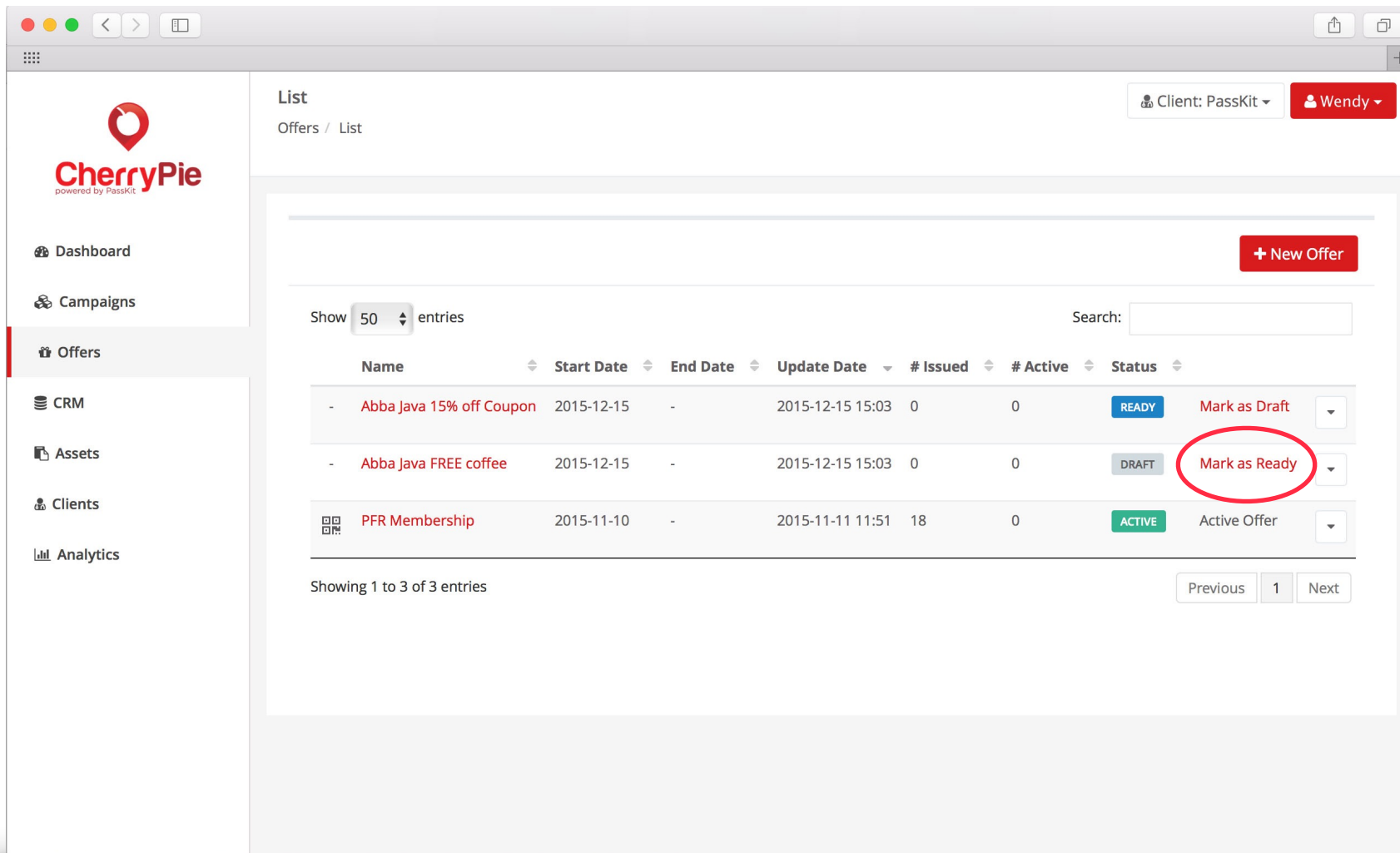
Passes can be translated to display in the language of your customers' phone setting - text and even images. Add translations for up to 35 different languages.





## 5F SAVING & ACTIVATING YOUR TEMPLATE

Once you've filled in all the required fields, click on the 'Save' button to save this template. This will save the template in draft mode so that you can still go back and make changes. When you're happy with your design, click on 'Mark as Ready' so that you can add it to your campaign.



The screenshot shows the CherryPie web application interface. On the left is a sidebar with navigation links: Dashboard, Campaigns, Offers (highlighted), CRM, Assets, Clients, and Analytics. The main content area is titled 'List' and 'Offers / List'. It features a '+ New Offer' button and a search bar. Below these is a table of offers with columns: Name, Start Date, End Date, Update Date, # Issued, # Active, Status, and an action column. The table contains three entries: 'Abba Java 15% off Coupon' (READY), 'Abba Java FREE coffee' (DRAFT), and 'PFR Membership' (ACTIVE). The 'Mark as Ready' link for the 'Abba Java FREE coffee' entry is circled in red. At the bottom, it shows 'Showing 1 to 3 of 3 entries' and pagination controls.

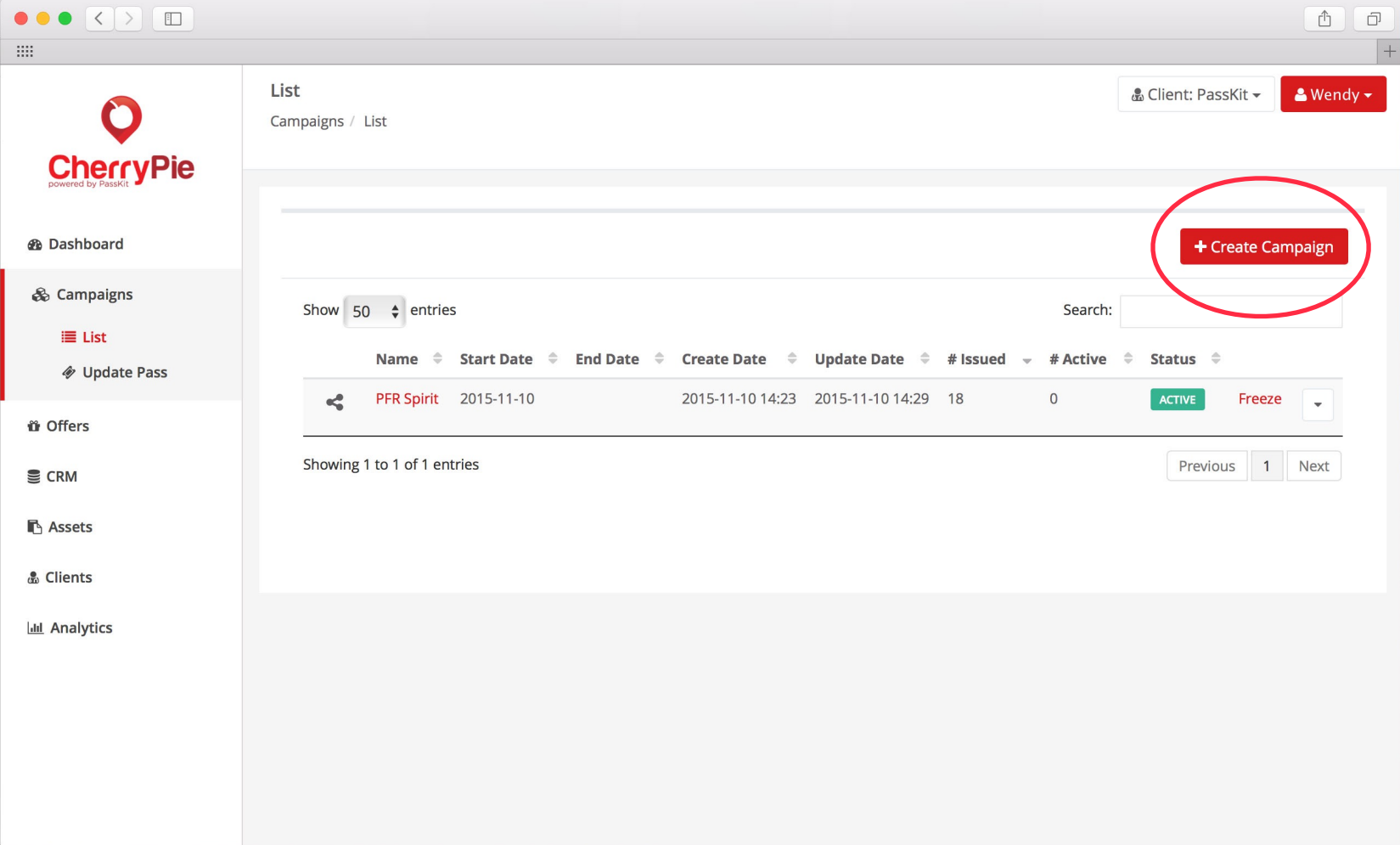
| Name                       | Start Date | End Date | Update Date      | # Issued | # Active | Status |               |
|----------------------------|------------|----------|------------------|----------|----------|--------|---------------|
| - Abba Java 15% off Coupon | 2015-12-15 | -        | 2015-12-15 15:03 | 0        | 0        | READY  | Mark as Draft |
| - Abba Java FREE coffee    | 2015-12-15 | -        | 2015-12-15 15:03 | 0        | 0        | DRAFT  | Mark as Ready |
| PFR Membership             | 2015-11-10 | -        | 2015-11-11 11:51 | 18       | 0        | ACTIVE | Active Offer  |



# 6. CREATING CAMPAIGNS

Once you've created your templates, it's time to create and launch your campaign. The campaign section of CherryPie allows you to link multiple templates to the same campaign, set up automation rules, and instantly distribute your passes via email and SMS.

Go to Campaigns —> List —> Create Campaign



The screenshot shows the CherryPie web application interface. On the left is a sidebar with the CherryPie logo and navigation links: Dashboard, Campaigns, List (highlighted), Update Pass, Offers, CRM, Assets, Clients, and Analytics. The main content area is titled 'List' and shows a table of campaigns. A red circle highlights the '+ Create Campaign' button in the top right corner of the main area. The table has columns for Name, Start Date, End Date, Create Date, Update Date, # Issued, # Active, and Status. One entry is visible: 'PFR Spirit' with a start date of 2015-11-10 and a status of 'ACTIVE'. The bottom of the table shows 'Showing 1 to 1 of 1 entries' and pagination controls.

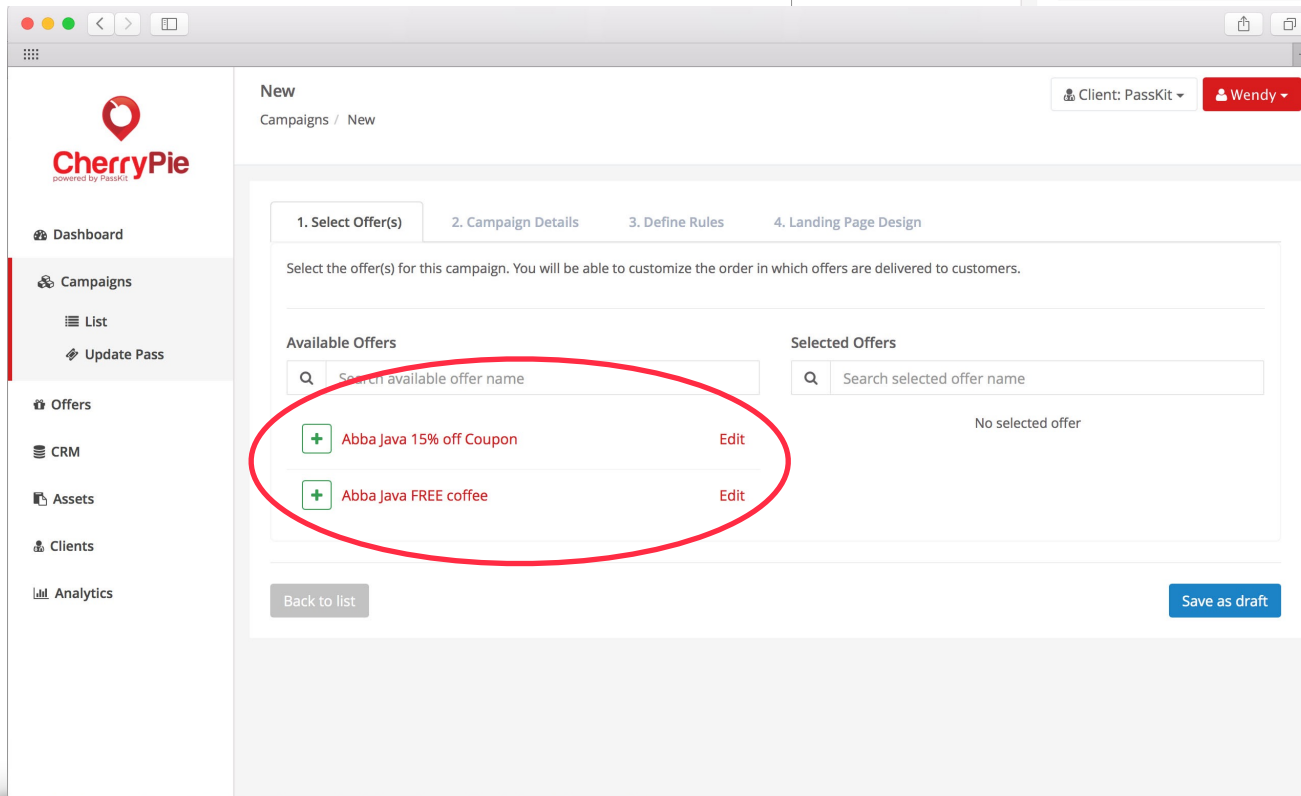
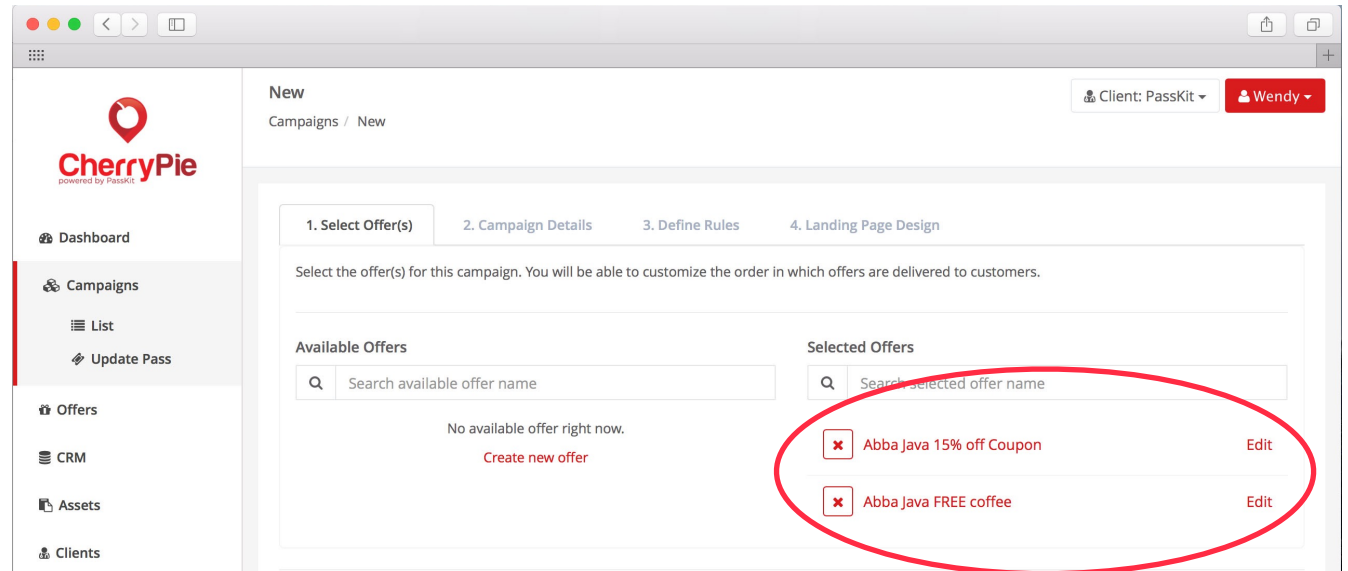
| Name       | Start Date | End Date | Create Date      | Update Date      | # Issued | # Active | Status |
|------------|------------|----------|------------------|------------------|----------|----------|--------|
| PFR Spirit | 2015-11-10 |          | 2015-11-10 14:23 | 2015-11-10 14:29 | 18       | 0        | ACTIVE |



## 6A SELECT TEMPLATES

Select the templates you want to include in this campaign.

Note: You'll need to mark those templates as ready, otherwise it won't appear in the 'Available Templates' section. Each template can also only be used for 1 campaign.



## 6B CAMPAIGN DETAILS

1. Add in the relevant campaign name, description, start and end date (if applicable).
2. Select a certificate that you will use to sign this pass. See Section 3e for how to upload your own certificate.
3. Select a contact list you'd like customers to be added to for this campaign. The customer list is used to decide which list to add customers to when they add that pass to their mobile wallet (i.e. from a public link).

The screenshot shows the CherryPie web application interface. The left sidebar contains a navigation menu with the following items: Dashboard, Campaigns, Offers, CRM, Assets, Clients, and Analytics. The 'Campaigns' item is highlighted. The main content area is titled '2. Campaign Details' and includes a progress bar at the top with four steps: 1. Select Offer(s), 2. Campaign Details (active), 3. Define Rules, and 4. Landing Page Design. The form contains the following fields and controls:

- Name \***: A text input field containing 'Abba Java Loyalty Coupon'. A red circle with the number '1' is overlaid on this field.
- Description \***: A text input field containing 'Abba Java Loyalty Coupon'. A red circle with the number '2' is overlaid on this field.
- Start Date\***: A date picker showing '2015-12-15'. A red circle with the number '3' is overlaid on the 'Campaigns' menu item in the sidebar.
- End Date**: A dropdown menu showing 'Optional'. A red 'Reset Date' link is located to the right of this field.
- Certificate \***: A dropdown menu showing 'CherryPie1 (pass.com.passkit.cherrypie1)'. A red 'Show Advanced' link is located to the right of this field.
- Add New Customer (optional)**: A dropdown menu showing '- Select Contact List -'.
- Buttons**: A 'Back to list' button is located at the bottom left, and a 'Save as draft' button is located at the bottom right.



## 6C DEFINE RULES

This is where you can set up rules and link multiple templates together in one single campaign.

1. If you have more than one template, select which template you want to be distributed first.

2. Specify the event you want to happen when each template is redeemed. For example, push a new template after 15 seconds. **Note: if you have enabled the 'Redeemed State' in the 'Templates' section, your customers will first see the 'Redeemed State' design and then subsequently be pushed the new template.**

3. You can also choose to not push a new template by selecting 'No Action'. This will either trigger the 'Redeemed State' of the pass to appear if you set it up or the pass will stay static. **Note: You can still update content on the pass in the 'Templates' section.**

The screenshot illustrates the 'Update Pass' workflow in the CherryPie interface, which is powered by PassKit. The interface is divided into three main sections: a left sidebar, a central panel, and a right panel.

**Step 1:** In the left sidebar, the 'Campaigns' section is expanded, and the 'Update Pass' option is selected. The central panel shows the '1. Select Offer(s)' step, where the user can choose which offer will be distributed first. The 'Abba Java 15% off Coupon' is selected.

**Step 2:** The right panel shows the 'Rules - Abba Java 15% off Coupon' section. The user can specify the event (When) and the action (Action) to be triggered after a certain time (After). The 'When' is set to 'Redeem', the 'Action' is 'Push a New Offer', and the 'After' time is 15 seconds.

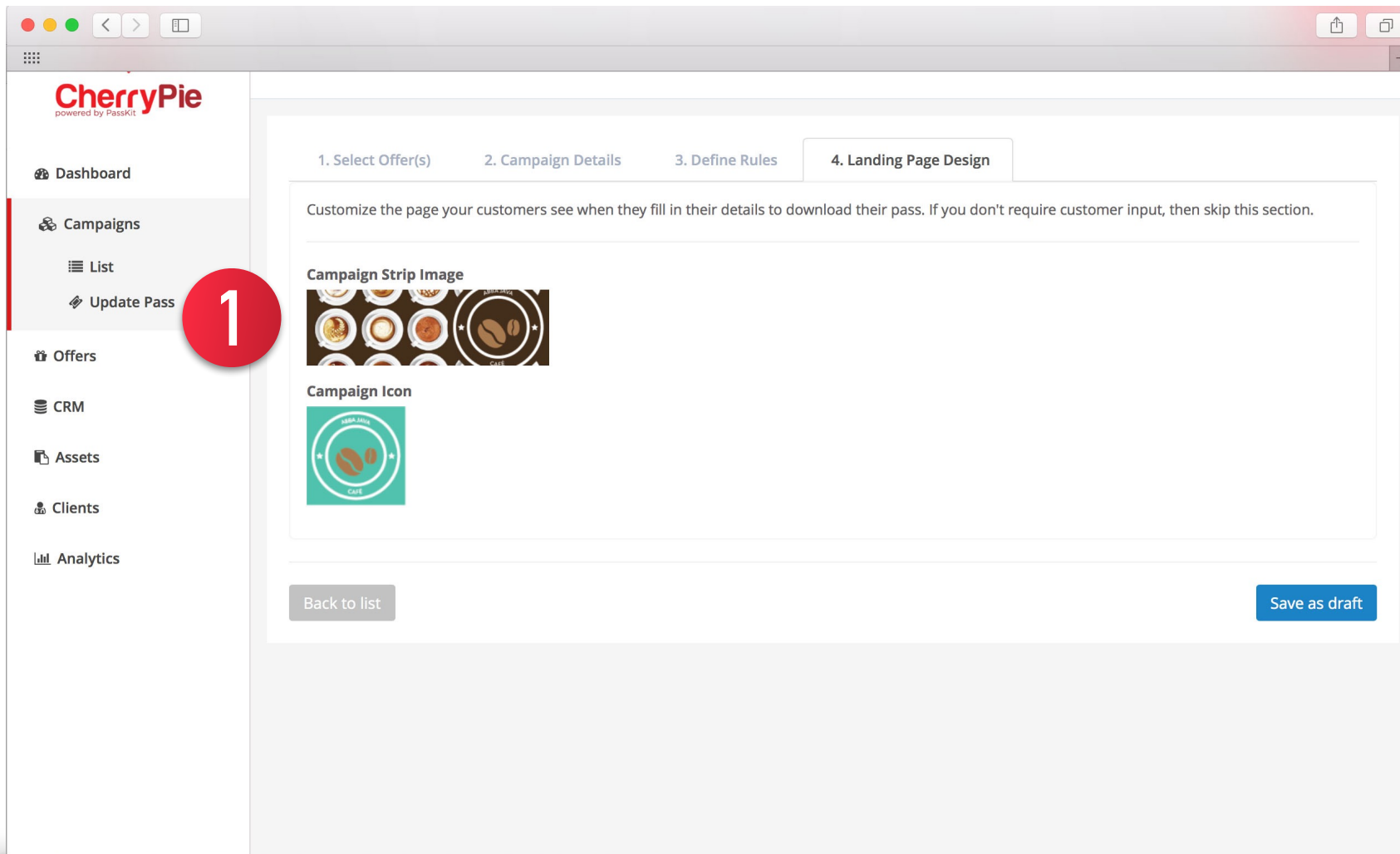
**Step 3:** The right panel also shows the 'Rules - Abba Java FREE coffee' section. The user can specify the event (When) and the action (Action) to be triggered after a certain time (After). The 'When' is set to 'Redeem', the 'Action' is 'No Action', and the 'After' time is set to '-'. The 'Add Rule' button is visible at the bottom of this section.



## 6D LANDING PAGE DESIGN

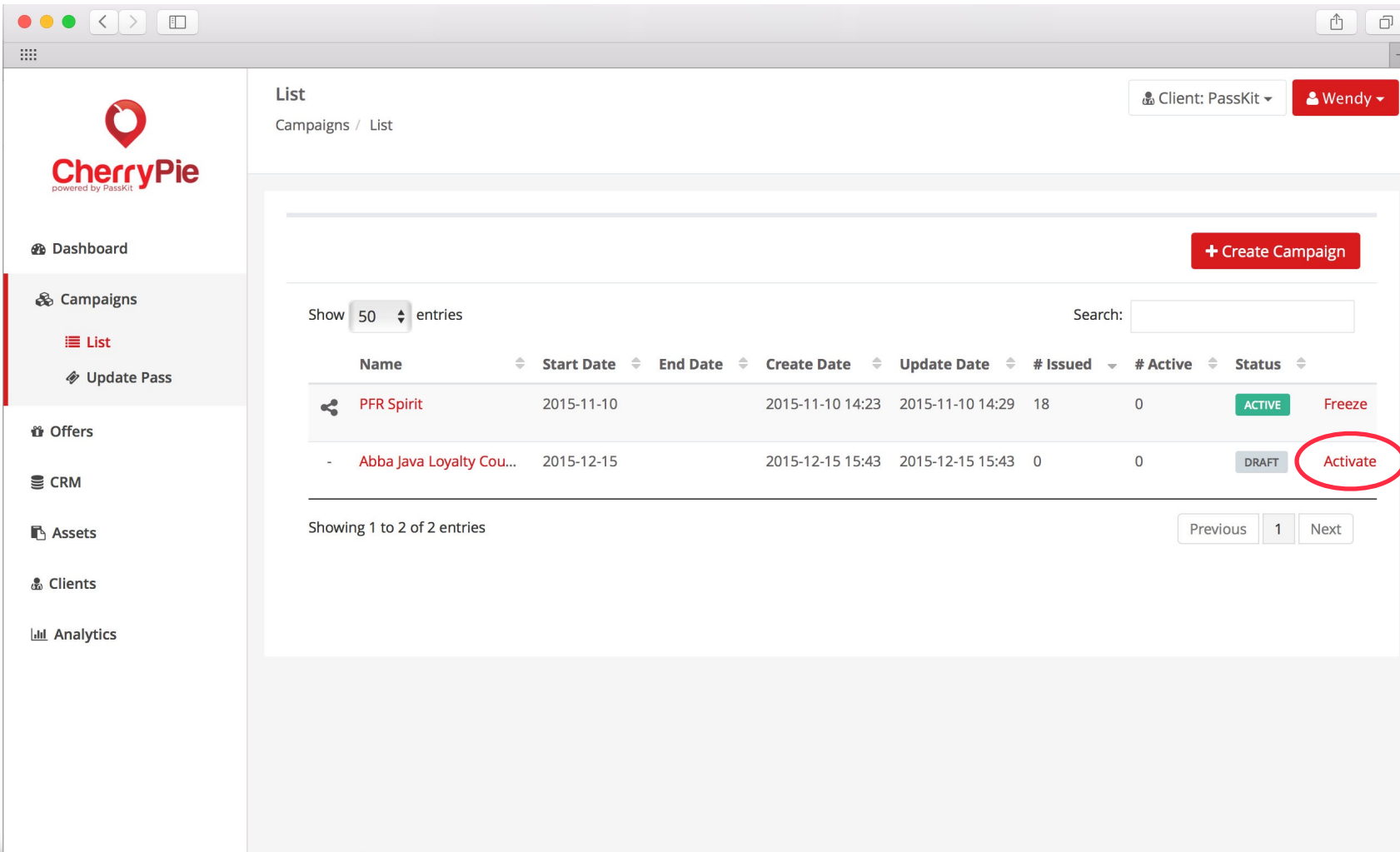
If you require customers to enter information before downloading their pass, you can customize the look and feel of that landing page here. If you don't require any customer data, skip this.

1. Select a strip image and icon to appear on the page by selecting from the Image Library or uploading an image here.



## 6E SAVING AND ACTIVATING YOUR CAMPAIGN

Save your campaign as a draft and when you're ready to activate the campaign, simply click on the 'Activate' link.



The screenshot shows the CherryPie dashboard interface. On the left is a sidebar with navigation links: Dashboard, Campaigns (selected), Update Pass, Offers, CRM, Assets, Clients, and Analytics. The main content area is titled 'List' and shows a table of campaigns. The table has columns for Name, Start Date, End Date, Create Date, Update Date, # Issued, # Active, and Status. Two campaigns are listed: 'PFR Spirit' (ACTIVE) and 'Abba Java Loyalty Cou...' (DRAFT). The 'Activate' link for the 'Abba Java Loyalty Cou...' campaign is circled in red. A red button '+ Create Campaign' is located at the top right of the table. The bottom of the table shows pagination: 'Showing 1 to 2 of 2 entries' and buttons for 'Previous', '1', and 'Next'.

CherryPie  
powered by PassKit

Dashboard

Campaigns

List

Update Pass

Offers

CRM

Assets

Clients

Analytics

List

Campaigns / List

Client: PassKit Wendy

+ Create Campaign

Show 50 entries

Search:

| Name                       | Start Date | End Date | Create Date      | Update Date      | # Issued | # Active | Status         |
|----------------------------|------------|----------|------------------|------------------|----------|----------|----------------|
| PFR Spirit                 | 2015-11-10 |          | 2015-11-10 14:23 | 2015-11-10 14:29 | 18       | 0        | ACTIVE Freeze  |
| - Abba Java Loyalty Cou... | 2015-12-15 |          | 2015-12-15 15:43 | 2015-12-15 15:43 | 0        | 0        | DRAFT Activate |

Showing 1 to 2 of 2 entries

Previous 1 Next



# 7. DISTRIBUTING CAMPAIGNS

Activate your campaign and click on the 'Share icon' right next to the campaign name. This will open up the 'Distribution' box where you can access the pass URL and send the campaign via email.

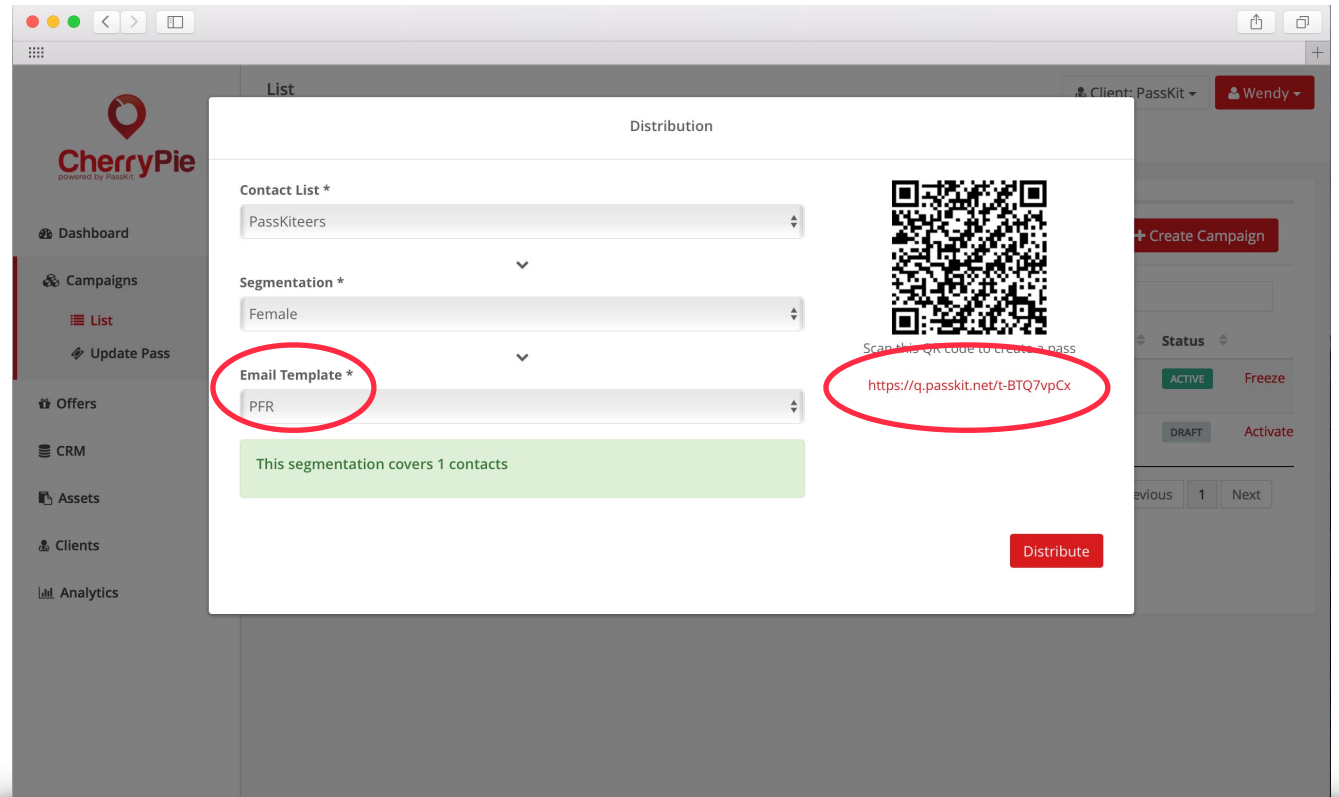
## *Distribute the pass URL*

Access the pass URL here and promote your campaign on social media, online, websites, printed on posters, in-store, and more. Simply copy and paste this URL and share it online, or embed the URL in a QR code (ideal for sharing on tent cards/posters).

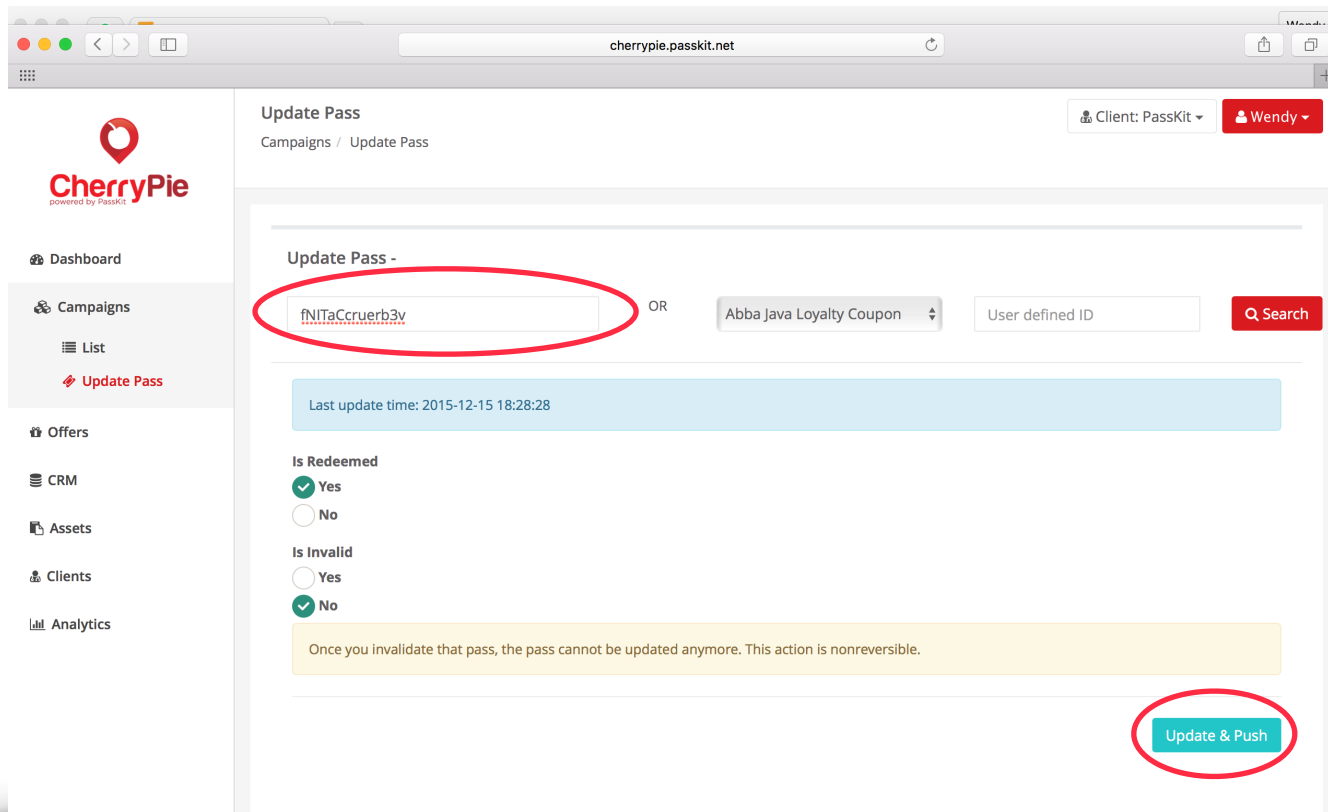
## *Distribute via Email*

You can also send this campaign to your contacts in your contact list(s). If you have created segmentations for that contact list, you can also choose to only send this campaign to a specific segment.

Simply select a contact list, select segmentation (if applicable), and select the email template you have created. Make sure that you have included the pass URL in the email using the shortcode `#{passlink}`, otherwise your customers won't be able to access the pass URL.







# 8. UPDATING PASSES

## *Remotely via CherryPie*

Redeem passes, change a variable field, or invalidate a pass remotely - without any other tools. Simply select the campaign you want to update and enter the pass ID or user defined ID. By default, the encoded message in the barcode of the pass is the pass ID, so use this if you haven't changed it. If you've set up your contact lists correctly, you'll be able to see the pass ID for a specific contact.

Select the campaign —> enter in pass ID or user defined ID —> search

You can redeem the pass, invalidate it, or change a variable field (must have already been set up in the 'Templates'). Then click on 'Update & Push' to update the pass.



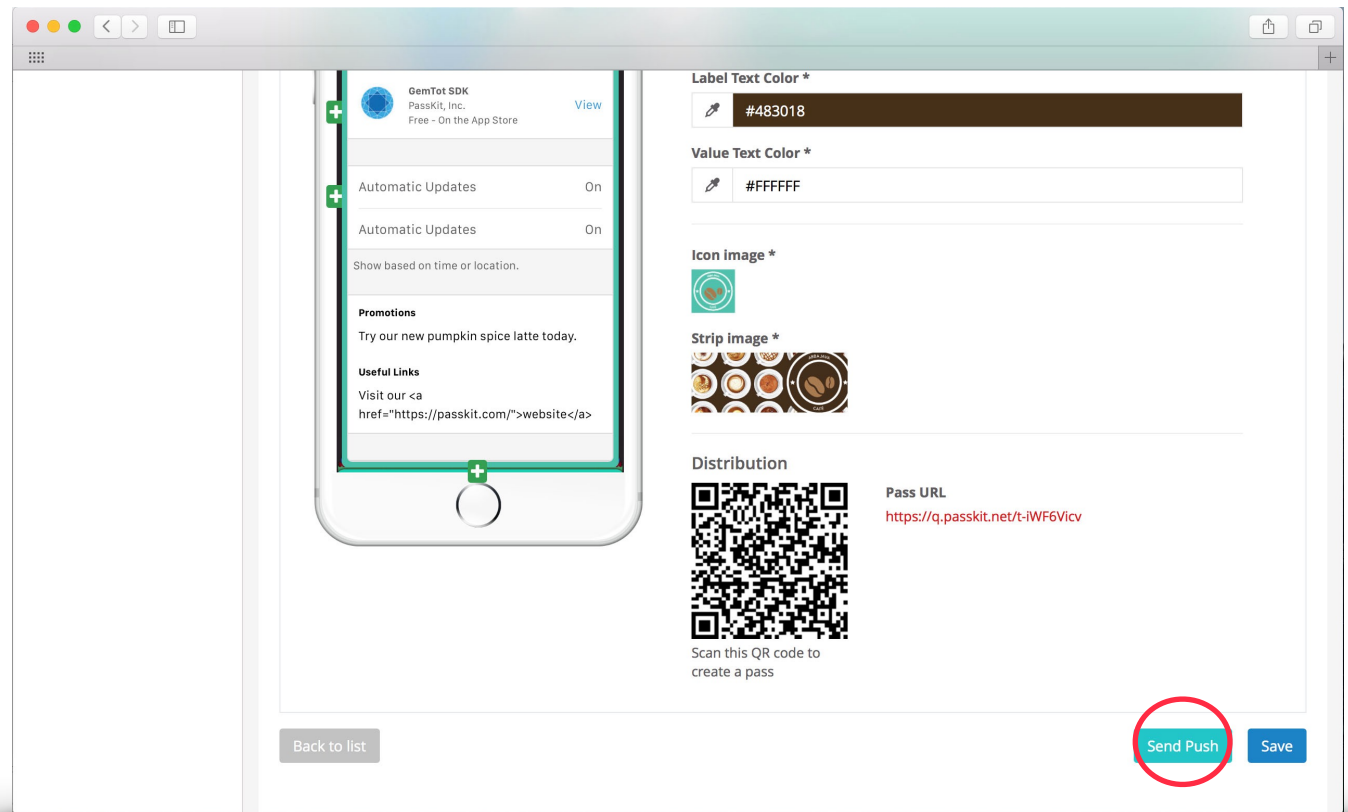
## 9. CHANGING CONTENT ON TEMPLATES & SENDING NOTIFICATIONS

Once your campaign is activated, you can go back to your template in the 'Templates' tab and change the content on it (i.e. promotions, news, etc.).

Go to Templates —> Select your Template

Make any changes in design or content to your template and click 'Save' and 'Send Push' to push the changes to all contacts who have that template installed.

**Note:** For contacts to see a lock screen message, you would have needed to add a %@ to the lock screen message section prior to distributing your campaign.



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# SHORTCODES

%@ - Displays the lockscreen message

\${}- Customers can edit this field (i.e. \${FirstName})

#{}- Customers cannot edit this field (i.e. #{Balance})

#{pid}- Pass ID

#{passlink}- Link of the pass(only available email distribution)

