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Release 1.0

Techsys Digital

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In this Portal a wide number of topics are covered.

- **General System:** This covers general infomation about the platform, terminology used, etc.
- **User docs:** This covers infomation about platform workflows, e.g. Campaign Creation.
- **Developer docs:** This covers developer specific infomation.
 - Getting Started: Credentails, Endpoints, etc.
 - Quickstarts
 - Api Objects.

CHAPTER 1

The Big Picture

1.1 What Is BrandTribe?

BrandTribe is a fully integrated Data Management and Business Intelligence Ecosystem.

- **Crm:** We view consumer data as the keystone of any organisations marketing strategies. It forms the heart of the BrandTribe Ecosystem, all auxiliary services are viewed as extensions.
- **3rd Party Data:** The ability to bring in data from 3rd party, Online Ad, Social Presents Telemetry.
- **Messaging:** The ability to send messages to your consumers.
- **Polls:** The ability to create surveys for your consumers to complete.

1.2 BrandTribe Profiler

Profiler is an interaction driven eCRM Platform. A Consumer profile is built up overtime using interactions, which are created whenever a consumer interacts with any campaign integrated with the BrandTribe Platform.

1.3 BrandTribe Insights

Insights is an analytics extension to the BrandTribe Ecosystem, which allows the collation of data from 3rd Party Platforms and provides a number of widget which can be overlayed with Crm data in user generated dashboards.

- **Facebook Connector:** enables widgets making use of Facebook Page and Facebook Ads data.
- **Google Connector:** enabled widgets making use of Google Analytics, Adwords, YouTube data.
- **Twitter Connector:** enabled widgets making use of Twitter and Twitter Ads data.

1.4 BrandTribe Messenger

Messenger is a Messaging extension to the BrandTribe Ecosystem, which allows email and sms messages to be sent to a brands consumers. It enables benchmarking widgets to become available in system and custom dashboards.

- Fast Sending of messages to any consumer segment.
- A/B Testing available for campaigns.
- Send Telemetry Reports and Widgets become available.
- Send Benchmark Telemetry Reports and Widgets become available.

More about Messaging...

1.5 BrandTribe Shortener (bt.na)

Shortener is a high performance Url Shortener service. Unlike most of the available services you are able to bulk create short Url (Unique link for each consumer in a bulk send), so urls can be created without any fear of rate limiting.

- Url Aliasing, create an alias for your short url i.e instead of <https://bt.na/Edi2c2> you can have <https://bt.na/beer>
- Enables ShortUrls to be used in BrandTribe Messenger.
- Campaign Management allowsUrls to be created against a campaign, this is useful when creating a bunch of UniqueUrls for a send.
- Enables Short Url Telemetry Reports and Widgets become available.

More about link shortener...

OpenID Connect is the newest of the three, but is considered to be the future because it has the most potential for modern applications. It was built for mobile application scenarios right from the start and is designed to be API friendly.

CHAPTER 2

Architecture

The BrandTribe Eco System is a collection of core and extension system:

- Profiler - Crm.
- Insights - 3rd Party data aggregator.
- Messenger - Email and Sms Messenger.
- Blitz - Sms and Ussd Gateway and Router
- Shortner - Url Shortner.

Each of these systems is built around a Micro Architecture consisting of REST Api and many small background processing applications, linked via a servicebase.

More about Architecture....

3.1.1 Core Dataset

- Firstname¹ : the firstname of the person, used to greet the consumer and is used through out the system when ever a consumer is shown.
- Lastname: the lastname of the person, used through out the system when ever a consumer is shown.
- Gender¹: the gender of the person, used to segment consumers for reporting and messaging.
- Date of Birth¹: the date of the person, used to caculate the age of the person, used to segment consumers for reporting and messaging.

3.1.2 Extended Dataset

- Title: the Preferred salutation of the consumer.
- Preferred Language²: used for language specific messaging, defaults to English.
- Education Level²: used to segment consumers by LSM.
- Postal Address:
- Physical Address:
- Delivery Address:

3.1.3 Location Dataset

- Country³: the country the person resides in.
- Region³: the region / state / province the person resides in.
- City³: the city the person resides in.

3.2 User

A user is a represent of your login and is used to track ownership of and access to assets within the platform.

3.3 Campaign

A Campaign is a container into which interaction and import data is captured.

Interaction data is processed into Campaign and Consumer metadata which is used to update consumer profiles and Campaign statistics and reporting data.

¹ **First Contact Info:** This is considered important to collect before contacting a consumer so that communications can be optimised.

² **Extended Info:** This is used for Extended segmentation.

³ **Location Info:** This is used for regional segmentation.

3.4 Campaign Types

Is a Container to group campaigns by mechanics and can be content managed by the Organisation Admins.

Examples:

- UnderLiner : Consumers Interact by redeeming in ‘UnderLiner Codes’ from purchased products.
- Contact Form : Consumer information is collected from website contact form submissions.

3.5 Segment

This is a user defined group of consumers, which is defined by a series of filters.

The following segmentation option are currently available:

- **Brand:** The brand(s) to which a consumer is subscribed.
- **Channel:** The Communication Channel(s) to which a consumer has an address (Mobile Number, Email Address).
- **Age Range:** The min and max values for consumer age groups.
- **Birthday:** Allows for filtering on consumer date of birth with modifiers like {{today}}, {{tomorrow}}, {{nextweek}})
- **Interactions:** Allows to segment your consumers based on campaign interaction behavior.
- **Interaction Date:** Allows to segment your consumers based on interaction date.
- **Regional:** Allows to segment your consumers based on their geographic information.
- **Gender:** Allows to segment your consumers based on their gender info.
- **Insights:** Allows to segment your consumers based on their responses to Insights Questions setup by the brand.

3.6 Interaction

An Interaction is a representation of the data sent to a BrandTribe Campaign. Interactions are created either by importing data from a file or via Campaign Integrations. Interactions contain different types of metadata which is used to:

- enrich consumers’ profile and subscription information
- update campaign statistics.

3.7 Campaign Integration

Integrations are the mechanism to allow 3rd party applications to pass Interaction Data into the selected campaign. Integration can be setup in a couple of configuration, depending on level of integration required and technology available.

Supports:

- **Webhooks:** This is the simplest way to push integrations into a campaign, where a Json or Form Data is POSTED to a UniqueUrl.

- **REST:** This is the recommended way for 3rd party applications to integrate with your BrandTribe Campaign. It allows for both POSTing of data to your campaign as well as querying consumer data from BrandTribe.

CHAPTER 4

Organisation Setup

Now that you have created your Brandtibe account, there are a couple of things which should be configured to make the platform more useful and your life way easier.

4.1 Configuring Brands

You should consider adding a Brand for each of your major product line or business entities. Brands are the primary segmentation used to control your consumers opt permissions.

4.1.1 Managing Brands

This section allows you to view and manage your brands.

//#. image:: images/brands/config_brands_1.jpg // :align: center // :target: images/brands/config_brands_1.jpg // // Brand Manager

4.1.2 Adding Brands

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras aliquam dictum urna, volutpat congue lorem sollicitudin a. Sed varius elit vel nunc rutrum ultrices. In orci eros, ultrices id magna ut, volutpat egestas turpis. Fusce nulla turpis, luctus in ipsum id, elementum volutpat ligula. Nullam vitae ligula enim. Nunc ultricies orci a fringilla sagittis. Sed urna turpis, lobortis in est et, fringilla tempor tortor. Praesent nec odio eu nunc malesuada interdum. Donec at finibus quam.

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A screenshot of a web-based application interface titled "Manage Brands". The left sidebar shows navigation links for Dashboards, Campaigns, Data Imports, Consumers, Configuration (with sub-links for Brands, Campaign Types, Consumer Insights, and Users), and Support. The main content area is titled "Search Results" and displays a table of brands. The columns are Status, Description, Consumers, and Last Updated. The brands listed are Windhoek Lager, Windhoek Draught, Tafel Lager, Amstel Lager, and Heineken, all marked as Active and last updated on 18-Dec-2017 at 10:59. A blue button labeled "+Add Brand" is visible in the top right corner. The bottom right corner of the screen shows a notification: "Chuck Norris finished World of Warcraft".

Fig. 1: Brand Manager Thing a ding.

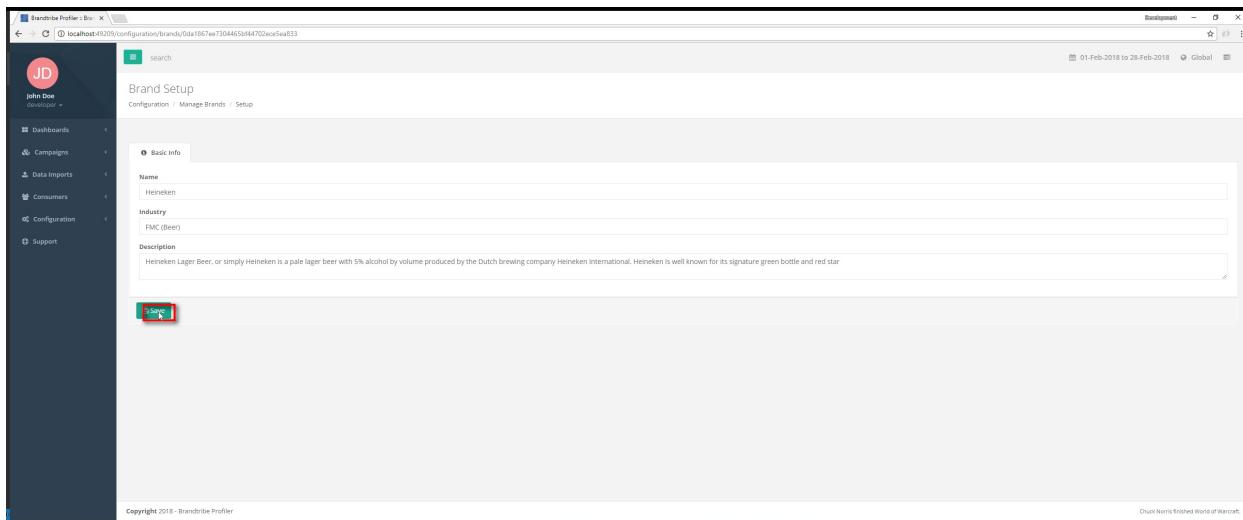
A screenshot of the same web-based application interface as Fig. 1. The "+Add Brand" button has been clicked, opening a modal dialog box. The dialog title is "Brand Name" and it asks "What is the name of this Brand?". The input field contains "Awesome Corp". At the bottom of the dialog are two buttons: a blue "Next >" button and a grey "Cancel" button. The rest of the interface remains the same, showing the list of existing brands and the notification about Chuck Norris.

A screenshot of the web-based application interface, showing the result of the previous action. The modal dialog from Fig. 2 is now closed, and a new modal dialog is open, indicating the next step in the process. The title of this new dialog is "Step 1 of 3" and it says "Please enter your details". Below this, there is a form with fields for "First Name" (containing "John") and "Last Name" (containing "Doe"). At the bottom of the form are two buttons: a blue "Next >" button and a grey "Cancel" button. The background of the main interface shows the list of brands and the notification about Chuck Norris.

The screenshots illustrate the 'Manage Brands' feature in the Brandtrive Profiler. In the first screenshot, a modal window titled 'Industry' is open, asking 'Which industry does this brand operate in?'. It lists five brands: Windhoek Lager, Windhoek Draught, Tafel Lager, Amstel Lager, and Heineken. The 'Windhoek Lager' entry is selected. In the second screenshot, a modal window titled 'Description' is open, asking 'A brief description about this brand. This appears in reports'. The text 'We make the world more awesome' is entered into the input field.

4.1.3 Editing Brands

Ut porttitor, velit id tristique bibendum, urna dui rutrum leo, ac semper tellus arcu in mauris. Nunc massa metus, aliquet eget luctus sed, eleifend quis ex. Aliquam a tincidunt metus, vitae tincidunt quam. Sed placerat felis eget turpis porttitor sagittis. Quisque sem libero, imperdiet sit amet risus in, congue pellentesque purus. Integer vel magna et neque ultricies imperdiet in eget odio. Duis mollis sagittis nisl eu fringilla. Vestibulum sapien elit, elementum sed molestie vitae, hendrerit rhoncus urna. Quisque sit amet facilisis nisi, at imperdiet nulla. Morbi blandit tempus mauris et ornare. Praesent iaculis dictum augue, viverra placerat urna. Phasellus interdum rhoncus suscipit. Integer vehicula eu nisl eu tristique. Maecenas id tempus libero.



4.2 Configuring Campaign Types

This allows you to customise the default campaign types used by your Organisation. These are used to segment your campaigns so that we can determine which CRM drivers perform by type of campaign.

4.2.1 Managing Campaign Types

Manage Campaign Types allows you to view the campaign types configured for your Organisation. There will be a couple of defaults created when your Organisation is created, you're welcome to delete them if they're not to your liking.

4.2.2 Adding new Campaign Types

Add new Campaign Types by

Brandsrite Profiler - Campaigns > Configuration > Campaign Types

Search Results

Status	Description	Last Updated	Action
Active	Mobile (SMS/Usd)	19-Feb-2018 @ 07:17	<input type="button" value="Edit"/>
Active	National Consumer Promotion	11-Feb-2018 @ 16:45	<input type="button" value="Edit"/>
Underline	Consumers send in an underline code from a purchased product.	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Tillslip	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Activation	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Web site	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Mobi site	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Social Application	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Survey / Quiz	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>

Copyright 2018 - Brandsrite Profiler

Page 1 of 3 Chuck Norris finished World of Warcraft

Brandsrite Profiler - Campaigns > Configuration > Campaign Types

Search Results

Status	Description	Last Updated	Action
Active	Mobile (SMS/Usd)	19-Feb-2018 @ 07:17	<input type="button" value="Edit"/>
Active	National Consumer Promotion	11-Feb-2018 @ 16:45	<input type="button" value="Edit"/>
Underline	Consumers send in an underline code from a purchased product.	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Tillslip	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Activation	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Web site	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Mobi site	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Social Application	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>
Active	Survey / Quiz	19-Feb-2018 @ 00:07	<input type="button" value="Edit"/>

Add Campaign Type

Add a descriptive name

Underline

Copyright 2018 - Brandsrite Profiler

Page 1 of 3 Chuck Norris finished World of Warcraft

4.2.3 Editing Campaign Types

Brandsrite Profiler - Campaigns > Configuration > Campaign Types > Setup

Campaign Types Setup

Basic Info

Name	<input type="text" value="Underline"/>
Description	<input type="text" value="Consumers send in an underline code from a purchased product."/>

Copyright 2018 - Brandsrite Profiler

Chuck Norris finished World of Warcraft

4.3 Managing Users

Users are people you wish to give access to your Organisation. Depending on their role you can determine what information they have access to and which action they can perform.

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4.3.1 Inviting Users

Maecenas tincidunt scelerisque eros, ut pharetra est pulvinar vitae. Integer vel velit lorem. Aliquam malesuada elementum odio, ut blandit velit sodales vel. Donec in rhoncus elit. Donec posuere purus ipsum, eu feugiat nunc commodo et. Quisque nisi lacus, ultricies gravida purus at, ultricies luctus lorem. Sed cursus ultricies eros, id blandit mi. Vestibulum sit amet nulla rutrum, maximus massa non, lacinia orci. Nullam accumsan nec orci ac eleifend. Sed hendrerit, nibh quis pretium vestibulum, erat tortor convallis lacus, non consequat ipsum.

CHAPTER 5

Campaign Setup

This section covers campaign management.

The screenshot shows the 'Active Campaigns' page of the Brandtribe Profiler application. The left sidebar includes a user profile for 'John Doe developer', navigation links for 'Dashboards', 'Campaigns' (selected), 'Current' (highlighted), 'Archive', 'Data Imports', 'Consumers', 'Configuration', and 'Support'. The main content area has a search bar and a date range selector ('01-Jan-2018 to 31-Jan-2018'). A 'Windhoek Lager + 1' badge is visible. A green button '+ Add Campaign' is at the top right. Below it is a summary bar with four boxes: '12 LIVE CAMPAIGNS' (blue), '2 PENDING CAMPAIGNS' (green), '0 STARTING THIS WEEK' (orange), and '2 ENDING THIS WEEK' (red). The main table lists six active campaigns:

Status	Timing	Description	Entries	Projected	Target	Action
Live	Ending in 31 days ① 18-Dec-2017 to 31-Mar-2018	Windhoek Lager NCP 2017 Q4 Windhoek Lager	5,000	8,000 ▲ 67%	12,000	Dashboard
Live	Ending in 31 days ① 18-Dec-2017 to 31-Mar-2018	Tafel Lager NCP 2017 Q4 Tafel Lager	43,211	45,570 ▲ 101%	45,000	Dashboard
Pending	Starting in 31 days ① 31-Mar-2018 to 30-Jun-2018	Windhoek Lager Tradeshow Windhoek Lager	73,216	150,000 ▲ 60%	250,000	Dashboard
Starting	Starting in -6 days ① 22-Feb-2018 to 31-Mar-2018	Windhoek Staff Import Windhoek Lager	73,216	93,000 ▲ 13%	720,000	Dashboard
Ending	Ending in -4 days ① 18-Dec-2017 to 24-Feb-2018	Heineken Cities Heineken	73,216	97,500 ▲ 18%	550,000	Dashboard

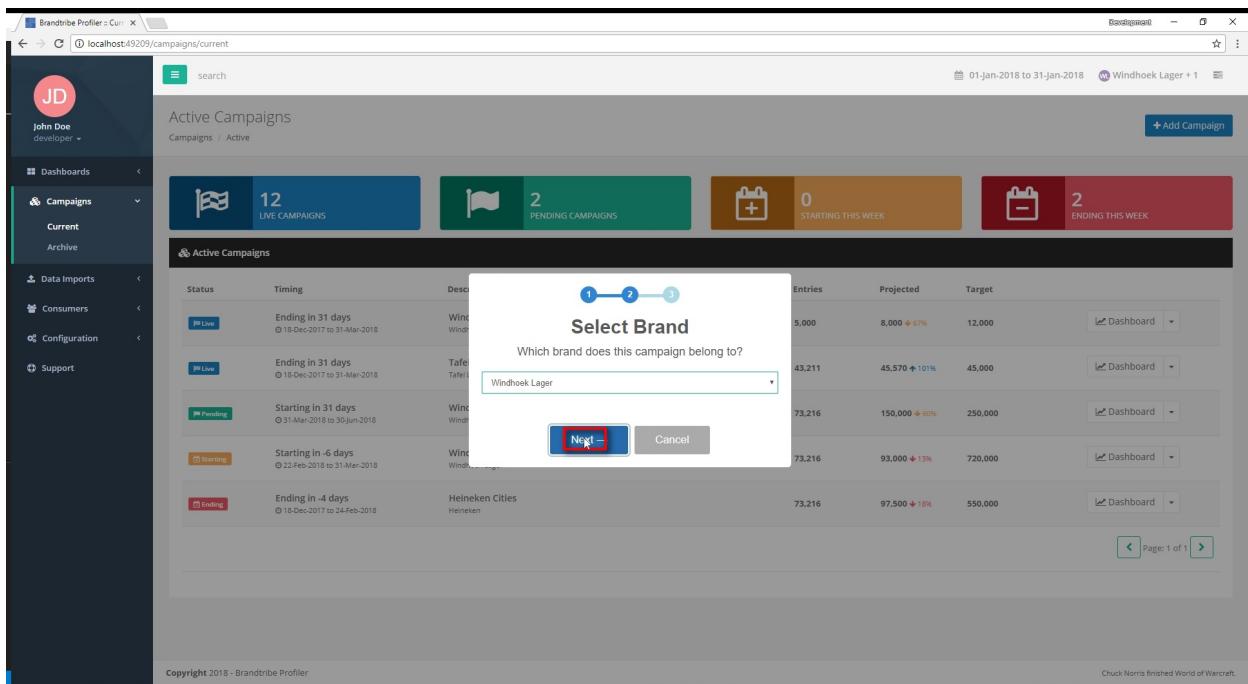
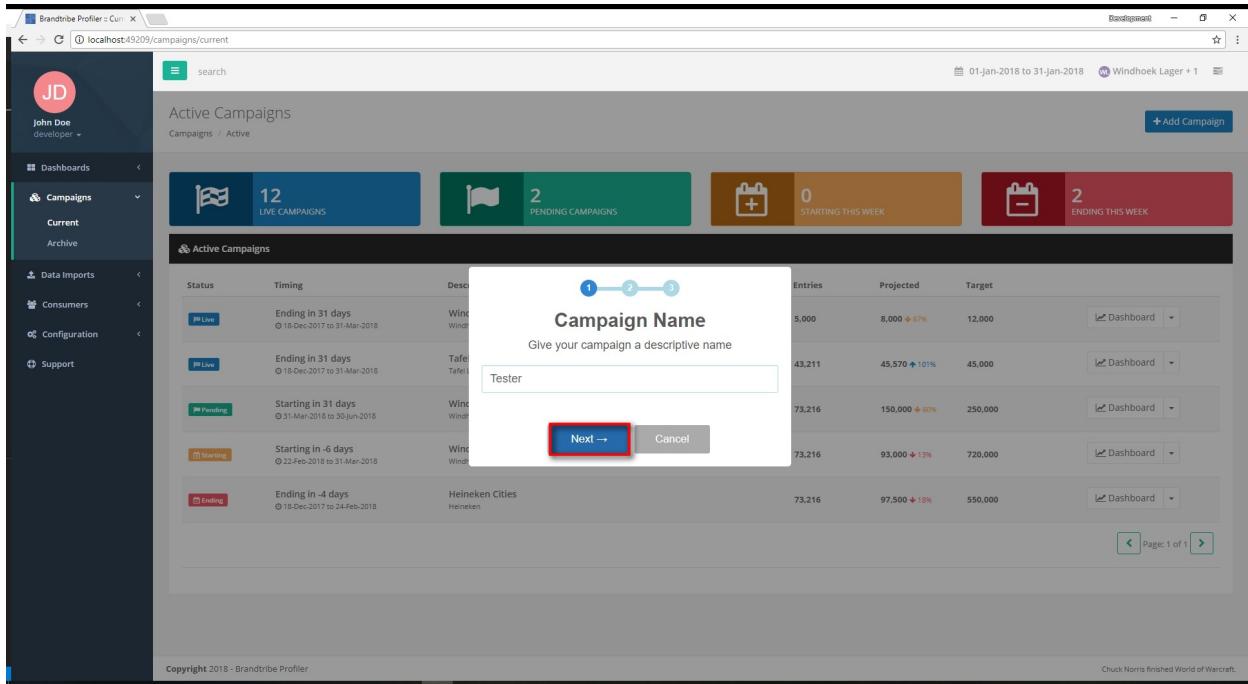
Page navigation buttons 'Page: 1 of 1' are at the bottom right. The footer includes 'Copyright 2018 - Brandtribe Profiler' and 'Chuck Norris finished World of Warcraft.'

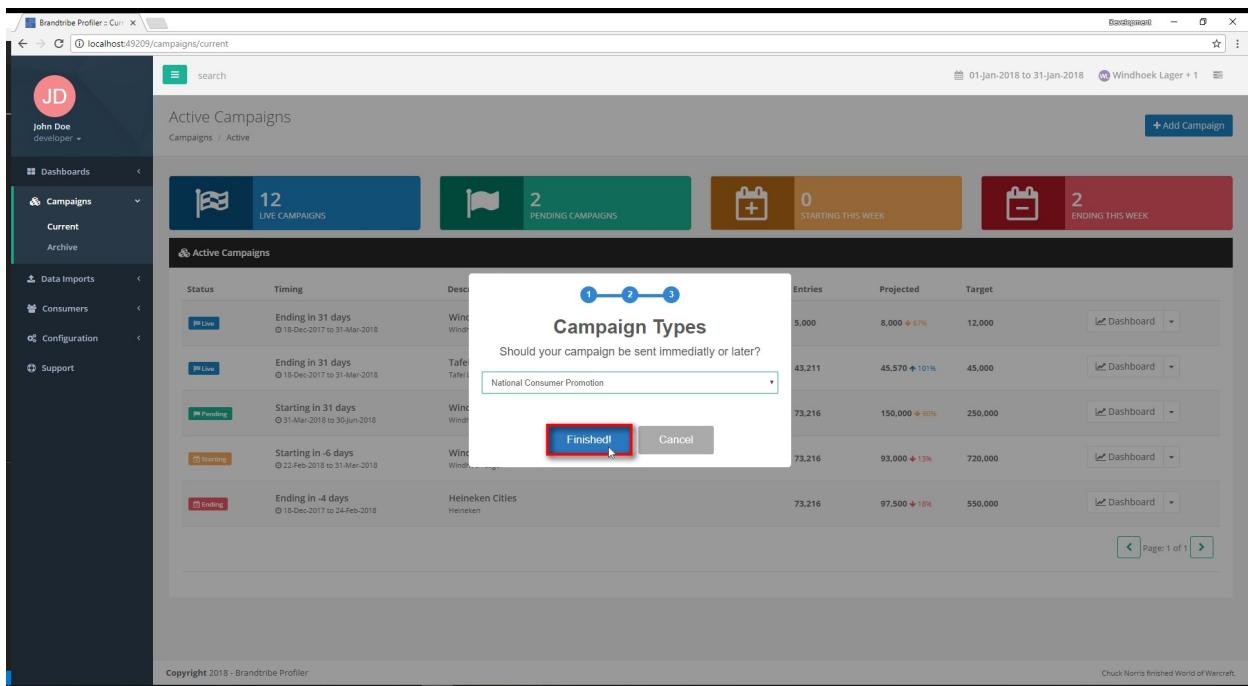
Fig. 1: This section allows you to view a list of active campaigns

5.1 New Campaign

New campaigns are created by clicking 'Add Campaign' from the Actions menu on the campaign management page.

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CHAPTER 6

Importing Data

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CHAPTER 7

Exporting Data

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CHAPTER 8

Segmenting Consumers

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CHAPTER 9

Understanding Dashboards

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras aliquam dictum urna, volutpat congue lorem sollicitudin a. Sed varius elit vel nunc rutrum ultrices. In orci eros, ultrices id magna ut, volutpat egestas turpis. Fusce nulla turpis, luctus in ipsum id, elementum volutpat ligula. Nullam vitae ligula enim. Nunc ultricies orci a fringilla sagittis. Sed urna turpis, lobortis in est et, fringilla tempor tortor. Praesent nec odio eu nunc malesuada interdum. Donec at finibus quam.

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CHAPTER 10

API overview

The Brandtribe (TM) API allows for 3 types of integrations.

- **Webhooks:** this allows for simple pushing of interaction data into the system and requires no authentication, we recommend using IP white listing with these integrations.
- **Basic REST Api:** allows for pushing of interactions data to Brandtribe, as well as the querying of consumer and analytics data. Makes use of HTTP Basic authentication, and is the recommended and most simple approach for most use cases.
- **Advanced REST Api:** allows for deep integration with the Brandtribe ecosystem, and requires that your application be registered and approved via our developers portal.

CHAPTER 11

Obtaining API Credentials

In most cases credentials can be found in the “Integrations” Section of campaign setup.

This will give you the UNIQUE URL for your campaign, as well as allow for creation / management of integration credentials.

Should you not have access to the Brandtribe platform, please contact support@brandbribe.biz for access credentials.

CHAPTER 12

Making a request

Here's an example of interacting with Encode Redemption API via REST. To make requests using Json, specify application/json for your Content-Type and Accept headers.

A simple example with curl.

```
1 curl -X POST --header 'Content-Type: application/json' --header 'Accept: application/
 ↪json' -u 'USERNAME:PASSWORD' -d '{"code":"XXAACCEE","redeemer":"27831234567"}'
 ↪'https://encode-api.techsys.co.za/Redeem/ef4284cd361a499991162a0baa5ad879'
```


CHAPTER 13

Quick Samples

Below is a list of guides to get up and running very quickly in a few common languages.

13.1 dotNet

1. Download the encode.client package from [Techsys Package Server](#)
2. Create a campaign on the encode platform.
3. Add an Integration.
4. Copy the Integration Url, Username and Password from the integrations section, which you will use to configure the client.

```
1 var config = new EncodeClientConfig {  
2     Url = "https://encode-api.techsys.co.za/redeem/xxxxxxxxxxxxxxxxxxxxxx",  
3     Username = "USERNAME",  
4     Password = "PASSWORD"  
5 };  
6  
7 var client = EncodeClientFactory.Create(config);  
8 var result = client.Redeem("27831234567", "XXAACCEE");
```

All components are designed to be injected.

The Client config should be injected as a Singleton and the Client as a Scoped or Transient.

13.2 Php

```
1 $username = 'USERNAME';  
2 $password = 'PASSWORD';  
3 $url = 'https://encode-api.techsys.co.za/redeem/xxxxxxxxxxxxxxxxxxxxxx'
```

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(continued from previous page)

```
4 $headers = array(
5     'Content-Type:application/json',
6     'Authorization: Basic ' . base64_encode($username . ":" . $password)
7 );
8 $data = array("code" => "XXAACCEE", "redeemer" => "27831234567");
9 $payload = json_encode($data);
10
11 $process = curl_init($url);
12 curl_setopt($ch, CURLOPT_HTTPHEADER, $headers);
13 curl_setopt($process, CURLOPT_POST, 1);
14 curl_setopt($process, CURLOPT_POSTFIELDS, $payload);
15 curl_setopt($process, CURLOPT_RETURNTRANSFER, TRUE);
16 $return = curl_exec($process);
17 curl_close($process);
```

13.3 Node