

PARSECO PANEL

USER MANUAL

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1. INTRODUCTION

Parseco Panel is an integral part of the Parseco communication platform that enables merchants to handle communication with their Profile/Channel subscribers.

Aside from offering easy sending of messages that contain text, pictures, video links, URL links and audio, it also enables predefined 2 way communication with subscribers. It sits on top of the actual services that do the job, and is intended for the end users and managers alike.

2. GETTING STARTED

2.1 SIGNING IN

Parseco Panel is a web application. To access it, the user needs only a regular web browser. Just point the browser to <http://www.parseco.com> and then Log in.

Figure 1: Login screen

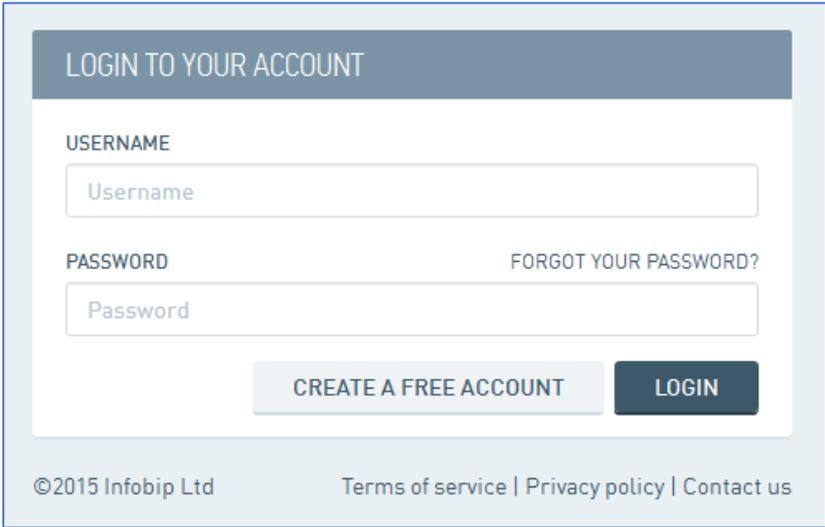


Figure 1 shows the login screen that appears after navigating to the mentioned address. User needs to enter user name and password for the Parseco Panel. Login data is supplied to each user by the account manager.

2.2 PROFILE CREATION

Figure 2: Pop-up after the first login

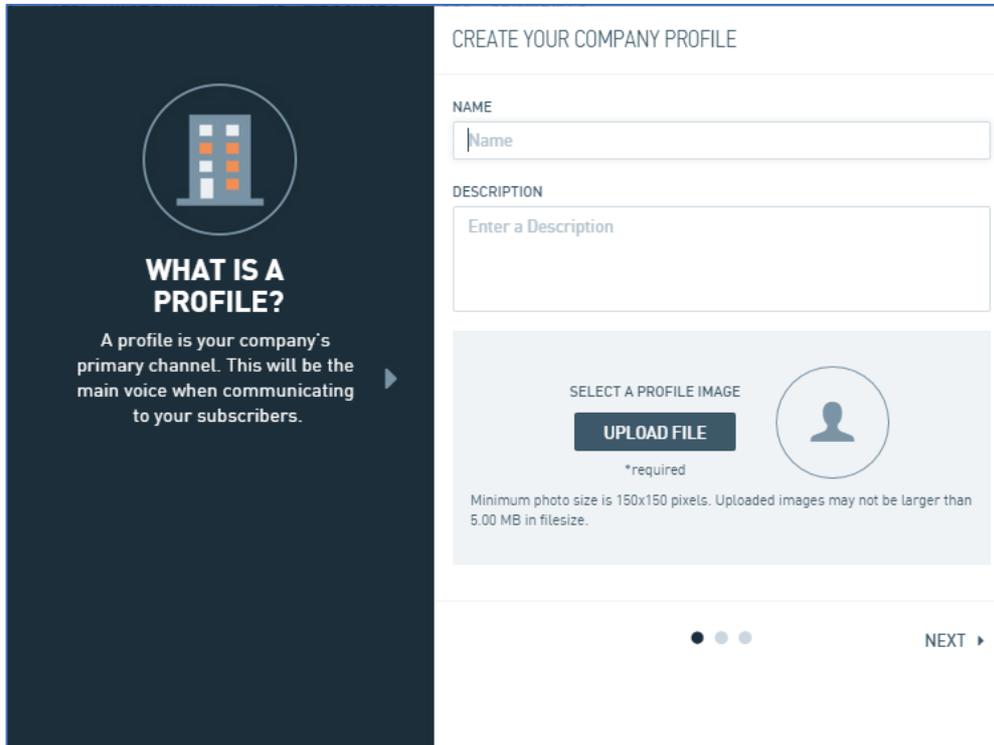


Figure 2 shows the pop-up screen shown after the first successful login. Here is where you can edit your company's primary channel information (Profile). Note that the Name, Description and Photo will be visible to all of your subscribers, and in case of the profile being public – to everyone using the Parseco App.

*All main profiles are private by default. From private profiles / channels, you can only invite followers via SMS. In order to transfer a profile from “private” to “public” you need to send a request to support@parseco.com.

From a public profile, you can also invite customers via Link or QR code. The profile will be visible inside the app and any Parseco customer can freely subscribe to it.

Figure 3: Pop-up, step 2

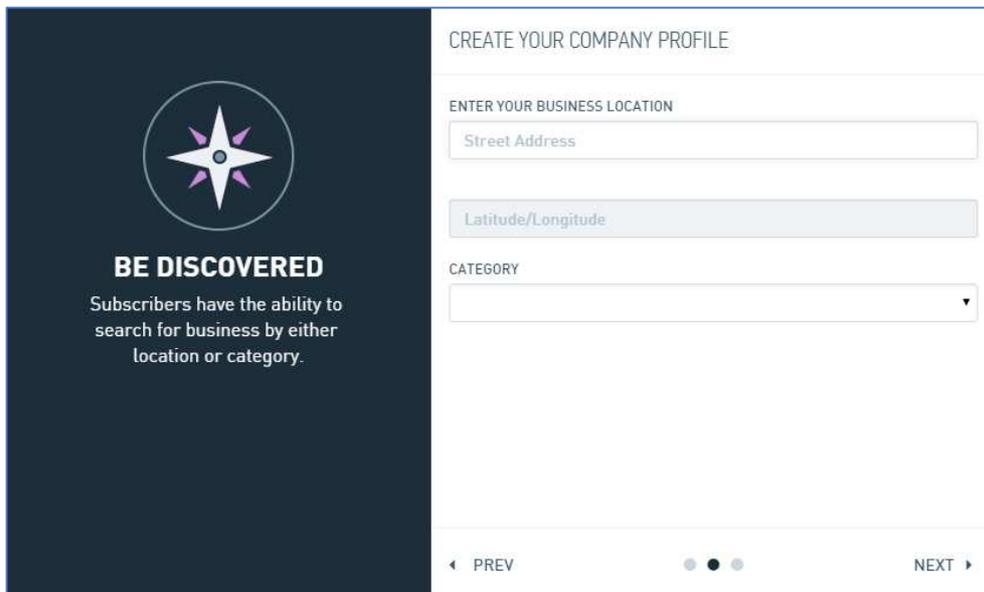


Figure 3 shows the second step of the profile creation pop-up screen. Here is where you can edit your company's location and category. The category will be used for segmentation, which will allow Parseco App users to find you based on their interest.

Figure 4: Pop-up, step 3

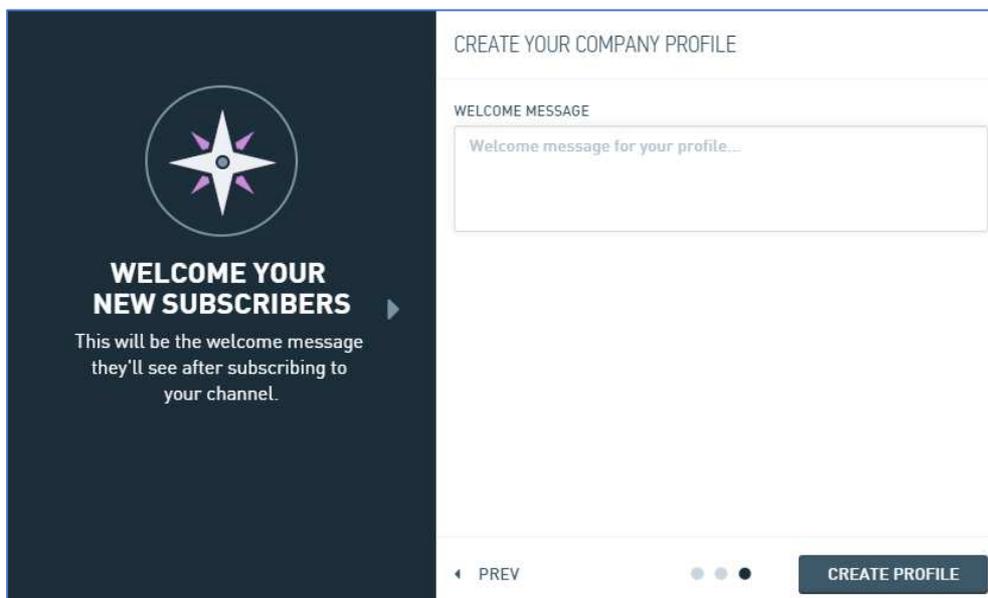


Figure 4 shows the third step of the profile creation pop-up screen. Here is where you can edit the welcome message that your subscribers will receive upon subscribing to your profile.

Figure 5: Pop-up after the Profile is public

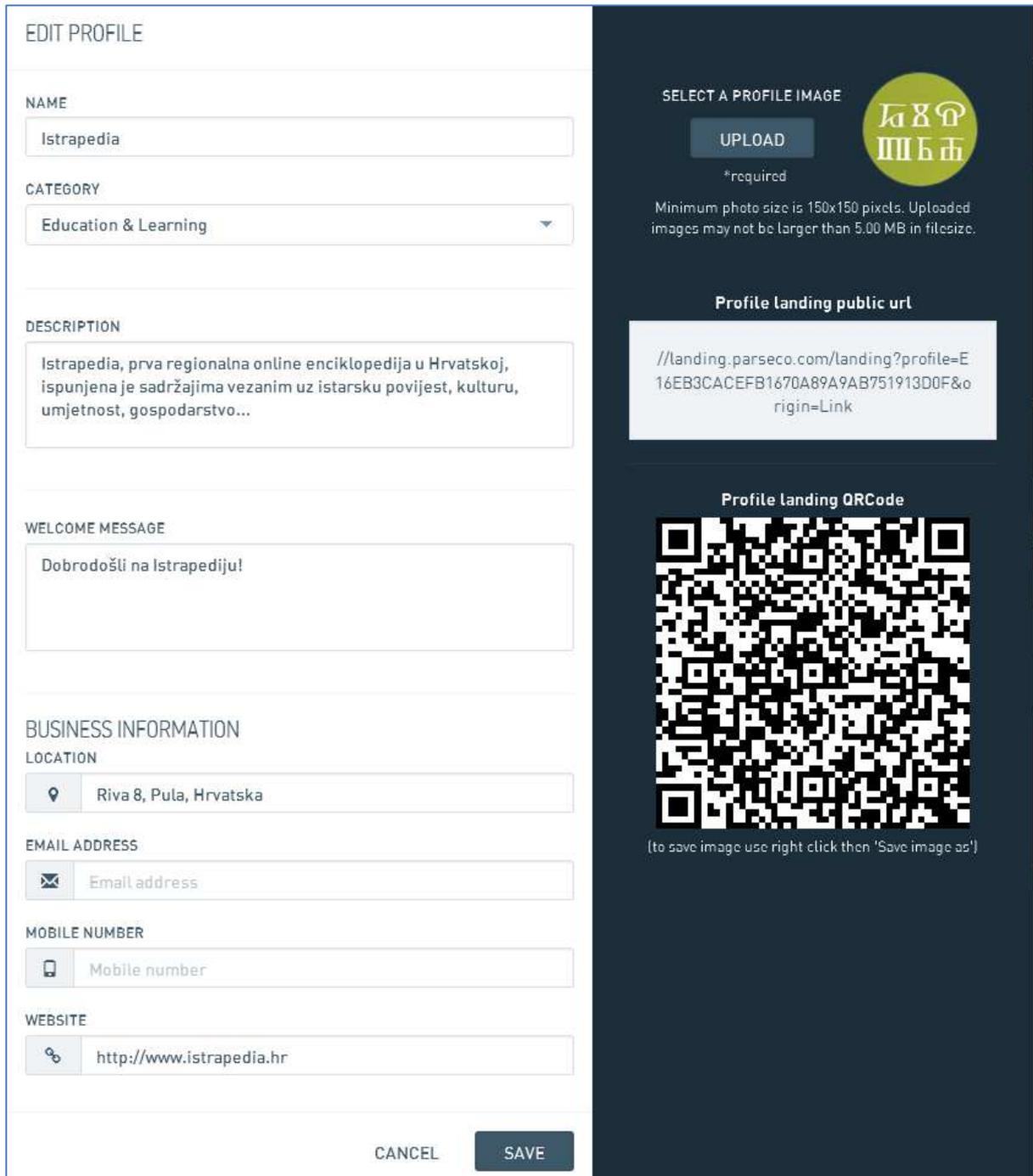


Figure 5 shows the pop-up screen when the profile is public. Here you can find the link used for inviting subscribers, for example via email (Profile landing public url) - it is also possible to use a QR code. Both the link and the QR code direct the end-user to the Parseco Store brand landing page. Private profiles / channels do not have the landing page.

Figure 6: Parseco Store landing page of a public profile

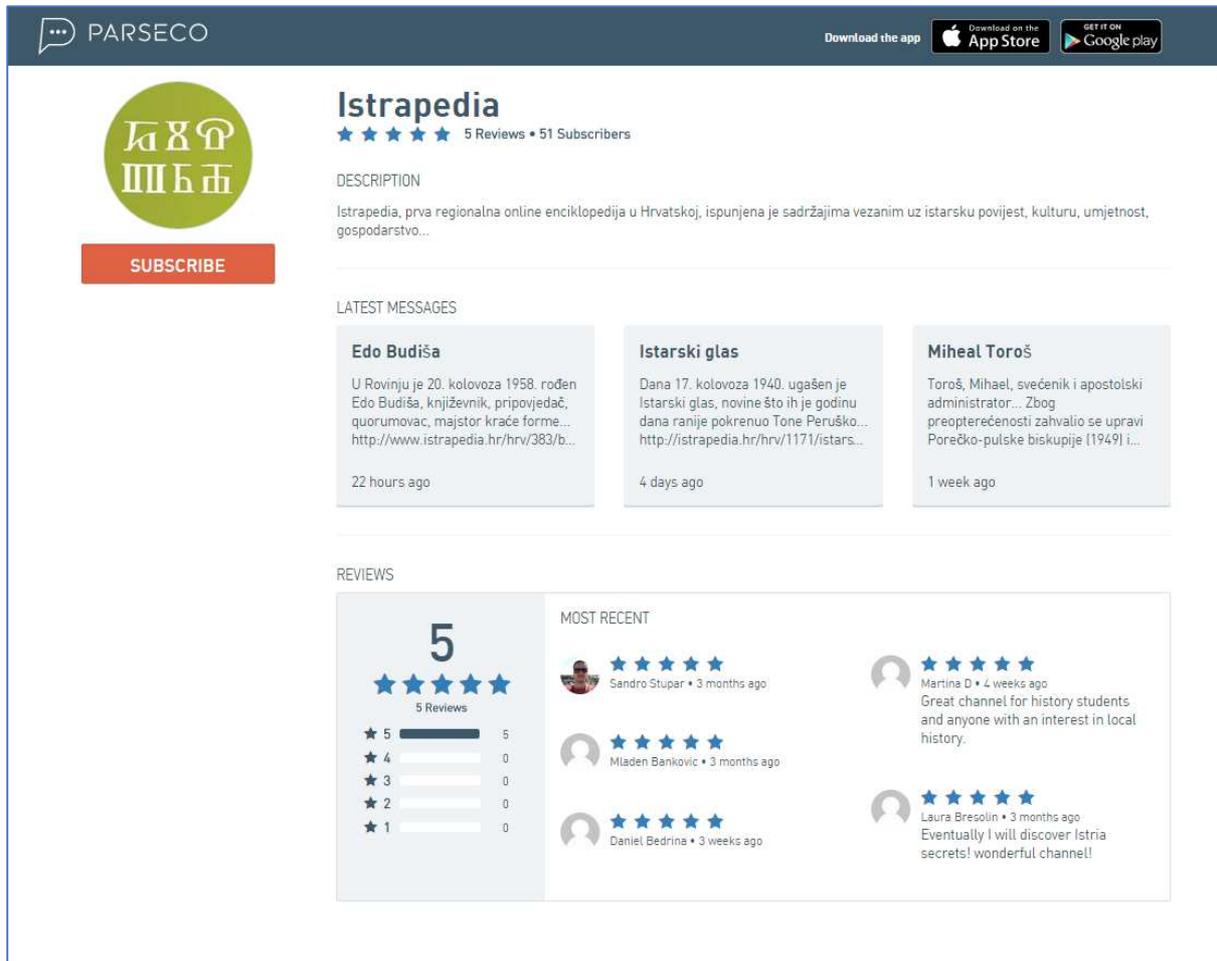
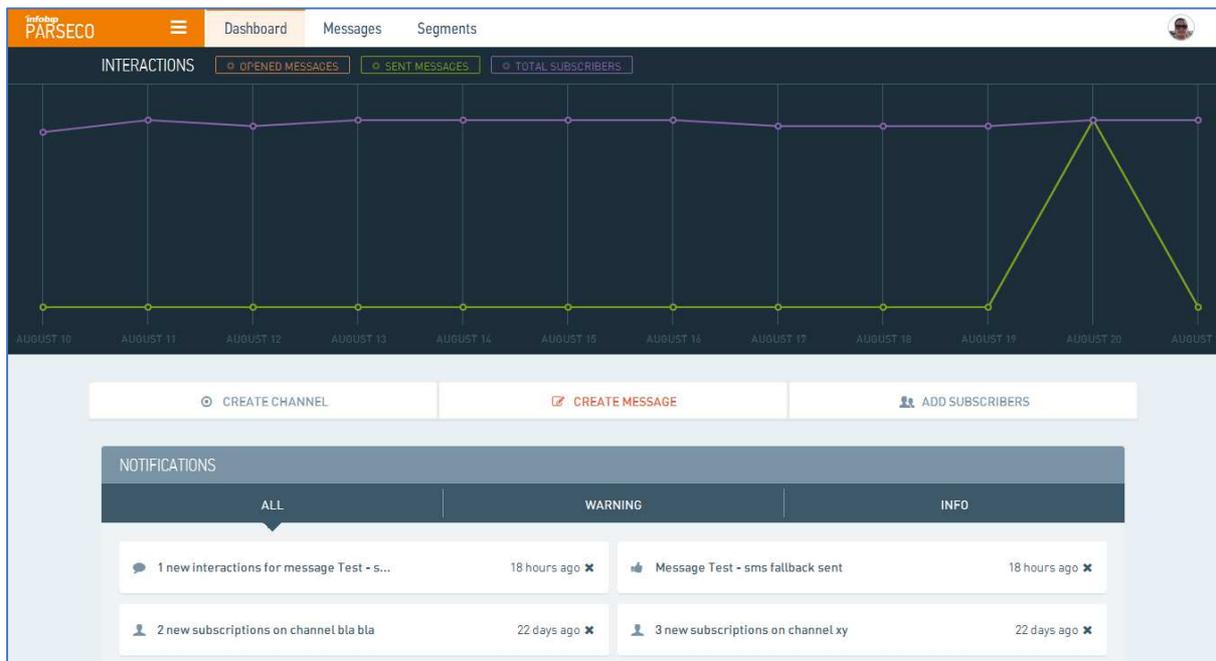


Figure 6 shows the Parseco Store landing page when the profile / channel is public. Here you see the logo of the brand, its description, a preview of the type of messages sent and customer reviews. Customers can easily subscribe by clicking on the “subscribe” button from an Android or iOS phone.

3. DASHBOARD

Figure 7: Dashboard



The dashboard contains an overview of your recent activities. The graph displayed in Figure 7 shows the activities:

- Sent messages
- Opened messages
- Total subscribers

Below the graph, you can see the main engagement options which are thoroughly explained further in the text.

From the Dashboard, you can:

- [Create a channel](#)
- [Create a message](#)
- [Add subscribers](#)

4. CREATE CHANNEL

The first thing you edited after the first successful login was your profile. That is the main account of your organization. On top of that, you can also create channels that will be below your profile in the hierarchy. Channels exist for a better segmentation of your offerings. You can create up to 9 channels along with your main profile. For extra channels, you'll need to send a request to support@parseco.com.

Example:

- **Profile:** Name of a shopping center
- **Channel:** Name of one of the stores

You can have multiple channels under the umbrella of one profile.

Figure 8: Create channel

ADD CHANNEL

NAME

PRIVACY

Public
▼

SELECT A CHANNEL IMAGE

UPLOAD FILE

*required

Minimum photo size is 150x150 pixels. Uploaded images may not be larger than 5.00 MB in filesize.



WELCOME MESSAGE

DESCRIPTION

CANCEL

SAVE

Private profile

Your profile is private and therefore accessible only to invited subscribers. This is valid both for receiving messages and discovery on mobile devices or through public landing pages.

If you want your profile to become public, please contact us at support@parseco.com.

Figure 8 shows the “Add Channel” pop-up. Here you can edit information for your new channel. Similar to creating the profile pop-up, you can edit the name, welcome message and description of the channel. Upon creating the channel, it will become visible in the app. Public channel will become visible to all of Parseco App users, while the Private channel will be visible only to subscribers that you have invited.

*Channels under a private profile are made private by default. From a private channel, you can only invite followers via SMS.

A channel, under a public profile, can be autonomously set by the client as private or public.

From a public channel, you can also invite customers via Link or QR code. Furthermore, the public channel will be visible in the app and any Parseco customer can freely subscribe to it.

In order to turn a private profile into a public one you'll need to send a request to support@parseco.com.

5. ADD SUBSCRIBERS

Figure 9: Add subscribers

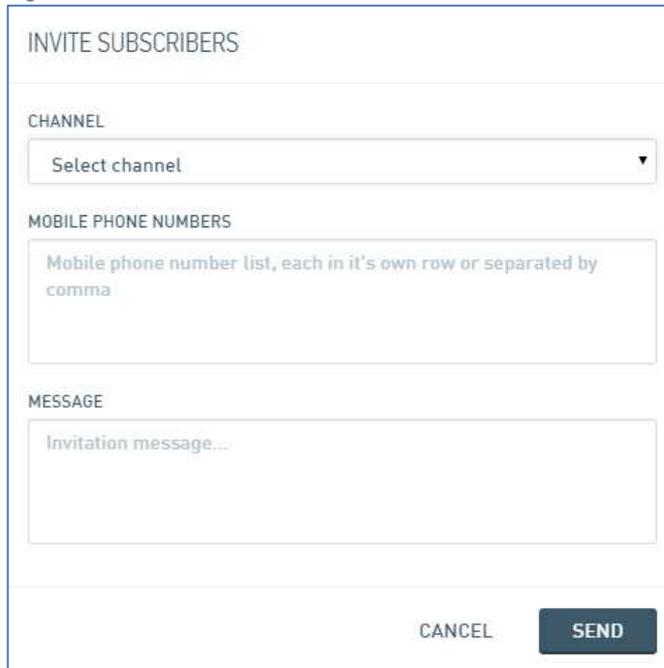


Figure 9 shows the pop-up that appears after the initial profile creation and every time you click “Add subscribers”.

Here you can input your customer number database and invite them to subscribe to your Profile/Channel. It also gives you the ability to create a personalized invite message. You can type a phone number or copy a list of numbers from an excel file. Numbers must have the country code without zero (i.e 00 44 77 88 99 00)

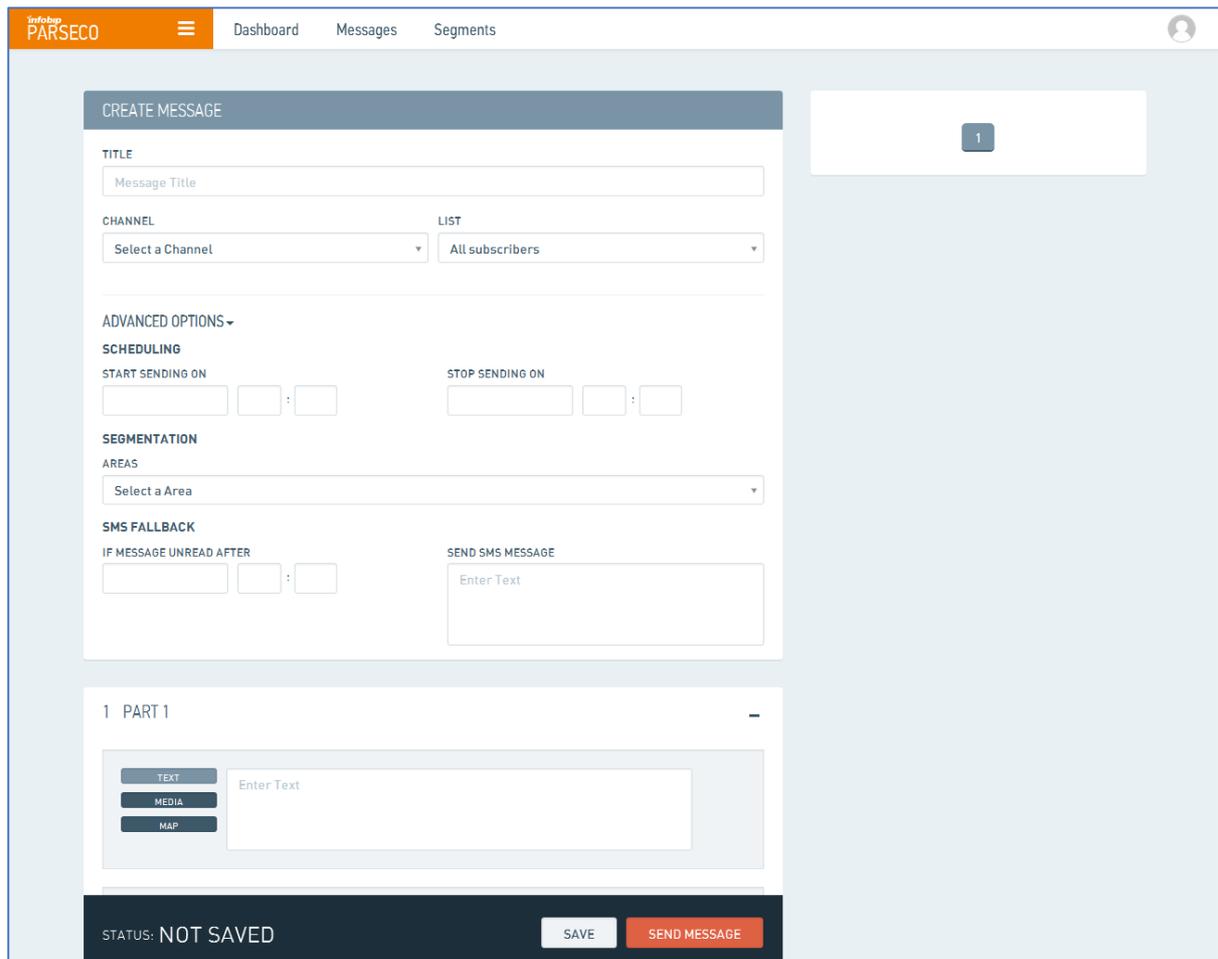
After the message is sent, two possible scenarios can occur:

- Customers that don't have the Parseco app installed will receive an SMS along with the text you defined for the invitation, and the app download link. If those subscribers download the app by clicking the link in the SMS, they will automatically be subscribed to your Profile/Channel.
- Customers that have the Parseco app installed will not receive the SMS, they will receive an invitation from within the app.

6. CREATE MESSAGE

When sending messages, it is important to know that the messages will only reach subscribers that are subscribed to your Profile/Channel. In this section, we will go through the process of creating and sending messages.

Figure 10: Create message



The screenshot displays the 'CREATE MESSAGE' interface within the PARSECO dashboard. The top navigation bar includes 'Dashboard', 'Messages', and 'Segments'. The main form is titled 'CREATE MESSAGE' and contains the following sections:

- TITLE:** A text input field labeled 'Message Title'.
- CHANNEL:** A dropdown menu labeled 'Select a Channel'.
- LIST:** A dropdown menu labeled 'All subscribers'.
- ADVANCED OPTIONS:** A section with a downward arrow, containing:
 - SCHEDULING:** Two time selection fields: 'START SENDING ON' and 'STOP SENDING ON', each with hour, minute, and second inputs.
 - SEGMENTATION:** A dropdown menu labeled 'Select a Area'.
 - SMS FALLBACK:** Two fields: 'IF MESSAGE UNREAD AFTER' (with time inputs) and 'SEND SMS MESSAGE' (with a text input labeled 'Enter Text').
- 1 PART 1:** A section with a minus sign, containing three buttons: 'TEXT', 'MEDIA', and 'MAP'. The 'TEXT' button is active, and a text input field labeled 'Enter Text' is visible.

At the bottom of the interface, a dark bar shows the status 'STATUS: NOT SAVED' and two buttons: 'SAVE' and 'SEND MESSAGE'.

The image above shows the message creation process.

- **Name:** Here you can edit the message name which will be shown as the title of the push notification.
- **Channel:** Choose the channel whose subscribers will receive this message.
- **Lists:** Here you can edit if you want the message to be sent to all channel subscribers or to a specific, previously defined, [subscriber list](#).
- **Advanced options:** If you want to schedule your sending for a later time, this is where you can edit it. The “Areas” option give you the possibility to select a geographic area that you have previously created on the “Segment” section in order to use the geo-targeting feature. The SMS Fallback option can be activated to automatically recognize if a message has not been read in the indicated time frame (insert the date and exact time after which the message content, or a notification, needs to be redirected through SMS). For example, in the SMS text box you can write a summary of the content of the notification sent via App. Bear in mind that it can not include media content or surveys.

*The SMS is a charged service, ask your Account Manager for prices.

Message creation can be edited in parts, depending if you want to add various elements to the message, or if you want to set predefined multiple-choice answers for your users as part of a campaign.

Every part of the message contains three tabs:

- **Text:** Regular text input
- **Media:** Image, Video or URL – in any case, you need to input the URL and choose the type of media you are sending
- **Map:** You can send a location by typing the address or by choosing your current location

When creating complex messages, you can combine any of these three types but you need to click “Add message element” to add elements to your message.

Example: Input text. Then click “Add message element”, then choose the “Media” tab and enter a video URL.

*A single message containing an intro text, a video and a link must be composed of three separate boxes, one for text, one for the video and one for the link. You can add boxes by clicking on “Add message element”. It’s not possible to put the text, video and link in one single box.

Figure 11: Adding message element

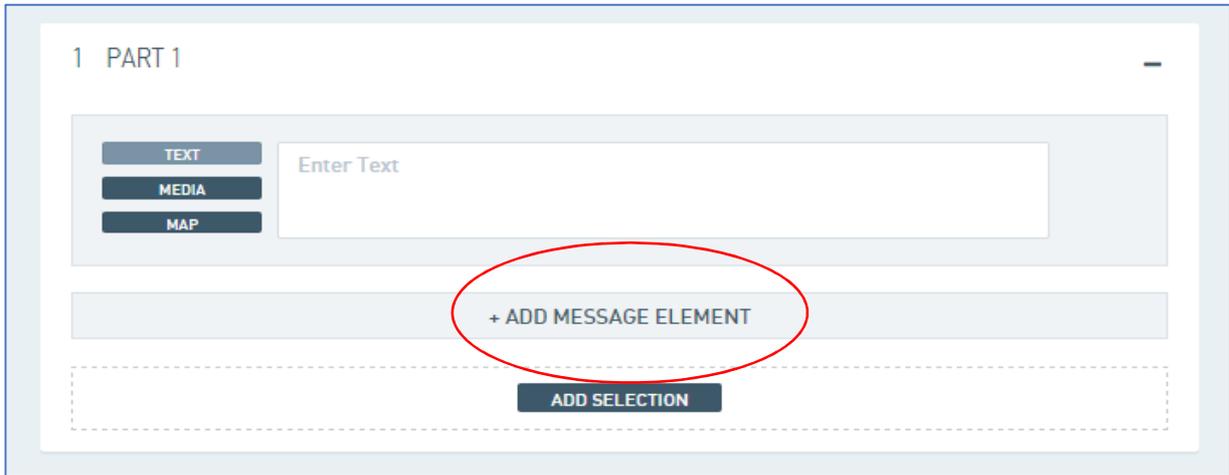


Figure 12: Adding message element – Single message with two elements: text and image

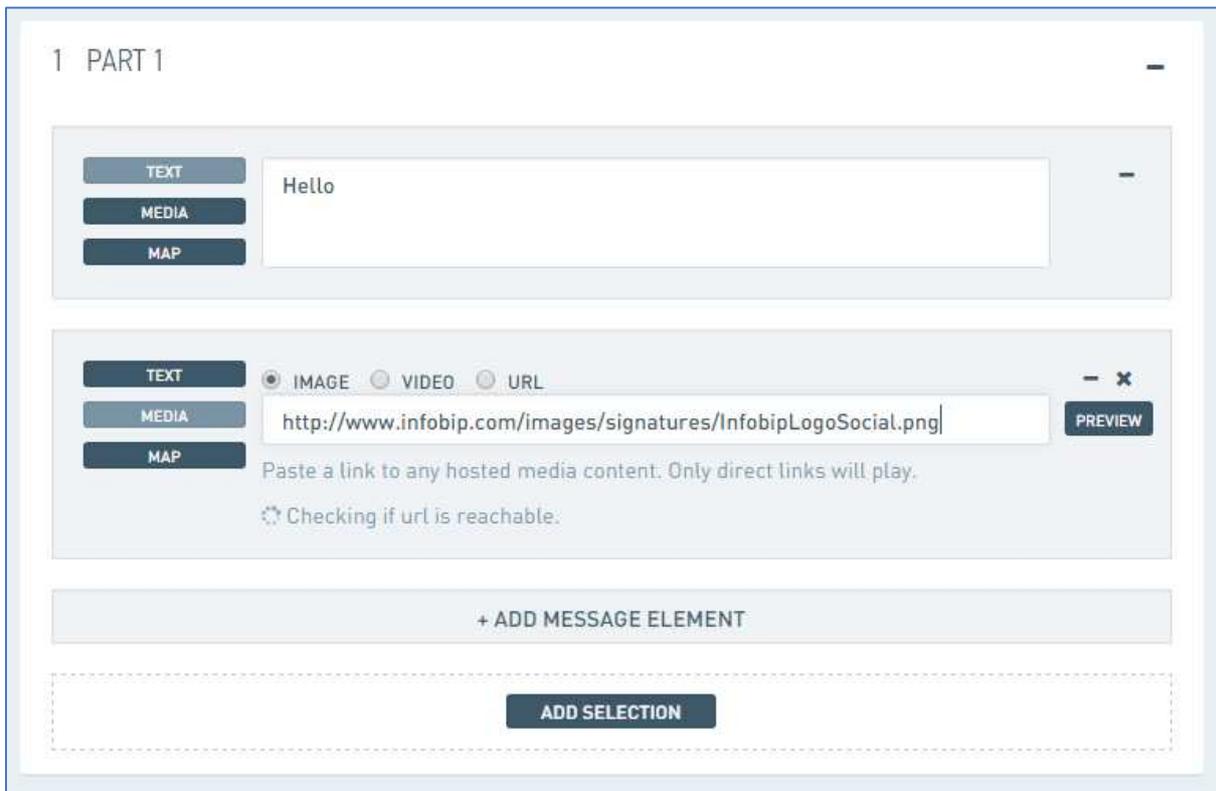


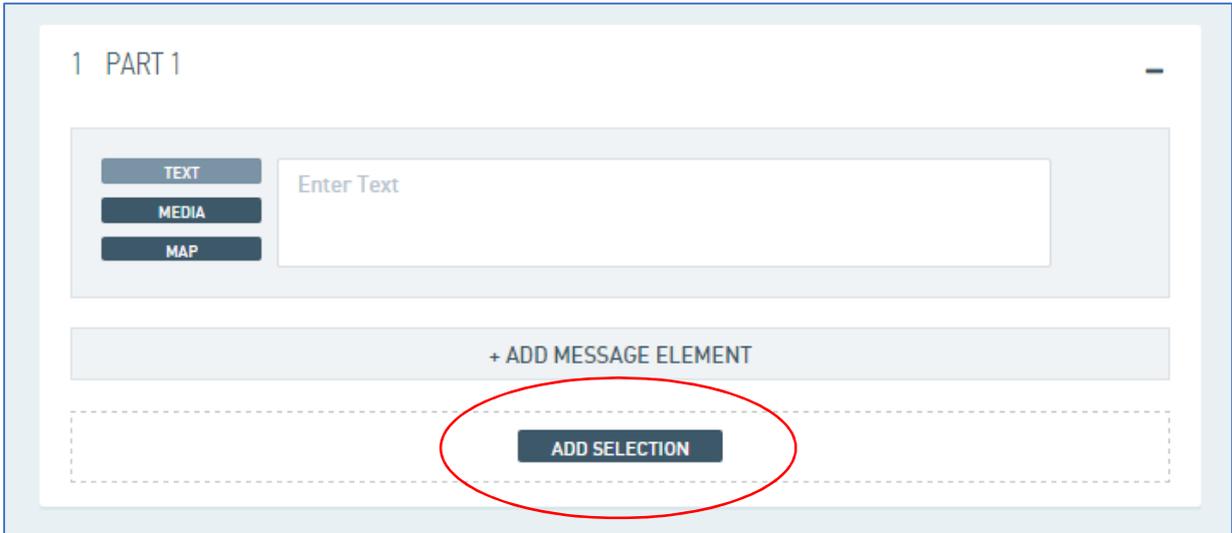
Figure 12 shows the creation of a single message containing text and image. Each element needs its own box.

*In order to upload an image you need to copy and paste a URL link. The system will automatically check its validity.

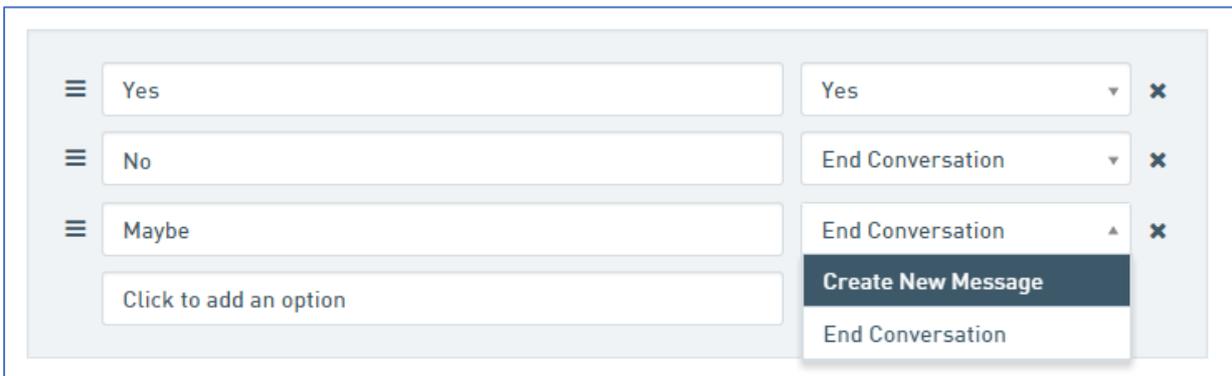
If you want to get users to reply by choosing one of your predefined answers, you need to click “Add selection”.

Figure 13a – 13b: Adding selection

13a



13b

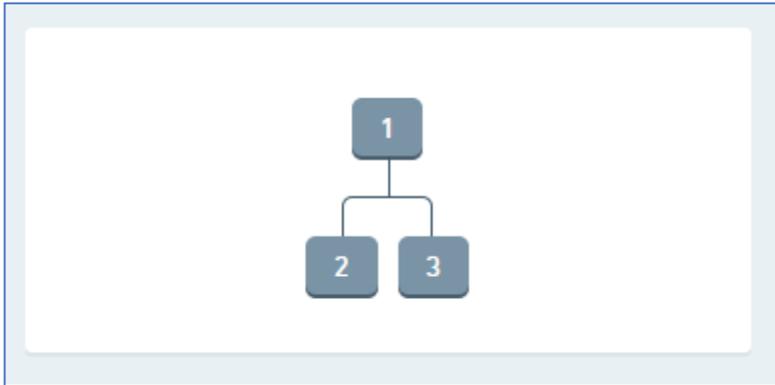


Figures 13a – 13b show the creation of predefined answers for your users to select. The left column of figure 13b shows the text of the selection that will be shown in the app, while the right column shows the ongoing process that happens after the users choose that specific answer.

In the example above, you can see that for the response “Yes”, the users will receive an autoreply with the title “Yes” that can be edited below. For users that respond with “No”, the option chosen is to end the conversation. For the reply “Maybe”, the difference of choosing one of the two options is displayed graphically.

For the same example, in the upper right corner, you can see the branched structure of the conversation you have created, as in Figure 14:

Figure 14: Branched conversation structure



This structure can get complex and can take multiple directions based on the complexity of the conversation you are creating.

The last step of creating the message is:

- saving the message in form of a draft – for later usage,
- or sending it (right away, or if you scheduled it – at the time you’ve set)

6.1 MESSAGES SECTION

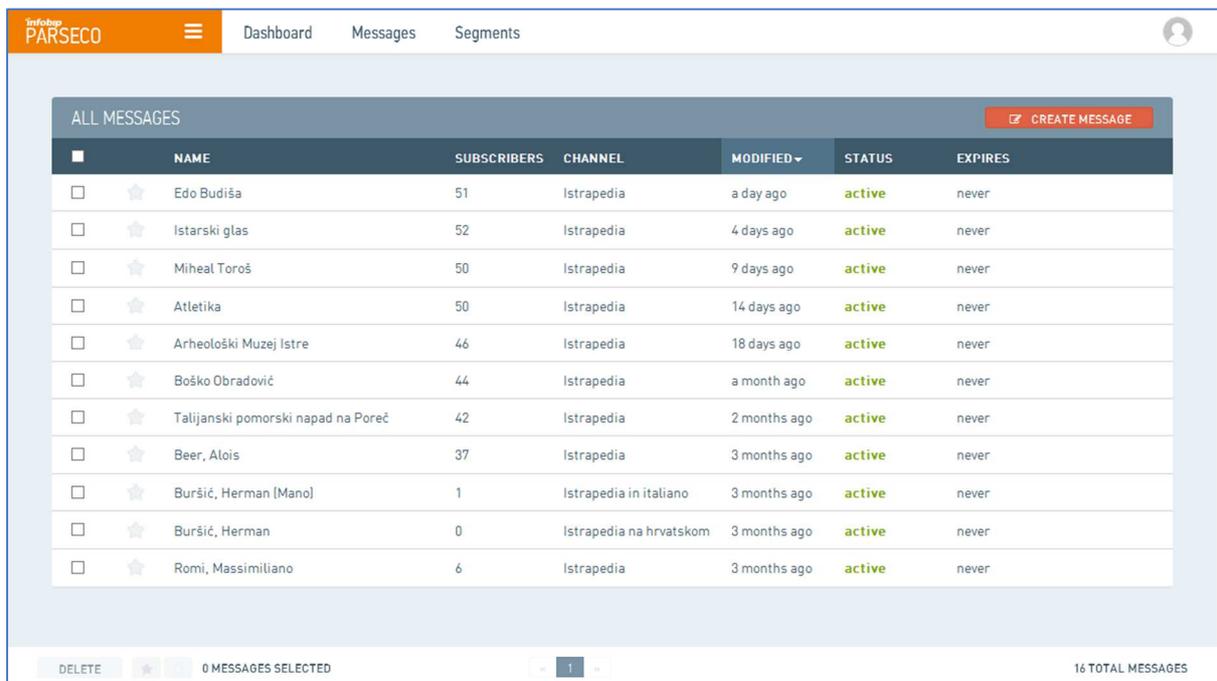
The messages section serves as history of all the content you've sent. When browsing through the messages, you can apply four different search filters:

- **Scheduled**
- **Active**
- **Drafts**
- **All**

When choosing “All messages”, you can retrospectively see everything that has been sent by your Profile/Channel. The information available for every message sent is as follows:

- Message name
- The number of subscribers to which the message was sent
- Channel that sent the message
- Last time modified
- Status
- Expiry time

Figure 15: All messages

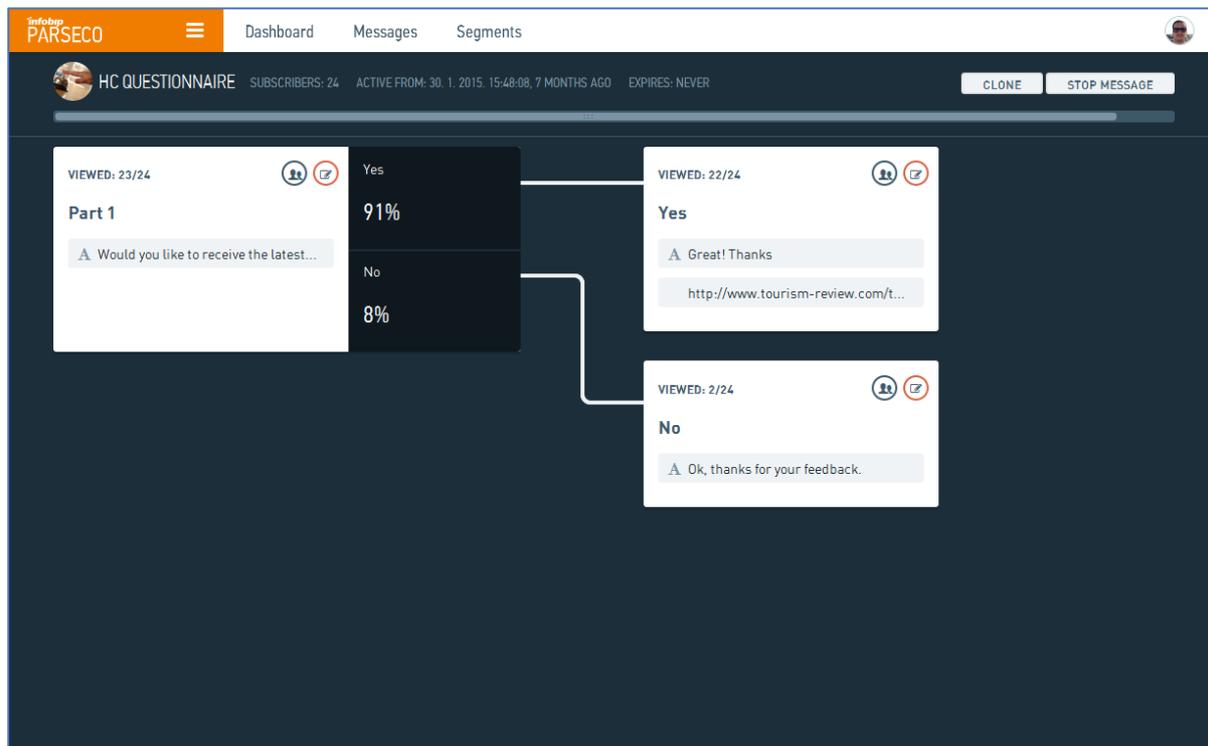


ALL MESSAGES							CREATE MESSAGE
<input type="checkbox"/>	NAME	SUBSCRIBERS	CHANNEL	MODIFIED	STATUS	EXPIRES	
<input type="checkbox"/>	Edo Budiša	51	Istrapedia	a day ago	active	never	
<input type="checkbox"/>	Istarski glas	52	Istrapedia	4 days ago	active	never	
<input type="checkbox"/>	Miheal Toroš	50	Istrapedia	9 days ago	active	never	
<input type="checkbox"/>	Atletika	50	Istrapedia	14 days ago	active	never	
<input type="checkbox"/>	Arheološki Muzej Istre	46	Istrapedia	18 days ago	active	never	
<input type="checkbox"/>	Boško Obradović	44	Istrapedia	a month ago	active	never	
<input type="checkbox"/>	Talijanski pomorski napad na Poreč	42	Istrapedia	2 months ago	active	never	
<input type="checkbox"/>	Beer, Alois	37	Istrapedia	3 months ago	active	never	
<input type="checkbox"/>	Buršić, Herman (Mano)	1	Istrapedia in italiano	3 months ago	active	never	
<input type="checkbox"/>	Buršić, Herman	0	Istrapedia na hrvatskom	3 months ago	active	never	
<input type="checkbox"/>	Romi, Massimiliano	6	Istrapedia	3 months ago	active	never	

DELETED | 0 MESSAGES SELECTED | 16 TOTAL MESSAGES

For every individual message, by clicking on the message title, you can see the full scope of statistics attributed for the message as shown in Figure 15.

Figure 16: All messages – Survey example

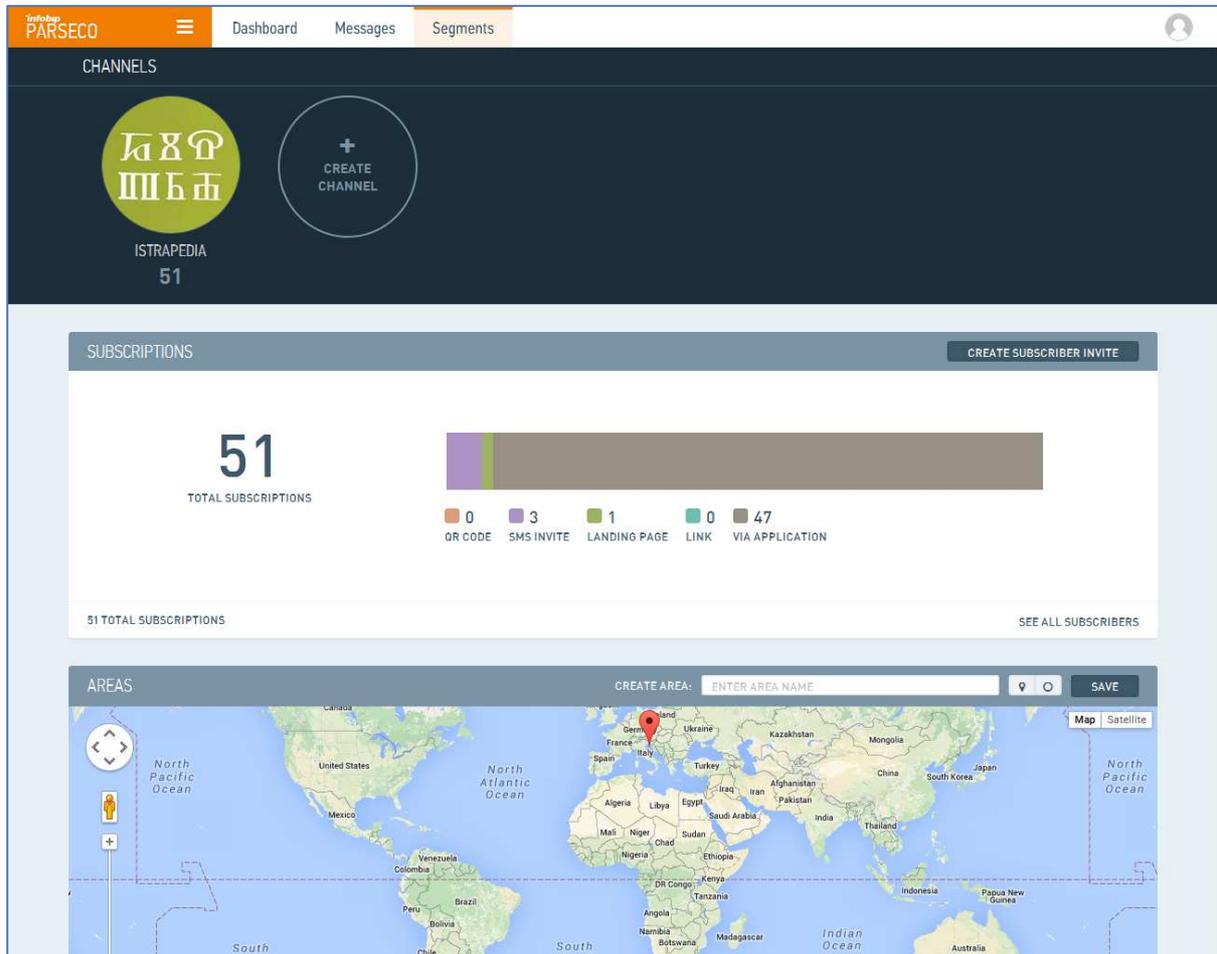


In Figure 16, you can see the viewed statistics for every part of the sent survey. With every response, you can see the reply percentages. Also, for every reply, you can extract a list of people that specifically replied with this. These lists will come in handy for future targeting.

Messages and surveys can be cloned in form of a draft message – for future sending.

7. SEGMENTS

Figure 17: Segments

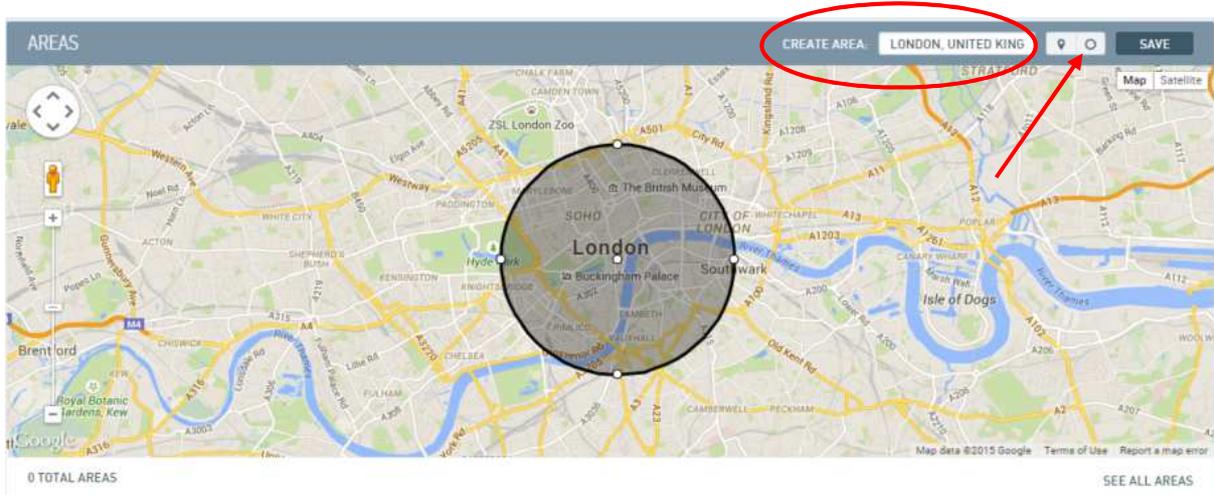


In the segments section you have an overview of your Profile and Channels, the list of your subscribers, the info of how your subscribers found you and the geo-targeting panel.

In the “Areas” box you can create an area which you will use for geo-targeting your subscribers. You can do this in a few different ways:

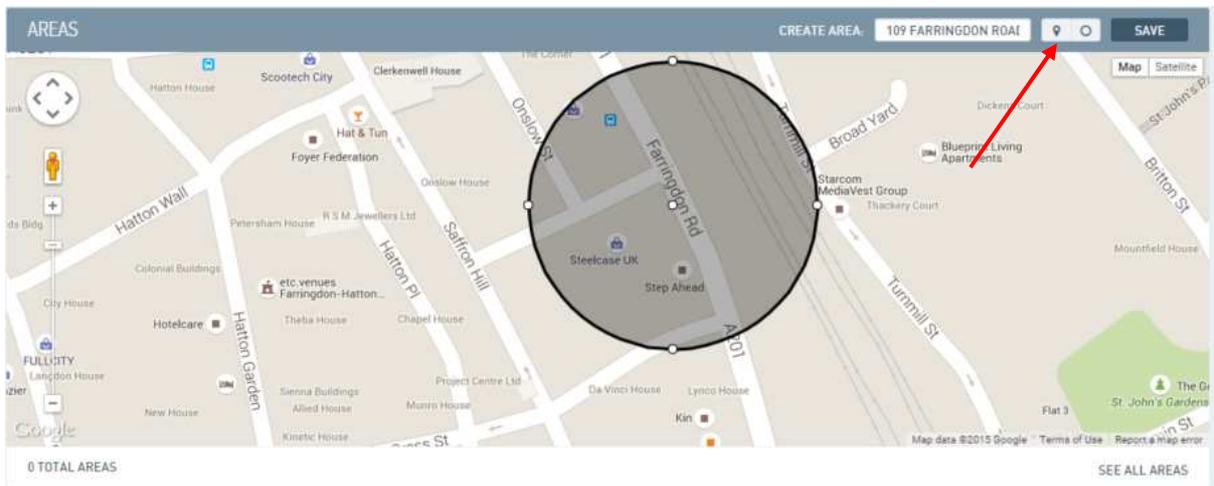
- You can type a specific address or city into the “Create Area” box, you must choose one of the suggested addresses from the dropdown menu. This field helps you to find the desired location but you need to use the “circle” button to actually select the area and save it.

Figure 18: Segments



- You can use the option that finds your actual location by clicking on the “pin” symbol. Again, this only helps you to find your location. In order to save this area you have to use the “circle” button to select the area, and then save it.

Figure 19: Segments



The predefined areas will also be displayed in the “Areas” message section

8. SUBSCRIBERS (ADDRESS BOOK)

8.1 ALL LISTS

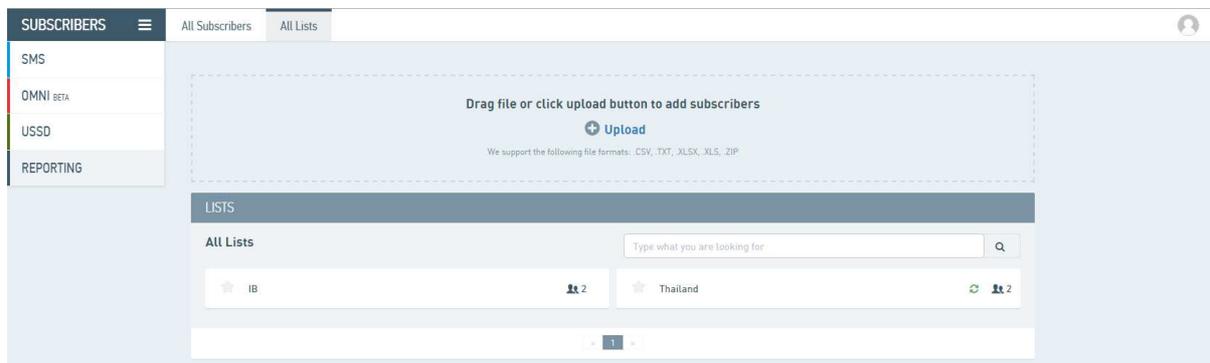
From the top left Parseco menu, enter the “Subscribers” section. Here you’ll find the “All” list area where you can import a list of contacts. You can drag and drop, or use the upload button.

Csv, txt and xlsx file formats are supported. Your document must have GSM numbers mapped to your recipients. The GSM number must be in the correct international format. Our system can fix the GSM number format upon importing.

The list with the arrows in a circle symbol is a dynamic list, meaning it will automatically update with new subscribers corresponding to predefined parameters/filters of the list.

A list without the arrows symbol is a static list of SMS recipients and will not update with new users corresponding to predefined parameters/filters of the list.

Figure 20: Subscribers – All lists



8.2 ALL SUBSCRIBERS

In the “All subscribers” area, you can import documents with your contacts list. You can drag and drop, or use the upload button.

Thanks to this dynamic address book, you can choose your filtering criterion. It can be gender, country, birthday, phone OS, etc.

The results of the filtering option are displayed in the field below. Save all filtered subscribers to a new list. Use the new list for even smarter targeting for your future campaigns.

Figure 21: Subscribers – All Subscribers

The screenshot shows the 'SUBSCRIBERS' interface with the following components:

- Filter Rules:**
 - Rule 1: COUNTRY (dropdown) IS (dropdown) Croatia (text input)
 - Rule 2: AND (dropdown) GENDER (dropdown) IS (dropdown) Female (text input)
 - Buttons: ADD RULE, CLEAR, APPLY FILTER
- Subscriber List Table:**

OSM	FIRST NAME	LAST NAME
12121212		
233201935469	MIS HOWE	
233207078500	FRIMPONG	
233207596433	EMMA	
233208436674	ROSYLNE ABOAGYE	
233241551929	EUNICE	
233242054381	SISTER YABA	
233242026110	FORSTY	
233242831387	MADAM LILY	
233242927293	BRO GGORGE	
- Footer:**
 - BULK ACTIONS (dropdown)
 - Page navigation: 1, 2, 3, 4, 5
 - ADD SUBSCRIBER button