

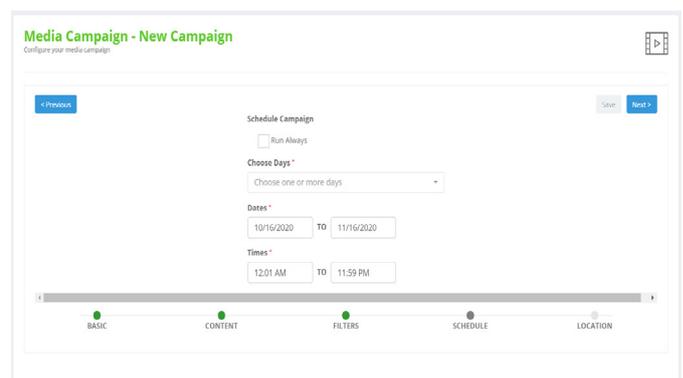
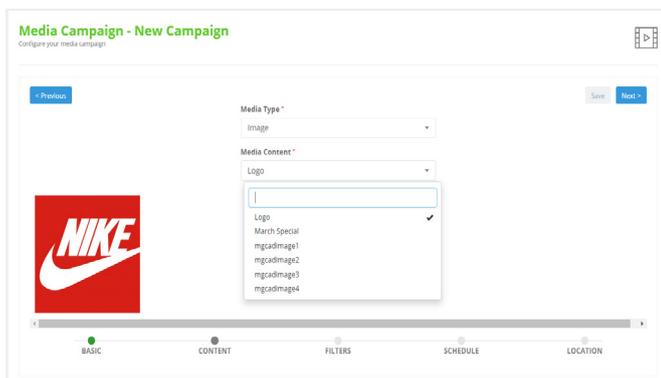


# KloudCampaign

Digital campaign creation and execution capabilities to drive compelling user experiences forward

## Highlights:

- Lets you quickly design detailed, customized campaigns based on captive audiences.
- Guides you to build and configure the key content components for targeted campaigns
- Run your campaign on the demographics, location analytics, behavior history, zones, and particular mobile devices you are targeting
- Create, store, edit, run and manage multiple campaigns as needed for your marketing objectives



**KloudCampaign** is Kloudspot's powerful campaign management service. It centers mainly around WiFi data and is informed by the Kloudspot platform's available analytic information.

**Background:** Campaigns in general can be designed with different goals in mind. A marketing campaign is a planned sequence of activities and processes which either promotes an individual product or offering, builds a brand image, or encourages an action. Today we also see campaigns for reducing the impact of negative news or influencing people's actions in crisis situations, such as for disasters, health or safety.

Elements for building a successful campaign include a target audience, people fitting that profile, the offer or value to solve their problem or need, determining next step content, the delivery or engagement method (text, email, web, social...), and the follow-up for continuing the dialog and measuring results.

Often in a campaign multiple channels are used and tightly coordinated to deliver desired results. For instance, today's most commonly used campaigns for digital marketing include advertising on websites, content marketing, social media marketing and anything related that is done within the digital space.

## How KloudCampaign Facilitates a Campaign

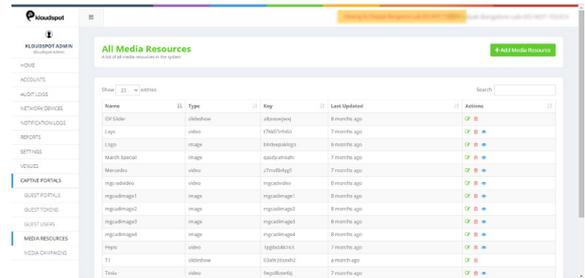
KloudCampaign guides you at each step in the campaign process, from concept to results. First, related media resources and their sequencing are important prerequisites to be staged for any campaign. Then KloudCampaign runs the collection of related content at a target audience based on pre-determined conditions that it senses about that audience.

Specifically, within the Kloudspot situational awareness environment, KloudCampaign enables the creation, management and execution of an online campaign via a Captive Guest Portal. This is a commonly used Web page that the user of public-access networks is obliged to view and interact with before and while access is granted. Creation of such a portal is made easy by using one of growing number of provided templates supported by the KloudCampaign Editor.

## Add Media Resources

To create a media campaign, one first needs to add or build the content to be used.

Content pieces to run in a campaign are commonly referred to as media resources. They are created when the user opens **Add New Resources**. He or she names the media, selects the type, adds the content, and saves it into the All Media Resources table.

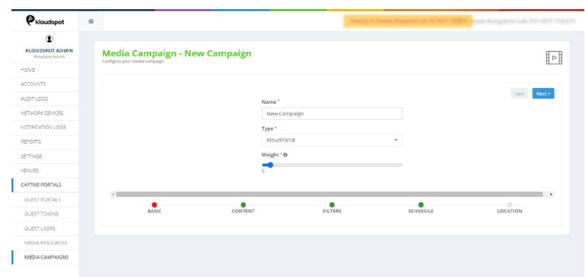


| Name          | Type  | Key       | Last Updated | Actions         |
|---------------|-------|-----------|--------------|-----------------|
| QR Code       | video | qk0000001 | 6 months ago | [Edit] [Delete] |
| Logo          | video | qk0000002 | 2 months ago | [Edit] [Delete] |
| Logo          | image | qk0000003 | 6 months ago | [Edit] [Delete] |
| North Special | image | qk0000004 | 2 months ago | [Edit] [Delete] |
| Mercedes      | video | qk0000005 | 2 months ago | [Edit] [Delete] |
| mp-adm001     | video | mp-adm001 | 6 months ago | [Edit] [Delete] |
| mp-adm002     | image | mp-adm002 | 6 months ago | [Edit] [Delete] |
| mp-adm003     | image | mp-adm003 | 6 months ago | [Edit] [Delete] |
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| mp-adm008     | image | mp-adm008 | 6 months ago | [Edit] [Delete] |
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Media types supporting images, slideshows and videos are 'static content'. Integrations with YouTube, Twitter, Google Ads, Survey Monkey and others are 'external content'. Custom content, via custom scripts, can also be included on a web page to be presented within a campaign. The newly added media resource will display on the Resource Table with options for editing actions that can be taken at any time.

## Create a Campaign

KloudCampaign provides a **New Campaign** screen to create, name, and provide basic information for a campaign, and determine if it will be run online or offline. An online campaign is referred as KloudPortal and it runs only when the user is connected. An offline type campaign runs after the user is logged in and is out of network, thus it is scheduled. In addition, trigger conditions, frequency, and weight/priority of the new campaign can also be set.



**Media Campaign - New Campaign**

Name:

Type:

Weight:

Location:

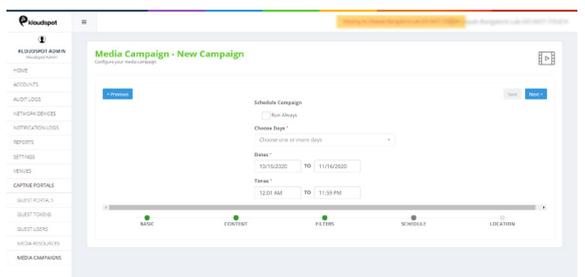
Buttons: [Save] [Cancel]

Progress bar: [MISC] [CONTENT] [FILTERS] [SCHEDULE] [LOCATION]

To implement more user choices and elements for running the campaign, steps are displayed at the bottom of the campaign screen to add **Content** (media type and media), **Filters** (tags, demographic information such as gender, age group, browser, devices, operating system), **Schedule** (days, dates, times, or always) and **Location** (buildings, floors, zones, devices).

## Schedule Campaign

Since Kloudspot is network agnostic and works on various hardware, the embedded editor can help guide the user to create a captive portal for the hardware they have deployed on their network. End-user authentication options include not only with their email, but also via token authorization, RSS/SMS, or various social network logins. In addition, KloudCampaign provides capability out of the box to create and run a variety of reports on the campaigns being run.



**Media Campaign - New Campaign**

Schedule Campaign

Run Always

Choose one or more days

Days:  Sun  Mon  Tue  Wed  Thu  Fri  Sat

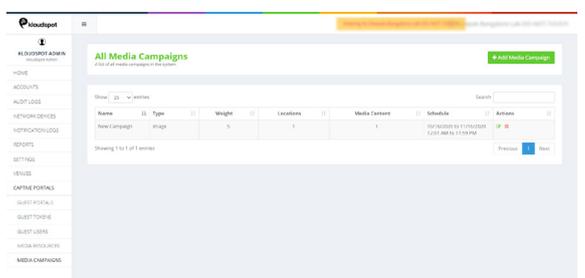
Date:  TO

Time:  TO

Buttons: [Save] [Cancel]

Progress bar: [MISC] [CONTENT] [FILTERS] [SCHEDULE] [LOCATION]

When complete, the user can save the new campaign, which will now be displayed on the All Media Campaigns table. Possible subsequent actions, allowing the user to edit the campaign or delete it, are included in this table. The new campaign is now built and scheduled to run, all based on the parameters assigned to it in the steps outlined above. It is ready to generate the desired results. KloudCampaign comes with reports that can be run on each campaign or the campaigns overall.



| Name         | Type  | Weight | Locations | Media Content | Schedule  | Actions         |
|--------------|-------|--------|-----------|---------------|---|-----------------|
| New Campaign | image | 5      | 1         | 1             | SUN 10/10/2020 TO FRI 11/16/2020 12:01 AM TO 11:59 PM | [Edit] [Delete] |

## Integration with the Kloudspot Situational Awareness and Action Platform:

When KloudCampaign runs as a service in the Kloudspot platform, it can interact with other powerful Kloudspot services to bring about even greater results. As a prime example KloudCampaign can execute intelligent venue-based campaigns (NAME???) driven in large part on real-time awareness gained from the KloudInsight service. KloudInsight continually analyzes incoming data streams, e.g. WiFi, BLE and video, and provides mashup information and insights.

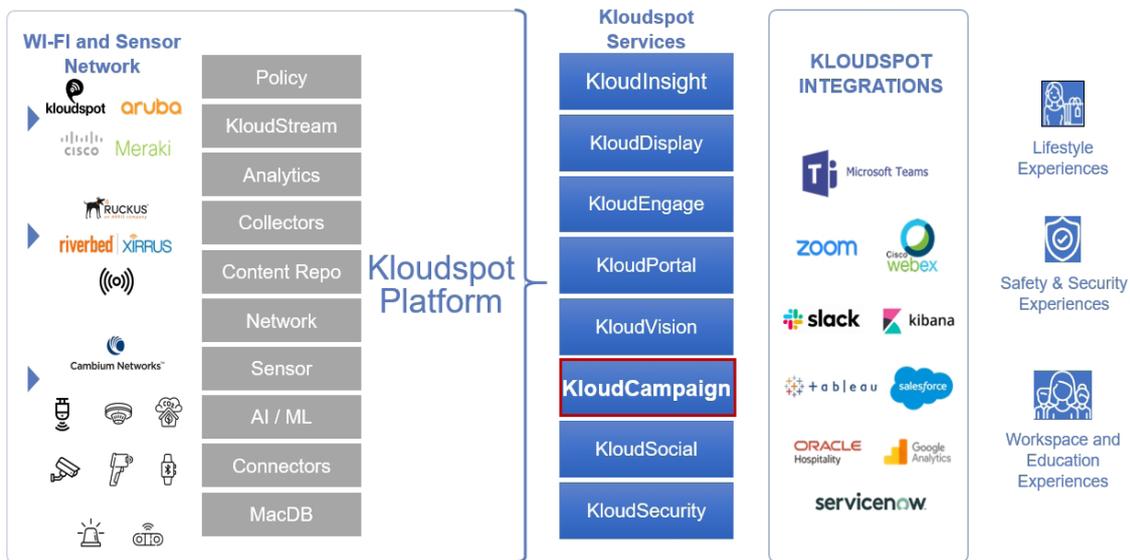
Example intelligent campaign in a hotel scenario: With Kloudspot tracking the hotel's registered guests, it is known not only when guests spend time at the bar, the spa or cafe, but also how much time they have spent at each. If the hotel wants to run a campaign through its captive portal to drive traffic to the bar, it can look at logged-in individual guests who have spent more time at the bar since they've arrived. These guests can be auto-texted a digital advertisement that gives them a drink or snack coupon back at the bar, which many of them will end up using.

In other words, the intelligent venue-based campaign is not merely a targeted campaign in the sense of demographics, but also in the sense of most recent location analytics and behavior history.

Campaigns created in KloudCampaign, especially where sponsored content is involved, can be run directly out of KloudPortal, Kloudspot's service for creating and publishing Captive Guest Portals.

KloudCampaign can also be integrated with Kloudspot's rules/policy engine capable of sending notifications on wide-ranging topics including occupancy, object detection, other targeted marketing, etc.

Overall service interactivity within the Kloudspot platform gives users many more options for meeting objectives, further enhancing KloudCampaign's value for wide-ranging organizations.



**Next:**

Click [HERE](#) to learn more about Kloudspot Services.

**About Kloudspot**

Founded in 2016, the Kloudspot Situational Awareness and Intelligence platform uses data collected from Bluetooth, Wi-Fi, environmental sensors and connected cameras, married with AI, to convert physical actions and movements of people and devices into digitally treatable data. Organizations can then leverage actionable insights to deliver compelling digital engagements to enhance a variety of experiences for their constituents across health and safety, lifestyle, and workspace and education.