

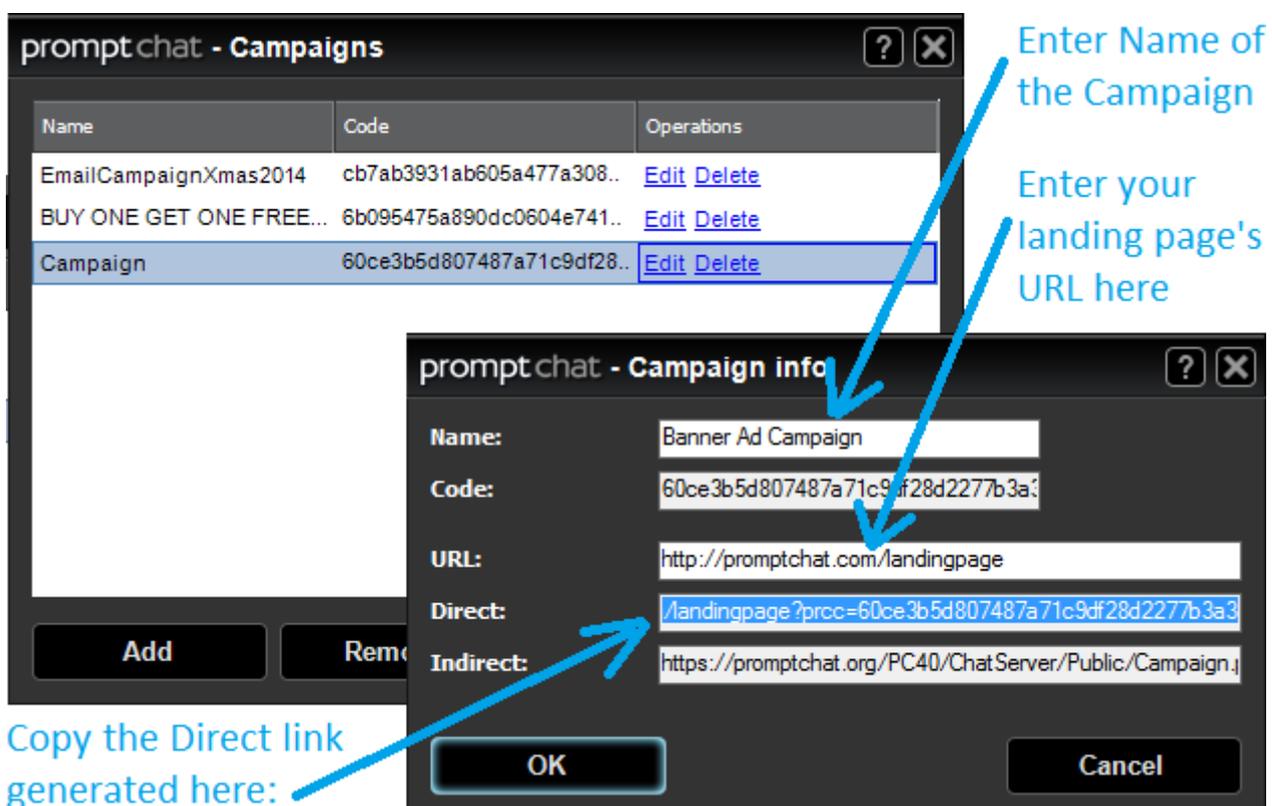
Real time campaign monitoring for PPC Adwords, banner advertisements, Email campaigns

1) Real time campaign monitoring

With Promptchat's white label chat software you can have Real time campaign monitoring for PPC adwords, banner advertisements and Email marketing campaigns

You can track in real time which website visitor came from an online campaign such as a GOOGLE PPC adwords campaign or a Banner, Email campaign etc...

All you need to do is 3 simple steps to ensure that each of your campaign's landing page has a corresponding campaign code generated by Promptchat. Simply create a new Campaign in the Administration/Campaigns submenu like this;



prompt chat - Campaigns

Name	Code	Operations
EmailCampaignXmas2014	cb7ab3931ab605a477a308..	Edit Delete
BUY ONE GET ONE FREE...	6b095475a890dc0604e741..	Edit Delete
Campaign	60ce3b5d807487a71c9df28..	Edit Delete

prompt chat - Campaign info

Name:

Code:

URL:

Direct:

Indirect:

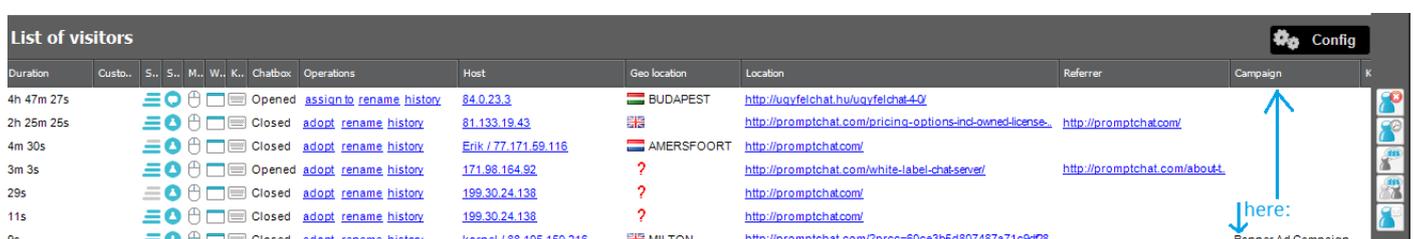
Buttons: Add, Remove, OK, Cancel

Annotations:

- Enter Name of the Campaign (points to Name field)
- Enter your landing page's URL here (points to URL field)
- Copy the Direct link generated here: (points to Direct field)

Paste the Direct campaign code into a Notepad so you have it at hand when creating your Adwords or any other online campaign. You will need to paste this "Direct link" as the **landing page URL** in your Advert or hyperlink in your campaigns.

Once someone clicks your advert or hyperlink, Promptchat will show the Campaign's title (in our above example, the Name of our example campaign is called: Banner ad Campaign) in the Campaign column of the "list of Visitors Grid" of the chat client user interface. See below;



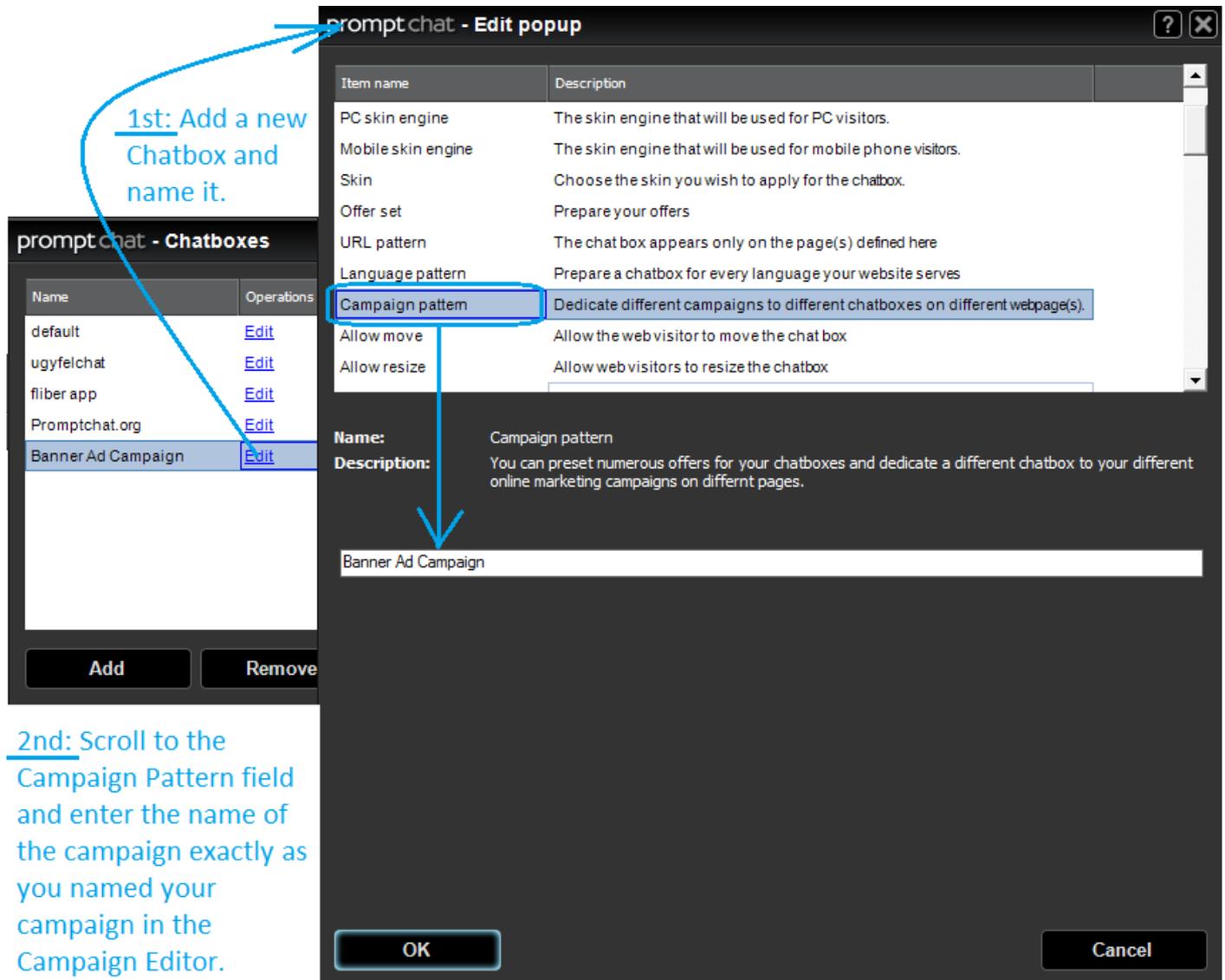
List of visitors

Duration	Custob.	S.	M.	W.	K.	Chatbox	Operations	Host	Geo location	Location	Referrer	Campaign
4h 47m 27s							Opened assign to rename history	84.0.23.3	BUDAPEST	http://uvfelchat.hu/uvfelchat40/		
2h 25m 25s							Closed adopt rename history	81.133.19.43		http://promptchat.com/pricing-options-incl-owned-license-	http://promptchat.com/	
4m 30s							Closed adopt rename history	Erik / 77.171.69.116	AMERSFOORT	http://promptchat.com/		
3m 3s							Opened adopt rename history	171.98.164.92	?	http://promptchat.com/white-label-chat-server/	http://promptchat.com/about4.	
29s							Closed adopt rename history	199.30.24.138	?	http://promptchat.com/		
11s							Closed adopt rename history	199.30.24.138	?	http://promptchat.com/		
9s							Closed adopt rename history	kornei / 88.105.150.216	MILTON	http://promptchat.com/?prcc=60ce3b5d807487a71c9df28.		Banner Ad Campaign

Annotation: here: (points to Campaign column)

2) Personalized chatbox dedicated to campaign clickers

The next thing you can do is learning how to set up and dedicate a chatbox for each of your campaign clickers. With this feature you can greet your campaign clickers with a personalized message once they arrive to your site. (Great for keeping the attention spam of your clicker - ideal for online engagement)



prompt chat - Edit popup

Item name	Description
PC skin engine	The skin engine that will be used for PC visitors.
Mobile skin engine	The skin engine that will be used for mobile phone visitors.
Skin	Choose the skin you wish to apply for the chatbox.
Offer set	Prepare your offers
URL pattern	The chat box appears only on the page(s) defined here
Language pattern	Prepare a chatbox for every language your website serves
Campaign pattern	Dedicate different campaigns to different chatboxes on different webpage(s).
Allow move	Allow the web visitor to move the chat box
Allow resize	Allow web visitors to resize the chatbox

Name: Campaign pattern
Description: You can preset numerous offers for your chatboxes and dedicate a different chatbox to your different online marketing campaigns on different pages.

Banner Ad Campaign

OK **Cancel**

prompt chat - Chatboxes

Name	Operations
default	Edit
ugyfelchat	Edit
fliber app	Edit
Promptchat.org	Edit
Banner Ad Campaign	Edit

Add **Remove**

1st: Add a new Chatbox and name it.

2nd: Scroll to the Campaign Pattern field and enter the name of the campaign exactly as you named your campaign in the Campaign Editor.

And now continue to customize this chatbox per your requirements. When you save it, this chatbox will take priority over any other chatbox that you have made available for this account. Ie: all website visitors who arrive to your site(s) via the URL you have created in the Campaign editor will get this chatbox., which you customize for such visitors only.

For instance, you are selling Contact lenses and use Google Adwords to get visitors to your offer/website. You will advertise something like this: [Buy one Contact lense and get a second paid for free. Hurry, offer ends soon.](#) When visitors click on this advert they will enter your landing page you prepared for this Ad (together with the Campaign Code we described above) plus the dedicated chatbox which you can set up in auto-open mode with the following greeting text in it: Thanks for clicking our ad, yes you are still eligible for the Buy 1 Get 1 Free offer, simply enter your name and phone number in the chatbox and one of our sales specialists will call you to take your details. -> You just got yourself a new sales lead simply because you narrowed down the attention spam of your website visitor by offering him exactly what he wanted upon entering your website.