



## **Unicast Pro – Campaign Manager**

**Networked Bluetooth Marketing System**

## **What is Unicast Pro – Campaign Manager?**

Unicast Pro – Campaign Manager is a Bluetooth marketing network management tool. It offers centralised management of remote marketing nodes delivering the power of Unicast Lite standalone technologies to retail chains and proximity owners alike.

## **How can it be used?**

A customer has 25 retail stores selling widgets, in each of these stores a Bluetooth marketing transmitter is deployed and registered with Unicast Pro – Campaign Manager. The marketing department in head office has access via a secure subscription website, to manage and schedule Bluetooth marketing campaigns to be sent out in each retail store, measuring the success and response rate real-time through the web with the unique Unicast Pro dashboard.

## **Features**

- On demand software available as application service 24/7.
- Monitor campaign effectiveness.
- Deliver your Bluetooth marketing message in multiple locations with central control.
- Analyse your marketing campaigns centrally using our dashboard.
- Export marketing data to Excel™
- Ensure date sensitive campaigns are not advertised outside a valid period.
- Knowledge sharing prevents multiple consumer deliveries across all locations.
- Schedule multiple marketing campaigns.
- Manage groups of nodes with a single schedule of advertising.
- Creating recurring adverts, simplifying management.
- Collect detailed Bluetooth footfall.
- Identify Local footfall trends.
- Review deliveries per site or per campaign.

## **Find Out More**

The following sections show more detail of how Unicast Pro – Campaign Manager works. If you would prefer to discuss your requirements in more detail please contact us:

Free phone **0800 567 7289**

To see Campaign Manager in action please visit <http://www.bluead.co.uk/CampaignManagerPreview> and watch our video.

## Features in Detail

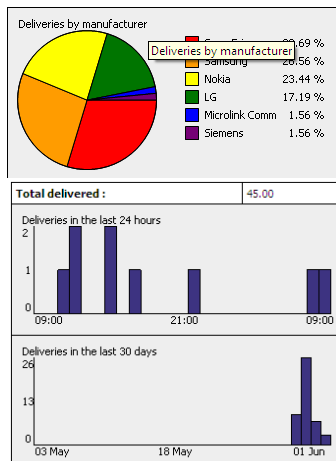
### Analyse your marketing campaigns centrally using our dashboard.

#### Campaign Dashboard

Running	Name	Filename	BusinessCard	Text	Delivered	Enabled	Valid From	Valid To	Conversion			
	✗ Nokia S800	nokia_s800_bluetooth_viral.gif	✗	✗	24	✗	13/05/2009	26/05/2009	1.68 %	<input type="button" value="View schedule"/>	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
	✗ 10% Off Accessories	190509_10ac_discount.jpg	✗	✗	263	✗	20/05/2009	30/05/2009	1.99 %	<input type="button" value="View schedule"/>	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
	✗ 10% off PAYG	190509_10ac_discount_greasy.jpg	✗	✗	265	✗	20/05/2009	30/05/2009	1.70 %	<input type="button" value="View schedule"/>	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
	✗ Ultimate 3 Package	ultimate_package.gif	✗	✗	89	✗	23/05/2009	15/06/2009	1.13 %	<input type="button" value="View schedule"/>	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
	✗ Unlimited Internet	unlimited_internet.gif	✗	✗	139	✗	29/05/2009	18/06/2009	1.19 %	<input type="button" value="View schedule"/>	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
	✗ 3 unlimited internet	3_unlimited_internet.gif	✗	✗	63	✓	29/05/2009	30/06/2009	0.87 %	<input type="button" value="View schedule"/>	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>

The campaign dashboard, includes all active and inactive campaigns, a simple shortcut to the schedule for each campaign and live information on conversion statistics and messages delivered to provide an at a glance overview of how campaigns are performing. There is no limit to the number of campaigns you can create.

### Monitor campaign effectiveness.



Each campaign reports its performance statistics directly to the Unicast Pro – Campaign manager portal. Real-Time graphs show total delivered messages in last 24 hours and last 30 days, historical information can be downloaded in CSV format for analysis in third party systems and reporting.

A breakdown of the phone manufacturers your message has been delivered to throughout the campaign is also visible.

- Monitor campaign effectiveness.
- Deliver your Bluetooth marketing message in multiple locations with central control.

## Schedule multiple marketing campaigns.

	Today	Tue 02	Wed 03	Thu 04	Fri 05	Sat 06	Sun 07
00:00							
01:00							
02:00							
03:00							
04:00							
05:00							
06:00							
07:00							
08:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
09:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
10:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
11:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
12:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
13:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
14:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
15:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
16:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
17:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
18:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
19:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
20:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
21:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
22:00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
23:00							

The schedule section of a campaign allows multiple campaigns to be scheduled to run across an entire node group, historical delivery information is contained within historical hours of scheduling and a simple to use interface makes it easy to switch between campaign schedules, plan over a longer time span and create recurring campaigns that repeat within a date and time range.

- Schedule multiple marketing campaigns.
- Manage groups of nodes with a single schedule of advertising.
- Creating recurring adverts, simplifying management.

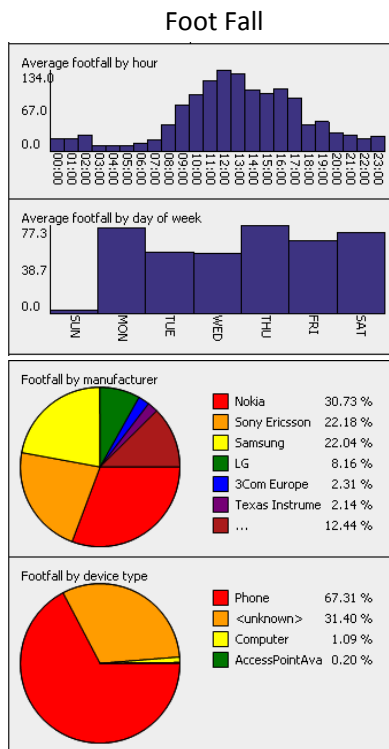
## Node Dashboard

MAC	Full Name	Industry Type	Postcode	Email
0009DD5051FE	phones4U.com	Mobile Telecommunications	HU1 2PQ	hull@phones4U.co.uk
0009DD5059F8	phones4U.com	Mobile Telecommunications	DN22 6DR	retford@phones4U.co.uk
0050C27F4B9E	phones4U.com	Mobile Telecommunications	CV9 1AN	atherstone@phones4U.co.uk
0050C27F4B36	phones4U.com	Mobile Telecommunications	YO15 7DZ	bridlington2@phones4U.co.uk
0009DD5051FF	phones4U.com	Mobile Telecommunications	LE6 1AN	ashby@phones4U.co.uk
0050C27F4ACF	phones4U.com	Mobile Telecommunications	HG4 1BN	ripon@phones4U.co.uk
0009DD505194	phones4U.com	Mobile Telecommunications	YO8 4HE	york@phones4U.co.uk
0050C27F4BA8	phones4U.com	Mobile Telecommunications	NN11 4DR	daventry@phones4U.co.uk
0009DD5059F6	phones4U.com	Mobile Telecommunications	LE67 3XB	coalville@phones4U.co.uk
0009DD5059F7	phones4U.com	Mobile Telecommunications	YO17 7HP	malton@phones4U.co.uk
0050C27F4B24	phones4U.com	Mobile Telecommunications	YO25 6AW	driffeld@phones4U.co.uk
0009DD5055EE	phones4U.com	Mobile Telecommunications	NG34 7SU	sleaford@phones4U.co.uk
0009DD5059F4	phones4U.com	Mobile Telecommunications	GU34 1EN	alton@phones4U.co.uk

The node dashboard includes an at a glance overview of performance of each node device in your network. Single click access to detailed node statistics and configuration options. Including real-time delivery and footfall information. Icons next to each node show the range of the transmitter installed at each site.

- Analyse your marketing campaigns centrally using our dashboard.
- Export marketing data to Excel™
- Ensure date sensitive campaigns are not advertised outside a valid period.
- Knowledge sharing prevents multiple consumer deliveries across all locations.

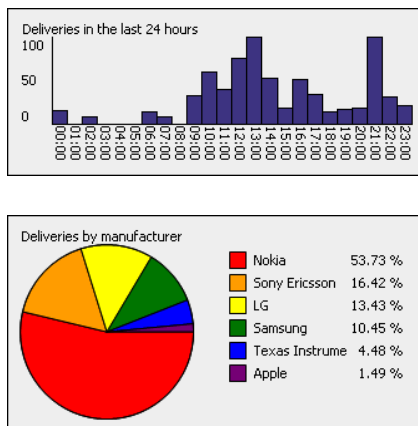
## Identify Local footfall trends.



Each transmitter monitors Bluetooth footfall actively while campaigns are running, this develops a historical rolling average of Bluetooth footfall for each site on your network. The graphs to the left show how traffic differs throughout the day at an individual site. By knowing the peak times and peak days different monetisation of adverts can be achieved.

Additionally the footfall is broken down by mobile phone manufacturer to identify the leading mobile phone types within your proximity and information on the types of Bluetooth devices detected. The example to the left shows that only 67% of the visible Bluetooth footfall is actually mobile phones.

If you are migrating from Unicast Lite and have had footfall reporting switched on the historical footfall information you have already provided will be available in your Unicast Pro – Campaign Manager profile.



Each site remembers its own delivery performance; this provides key information on how individual sites are performing irrespective of the campaign they are running across all campaigns.

Additionally deliveries are reported by Mobile phone manufacturer to give an insight into the mix of mobile phones receiving your messages at any single site.

- Identify localised footfall trends.
- Collect detailed Bluetooth footfall.
- Review deliveries per site or per campaign.

## Pricing Information & Implementation

There are various ways of implementing Unicast Pro dependant on the intended use and locations. BlueAd offers licensing including all the hardware and software required or a low cost system which you can add to an existing PC, Laptop or Netbook machine.

### Unicast Pro

Ideal for existing Pc installations, Kiosk system bolt on and Point of Sales Systems.



Unicast Pro is the latest technology available for managing a network of Bluetooth marketing systems.

Unicast Pro consists of software and dongle packages for transforming your PC, Laptop or Netbook machines into Bluetooth broadcasting systems.

Each system inherits the power of Unicast Lite for delivery completion but adds the ability to remote manage each system over the internet and centralise management and reporting.

### Unicast Pro - Server



The power of our latest network Bluetooth marketing technology, pre installed on a low profile PC, ready to go out of the box you can be up and running with your first network proximity marketing campaign in minutes.

Integrated vesa mounting for digital display mounting.  
20W of power, eco friendly computing.  
Built in wireless and Ethernet networking for Unicast Pro connectivity.  
DVI connector for driving digital display or TV

### Unicast Pro - Hyper



Unicast Pro is available with an extended range dongle. This dongle is effective with only certain mobile phones and should only be used as part of a complex solution.

Discuss using this option with our consultants when planning your implementation.

## Unicast Pro – Campaign Manager

Unicast Pro systems are connected together using standard internet access, our central management system called Campaign Manager is a secure website giving you access to management and creation tools for your Bluetooth marketing campaigns. Campaign manager is available as a subscription based on the size of the network being managed. Prices start from £7.96 per node per month.

## Unicast Pro – Rental

We can also rent you the entire system including Unicast Pro – Servers and Campaign Manager Subscription delivering short term bespoke Bluetooth marketing for your customers.

# BlueAd Campaign Manager Pricing



All prices are per unit.

BlueAd Campaign Manager Purchase Model	Product Code	Quantity									
		1	2	3	4	5	10	25	50	100	
<b>Unicast Pro - Outright Purchase</b>											
Unicast Pro - Server	PUR-AHRD-DGL-LIC	£ 449.99	£ 436.49	£ 436.49	£ 436.49	£ 436.49	£ 410.69	£ 398.37	£ 386.42	£ 374.83	
Unicast Pro	PUR-NODE-LIC-DGL	£ 79.99	£ 75.99	£ 75.99	£ 75.99	£ 75.99	£ 68.58	£ 65.15	£ 61.89	£ 58.80	
Unicast Pro - Hyper	PUR-DGL-Item	£ 179.99	£ 177.99	£ 175.99	£ 172.99	£ 169.99	£ 159.99	£ 149.99	£ 139.99	£ 129.99	
Pricing note: Campaign manager subscription is not included in the above price. See below for Campaign Manager pricing.											
<b>Unicast Pro - Campaign Manager Subscription (based on a per month cost)</b>											
Contract for 3 months access	SUB-CMAN-3	£ 19.99	£ 35.98	£ 53.97	£ 71.96	£ 80.96	£ 145.73	£ 327.89	£ 590.19	£ 1,062.35	
Contract for 6 months access	SUB-CMAN-6	£ 18.99	£ 34.18	£ 51.27	£ 68.37	£ 76.91	£ 138.44	£ 311.49	£ 560.69	£ 1,009.23	
Contract for 12 months access	SUB-CMAN-12	£ 17.99	£ 32.38	£ 48.58	£ 64.77	£ 72.86	£ 131.15	£ 295.10	£ 531.18	£ 966.12	
Contract for 18 months access	SUB-CMAN-18	£ 16.99	£ 30.58	£ 45.88	£ 61.17	£ 68.82	£ 123.87	£ 278.70	£ 501.67	£ 903.00	
Contract for 24 months access	SUB-CMAN-24	£ 14.99	£ 26.99	£ 40.48	£ 53.97	£ 60.72	£ 109.30	£ 245.91	£ 442.65	£ 796.76	
Pricing note: Campaign manager subscription does not include hardware or licenses.											

BlueAd Campaign Manager Rental Model	Product Code	Quantity									
		1	2	3	4	5	10	25	50	100	
<b>Unicast Pro - Server - Rental Inc Campaign Manager (based on a per month cost)</b>											
Contract for 3 months	REN-AHRD-LIC-DGL-CMAN-3	£ 132.98	£ 249.87	£ 374.81	£ 499.74	£ 587.15	£ 1,104.24	£ 1,855.05	£ 2,793.45	£ 5,260.33	
Contract for 6 months	REN-AHRD-LIC-DGL-CMAN-6	£ 94.99	£ 178.48	£ 267.72	£ 356.96	£ 419.39	£ 788.74	£ 1,494.04	£ 2,269.68	£ 4,274.02	
Contract for 12 months	REN-AHRD-LIC-DGL-CMAN-12	£ 75.99	£ 142.78	£ 214.17	£ 285.57	£ 335.51	£ 631.00	£ 1,205.78	£ 1,920.49	£ 3,616.48	
Contract for 18 months	REN-AHRD-LIC-DGL-CMAN-18	£ 61.74	£ 116.01	£ 174.02	£ 232.02	£ 272.60	£ 512.68	£ 932.81	£ 1,400.28	£ 2,616.48	
Contract for 24 months	REN-AHRD-LIC-DGL-CMAN-24	£ 52.24	£ 98.16	£ 147.25	£ 196.33	£ 230.66	£ 433.81	£ 788.74	£ 1,205.78	£ 2,269.68	
Pricing note: Credit for rental agreements is based on credit rating. At rental agreements payable in advance with first payment due on contract agreement. Deposits may be required for larger contracts depending on status.											
<b>Unicast Pro - Rental Inc Campaign Manager (based on a per month cost)</b>											
Contract for 3 months	REN-LIC-DGL-CMAN-3	£ 34.98	£ 64.46	£ 96.69	£ 128.93	£ 148.60	£ 274.25	£ 633.12	£ 1,170.14	£ 2,164.25	
Contract for 6 months	REN-LIC-DGL-CMAN-6	£ 29.73	£ 54.79	£ 82.19	£ 109.59	£ 126.31	£ 233.11	£ 538.15	£ 994.62	£ 1,839.62	
Contract for 12 months	REN-LIC-DGL-CMAN-12	£ 24.49	£ 45.12	£ 67.69	£ 90.25	£ 104.02	£ 191.97	£ 443.19	£ 819.10	£ 1,514.98	
Contract for 18 months	REN-LIC-DGL-CMAN-18	£ 20.99	£ 38.68	£ 58.02	£ 77.36	£ 89.16	£ 164.55	£ 379.87	£ 702.09	£ 1,298.55	
Contract for 24 months	REN-LIC-DGL-CMAN-24	£ 22.74	£ 41.90	£ 62.85	£ 83.80	£ 96.59	£ 178.26	£ 411.53	£ 760.59	£ 1,406.76	
Hardware note: You will need your own hardware with USB port and Microsoft XP to use this model.											
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To place an order contact sales on 0800 567 7289.  
If you would like to re-sell our products contact us as we have a developed reseller program.

BlueAd is a trading name of Ego Limited, 27 Breakfield, Coudson, Surrey, CR5 2HS | 0800 567 7289

## Technical Specification

### Security and Networking

- Hosted application, built in Disaster recovery and business continuity.
- Centralises multiple disparate connection types (GPRS/3G/ADSL)
- Our data centre has full redundancy. Multiple points of redundancy ensuring the BlueAd network remains stable and low latency at all times.
- Hourly and Daily statistics backup.
- 100% Availability and uptime guarantee.

### Operating Systems

- Runs on Windows XP and above with minimal hardware requirements.
- Compatible with Windows Vista and 7 32Bit Operating Systems.
- Does not run on Linux or Mac OS

### Hardware Requirements

- Limited hardware requirements.
- Can run on Atom processor as only application.
- Can run alongside Point of Sale software and Kiosk software as a service.
- Minimum Pentium III processor > 600Hz
- Minimum 512Mb Ram
- Must have internet connectivity with or without proxy configuration.

### Bluetooth Specification

- 150m Dongle, 7 Channels effective range 80m
- 1km Dongle, 7 Channels effective range 400m

### Software Updates

Unicast Pro is a distributed system including software updates, the entire network has been designed around simplicity of use, we schedule automatic software patches to all nodes out of hours to ensure you get the best experience and the most up to date technology all the time.

### Find Out More

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