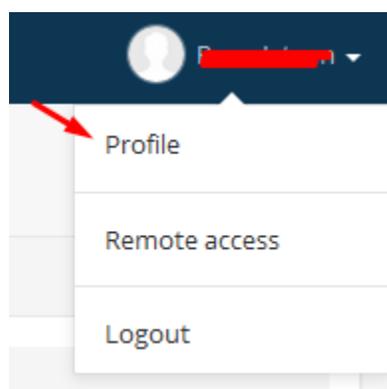


MI Contest  
Users Manual

After you log in, the first thing you see is your dashboard, this page will hold the campaigns you will create in the future but from here you can access all the tools included into the app to.

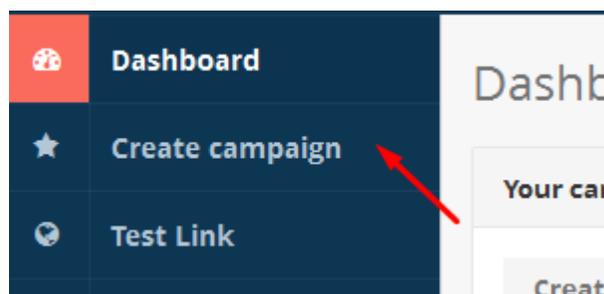


The first time you log in, you should connect your YouZign account if you have one. You can do this by clicking on your name in the top right corner, then clicking on "Profile". If you don't have a YouZign account and you don't want to purchase one, then you can skip this step. This step will only connect your profile to your YouZign account so you can use you YouZign designs to.



When you first install the app, there is a "test link" that appears on the left navigation column. This is just here to show you how the custom link system works. You can edit it or delete it if you do not wish to use custom links here.

The next step is to create a new campaign, for this you have to click "Create campaign" in the left menu:



The first field is the Title field, this title will be displayed on your dashboard and as the page title for your campaign.

Second set of fields is the background settings, here you can select a background image for your campaign from our library, from your YouZign account if it is connected or from a custom location linking to it. You can also upload your own image. You can also select the orientation or the type of your background image.

Page background

Background color	Background image	Background repeat
<input type="text" value="#ffffff"/>	<input type="button" value="Select image"/>	<input type="text" value="Scaled &amp; Centered"/>
Image URL		
<input type="text"/>		
Image name if library is selected or full URL to image, blank to remove.		

The following field is the background video field. If this field is filled with a valid YouTube URL then the background image will be overwritten and will be used only as a preloaded image until your video is loaded.

Background video

YouTube video URL or video Id	Begin at	Mute?
<input type="text"/>	<input type="text" value="1"/>	<input checked="" type="checkbox"/>

(Example: <https://www.youtube.com/watch?v=CODPdy98e4c>) If background video URL is filled will overwrite background color and image settings when the video is starting. Use your background image as a preload image until the video loads. ("Begin at" is in seconds)

The Next section is the "Content Settings" and the first field is a switch for the Content Box. If it is turned off, then there will be no box rendered around the content of your campaign, if you want it boxed, then you can set up its properties in the set of fields which appear after you activate this switch.

Box Color	Border Width	Border Radius
<input type="text" value="#e7e7e7"/>	<input type="text" value="3"/>	<input type="text" value="30"/>
Border Color	Border Opacity	Content Padding
<input type="text" value="rgb(153,153,153)"/>	<input type="text" value="0.3"/>	<input type="text" value="10"/>
Button Color	Button Text Color	Link Color
<input type="text" value="#D80900"/>	<input type="text" value="#FFFFFF"/>	<input type="text" value="#FFFFFF"/>

The next field is the "Content Transition", here you can select an effect that will be played as transition between the different pages your campaign has.

---

Content Transition

Flip left

The next field is the “Lead Type”, here you can select “Form” or “FB Connect”. If Form is selected then a form will be displayed for your users they have enter they name (if it is set like that by you in the next field) and they email address, after this they will enter your contest.

If you select FB Connect, then they have to click a “Connect button”, which will take them to the regular Facebook authentication process and they have to connect to your application to get they details.

Lead Type

Form

The details entered in a form, will be saved in the database and will be also sent to your autoresponder service if you set it up in the following step. You can select the autoresponder service you are using and enter your account details to connect to it. All leads will be automatically stored there for you.

Name field

Do not show name field

Autoresponder

No Autoresponder, save in database

The next field is the “Lead Content above video”, here you can specify the text that will be displayed on the first page after your visitors access your campaign above your main video. You can use images and videos to in these WYSIWYG editors.

“Video URL” you can enter any YouTube, Vimeo or exact MP4 video URL which will be displayed.

“Lead Content below video” will be displayed below the video. You can use this field to ask your visitors to connect or to fill the entry form.

The next field is “Points for Joining”, Any number you enter in this field, reflects the number of points a user will receive instantly when they enter your contest.

The next field is the “Final Content”, this content will be displayed after your users enter your contest, you can encourage them to invite they friends to your contest but they will not receive extra points for the invites.

“Enable share” if is activated, will display a new set of fields. This value will be displayed after they enter your contest. If active, will show a unique URL for each entered user and they can use that URL to promote your contest and get more points in your contest. In the field below you can set how many points they get for each user signs up using they link.

The next section is the “Facebook Integration Settings”, here you specify your Facebook application details. The contest can work without them, but if they are not specified then you can’t use the connect feature and the invite feature, and you can’t add the contest into a Facebook Page Tab.

If you click on the “Enable Facebook Invite” switch it will display a new set of fields, or if you selected the Facebook Connect option as the lead type, the fields will be already displayed. Please follow the built in instructions and the steps below to create your Facebook Application.

Facebook App ID

Facebook App Secret

Facebook Tab URL

Creating a Facebook app is really easy, and you don’t have to enter any special details since you will need only a simple app

- Visit <https://developers.facebook.com/>
- If you aren’t logged in into your Facebook account then please do so
- Click on “My Apps” in the top right corner

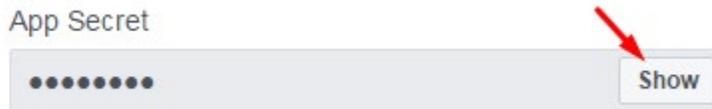


- Click on “Add a new app”
- In the appearing dialog, enter a name for your application, something relevant so you can remember
- Enter a contact email address
- For the Category select “Apps for page”
- Click on “Create App ID” In the bottom right corner of the dialog
- Enter the captcha text in the next window

- Wait until you are redirected to a new page
- Click “App Review” in the left menu



- Click on the switch in the top part of your page to make your app public
- Click on “Confirm” when the new dialog appears
- Click on “Settings” in the left menu
- Copy and use the value of the “App ID” field as the “Facebook App ID” in your campaign
- Click on “Show” in the right of the App Secret field



- Enter your Facebook password if you are asked to do so and click on “Submit”
- Copy the appearing value of the “App Secret” field and use it as the “Facebook App Secret” in your campaign

The Facebook Page Tab URL can be added only after you have added your campaign to a Facebook page, using the “FB info” button on your dashboard. The process of setting it completely up if you plan to add your contest to your Facebook page is to create your campaign, create your Facebook application, edit campaign and add Facebook App ID and App Secret and save it, add your campaign using the “FB Info” button to a Facebook page, grab your Page Tab URL, edit campaign and add the Page Tab URL to it, after save, you are all set up.

**Please note** that this step is absolutely essential even if you would not like to promote any Facebook Page and your contest inside of a Facebook Page. After the invites are sent to a user, clicking the invite he is taken to a Facebook Canvas Page, from There we can’t redirect him out from Facebook to your external campaign URL since that is against Facebook terms but we can redirect him to a Facebook Page which also hosts the same contest and works exactly the same way as your external contest.

So even if you would not like to promote Your Facebook Page, or you just want to share with everyone your external campaign URL you receive from your dashboard set up this Facebook tab URL so you are 100% compliant with the Facebook terms. All the users who get invited and are joined can easily use your campaign the two platforms having the same functions and look.

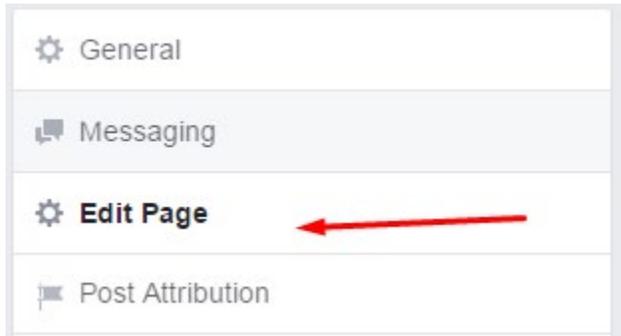
To get your Facebook Page Tab URL after you have added your campaign to your Facebook Page, follow the steps below:

- Open your Facebook page in your favorite browser and log into Facebook
- Click “Settings” in the upper right corner of your page

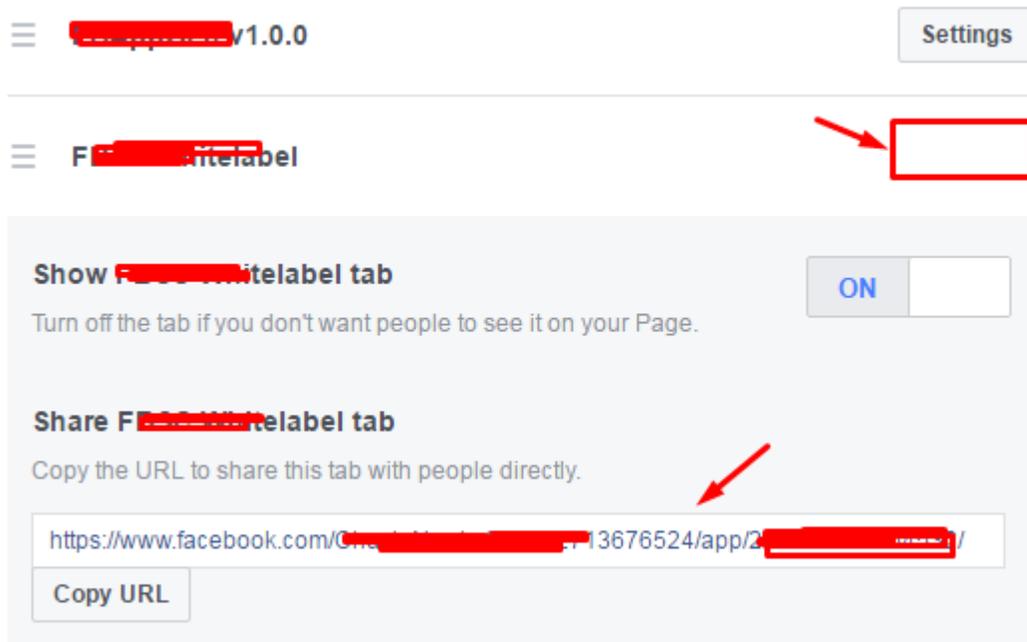


Settings Help

- Click on "Edit Page" in the left hand menu



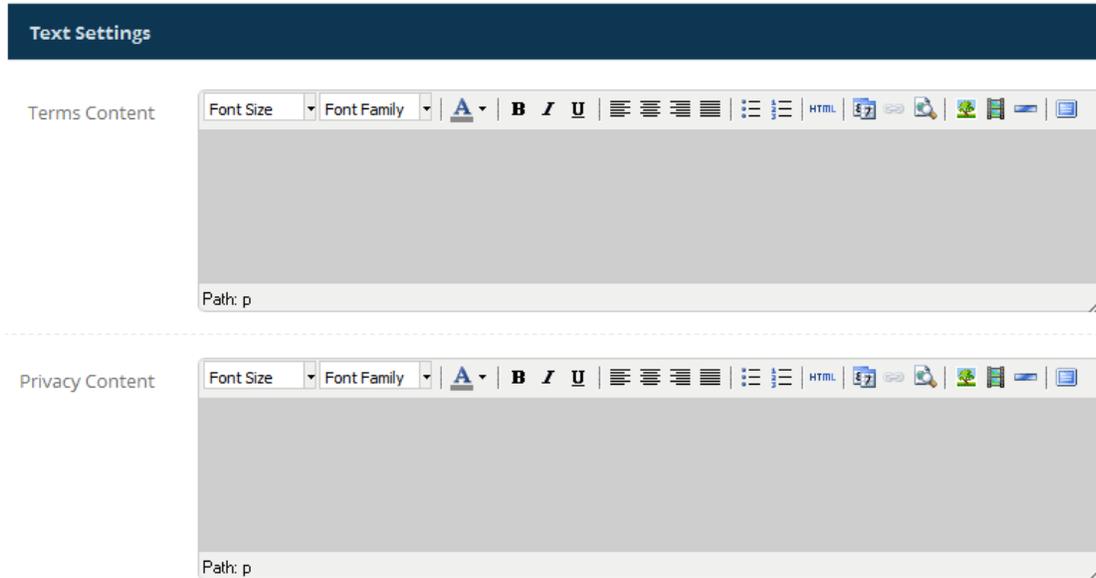
- Scroll down and click on "Settings" besides your just added Page Tab. You will see your Page Tab URL there, you must add thus URL to your campaign to completely finish setting it up.



The next section is the "Timed Contest", if it is activated then you can set a start and an end date for your contest. You can customize the look of your countdown using the fields which will appear when you activate this function. You can also set a "Before message" and an "After message". The before message will be displayed before the start date is hit, until this time is reached, your users can't enter your contest. The after message will be displayed after your end date will be hit, when this time is reached, your users can't enter the contest anymore

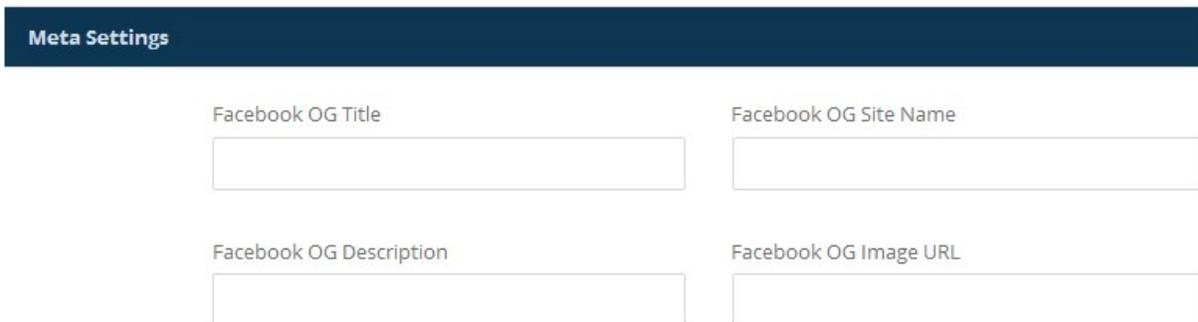
The next section is “Email Settings”. If activated a new set of fields are displayed. If active will send out an email to each user as they enter so you can ask them to share your contest. The SMTP settings required can be entered manually for each campaign but you can also click your Profile in the top right corner and save your default SMTP settings there, this way you don’t have to enter them again and again.

The next section is the “Text Settings”, in this section you can completely translate the user interface so the app is basically multilingual. You can also specify your Terms and Privacy content.



The screenshot displays the 'Text Settings' section with a dark blue header. Below the header are two rich text editors. The first is labeled 'Terms Content' and the second is labeled 'Privacy Content'. Each editor has a toolbar with options for font size, font family, text color, bold, italic, underline, bulleted list, numbered list, link, unlink, insert image, insert video, and insert code. Below each editor is a 'Path: p' label.

The next set of fields is the Meta settings



The screenshot displays the 'Meta Settings' section with a dark blue header. Below the header are four input fields arranged in a 2x2 grid. The fields are labeled: 'Facebook OG Title', 'Facebook OG Site Name', 'Facebook OG Description', and 'Facebook OG Image URL'.

The value of these fields will be displayed only if you share your URL over Facebook. The post will feature these details to attract more attention and clicks.

The last section is the “Tracking Settings”, you can add any tracking script to these fields, depending on your needs, for example Facebook pixels or Google Analytics.

## Tracking Settings

Head include

Body include

ATTENTION!!! The steps below can be made only after you save your campaign and you have your campaign URL. You can go back to your Facebook Developers account and edit your application anytime.

On the dashboard of the application, besides your campaign, click on the “FB Info” button, some URL’s will be displayed to you and also the option to add your campaign to a Facebook Page. You have to copy some URL’s to the Facebook App settings.

At Facebook Developers, click on your app to edit, and then click “Settings” on the left. Scroll down and follow the steps below:

- click on the “+ Add Platform” button
- Click on “Website”
- Copy the “Secure Page Tab URL” field’s value into the appearing field
- click on the “+ Add Platform” button
- click on “Page Tab”
- Copy the “Secure Page Tab URL” field’s value into the appearing field
- click on the “+ Add Platform” button
- click on “Facebook Web Games”
- Copy the “Secure Page Tab URL” field’s value into “Facebook Web Games URL” and the “Mobile Site URL” fields
- Click on “Save Changes” in the bottom right corner

Facebook also requires now to fill the Privacy policy URL and without it your application will be set back into developer mode. You can write your own privacy policy file and upload it somewhere then link to it but we suggest you to use the service provided by iubenda.com being a lot easier to generate a valid privacy policy file. You can find the steps required to generate your file below:

- Visit <https://www.iubenda.com/facebook>
- scroll down and click "Connect with Facebook & generate policy"
- connect your Facebook Account
- on the appearing overlay dialog enter the name of your application which you used at Facebook Developers and click "Next"

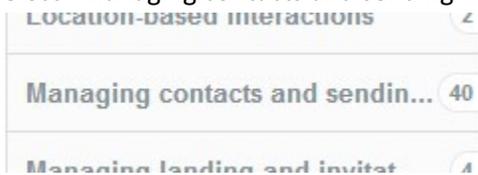
- click on "Add Permission" and click the small plus icon on the "email" field then click "Save and close"



### Facebook permissions asked by this app

**Add permissions**

- if your app is connected to an autoresponder then click on "Add a service"
- select "Managing contacts and sending messages"



- select the autoresponder service you use and click on the small plus icon besides it
- click "Save and close"
- click on "Next"
- enter your personal or company details including full address
- enter your contact email address
- click "Next" and again "Next" in the appearing preview window
- the displayed URL must be added to your Application settings at Facebook Developers so copy this URL to your clipboard. Your URL should look like this:

#### 1. Copy the privacy policy link below

This is the address of your privacy policy, in case you want to integrate it r app's code.

[https://www.iubenda.com/privacy-policy/8\[redacted\]](https://www.iubenda.com/privacy-policy/8[redacted])

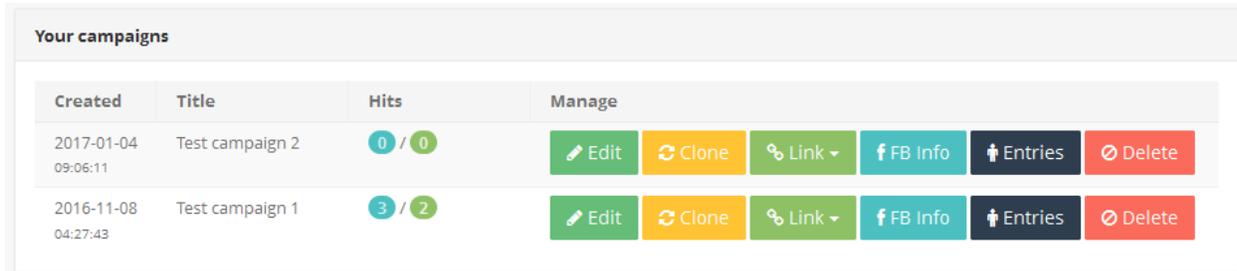
- go to Facebook Developers at <https://developers.facebook.com/>
- select your application you are using for your campaign and edit it
- click on "Settings" in the left side menu
- Paste the URL you received (or the URL to your custom privacy policy file) into the "Privacy Policy URL" field and click on "Save Changes in the bottom left corner"

Privacy Policy URL

Privacy policy for Login dialog and App Details

# Managing your campaigns

After you create a campaign, you can manage your campaigns from your dashboard.



Created	Title	Hits	Manage
2017-01-04 09:06:11	Test campaign 2	0 / 0	<a href="#">Edit</a> <a href="#">Clone</a> <a href="#">Link</a> <a href="#">f FB Info</a> <a href="#">Entries</a> <a href="#">Delete</a>
2016-11-08 04:27:43	Test campaign 1	3 / 2	<a href="#">Edit</a> <a href="#">Clone</a> <a href="#">Link</a> <a href="#">f FB Info</a> <a href="#">Entries</a> <a href="#">Delete</a>

Clicking on the title, you can edit the title of your campaign from your dashboard, hit enter to save your new title.

Clicking on the Stats number, will bring up the statistics page for your campaign, you can see Geo related statistics, referrals and general hit statistics.

Clicking on Edit, you can edit your campaign details you have set when you created your campaign.

Clicking the Clone button, will duplicate your campaign in a second. This speeds up the campaign creation process if you would like to create a similar campaign to an existing one you have.

Clicking on the Link button, you can either open your campaign in a new window to preview it, or you can copy the campaign URL to your clipboard to use it right away.

Clicking on "FB Info", you can add your campaign to Facebook as a Facebook Page Tab. On this page you can find the details you need to enter for your Facebook App Settings at Facebook Developers. After you set up your Facebook Application and the App ID and Secret is added to your campaign settings then you can add your campaign to a Facebook page using the "Add contest to a Facebook Page" button.

Clicking on "Entries" will display all the user details who entered your contest. From this page you can either export the list of users, or you can randomize the list to select N number of users as winners. If you would like to offer a prize based on their points, you can also order the users list by the number of their points. If you would like, then you can also delete any of the entries by clicking on the "Delete" button besides the entry. Clicking on the email address of one of the entries will display detailed data about how they got their points, including who they invited and who signed up using their shared URL, when and how and how many points they received for each of the shares.

These statistics are displayed for each individual user on the Front End. The details are masked so they can't see any sensitive information, but they can see the invites and share history and points received for share, and who they invited when and how if they click the "Details" button besides the referring URL if the share option is turned on.

Clicking the "Delete" button beside your campaign on your dashboard, will delete your campaign and all data related to it from the database.