



# audata

## User Guide



Owned by [Kaycee Frame](#) ...

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## Welcome to Audata Promo

Audata Promo is the world's #1 radio promotions & prize management system. Our platform gives you the tools you need to manage prize fulfilment, keep track of your campaigns, analyse your audience data, and a whole lot more.

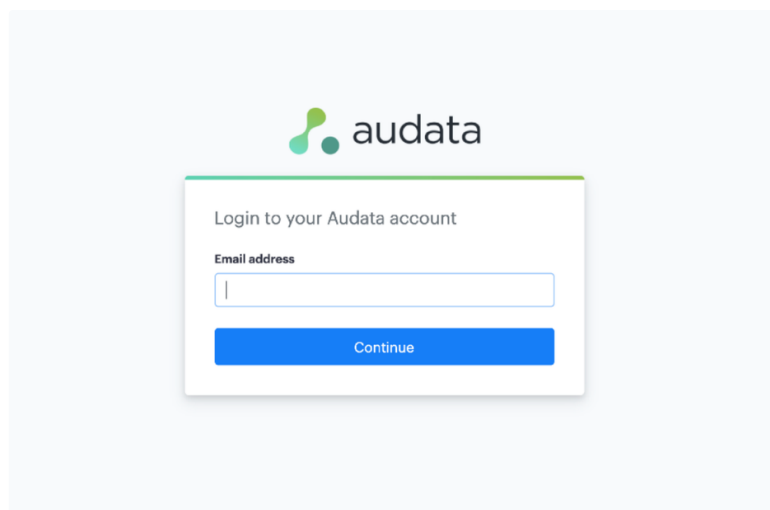
Audata Promo was designed for the broadcast radio industry by people who have worked in it their entire lives. We understand how you work, the challenges you face, and we've worked hard to build a product that makes your life easier. We've invested a lot of time and care trying to make Audata Promo feel simple and intuitive, so you don't need a manual... but just in case, we made one anyway.

If you get stuck or have questions, support is available direct from our team to you. You can reach us via email and in- app chat. We want to help you get the most out of Audata Promo, so don't hesitate to ask if you have any questions.

- Not all features covered in this user guide may be available in your version of Audata Promo - different editions of the software have different features. The features you can access will also depend on your Role (in other words, what permissions your Audata Administrator has granted you).

## Logging In

To login and access Audata Promo, visit [promo.audata.io](https://promo.audata.io) in your web browser on any internet-enabled device. Unless you're currently signed in, you will be prompted to login with your Audata ID or your organisation credentials.



Note that your organisation may provide you with alternative instructions for accessing Audata.

## Login with SSO

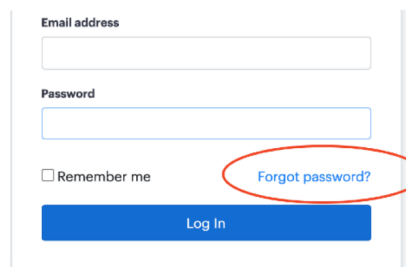
If your organisation uses Single Sign-on (SSO) to access Audata, enter your work email address on the login screen (shown above) and click “Continue”. Depending on your organisation's configuration, you will be automatically redirected to your organisation's sign-in page. Your organisation Administrators might give you alternative instructions on how to sign in to Audata with your work credentials.

## Resetting Your Password

**i** If you use SSO (Single Sign-on) where you use your organisation credentials to sign in to Audata, you can't reset your password inside Audata and will need to contact your system Administrator for help.

If you've forgotten your password and you use an Audata ID to sign in, you can request to reset your password from the sign-in screen using your email address.

1. Visit [Audata Login](#) or click Forgot password on the login screen.



The screenshot shows a login form with the following elements: an 'Email address' input field, a 'Password' input field, a 'Remember me' checkbox, and a 'Log In' button. A red circle highlights the 'Forgot password?' link located to the right of the 'Remember me' checkbox.

2. Enter the email address associated with your Audata ID.
3. Click **Reset Password**.
4. Audata will email you a link to reset your password. Open the email and click on **Change my password**.
5. Enter a new password in the New password field, and again in the Confirm new password field.
6. Click **Change password**.

## Signing Out

For security, you should always sign out of Audata Promo after you've finished using the system. To do so, hover over your name in the top right corner of the screen, and click **Sign Out** to securely sign out of all active sessions.

## Terminology

First, let's cover some of the terms we use in Audata Promo, and what they mean. You can refer back to this page if there's any language used in this guide that you're unfamiliar with.

<b>Audata</b>	The name of the software platform and also the name of the company.
<b>Audata Promo</b>	The name of the product that is covered in this guide.
<b>Campaign</b>	Represents a specific promotion you might be running on your station. In Audata, it's a way of grouping together other resources such as liners and prizes.
<b>Listener</b>	A profile associated with someone who has won a prize, or interacted with your station in some way.

<b>Prize</b>	A specific instance of something being awarded to a Listener. A prize might involve cash, inventory, adding to a major draw, or a combination of these.
<b>Inventory Item</b>	Something from your prize cupboard, essentially. Inventory represents items you might have to give away, excluding cash. Examples might include concert tickets or gift cards.
<b>Payment</b>	A record containing details of a cash prize that must be paid to a Listener. Payments are created automatically as the result of a cash Prize being awarded.
<b>Client</b>	A customer of your organisation.
<b>List</b>	A collection of Listeners. Most commonly, a List in Audata Promo represents winners "in the draw" for a major prize.
<b>Segment</b>	A segment of your audience, filtered by criteria such as demographic or behavioural details.
<b>Prize Status</b>	Represents a current state of a prize. For example, a Status might be "Ready to Collect" to represent a prize that is available for the Listener to pick up from your station.
<b>Notification</b>	When a message is sent to a Listener. Usually associated with a Prize Status, either via Email or SMS.
<b>Notification Rule</b>	Attached to prize statuses, they trigger notifications that are delivered to listeners.
<b>Template</b>	A blueprint for a notification to be delivered to a Listener.
<b>Prohibition</b>	Instance whereby a Listener is blocked from winning prizes from a station (as a result of breaching terms & conditions, for example).
<b>Prohibition Rules</b>	Conditions under which Audata Promo will automatically prohibit a Listener from winning future prizes.
<b>Schedule</b>	How items such as Contests and Liners are allocated to certain shows on certain days.
<b>Bank Account</b>	Financial institution details for remittance of a Payment.
<b>Custom Field</b>	Input for adding additional details to records such as Prizes and Listeners.
<b>Studio</b>	The interface designed for staff such as presenters and producers, to interact with Audata Promo in an on-air environment.
<b>Audata ID</b>	The account you use to access Audata services and applications, including Audata Promo.
<b>SSO</b>	Single Sign-on, or SSO, is when you use one set of login credentials (in other words, your work username & password), to access multiple services (such as Audata Promo).

# Getting Started

## Creating Your First Contest

This section of the guide will walk you through the steps of creating a new promotion and setting up an inventory item to award in a fairly typical scenario. This is a “quick start” guide and doesn’t cover all the options and features available to you during this process, but those features will be covered later.

### Create your Campaign

First, let’s create a **Campaign**. This represents our on-air promotion inside Audata, and will house all the resources we create for this promotion.

1. Navigate to **Promotions > Campaigns** in the top navigation menu.
2. Click the blue **New Campaign** button.

New Campaign

Name\* Concert Tickets Giveaway

Budget \$

Client

Show

Owner

Parent Campaign

3. In the **Name** field, enter the title of your promotion. In this example, let’s call it “Concert Tickets Giveaway”
4. Scroll down and click inside the **Start Date** field.

Start date

25/03/2019

Mar 2019

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

5. Select a **Start Date**.
6. Repeat this process for **End Date**. In this example, we’ll select the last day of the current month.
7. Finally, click **Create Campaign**.

Audience Prizes Inventory Liners Schedule Reports Campaigns Sport Studio Search anything Q Fox FM Keegan

### Concert Tickets Giveaway

Edit Campaign Delete Campaign

Details Reports Prizes Inventory Legal Custom Fields Attachments (0) Liners Notes (0)

Name: Concert Tickets Giveaway

Internal Order Code

GIL Code

Start Date: 25/03/2019

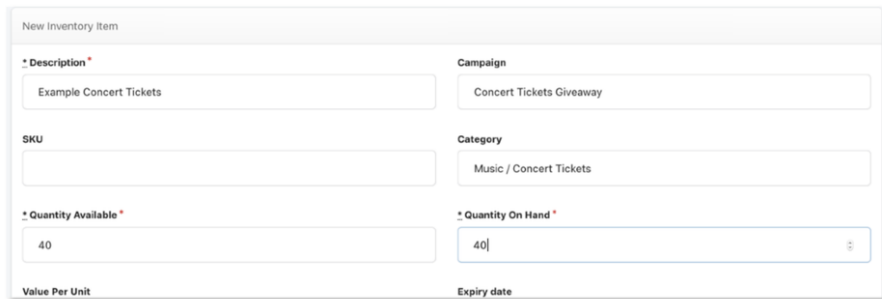
End Date: 31/03/2019

Your campaign has been created! What you're looking at now is the Campaign Page.

## Create your Inventory Item

Next, we're going to set up an **Inventory Item**. You can think of an Inventory Item in Audata Promo as something from your prize cupboard.

1. Click **Promotions > Inventory Items** in the top navigation bar.
2. Click **New Inventory Item**.
3. In the **Name** field, enter the title of the Inventory Item. In this example, let's enter "Example Concert Tickets"
4. Click on the **Campaign** box and select the Campaign we just created (Concert Tickets Giveaway).
5. For **Category**, select "Music/Concert Tickets".



6. In the **Quantity Available** and **Quantity on Hand** fields, enter 40 for each. In this scenario, imagine we're giving away 20 sets of "double passes" to this concert, so 40 tickets in total are available in our inventory. The quantity "on hand" describes how many items we physically have in the prize cupboard, so to speak.
7. Scroll down and click on **Save Inventory Item**.

Boom! Let's recap what we've done so far:

- We've created a Campaign to represent our on-air promotion (in this case, an imaginary concert tickets giveaway)
- We've added some concert tickets to our Inventory, so they are available for us to use in contests in Audata.

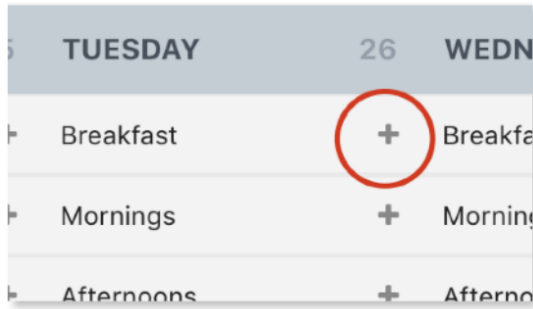
The next step is to now add some contests to our Schedule, so that our on-air producers or presenters can give these tickets away to our listeners.

**i** You probably noticed plenty of options and boxes we skipped over or didn't cover in this quick walkthrough. That's fine - many real situations in will be as simple as this one, and we'll cover all these options in later chapters of this guide.

## Scheduling Contents

Let's now add our ticket giveaway to our on-air **Schedule** so that our presenters can access it.

1. Click on **Schedule** in the top navigation bar.
2. You'll notice the current week is displayed - however, you can navigate to past or future dates using the **< Week** and **Week >** buttons in the toolbar.
3. Find the applicable show and day in your schedule you want to add this contest to. In this case, we're going to add it to the breakfast show on the Tuesday of our current week.
4. Click the plus (+) button next to the relevant show.



- The New Schedule Item modal will appear. There are four types of items we can add to our schedule: Contests, Liners, Live Reads and Attachments. In this quick guide, we're going to ignore the latter three and select "Contest" from the **Type** drop-down menu.
- The **Quantity** field represents how many times the contest can be run during that show, on that date. In other words, how many individual winners can your on-air team award. In this example, let's enter "1" as we only want one set of tickets to be given away in this show.

You have four Prize Types to choose from:

- **Cash Variable** - a cash prize where the dollar amount is determined at the time the prize is awarded.
- **Cash Fixed** - a cash prize where the amount of money won is preset and cannot be changed by producers or presenters when awarding the prize.
- **Inventory** - awarding items from your inventory (in other words, something from the prize cupboard).
- **List** - adding the winner to a List instead of awarding them a prize. Most commonly used to put listeners "in the draw" for a major prize which is drawn at a later time.

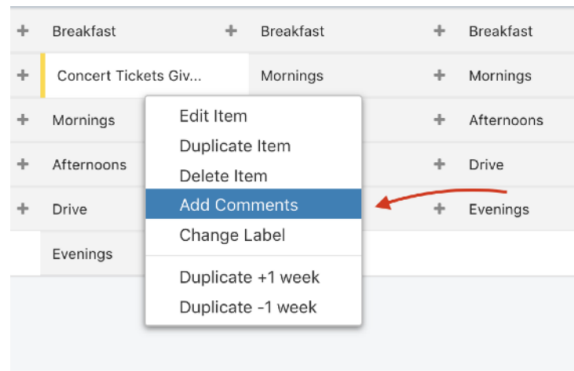
In this example, we want to award the concert tickets we set up in our Inventory, so go ahead and select **Inventory** as your Prize Type.

7. Click on **Inventory Item**, then find and select the item we just created from the drop-down list. You can type part of the name of the Inventory Item into this box to search for it.

8. Click on the **Inventory Quantity**. This represents the quantity of this item that the winner receives. In this example, we're giving away a "double pass", or two tickets, so enter "2" here.

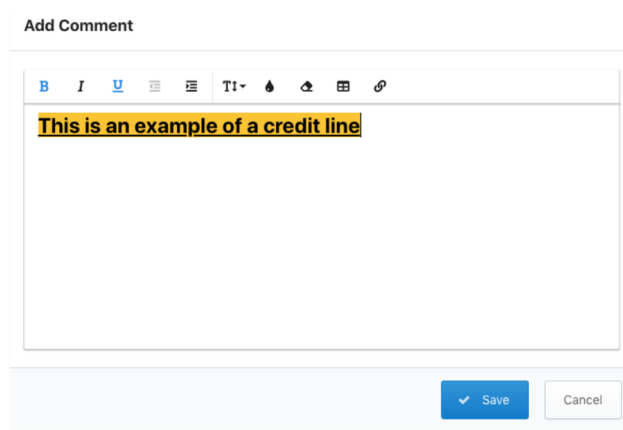
9. Your Schedule Item should look a bit like this screenshot. If it does, click Save.

10. Now, we want to add a credit line to this contest for our announcers to see when they give away this prize on-air. Find the newly created schedule item, **right click** on the item, and select "**Add Comments**".

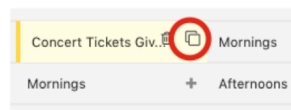


11. In the comments modal which will appear, you can type in your credit line, or copy and paste it from Microsoft Word (or similar).

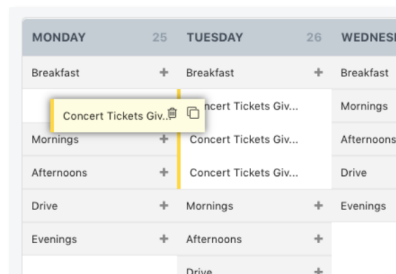
12. Type in some text for your credit line/contest sheet, give it some formatting and click **Save**.



13. Now, let's add our contest to the same show for every day of the week. Hover your mouse over the schedule item and click the Clone icon (shown below).



14. This creates an exact duplicate of your schedule item. Click the Clone icon 3 more times to make more copies.



15. Now, click and drag your schedule items into different days on the schedule as you like.

That's it. You've set up your contest!

In this tutorial, we've created a Campaign, set up our Inventory Items, and then scheduled some Contests to give away our Inventory Items. There's a lot of functionality we have skimmed over here, but the rest of this guide will cover those features in greater detail.

## Campaigns

A **Campaign** represents a campaign or promotion inside Audata.

### Create a New Campaign

1. Click on **Promotions > Campaigns** from the top navigation bar.
2. Click the **New Campaign** button.
3. Enter the details of your campaign (shown in the Campaign Options section).
4. When you're finished filling in the fields, click **Save**.

### Campaign Options

These are the options available when creating or editing a Campaign.

<b>Name</b>	The name of the campaign.
<b>Budget</b>	The budget of the campaign expressed as dollars.
<b>Client</b>	The primary client associated with the campaign. Clients can be added or edited under Campaigns > Clients.
<b>Show</b>	The show to which the campaign belongs. Leave this blank where campaigns will run across multiple shows or day-parts.
<b>Owner</b>	The Audata Promo user responsible for the campaign.
<b>Parent Campaign</b>	The campaign to which this campaign belongs.
<b>Campaign Type</b>	The type of campaign (editable under Administration > Campaign Types).
<b>Start Date</b>	The date the campaign begins. Optional - but must be provided if an End Date exists.
<b>End Date</b>	The date the campaign concludes. Optional - but must be provided if a Start Date exists.
<b>Enable data sharing</b>	This check box enables winners to opt-in to share their data with the associated Client (if one is selected).
<b>Enable winner publishing for this campaign</b>	This check box enables winners to be published on the station website if this is set up for your station.

### Financial Codes

Financial fields	Financial coding details which will be attached to cash prize payments under this campaign. The fields available in this section will be specific to your organisation. Contact your Audata Administrator for more information.
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### Advanced Settings

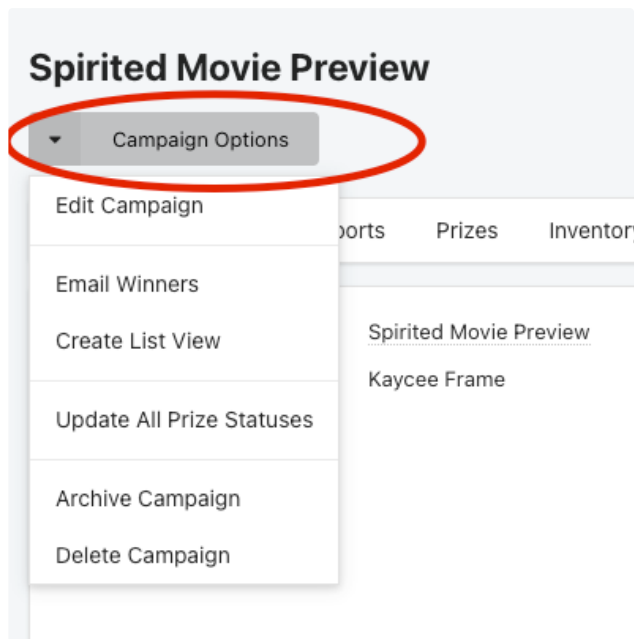


Default Status	The prize status which will be assigned to all new prizes awarded under this campaign.
Confirmed Status	The prize status which will be assigned to prizes under this campaign when they are confirmed by the listener.
Code	This is an arbitrary value you can access inside Liquid Templates using the tag <code>{{campaign.code}}</code> .

## Edit a Campaign

If you need to edit a campaign follow these steps:

1. Click on **Promotions > Campaigns** from the top navigation bar.
2. Select the campaign you want to edit.
3. Select **Campaign Options**.
4. Click on **Edit Campaign**.
5. Edit the details you wish to edit and select **Update Campaign**.

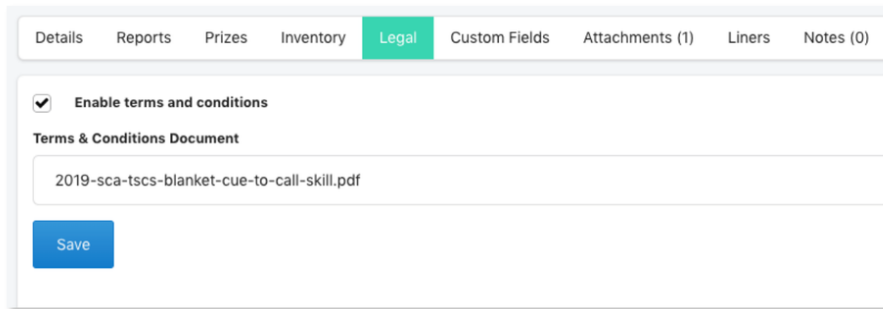


## Terms And Conditions

You can upload promotion terms and conditions as a PDF document and require that winners agree to these terms during the prize confirmation process. Just attach the document to your Campaign as you would any other file, then select it under the "Legal" tab, as explained below.

1. Find or create your Campaign using the instructions above.
2. From the Campaign screen, click the **Legal** tab.
3. If you have no attachments on your Campaign, click **Upload Document**.
4. On the Attachment screen, click **Upload Files**. Browse for the terms and conditions PDF on your device.
5. Navigate back to the Campaign using the button in the top left corner.
6. Check **Enable terms and conditions**.

7. Click on the **Terms & Conditions Document** drop-down and select the attachment you just uploaded.



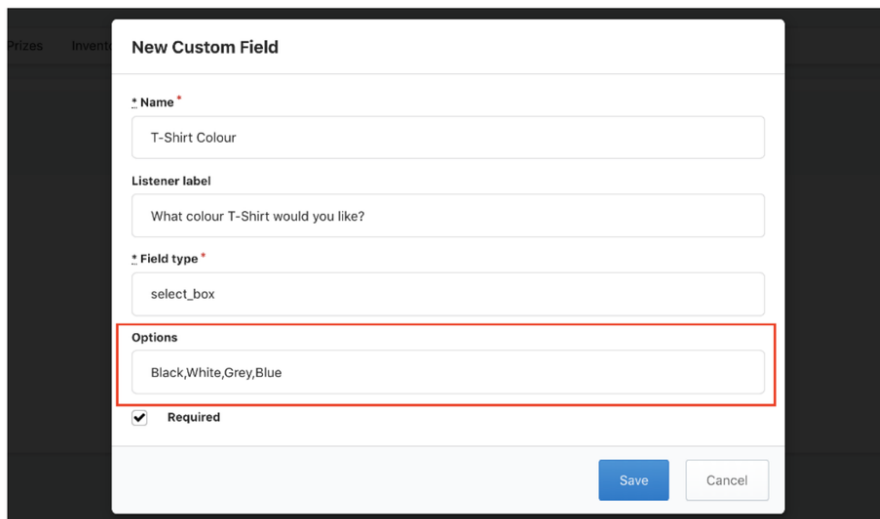
8. Click **Save**.

## Campaign Custom Fields

Campaign Custom Fields allow you to collect additional information from prize winners for specific campaigns. For example if you know listeners are winning clothing you could set a Custom Field where they select their size for prize.

The steps to set up a Campaign Custom Field are outlined below:

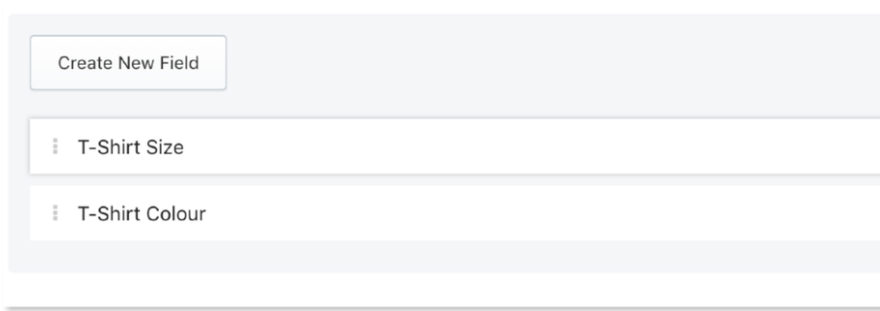
1. Create a new Campaign, or open your existing one.
2. From the Campaign screen, click on the **Custom Fields** tab.
3. Click **Create New Field**.
4. The Custom Field pop up will appear.
5. Enter a **Name** for your Custom Field (as you want it to appear internally).
6. In the **Listener Label** field, enter the label for the field as you would like it to appear to your listeners.
7. For **Field type**, select the type of input. Below are the available options:
  - **Text Field** - A standard-sized text box. Listeners can enter any text.
  - **Text Box** - A larger text input where listeners will usually enter a paragraph or more of text.
  - **Check Box** - A box listeners can check for a “yes/no” type question.
  - **Select Box** - A drop-down box where listeners can select from a list of options you provide.



8. If you've selected Select Box, you need to provide some options for the drop-down. Enter these in the **Options** field, separated by commas. See the screenshot above for an example.

9. Check **Required** if a listener must provide a response when confirming their prize.

10. Click **Save**.



11. You can drag and drop your Custom Fields on this page to re-order them.

**i** A combination of a Check Box input and the Required setting is useful for asking your winners to agree to certain terms. For example if you're giving away a travel-related prize, your check box might be labelled "I have a valid passport and am able to travel".

Details that have been collected from Custom Fields will be shown on the Prize information screen for that particular prize, as well as exported in CSV files you download.

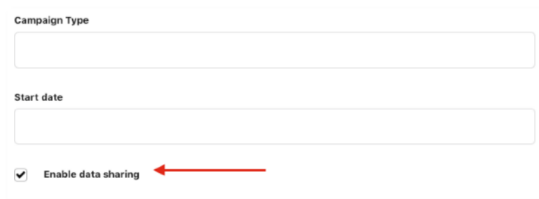
## Client Data Share

Audata Promo makes it simple to compliantly share listener data with your clients as a value-add when they sponsor your campaigns.

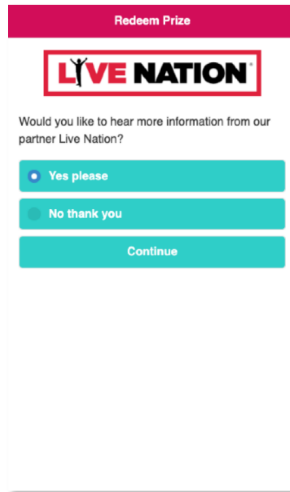
A Data Share is a unique link you can send to your clients, which allows them to download a CSV file containing the contact details of listeners who have explicitly consented to receive communication from that client.

### Enabling Data Shares for your Campaign

1. Navigate to Promotions > Clients, and click **New Client** to create your client.
2. Enter the client's name and upload their logo (optional).
3. Navigate to Promotions > Campaigns, and open your existing campaign, or create a new one.
4. Select the client in the **Client** drop-down.
5. Check the **Enable data sharing** box and save the Campaign.

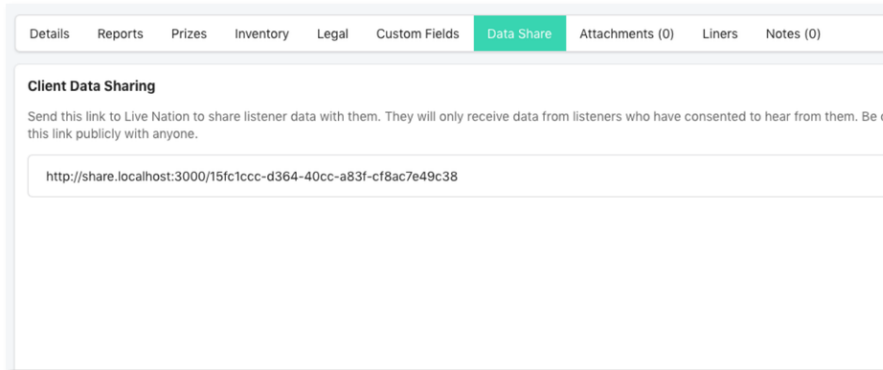


Once saved, Audata will add an "opt in" step to the prize confirmation workflow automatically, which appears to the Listener similar to the screenshot below.



### Generating Data Share Link

At any point during your campaign, you can generate a secure link to share collected listener data with your clients. You can find this on the Campaign page, under the "Data Share" tab.

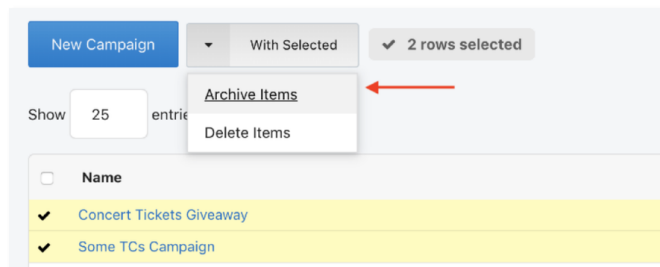


You only need to send this link to your client once (either during, or after your campaign) as it will automatically provide the latest data.

### Archiving Campaigns

When a Campaign has finished, you can archive it so that it's no longer visible but can still be recovered if needed. To archive a campaign:

1. Navigate to Promotions > Campaigns from the top navigation menu.
2. Find and select the Campaign(s) you would like to archive.



3. Click the **With Selected** button, then select **Archive Items**.

Campaigns with existing prizes can't be deleted, but they can be archived, which helps you keep your Audata Promo instance free of clutter.

## Restoring Archived Campaigns

Campaigns that have been archived can be found using the "Search Anything" tool in the top navigation bar.

1. Enter the Campaign name in the Search Anything box in the top navigation bar.
2. Click on the Campaign name to open the Campaign page.
3. Click **Restore** to restore the campaign.

## Permits

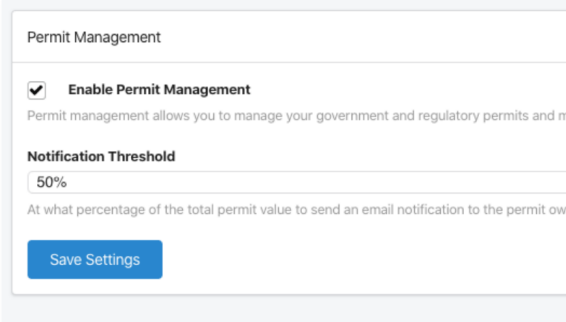
Permit Management allows you to record your permits, such as those issued by government and regulatory bodies, in Audata Promo and monitor the value of prizes that are awarded against them.

## Enabling Permit Management

Before you can use Permit Management, you must first enable the module for each station you want to use it for.

 You will need Administration access to complete this feature.

1. Open the **Administration** panel.
2. Click on **Permit Management** in the admin side menu.
3. Check the box labelled **Enable Permit Management**.
4. Optional: Select a percentage value for your Notification Threshold (see screenshot below). This is the amount of prize value that can be awarded under a Permit (relative to the Permit limit) which will trigger a notification email to be sent to the Permit owner. This value will apply to all Permits for this station.



The screenshot shows a form titled "Permit Management". It contains a checked checkbox for "Enable Permit Management" with a subtext: "Permit management allows you to manage your government and regulatory permits and m...". Below this is a "Notification Threshold" section with a text input field containing "50%" and a subtext: "At what percentage of the total permit value to send an email notification to the permit own...". At the bottom of the form is a blue "Save Settings" button.

5. Click **Save Settings**.

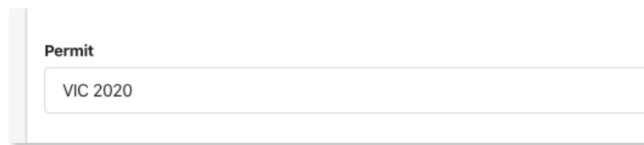
## Creating A New Permit

1. Navigate to **Promotions > Permits** in the top navigation bar.
2. Click the **New Permit** button.

3. In the **Name** field, enter a useful description that will help you identify this Permit.
4. Optional: In the **Number** field, enter the Permit number that was assigned to you by the government or regulatory body that issued it.
5. Optional: Select a **Permit Owner** from the drop-down list. The Permit Owner is the Audata User who is responsible for the permit, and is the person who will receive any notifications or warnings about the permit (if configured).
6. Optional: For **Value Limit**, enter the value (in your default currency) of your Permit. The value is the total amount of prizes that you are allowed to award under this Permit.
7. Optional: Enter a Start Date and End Date for your Permit, to specify the period of time over which this Permit is active.
8. Click Save Permit.

## Adding Permits To Campaigns

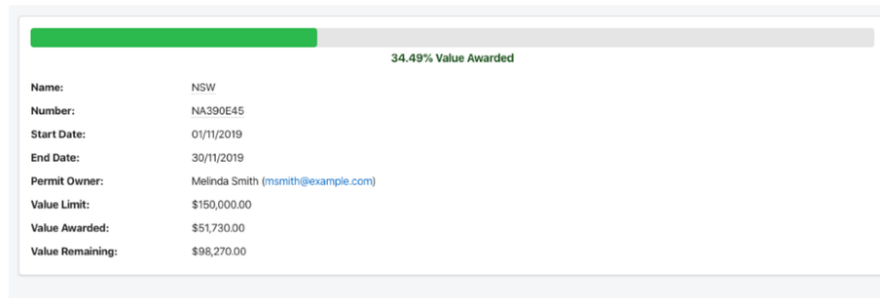
Once you have created a Permit, you can assign it to one, or multiple, Campaigns. On the Edit Campaign or New Campaign pages, you will now see a drop-down box to select a Permit for that Campaign.



If you don't see this option, ensure you have enabled Permit Management for this station in Administration settings.

## Permit Details

To access a Permit, navigate to Promotions > Permits in the top navigation bar, then click on the Permit you want to view. The Permit Details view shows you information about the permit, such as the screenshot below.



<b>Name</b>	The name of the Permit.
<b>Number</b>	The Permit Number provided by the regulatory body who issued it.
<b>Start Date</b>	The first day the Permit becomes active.
<b>End Date</b>	The last day the Permit is active.
<b>Permit Owner</b>	The Audata user who is responsible for the Permit, and who will receive any value warning notifications about the Permit.
<b>Value Limit</b>	The maximum value of all prizes that can be awarded under this Permit.

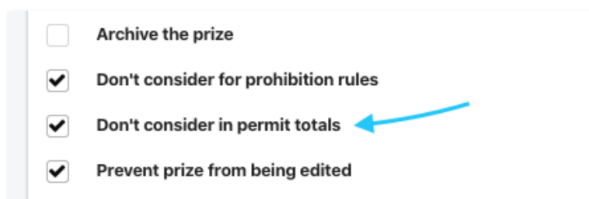
<b>Value Awarded</b>	The total value of all prizes in Audata that have been linked to this Permit to date.
<b>Value Remaining</b>	The remaining value you can still award under this Permit.

## Excluding Prize Statuses from Permits

You may have one or more Prize Statuses in Audata that represent prizes that were withdrawn or voided. You probably don't want to include those prizes in your Permit totals, as this may show you incorrect values for the Permit. To avoid this, you can set certain Prize Statuses to be ignored by Permits, so that they won't show up in totals. The steps to set this up are outlined below:

 You will need Administration access to complete this feature.

1. Navigate to your Admin panel.
2. Click on **Prizes > Prize Statuses** in the left side bar.
3. Click on the Prize Status you wish to exclude from Permits, such as "Withdrawn" or "Canceled".
4. Check the box next to **Don't consider in permit totals** (see screenshot below).



Archive the prize  
 Don't consider for prohibition rules  
 Don't consider in permit totals  
 Prevent prize from being edited

5. Click **Update Prize Status**.

## Listeners

Audata stores profiles for your Listeners - these are members of your audience who have won a prize, entered a competition, or interacted with your station in some other way that has been captured by the Audata Platform.

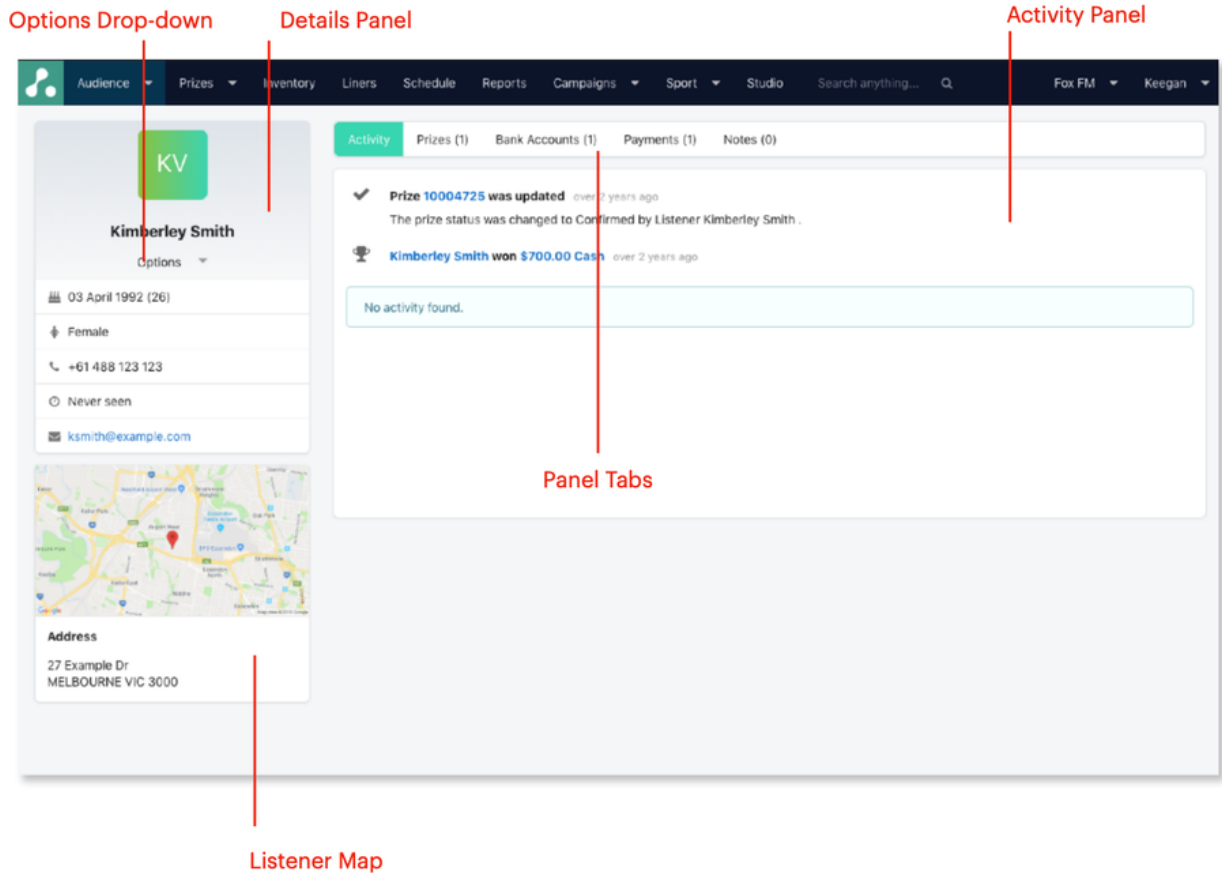
Listener records are automatically created in your database for you when a listener confirms a prize for the first time, but they can also be created manually, via another Audata Product, or via the API.

## Browsing Listeners

To browse your Listener database, hover over **Audience** in the top navigation bar and select **Profiles**.

## Listener Profiles

You can click on a Listener's name from the "Listeners" page, or search for a Listener using the "Search anything" field in the top navigation bar, to open their Listener profile page.



<b>Details Panel</b>	The details panel in the top left corner shows the Listeners name and basic details, as well as their avatar.
<b>Activity Tab</b>	The activity tab shows a full history of activity relating to the listener record, such as prize confirmations, payments, entries etc.
<b>Household Tab</b>	This will display any other members in the Listener's household if Audata has recognised they share an address.
<b>Prizes Tab</b>	The prizes tab shows a table of all Prizes associated with this Listener record.
<b>Bank Accounts Tab</b>	The bank accounts tab shows a table of all Bank Accounts associated with this Listener record.
<b>Payments Tab</b>	The payments tab shows a table of all Payments associated with this Listener record.
<b>Notes</b>	The notes tab displays Notes on the Listener record and allows you to add your own. Note these notes are internal and are not displayed to the Listener.

You can access a range of actions to perform for the Listener records by clicking **Options** in the details pane, underneath the Listener avatar. The below is a brief description of each option in the drop-down menu.

<b>New Prize</b>	Begins the process of awarding a new prize for this listener.
<b>Add to List</b>	Manually adds the Listener to one of your Lists.



<b>SMS Message</b>	Sends a manual SMS message to the primary contact number for the Listener. Remember to include contact details if you require a reply.
<b>Call</b>	Initiates a call with the Listener (however your web browser or device is configured to handle "tel:" URLs).
<b>Listener Prize Statement</b>	Will take you to the Listener Prize Statement report and display all the prizes the winner has won.
<b>Add Bank Account</b>	Creates a new bank account record for the Listener. This will also assign the new account to any payments which do not have remittance information assigned.
<b>Change Household</b>	By entering a name or address you can update the household information.
<b>Prohibit Listener</b>	Manually prohibits the Listener from winning until a specified date.
<b>Edit Listener</b>	Edits the Listener details.
<b>Delete</b>	Deletes the Listener.

## Adding A Listener

Listener records may also be created manually. This can be useful in some situations, such as when a listener is unable to access the link provided on their prize redemption SMS and their details need to be manually added in.

1. Select **Audience > Profiles** in the top navigation bar.
2. Click **New Profile**.
3. Enter the listener details in the New Listener form.

4. Ensure you've entered all the required fields (denoted with an asterisk \*) and click **Create Listener**.

**i** When creating a Listener, Audata Promo will search for existing prizes that match the listeners phone number and assign them to the newly created listener record.

## Duplicates

Audata is always looking for potential duplicate records of Listeners in the system with the same mobile number. If any are discovered this is where you can see the duplicates and decide if you want to merge the data. To access this feature select **Audience > Duplicates** from the dropdown list.

# Inventory Items

In Audata Promo, an Inventory Item represents a prize you have available to award that isn't cash. You can think of your Audata Inventory as a digital record of what's in your prize cupboard.

You can create Inventory Items even before you have a campaign or contest in mind to give them away, making it easy to keep track of what you've got on hand to award should you need to find a last-minute prize.

## Creating a New Inventory Item

1. Click on **Promotions > Inventory Items** from the top navigation bar.
2. Click the **New Inventory Item** button.
3. Enter the details of your inventory item (see below for a reference) and click **Save**.

## Inventory Item Options

<b>Description</b>	The name of the Inventory Item.
<b>Campaign</b>	A Campaign that the Inventory Item is associated with.
<b>SKU</b>	Stock Keeping Unit, a unique code you may use to track Inventory (this must be enabled in Settings).
<b>Category</b>	The Inventory category (this list can be customised by an Admin).
<b>Quantity Available</b>	The quantity of the item you have the ability to award.
<b>Quantity On Hand</b>	The quantity of the item you physically have on hand.
<b>Value Per Unit</b>	The dollar value (or approximate) of each unit of this inventory item.
<b>Expiry Date</b>	The last date the inventory item can be claimed or used (this must be enabled in Settings).
<b>Credit</b>	The credit line displayed to presenters when awarding this inventory item as an "ad hoc" (unscheduled) prize.
<b>Listener Notes</b>	Information displayed to Listeners after confirming their prize.

## Ad Hoc Giveaway

<b>Enable Ad Hoc Giveaways</b>	Enabling ad-hoc giveaways allows on-air staff to award this inventory item outside of a scheduled contest.
<b>Start Date</b>	The earliest date on which this inventory item can be awarded as an ad-hoc giveaway. This does not affect scheduled contests.
<b>End Date</b>	The latest date on which this inventory item can be awarded as an ad-hoc giveaway. This does not affect scheduled contests.
<b>Shows</b>	The shows which have access to award this inventory item as an ad-hoc giveaway. If blank, all shows will have access. This does not affect scheduled contests.

## Digital Prizing

<b>Deliver as Digital Gift Card</b>	If selected, the prize will be automatically fulfilled as a flexible gift card to the amount specified in the value per unit field. The value per unit must be a multiple of 5 up to 1,000.
<b>Deliver with Digital Assets</b>	If selected, will allow you to upload and deliver files (e.g. tickets/vouchers) as Digital Prizes. Once the prize has been awarded and confirmed you can manually select assets to deliver to winners.

 If you require further information regarding Digital Prizes please go to the Digital Prizes section of this guide under Prizes.

## Event Code

<b>Event Code</b>	If integrating with Audata Events for automatic ticketing, enter your Audata Events Product ID.
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 If you require further information regarding Audata Events please refer to the Audata Events guide.

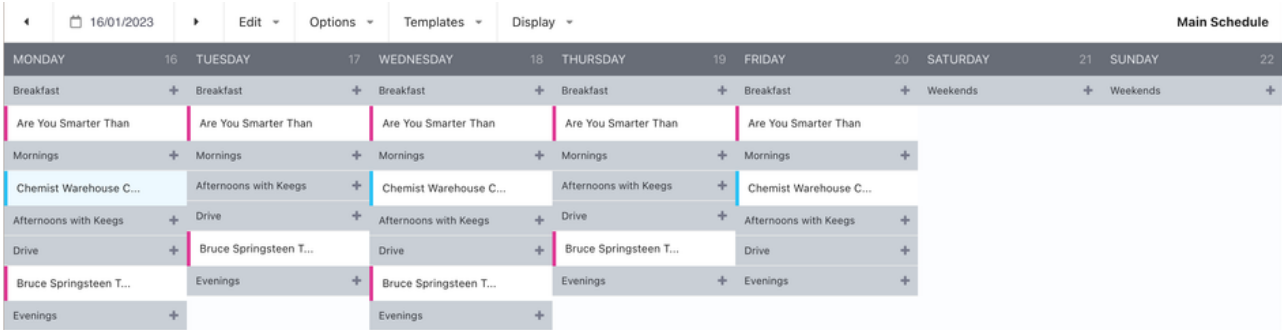
## Archiving Inventory Items

Like Campaigns, you can archive Inventory Items to reduce clutter in your Audata instance without deleting your records.

1. Click on **Promotions > Inventory Items** in the top navigation bar.
2. Select the Inventory Item(s) you wish to archive.
3. Click **With Selected** and then choose **Archive Items** from the drop-down.

## Schedule

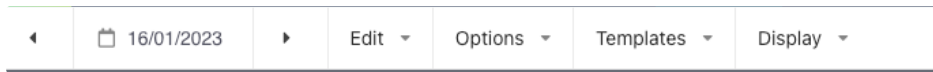
The Schedule is where you assign Contests, Liners, Live Reads and Attachments to on-air shows and day parts in Audata Promo. The below is an example screenshot of the Schedule view, but yours might be different as the shows/day parts can be configured for your station line-up.



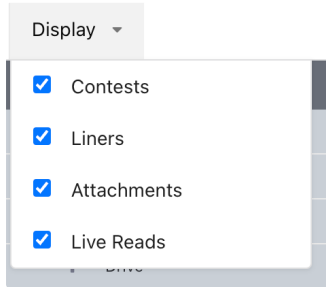
The screenshot shows a schedule grid for the week of 16/01/2023. The days are MONDAY (16), TUESDAY (17), WEDNESDAY (18), THURSDAY (19), FRIDAY (20), SATURDAY (21), and SUNDAY (22). The time slots are Breakfast, Mornings, Afternoons with Keegs, Drive, and Evenings. The programs assigned are 'Are You Smarter Than', 'Chemist Warehouse C...', 'Bruce Springsteen T...', and 'Evenings'. Each cell in the grid has a plus sign (+) in the top right corner, indicating that the program can be expanded or edited.

## Toolbar

The schedule toolbar contains the following options.



- **Date Selector** - Select different weeks to manage and view.
- **Edit** - Gives you the option to unschedule the week, clone the previous week or save schedule positions.
- **Options** - Gives you the ability to save the schedule as a template and manage templates. Options also sends you to the Admin section where you manage your schedule if needed.
- **Templates** - All saved templates.
- **Display** - Shows what deliverables are visible by using the check box.



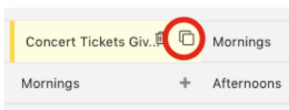
## Creating Schedule Items

To add to a schedule, click the plus (+) icon next to the show/day part you want to create your new schedule item in.

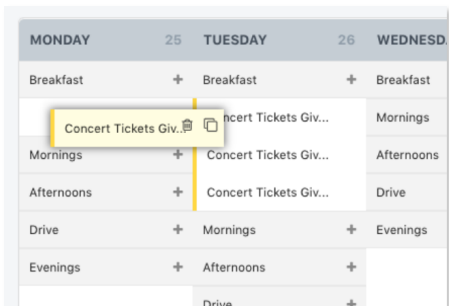
There are four types of Schedule Items you can create:

- **Contest** - A scheduled spot to award a prize to a Listener, or add them to a list/prize draw.
- **Liner** - Allocation of a liner to be delivered in a specific show.
- **Live Read** - Allocation of a live read to be delivered in a specific show.
- **Attachment** - Allows you to upload a file to a show, such as a PDF document, for on-air staff to access easily in the studio view.

There are different options available for each of these schedule item types. You can also clone existing Schedule Items by hovering over the item in your schedule and clicking the clone icon (below).

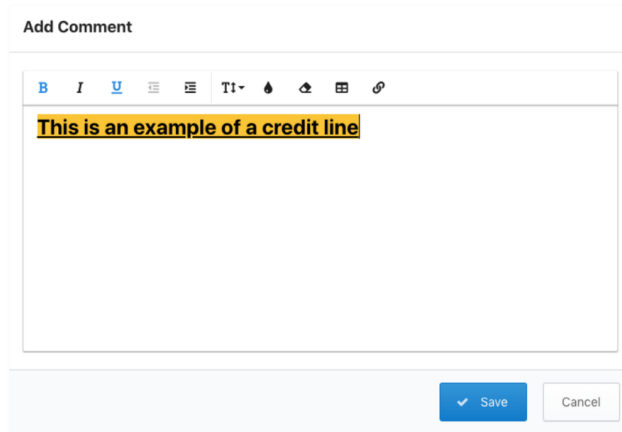


You can freely drag and drop your schedule items around the schedule as you like.



## Schedule Comments

Comments allow you to add notes or extra information with formatted text to your Schedule Items, which are displayed to Studio/on-air staff along with Contests, Liners or Live Reads. Commonly, this feature is used to add Contest Sheets (also known as Presentation Guides, or whatever you might call them in your organisation) and credit lines to Contests.



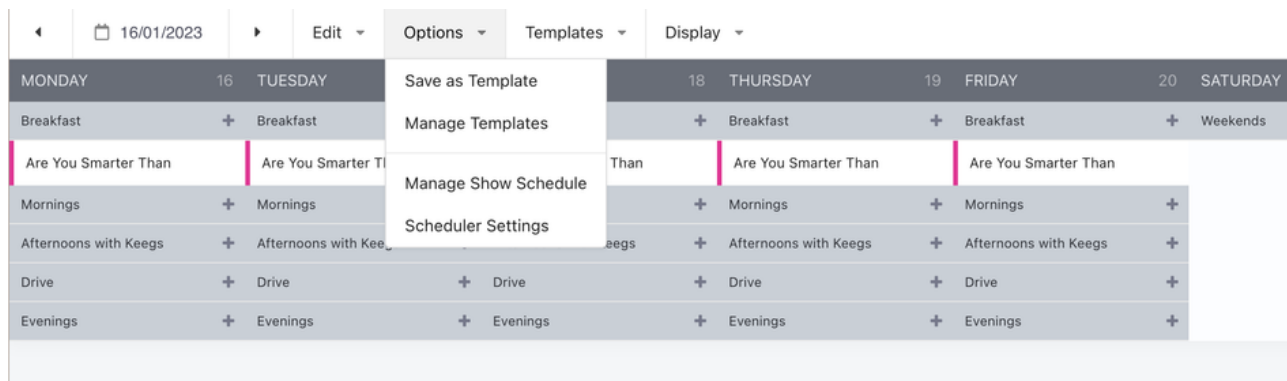
Right-click on a Schedule Item and click **Add Comments** to access the Comments editor. Comments are also cloned when a Schedule Item is cloned.

## Schedule Templates

To save time you can create templates to populate your schedule weekly in Audata Promo. For example, if you run the same contest at the same time each day you can make that template so you don't need to add each contest spot each time.

To create a schedule template follow these steps.

1. Select **Schedule** from the top navigation bar.
2. Create a schedule as normal but only include the deliverables you want to save in your template. So for example, if my breakfast show runs the same competition every day I could make a template for that one contest. Or if you have the same show sponsor credit for an extended period you could make a template for that one liner/live read.
3. Once your template is complete click on Options and click on **Save as Template**.



4. You will be prompted to give the template a name.
5. If you want to ensure your template positions aren't impacted if you add any other items you can select **Edit** and select **Save Schedule Positions**.

Templates can be layered on top of one another so you can add multiple templates to your schedule.

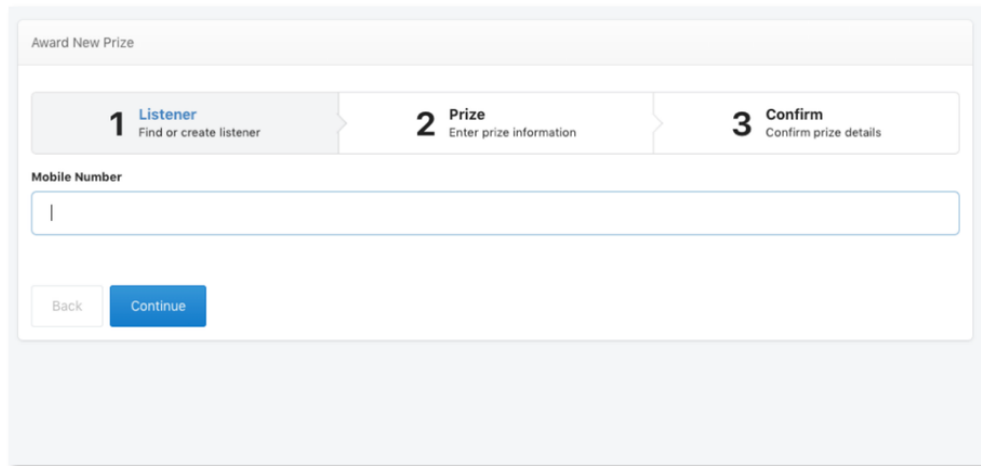
# Prizes

A Prize in Audata is a specific instance where a Listener has been awarded a cash prize, inventory prize, or been added to a List, usually as a result of winning some form of contest. This is different from Inventory Items, which represent something that you have in inventory to give away.

## Awarding a New Prize

Prizes are commonly awarded using studio mode by on-air staff, which will be covered a little bit later in this guide. You can also manually award prizes from the main Audata Promo application, perhaps if you've given away a prize in an off-air situation, or you've withdrawn a prize and need to re-award it with adjusted details. Follow the below steps to award prizes in the main Audata Promo Application

1. Click on **Prizes > Award Prize**.
2. Enter the winner's mobile phone number in your country's standard format (international code is not required).



3. Click **Continue**.
4. Select the Prize Type from the drop-down menu:
  - **Cash** - a cash prize.
  - **Inventory** - items from your prize inventory.
  - **Add to List** - add the winner to a List (usually for a prize draw)



5. Enter the required details for the prize type you've selected.
6. Click **Continue**.
7. You can optionally prevent Audata from sending the winner their initial notification by checking **Do not notify the winner**.
8. You can also add the Prize to a Campaign - click **Campaign** and select the campaign.
9. Click **Continue**.

- A confirmation dialog will appear. Click **OK** to confirm.
- If the prize was awarded successfully, you will be redirected to the prize page.

## Managing Prizes

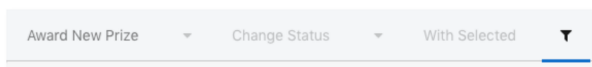
You can manage your Prize database by hovering over **Prizes** in the top navigation bar and selecting **Manage Prizes**. The Prize grid is shown in the screenshot below:

Number	Status	Prize	Campaign	Winner	Awarded
10013650	Confirmed	2x Whiskey Tango Foxtrot Movie Tickets		Keegan Bakker	20/03/19 10:25
10013643	Ready To Collect	2x The Weeknd 2017 Tickets	RnB Fridays Party	Stephen Nguyen	30/06/17 15:32
10013638	Ready To Collect	2x The Weeknd 2017 Tickets	Summer of Superstars	Nicole Macleod	30/06/17 13:58
10013629	Ready To Collect	2x The Weeknd 2017 Tickets	RnB Fridays Party	Maddison Green	30/06/17 12:40
10013622	Ready To Collect	2x The Weeknd 2017 Tickets	RnB Fridays Party	Nicole Thompson	30/06/17 11:51
10013615	Ready To Collect	2x The Weeknd 2017 Tickets	The Weeknd 2017 Tour	Samira Orlovic	30/06/17 10:50
10013608	Ready To Collect	2x The Weeknd 2017 Tickets	The Weeknd 2017 Tour	Maddison Constantinou	30/06/17 10:04
10013601	Ready To Collect	2x The Weeknd 2017 Tickets	Weekend - Whiskey Tango Foxtrot	Jaime Stewart	30/06/17 08:40
10013594	Paid	\$300.00 Cash	AlphaBucks	Roweena Koh	30/06/17 08:04
10013587	Paid	\$250.00 Cash	AlphaBucks	Brandon Fredericks	30/06/17 07:13
10013580	Withdrawn	\$100.00 Cash	Are You Smarter Than? (Cash)	Anthony Esposito	30/06/17 06:34
10013573	Dispatched	1x Trip for 2 to Mt Buller with team Fox	'COLD' SCHOOL - Mt Buller trip	Dore Shiffman	29/06/17 13:31
10013566	Dispatched	1x Trip for 2 to Mt Buller with team Fox	'COLD' SCHOOL - Mt Buller trip	Lara Hackney	29/06/17 11:44
10013559	Paid	\$450.00 Cash	AlphaBucks	Michelle Thomson	29/06/17 08:22

You can use the Search Prizes toolbox to filter your prize grid and search for prizes. You can search for prizes by reference numbers, descriptions, campaigns, or listener names.

Number	Status	Prize	Campaign
10013643	Ready To Collect	2x The Weeknd 2017 Tickets	RnB Fridays
10013636	Ready To Collect	2x The Weeknd 2017 Tickets	Summer of

You can also filter prizes by their status using the filter button in the toolbar. Clicking the Filter icon opens a drop-down menu. Check the prize statuses you wish to display and uncheck the statuses you want to hide. You can click All or None to quickly select, or de-select all prize statuses.



## Bulk Prize Management

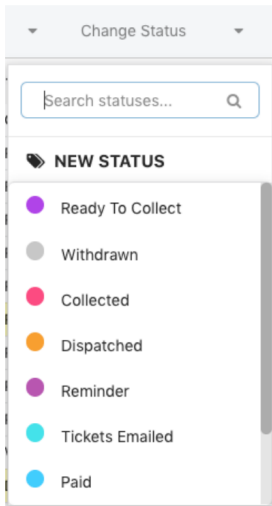
You can perform certain actions on multiple prizes at once, such as emailing winners or changing prize statuses.

Select each prize by clicking in any blank space on the row, or the checkbox on the left side of the row. Selected prizes display a checkmark next to the prize number, and the background of the row will be highlighted yellow.

✓ 10013629	Ready To Collect	2x The Weeknd 2017 Tickets
✓ 10013622	Ready To Collect	2x The Weeknd 2017 Tickets
✓ 10013615	Ready To Collect	2x The Weeknd 2017 Tickets

You can also see the total number of items selected at the top of the table.

Actions from the "With selected" or "Change status" drop-down menus are performed on all selected prizes.



When you change the status of a prize, or multiple prizes at once, Audata Promo may send notifications via email or SMS to the winners, depending on the rules attached to that status. This happens automatically in the background and you don't need to do anything.

## The Prize Screen

Click on the reference # or description of a prize on the Manage Prizes screen to open the Prize page, which contains more information about the prize and the winner. Below is a screenshot of the Prize Screen.

The main panel at the top of the screen contains details about the prize, when it was awarded, and basic information about the Listener, if their details have been provided. The coloured bar at the top of this panel indicates the prize status.

At the bottom of the main panel you can see the Line Items of the prize - showing the components of that prize.



In the bottom left corner of the screen is the Activity Panel. The activity panel shows you the history of activities that have occurred that relate to this Prize - such as confirmation events, status changes, or campaign assignments. In the bottom right you can see the Notes panel. Notes are internal and can only be seen by other users in Audata Promo.

## Digital Prizes

Digital Prizes enables users to send digital items such as vouchers, concert tickets etc. through Audata Promo, no longer the need to send via email to prize winners.

In order to use Digital Prizes you need to ensure your instance is set up correctly first.

 You will require Administration access to do the following steps.

## Create a Digital Prize Template

1. Select **Administration** from the top right corner.
2. Select **Customise>Template**.
3. Click on **New Template**.
4. You'll need to give your template a name such as 'Digital Prize Delivered' and the API name will fulfil automatically.
5. Your template is customisable to say whatever you wish but it needs to include the **Prize Redemption URL** e.g. `{{prize.digital_prize_redemption_url}}`. Here is an example of a template to help.

```
1  {{listener.first_name}},
2  <p>Here is your prize from {{station.name}}.<p>
3
4  <p>Click the link below to redeem your prize. Please be sure to also download any additional attachments as they will contain important information:
5  {{prize.digital_prize_redemption_url}}<p>
6
7  <p>Enjoy!<p>
8  <p>From the team at {{station.name}}<p>
```

6. We recommend doing a template for Email and SMS.

Once you've created your template you'll need to create a Prize Status.

## Create a Digital Prize Status

1. Select **Administration** from the top right corner.
2. Select **Prizes> Prize Statuses**.
3. Click on **New Prize Status**.
4. Give your new digital prize status a name such as 'Digital Prize Delivered' and the API name will fulfil automatically.
5. Make sure the status is on **Active**.
6. Select the colour for your status.
7. Select the following tick boxes:
  - Remove prize from available inventory
  - Deduct cash value from campaign budget
  - Prevent prize from being edited
8. Under **Notifications** select your SMS and Email templates
9. Select Create Prize Status

Now that your Prize Status has been created you need to make sure the Prize Status has been selected in the instance Settings.

## Update Prize Status in Settings

1. Select **Administration** from the top right corner.
2. Select **Settings** from the left panel.
3. Click on **Statuses**.
4. Click on the **Digital Prize Fulfilled Status** and select your new Digital Prize Status you've created
5. Select **Save Settings**.

 You only need to set up Digital Prizes once per instance.

Once your instance is set up and ready to go with your Digital Prize templates/ status you can start creating and awarding Digital Prizes.

## Create a Digital Prize

1. Select **Promotions>Inventory Items**.
2. Select **New Inventory** button.
3. Fill in your inventory information as you normally would.
4. Select the drop down arrow on the **Digital Prizing Option** at the bottom of the screen and select the **Deliver with Digital Assets** check box.
5. Click **Continue**
6. You will then be given the option to select yes/no if your prize is **Unique**. If the digital asset is one file that can be sent to multiple winners then select No. If each digital asset has its own unique code/ information select Yes.
7. Click on **Upload PDF File(s)** and select your digital assets
8. You will then be taken to the prize page where you can view your **Digital Assets**.
9. Optional: If you want additional information sent to the the winner as well as their digital prize you can select the **Attachments** tab and upload additional documents. Each winner will receive this attached document/s e.g. Venue Map, Event information

## Awarding a Digital Prize

1. Click on **Prizes > Award Prize**.
2. Enter the winners mobile phone number in your country's standard format (international code is not required).
3. Click **Continue**.
4. Select **Inventory Item** from the **Prize Type** drop-down menu.
5. Enter the required details for the digital prize.
6. Click **Continue**.
7. You can optionally prevent Audata from sending the winner their initial notification by checking **Do not notify the winner**. You can also add the **Prize to a Campaign** - click "**Attach to a Campaign**" and select the campaign.
8. Click **Continue**.
9. A confirmation dialog will appear. Click **OK** to confirm.
10. If the prize was awarded successfully, you will be redirected to the prize page.
11. Once the winner has confirmed their prize or an Audata user has confirmed the prize on the winner's behalf, an orange **Exclamation Icon** will appear in the prize details. This tells us that the digital prize is ready to be delivered.

All Prizes	Change Status	With Selected	Search prizes...
<input type="checkbox"/> 10002604	Confirmed	1x Audata Event Test	Kaycee Frame 10/11/22 13:34
<input type="checkbox"/> 10002597	Digital Prize Issued	1x Grapes	Allana Davies 08/11/22 08:56
<input type="checkbox"/> 10002590	Digital Prize Issued	1x DEMO DIGITAL PRIZE	Allana Davies 07/11/22 14:30
<input type="checkbox"/> 10002583	Confirmed	Add to Billy Joel Concert Standby List	Kaycee Frame 02/11/22 09:07
<input type="checkbox"/> 10002576	New	1x \$50 Chemist Warehouse Voucher	Kaycee Frame 26/10/22 12:13
<input type="checkbox"/> 10002569	New	2x Bruce Springsteen Tickets	Kaycee Frame 26/10/22 12:09

12. Click on either the **Prize Number** or the **Prize Description**.

13. Select the **Attach Digital Prize** button and select the digital prize you want the winner to receive.

14. You will be redirected back to the prize page but now you will see the digital asset in blue.

15. On this screen you have the following options:

- **Redeemed:** This tells you if the winner has redeemed their digital prize. It will either say yes or no.
- **Open Redemption Link:** By clicking on this option you will see what the prize winner sees when they open the digital prize URL.
- **View:** You can view the digital asset you've sent to the winner.

**i** Once you deliver a digital prize if you select **Digital Assets** on the prize page you will now be able to see the Prize Number associated with the digital asset and there will be a green tick if delivered.

## Digital Gift Cards

Digital Gift Cards give you the ability to award a gift card to the listener where you determine the value but they can determine where they spend the gift card by selecting from a range of providers.

### Apply for a Digital Gift Card Account

Before you can start awarding Digital Gift Cards you need an account. Contact [support@audata.io](mailto:support@audata.io) requesting a Digital Gift Card account to get started. A deposit is required to open an account.

Once your account is set up you need to ensure your instance is set up correctly.

**!** You will require Administration access to do the following steps.

### Create a Digital Gift Card Template

1. Select **Administration** from the top right corner.
2. Select **Customise>Template**.
3. Click on **New Template**.
4. You'll need to give your template a name such as 'Digital Gift Card Delivered' and the API name will fulfil automatically. Example of template below.

Edit Template

\* Name \*

Digital Gift Card Email

\* API Name \*

digital\_gift\_card\_email

Insert Snippet    Insert Variable

```

1 <p>Hi {{listener.first_name}},</p>
2
3 <p>Congratulations on winning {{prize.description}}.</p>
4
5 <p>Please use the link below to redeem your gift card. RETAIN THIS EMAIL: you must keep this link in order to redeem your gift card balance in future.</p>
6
7 <p><a href="{{prize.gift_card.url}}">{{prize.gift_card.url}}</a></p>
8
9 <p>Please contact {{station.name}} on {{station.phone_number}} during business hours if you have any problems with the link above.</p>
10
11 <p>Kind Regards</p>
12 <p>{{station.name}}</p>

```

5. We recommend doing an Email template. Select **Create Template**.

Once you've created your template you'll need to create a Prize Status.

## Create a Digital Gift Card Prize Status

1. Select **Administration** from the top right corner.
2. Select **Prizes > Prize Statuses**.
3. Click on **New Prize Status**.
4. Give your new digital gift card prize status a name such as 'Digital Gift Card Delivered' and the API name will fulfil automatically.
5. Make sure the status is on **Active**.
6. Select the colour for your status.
7. Select the following tick boxes:
  - Remove prize from available inventory
  - Remove prize from inventory on hand
  - Deduct cash value from campaign budget
  - Prevent prize from being edited
8. Under **Notifications** select your Email template.
9. Select **Create Prize Status**.

Now that your Prize Status has been created you need to make sure the Prize Status has been selected in the instance Settings.

## Update Prize Status in Settings

1. Select **Administration** from the top right corner.
2. Select **Settings** from the left panel.
3. Click on **Statuses**.
4. Click on the **Digital Gift Card Fulfilled Status** and select your new Digital Gift Card Prize Status you've created
5. Select **Save Settings**.

 You only need to set up Digital Gift Cards once per instance.









Once your instance is set up and ready to go with your Digital Gift Card templates/ status you can start creating and awarding Digital Gift Cards.

## Create a Digital Gift Card

1. Select **Promotions>Inventory Items**.
2. Select **New Inventory** button.
3. For the inventory item description put in the value of the prize you're giving away and label Flexi Gift Card.
4. Make sure you add in the **Value Per Unit** which must be a multiple of 5 up to 1,000.
5. Select the drop down arrow on the **Digital Prizing Option** at the bottom of the screen and select the **Deliver as Digital Gift Card** check box.
6. There is also a link labelled **View current redemption options** which will display all the providers winners have to choose from (below is just a small sample of options).

### Digital Gift Cards Redemption Options

Audata Digital Gift card winners are able to select to spend their prize value across any of the below retailers they choose (according to the specified denominations). Due to the range of providers and retail partners we work with, available redemption options can change often with or without notice. Each redemption option is subject to the terms and conditions of the retailer who provides it.

 Accor Hotels \$100, \$200, \$500	 Amart Furniture \$50, \$100, \$200, ...	 Amazon.com.au \$20, \$50	 Angus & Coote \$100
 Apple Gift Card \$10, \$20, \$50	 ASOS \$10, \$20, \$50, \$100	 Australian Cancer Research Foundation \$5, \$20	 Barbeques Galore \$100, \$200, \$500

Close

7. Click **Save Inventory Item**.

## Awarding a Digital Gift Card

1. Click on **Prizes > Award Prize**.
2. Enter the winners mobile phone number in your country's standard format (international code is not required).
3. Click **Continue**.

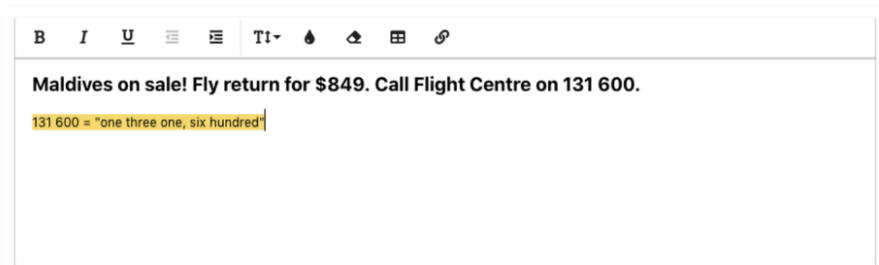
4. Select **Inventory Item** from the **Prize Type** drop-down menu.
5. Click **Continue**.
6. You can optionally prevent Audata from sending the winner their initial notification by checking **Do not notify the winner**. You can also add the **Prize to a Campaign** - click "**Attach to a Campaign**" and select the campaign.
7. Click **Continue**.
8. A confirmation dialog will appear. Click **OK** to confirm.
9. If the prize was awarded successfully, you will be redirected to the prize page.
10. Once the winner confirms their details they will receive the email that allows them to select which provider they want to spend their voucher with.

## Liners

Liners represent a deliverable script inside Audata. You can use them for tracking any kind of on-air credit or script that needs to be delivered.

### Creating A Liner

1. Click **Promotions>Liners** in the top navigation bar.
2. Click **Create Liner**.
3. Enter the **Name** of the Liner in the left panel.
4. Optionally, you can enter the below details for your Liner:
  - **Start Date / End Date** - Select an active date range for the Liner. This doesn't affect when the Liner can be scheduled, but will allow on-air staff to browse and find this Liner during active dates, even when it's not scheduled in their show.
  - **Client** - Attach a Client to the Liner for reporting purposes, or to make the Liner available in your CRM system (if applicable).
  - **Campaign** - Attach a Campaign to the Liner, so that liner deliveries are included in Campaign reports.
  - **Status** - Whether the liner is in Draft or Approved stage.
5. Enter the content of the Liner in the main text box - note you can copy and paste from a rich text editor, or use rich text formatting tools in the toolbar.



6. Click **Create Liner** to save.

✓ TIP: Liners can be scheduled in shows the same way as Contests. See the Schedule section in this guide for more information.

## Live Reads

Live Reads represent a deliverable script inside Audata. You can use them for tracking any kind of on-air credit or script that needs to be delivered.

## Creating A Live Read

1. Click **Promotions>Live Reads** in the top navigation bar.
2. Click **Create Live Read**.
3. Enter the **Name** of the live read in the left panel.
4. Optionally, you can enter the below details for your live read:
  - **Start Date / End Date** - Select an active date range for the live read. This doesn't affect when the Live Read can be scheduled, but will allow on-air staff to browse and find this live read during active dates, even when it's not scheduled in their show.
  - **Client** - Attach a Client to the live read for reporting purposes, or to make the live read available in your CRM system (if applicable).
  - **Status** - Whether the live read is in Draft or Approved stage.
  - **Key** - An (optional) unique identifier such as a traffic reference or cart number
5. Enter the content of the live read in the main text box - note you can copy and paste from a rich text editor, or use rich text formatting tools in the toolbar.

Live Read Content

**You know when you're just really craving a Maccas cheeseburger?**  
**We'll I'm here with some good news! Now, because you're living your best life,**  
**you can just go to your nearest Maccas and grab one, guilt free!**  
**McDonalds juicy cheeseburgers, just have it!**

6. Click **Create Liner** to save.

✓ TIP: Live Reads can be scheduled in shows the same way as Contests. See the Schedule section in this guide for more information.

## Presenters

If you want to keep track of which presenter delivered a particular live read you can add Presenters into Audata.

To set up a Presenter follow these steps:

1. Select **Administration**.
2. Select **Customise>Presenters**.
3. Click on **New Presenter**.
4. Fill in the name of your Presenter. You can also add their User details which is optional.
5. Select **Create Presenter**.

Once your Presenter is in the system they will be able to select themselves when they verify a live read delivery (example below).

**Bondi Wash Hand Lotion**

Don't settle for a basic hand lotion, get your hands around the Tasmanian Pepper & Lavender hand lotion.  
Your hands won't just feel amazing but they will also smell fantastic!

Select who delivered the live read...

Other

✓ Verify Delivery

Manually Input Time

## Lists

A List in Audata is simply a collection of Listeners in Audata Promo. Lists are most commonly used for prize draws, but you could use them for event guest lists, a list of good callers to use on-air, or anything you like.

### Create A New List

To create a new List:

1. Navigate to **Audience > Lists** from the top navigation bar.
2. Click **Create List**.
3. In the **Name** field, enter a name for the List.
4. You can optionally enter something in the **Listener notes** box which displays to Listeners when they are added to this List via a Prize. If you're going to add listeners to this List manually, or via some other way, you can leave this blank.
5. Check **Allow duplicates** if Listeners can be added to this List more than once.
6. Click **Save**.

### Adding Listeners To List

To manually add a Listener to your List:

1. Navigate to the Listener profile page (you can find them under **Audience > Listeners**, or use the Search anything box to find a Listener easily).
2. Click on **Options** underneath their profile avatar.
3. Click **Add to List**.
4. Select the List.
5. Click **Save**.

In addition to this method, Listeners can also be added to Lists:

- a) as the result of winning a List-type prize,

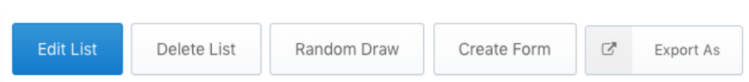


- b) via a web form,
- c) from a third-party extension or App, or
- d) programmatically, via the Audata Promo API.

## Managing Lists


You can find your Lists under **Audience > Lists** in the main navigation bar. The List view has the below options:

- **Edit List** - Edits the List details.
- **Delete List** - Deletes the List. This doesn't delete the Listeners in the List.
- **Random Draw** - Allows you to randomly select any number of Listeners randomly from the List.
- **Create Form** - Creates a new Web Form attached to this List. Entries on this form will be automatically added to the List.
- **Export** - Allows you to export the List with all Listener details as an XLS or CSV file.




## Creating Random Draws

The Random Draw feature allows you to randomly draw one or more Listeners from a List. This doesn't automatically award them a prize, but you can do this if you choose to.

 The Random Draw uses a Pseudorandom Number Generator (PRNG). The PRNG used is a modified Mersenne Twister with a period of  $2^{19937}-1$ , coupled with a pseudorandom seed generated to a same degree of entropy and security as is used for SSL encryption on secure websites.

To create a Draw:

1. Click the **Random Draw** button.
2. Enter the number of Listeners to draw from the List. The default is "1".
3. Click **Draw**.
4. All Listeners drawn at Random will appear, as well as the results of any previous draws.

 For the integrity of your Prize Draws, you can not delete the history of Draws. Even after deleting the List, Audata permanently stores a backup of all draw results for audit and verification purposes.

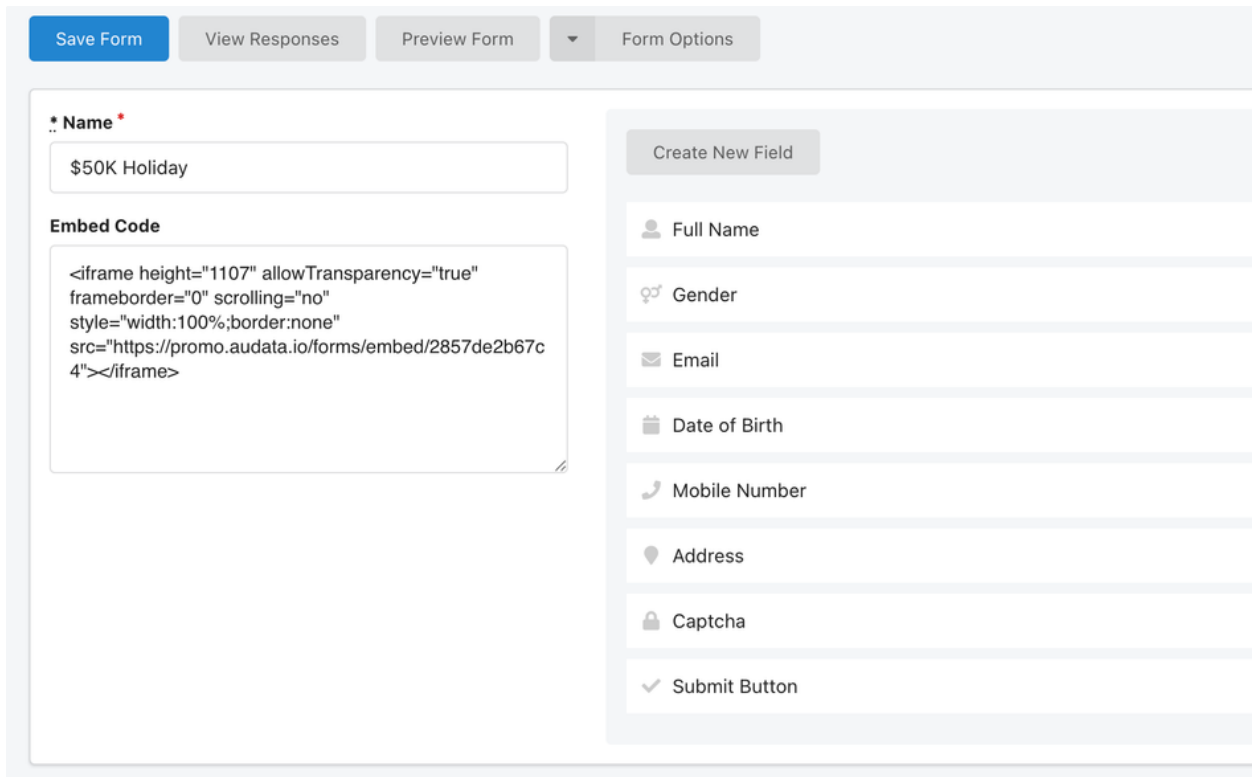
## Forms

This feature allows users to create Web Forms that can be embedded in mobile apps or websites. Listeners can enter competitions (e.g. win on the web competitions) via these forms and responses can be managed within Audata Promo.

### Create a Form

1. Select **Audience** from the top navigation bar.
2. Select **Forms** from the drop-down list.
3. Click on **Create New Form**.
4. Give your Form a name and select **Create Form**.
5. The Form will automatically be populated with the following fields:

- Full Name
- Gender
- Email
- Date of Birth
- Mobile Number
- Address
- Captcha (this is to prove the entrant isn't a robot)
- Submit Button



If you want to add additional fields to your form click on **Create New Field**.

6. When you select Create New Field a new window will open and you will need to add the following information:

- **Name** - The name of the Field (internal use only).
- **Listener Label** - This is what will be displayed to the entrant.
- **Field Type** - Options in the table below

<b>Text field</b>	Is a small text field box which is an ideal size for a short text answer.
<b>Text box</b>	Is a larger text field box which is an ideal size for a long text answer.
<b>Check box</b>	A small box which a tick or other mark is entered as the response to a question or statement.
<b>Select box</b>	Gives a dropdown list of options to be selected from.
<b>File upload</b>	Entrants can upload any file type.

If you select check box or select box you will be prompted to add options for entrants to select from.

⚠ When entering your options make sure you separate each option by using commas. Not spaces.

If you select text box you will be prompted to set a Word Limit which is optional.

- **Required** - If required is selected the entrant must enter that Field to be a valid entry.

The screenshot shows a 'New Custom Field' configuration window. It includes the following fields and options:

- Name:** A text input field containing 'Holiday Destination'.
- Listener Label:** A rich text editor with formatting icons (B, i, U, link) and a text area containing 'If you were our lucky \$50K Holiday winner, where would you want to go?'.
- Field Type:** A dropdown menu set to 'select\_box'.
- Options:** A text input field containing 'New Zealand,Bali,New York'.
- Required:** A checked checkbox.
- Buttons:** 'Save' and 'Cancel' buttons at the bottom right.

✓ TIP: You can change the order of any added custom fields by clicking on the field and dragging it to the order you prefer.

7. Once your form is complete you're able to preview your form by selecting the **Preview Form** button. This will show you how it will be displayed on your mobile app/website.

8. If you're happy with your form copy the **Embed Code** and paste it into your mobile app/ website to embed the form.

9. Select **View Responses** to see all entrant information. This information can also be downloaded as a CSV file.

## Form Options

There are additional features under the Form Options tab which include:

### Form Settings

<b>Thank You Message</b>	If you are not using a redirect URL this is the message entrants will see once they have completed the form.
<b>Redirect URL</b>	A website link that will redirect the entrant once they complete the form. Leave blank if you are using a Thank You Message.
<b>List</b>	Automatically add form entrants to a List.
<b>Campaign</b>	You can associate your form with a campaign.
<b>Confirmation SMS Template</b>	Automatically send a confirmation SMS to entrants using an SMS template from the dropdown options. If you need to add a specific

	template this can be done under the Admin Settings.
<b>One Response Per Listener</b>	If this check box is selected the form will only accept one entry per entrant.
<b>One Response Per IP Address</b>	If this check box is selected the form will only save a single response from the same IP address

### Clone Form

Selecting Clone Form will create an exact copy of the form. If you know you're making a lot of similar forms you can make a template and then clone your template form so you don't have to make a new form each time.

### Delete Form

This deletes the form and all submitted responses.

## Segments

Segments allow you to subgroup your audience by demographic and behavioural variables.

To create a Segment follow these steps:

1. Select **New Segment**.
2. Give the segment a name.
3. Enter **Segment Traits**. Example below.

The screenshot shows the 'Segment Builder' interface. At the top, there's a breadcrumb 'Audience > Segments > New' and a 'Create Segment' button. The main form has a 'Segment Name' field containing 'Core Demographic'. Below that is the 'Segment Traits' section with an 'Add rule' button. Two rules are added: 'Age greater 25' and 'Age less 50', each with a 'Delete' button. On the right, a 'Segment Preview' panel shows 'SEGMENT SIZE' as 4 and 'PERCENTAGE OF POPULATION' as 26.67%. Below this is a 'GENDER' bar chart showing a distribution between Male and Female.

### Segment Trait Options include:

- Age
- Gender
- Last won (days)
- Prizes: count
- Prizes: total value
- Prizes: with category
- Prizes: with value
- SMS - last message (days)
- Marketing Opt-In

## Reports

Reports are a great way to find a lot of helpful information fast. Below are all the different kinds of reports that can be run on Audata Promo and what information to expect from these reports. Some reports are exportable as a PDF or CSV file. Not all Reports are visible to all Audata Users.

### Audience

<b>Audience Demographic Breakdown</b>	This report breaks down the age range of your listeners and their gender.
---------------------------------------	---

### Listeners

<b>Listeners by Prize Value</b>	You can select the date range you want to search and it will display the total value of prizes each listener has won for the date range.
<b>Listeners by Prize Count</b>	Each listener will be displayed with their suburb, postcode and total prizes they have won on that instance (station).
<b>Listener Suburb Report</b>	This report displays the amount of Listeners in each recorded suburb.
<b>Listeners by State</b>	This report displays the amount of Listeners in each state.
<b>Listeners by Birthday</b>	This report displays each Listener that has their birthday on the selected search date.

### Campaigns

<b>Campaign Delivery Summary</b>	By selecting the specific campaign and date range you'll see what deliverables (liners/ live reads) were delivered and the quantity.
<b>Campaign Delivery Detail</b>	By selecting the specific campaign and date range you'll see what deliverables (liners/ live reads) were delivered by whom and exactly when.
<b>Campaign Budget Report</b>	This report displays the total campaign budget, the total prize value and what budget is remaining. There is also a detailed list of the Prize information.
<b>Campaign Audience Breakdown</b>	This report breaks down the age range and the gender of all the prize winners involved in this specific campaign.

### Shows

<b>Show Schedule Report</b>	By selecting the show, date and deliverables this report will give you all the details scheduled.
<b>Missed Schedule Items Report</b>	Select the date range you want to see and the report will show all the deliverables that haven't been delivered.

## Liners

<b>Liner Delivery Report</b>	This report is specific to one liner. Details who delivered the liner and exactly when.
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## Prizes

<b>Prizes by Date</b>	Select the date range and all prizes delivered during that time will be displayed as well as winner information.
<b>Prizes by Campaign</b>	All prizes associated with the campaign will be displayed as well as winner information.
<b>Prize Value Report</b>	Select the date range and all the values of a prize awarded during that time will be listed plus with a total value.

## Messages

<b>Messages Detail Report</b>	Select the date range and all messages sent from the station will be displayed.
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## Sport

<b>Deliveries by Round</b>	By selecting the campaign and a specific round this report will display each client and all the deliverables for that round.
<b>Deliveries by Match</b>	By selecting the campaign, a specific round and a specific match this report will display each client and all the deliverables for that match.
<b>Deliveries by Client</b>	This report shows you exactly how many deliverables have been delivered for a specific client for a specific campaign.
<b>Delivery Times by Match</b>	This report shows all the times there was a delivery made for a specific match.

## Live Reads


<b>Live Read Delivery Report</b>	Select the Live Read and each delivery will be listed in this report.
<b>Live Reads by Presenter</b>	Select the date range and a presenter and this report will list all the Live Reads delivered.
<b>Live Read Deliveries by Date</b>	Select the date range and all delivered Live Reads will be displayed.

## Payments & Finance

Payments are a record in Audata representing a payment that must be remitted to a Listener, as the result of winning a Cash prize.


The Payment object in Audata is unique compared to other object types, in that it can not be manually created, edited, or deleted. Payment records are automatically created in Audata when a cash prize is awarded. If the prize is withdrawn or deleted, the associated payment(s)

will automatically be deleted within 24 hours.

 If you need to make changes to a Payment record, you need to delete the associated Prize and then re-award a new prize.

## Exporting Payment Files

You may notice that you can't see bank account details inside the Audata application. Bank accounts will display partially redacted when looking at prizes or payments.

Payment Details			
Payee	 Jessica Hannan	Authorised by	KAYCEE FRAME
Payee Institution	CBA	Awarded on	30/06/17
Payee Account Name	JESSICA HANNAN	Paid on	30/06/17
Payee Account Number	**** 9872		
Prize Reference	#10013594		
Amount	\$300.00		

To retrieve financial institution details for processing cash prize payments, you need to export a batch payment file.

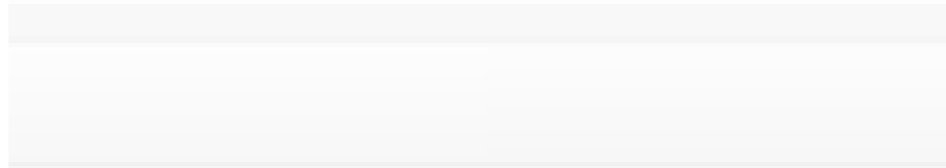
1. Ensure that you're signed in as an Administrator or Manager and have finance permissions.
2. Hover over **Finance** in the top menu and select **Payments** from the drop-down.
3. Select the rows that you would like to export.
4. Click **Export Selected**.
5. Select the format you would like to export (CSV is the most common, you may have other options depending on your country).
6. You will be asked to mark the selected payments as Paid. It's a good idea to select Yes if you plan on processing these payments in the near future, to help you avoid accidental double-ups.
7. The batch file will be emailed to you.

 If marking Payments as Paid during export, Audata may send notifications to your winners, depending on your configuration.

## Studio Mode

Audata Promo includes a specially designed Studio dashboard for use by presenters and producers in on-air environments. Studio mode allows your on-air staff to quickly award prizes, track liner/live read deliveries, and view attachments. Studio mode can be accessed by clicking "Studio" in the top navigation bar.

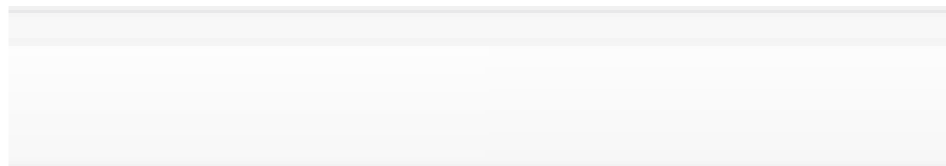
## e button



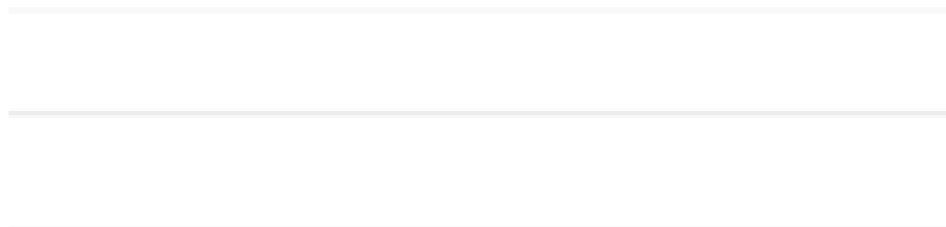
**dolor sit amet, consectetur adipiscing elit. quis semper sagittis. Nam feugiat tristique**

stas ante ex. Integer nulla eros, egestas ut lort  
quis ipsum nisi. In hac habitasse platea dictu  
corper justo. Pellentesque ac dui ac erat hend  
ed neque. Nullam venenatis laoreet ligula nec  
que ut. Nunc id sagittis diam, ut consectetur la

ique sapien ipsum, in condimentum ligula bib  
tesque. Curabitur in pellentesque ante. Aliqua  
lit suscipit blandit eget id ante. Mauris aliquan  
tesque at sem eget turpis faucibus consecteti  
agittis condimentum magna, ac sodales ligula  
get sapien non nunc hendrerit facilisis a matti



Dance Party Tickets



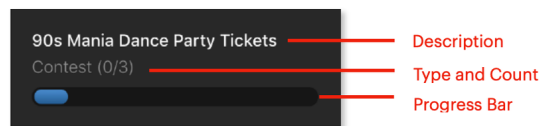




## Prize award panel

The sidebar on the left shows the current date, show, and the Contests, Liners, Live Reads and Attachments that have been scheduled. The main panel, on the right side of the screen, displays information about the currently selected Schedule Item. Each Schedule Item in the Sidebar has several components within it.

Each **Schedule Item** in the Sidebar has several components within it:



The count in brackets and the progress bar appear where a specific quantity has been assigned for the Schedule Item, and show you how many you've completed so far.

### Awarding Prizes (scheduled)

To award a prize for a scheduled contest in Studio mode:

1. Click the Contest in the studio Sidebar.
2. Enter the winner's mobile phone number.
3. For variable cash contests, you will be prompted to enter the cash amount that is being won.
4. Hit enter/return, or click **Find Listener**.

**John Smith**

**Suburb:** MELBOURNE - 3000

**Age:** 33

**Status:** ELIGIBLE

**Gender:** Male

**Last Won:** John last won 4 minutes ago.

**Phone Number:** 0431319208

**Prize:** 2x 90s Mania Dance Party Tickets

**Comments**

5. If everything looks okay, click **Award Prize**.

✓ TIP: You can optionally enter comments in the Comments field which will be saved as an Internal Note on the Prize record. This is not displayed to the winner.

## Awarding A Prize (Ad-Hoc)

Audata allows you to award prizes that haven't been scheduled, in the case where you might randomly want to give something away to a listener. These are called "ad hoc" prizes. You can award ad-hoc prizes from the Studio dashboard:

1. Click **Award Manual Prize** in the sidebar.
2. Enter the winner's mobile phone number and click **Continue**.
3. Select the Prize Type from the drop-down menu:
  - **Cash** - a cash prize.
  - **Inventory** - items from your prize inventory.
  - **Add to List** - add the winner to a List (usually for a prize draw).
4. Enter the required details for the prize type you've selected.
5. Click **Continue**.
6. You can optionally prevent Audata from sending the winner their initial notification by checking **Do not notify the winner**.
7. You can also add the Prize to a Campaign - click "**Campaign**" and select the campaign.
8. Click **Continue**.
9. A confirmation dialog will appear. Click **OK** to confirm.
10. If the prize was awarded successfully, you will see the prize page appear including the prize confirmation number.

## 2x The Weeknd 2017 Tickets

Change Status Options Print Call

<b>Prize Number</b>	10013636
<b>Prize</b>	2x The Weeknd 2017 Tickets
<b>Status</b>	READY TO COLLECT
<b>Awarded at</b>	30/06/2017 13:58:26

## Delivering Liners & Live Reads

As well as Contests, you can also have Liners and Live Reads scheduled in your show which will appear in the Studio dashboard. Click the Liner/Live Read in the sidebar to display the script, then click "Verify Delivery" to note an on-air delivery at the current time.

L 02 Australian Open

- **Breathe in summer at Australian Open 2017.**
- **January 16th to 29th**
- **Tickets are on sale now!**
- **Plan your summer at ausopen DOT com**

✓ Verify Delivery

Manually Input Time

If you're pre-recording or forgot to mark a delivery, you can use the **Manually Input Time** button to note a delivery at a time you specify.

## Administration

The Administration panel can be found for users signed in with sufficient permissions by hovering over your name in the top-right corner of the screen and clicking **Administration**. The settings in this panel only affect your station, as each station has its own configuration settings.

## Global Custom Fields

In addition to Campaign Custom Fields which are discussed in the Campaigns section of this guide, you can also set up Global Custom Fields which are added to your Listener records.

To add a new custom field:

1. Open the Administration panel and click **Custom Fields** from the sidebar menu.
2. Click **New Custom Field**:

New Custom Field

**Name**  
Football Team

**Listener label**  
What AFL football team do you support?

**Field type**  
text\_field

**Options**

Required

Show on Listener Portal

Save Custom Field

3. Enter a **Name** for the custom field.

4. Enter a **Listener Label** if you'd like to specify how the field is displayed to Listeners. If blank, it will appear the same as the Name field.

5. For **Field type**, select the type of input. Below are the available options:

- **Text Field** - A standard-sized text box.
- **Text Box** - A larger text input for entering a paragraph or more of text.
- **Check Box** - For a "yes/no" type question.
- **Select Box** - A drop-down box with a pre-determined list of options.

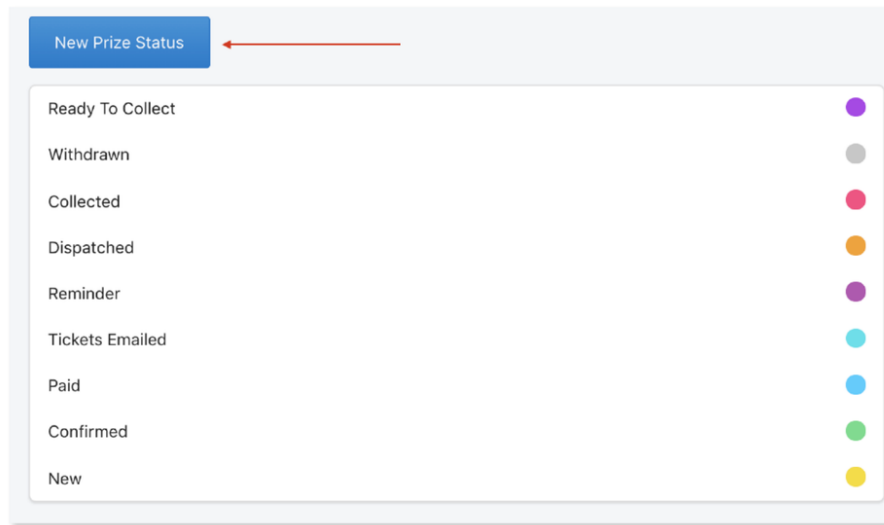
6. If you've selected Select Box, you need to provide some options for the drop-down. Enter these in the **Options** field, separated by commas.

7. If you select **Required**, Listener records will not be able to be saved without a value for this field. This applies to Listener records created in the application and to the Listeners when confirming a prize.

8. Check **Show on Listener Portal** if you'd like the field to display in Listener-facing settings, such as during the prize confirmation process, and when completing web forms.

## Prize Statuses

You can create and customise your own Prize Statuses to tailor Audata Promo to your own workflow. These statuses are available for all users in your station, but they are not shared between stations. To create a new Prize Status, click on **Prize Statuses** and **New Prize Status** from the Administration panel.

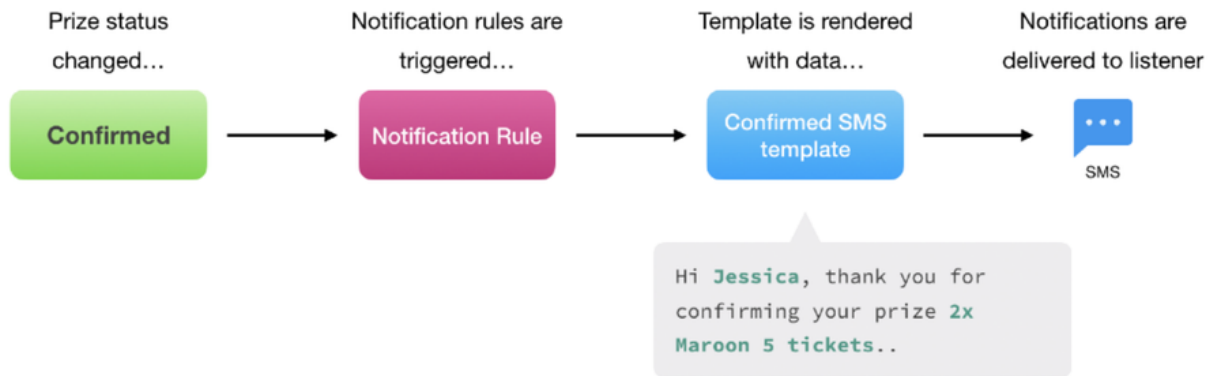


The options for Prize Statuses are below.

<b>Name</b>	The name of the status.
<b>Colour</b>	The colour associated with the status as a hex code. Click inside the field to display a colour picker.
<b>Listener can confirm prize</b>	Whether Listeners can confirm a prize when it belongs to this status.
<b>Listener can collect prize</b>	Whether Listeners can collect a prize when it belongs to this status.
<b>Remove prize from available inventory</b>	If checked, prizes with this status will reduce the available quantity of inventory items.
<b>Remove prize from inventory on hand</b>	If checked, prizes with this status will reduce the quantity on hand of inventory items.
<b>Deduct cash value from campaign budget</b>	If checked, cash prizes will deduct the prize value from the associated campaign budget.
<b>Archive the prize</b>	Whether this status should archive the prize.
<b>Don't consider for prohibition rules</b>	Prohibition rules will ignore prizes on this status (such as prizes that been withdrawn).
<b>Delete associated payments</b>	If checked, any payments associated with the prize will be deleted (such as for withdrawn prizes).
<b>Prevent prize from being edited</b>	If checked, prizes cannot be edited (except by Administrators)
<b>Automatic Fulfilment</b>	Whether Audata should attempt to automatically fulfil prizes with this status. Leave this blank unless specifically instructed.
<b>Mark as requiring attention</b>	If checked, this allows users to see if an action has to be taken on this prize.
<b>Notifications</b>	What notifications should be triggered for prizes with this status. Select a Template and a Delivery Method for each notification.

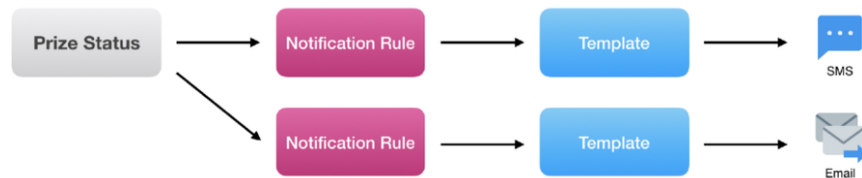
## The Prize Status Flow

The below diagram shows how Notifications and Prize Statuses work together.



When a Prize is assigned a Prize Status, either manually by a user, or automatically (such as when listeners confirm the prize), Audata will trigger the Notification Rules associated with that status. Notification rules pull in a Template, populate the template with data from the Prize, and then deliver the notification via your chosen delivery method.

As illustrated in the workflow below, Prize Statuses can have multiple notification rules, although this is not common.



## Cleaning up Prize Statuses

Once you've been using Audata Promo for quite some time you might find there are a lot of Prize Statuses you no longer require. This is how you can declutter your prize statuses without losing your prize information.

1. Select **Administration**.
2. Select **Prizes > Prize Statuses**.
3. Click on the blue **New Prize Status** button.
4. Create a new prize status called 'Archived' or whatever name you prefer.
5. Click on the API name section and this will automatically fill.
6. Make sure the **Status** is active.
7. Select the colour of your status.
8. From the tick box options select the following:
  - Remove prize from available inventory
  - Archive the prize
  - Prevent prize from being edited
9. Don't add anything to Notifications and select **Create Prize Status**.
10. Return to the Prize Statuses page and with each prize status you'd like to remove select the drop-down arrow on the right-hand side and select **Delete Status**.

11. Before the status is deleted you will be prompted to select a new status from the drop-down, select the status you just made.

12. Select **Delete**.

## Prohibition Rules

Prohibition Rules give you the ability to prohibit listeners from winning once they have hit a pre-determined prize limit. Prohibition Rules can apply to individuals or Households if the Household feature has been enabled.

How to set up a Prohibition Rule:

1. In the Admin panel, navigate to **Audience > Prohibition Rules** in the left sidebar.
2. Select **New Rule**.
3. Fill in the required information

The screenshot shows a form titled "New Prohibition Rule" with the following fields and values:

- Scope**: Individual
- Evaluation Method**: (empty)
- Minimum Value**: (empty)
- Prohibition Duration**: In days

A blue button labeled "Create Prohibition rule" is located at the bottom of the form.

- **Scope** - Whether this rule should evaluate/ apply to individuals, or to Households.
- **Evaluation Method** - Whether this rule should consider only the value of any single prize, or the accrued prize value over a set range.
- **Minimum Value** - The minimum value required to trigger the prohibition rule.
- **Prohibition Duration** - The number of days to prohibit a winner when this rule is triggered.

4. Select **Create Prohibition Rule**.

## Viewing Prohibited Listeners

If you want to see listeners who have a prohibition rule applied to them you can view this by selecting **Audience > Prohibited**.

 You can also manually prohibit listeners. Select the Listener Profile and from the Options drop down list there is the option to Prohibit.

## Households

Households in Audata Promo allow you to automatically group individual audience profiles into Households when they reside at the same address or belong to the same immediate family. This can be useful for reporting, as well as your prohibition rules where your terms & conditions cover households instead of individuals. To enable the Households feature follow these steps.

1. In the Admin panel, navigate to **Audience > Households** in the left sidebar.

2. Check the **Enable households** box and click **Save Settings**.

3. It may take a while for Households to activate while Audata matches & indexes your existing audience database to households. Refresh the page to see the activation status.

### Households Settings

**Enable Households** <sup>?</sup>

Current Status: ● Enabled

**Match for same surname only** <sup>?</sup>

**Save Settings**

4. When activated, the status will change to "Enabled". If the status returns to "Disabled", something went wrong and you should contact Audata Support for assistance.

5. Optionally, select additional Household options (such as whether households should only be grouped by matching surname). When you update these settings, Audata may need to re-index your audience database and will return to "Enabling" status until complete.

## Household Prohibition Rules

With Households enabled, you will now have additional options when creating or editing Prohibition Rules (under **Admin > Audience > Prohibition Rules**).

When configuring a Prohibition Rule, you will be able to set the scope to either Individual or Household.

### New Prohibition Rule

**\* Scope** <sup>?</sup>

Household

Individual

**Household**

**\* Minimum Value** <sup>?</sup>

**\* Prohibition Duration** <sup>?</sup>

In days

**Create Prohibition rule**



- **Individual:** The rule will only evaluate the prize value(s) of the individual who won the prize, and will only prohibit the individual winner if triggered.
- **Household:** The rule will evaluate the prize value(s) of the winner's household, and if triggered, will apply the prohibition to all members of that household.

## Viewing Households

With Households enabled, you can see an audience member's Household in the details pane on their profile page. Click on the Household to view other members of that Household.

Note that a household is created and applied to every audience member/prize winner, regardless of whether the household has only 1 member.

By default, household names will appear as "(FAMILY NAME) Household" when all members of the household have the same family name, or otherwise, the first address line of the household.

## Editing Schedules

A default schedule is created when a station is first set up. This schedule includes default shows such as Breakfast, Morning, Afternoon, Drive, Evenings and Weekends. You can create new shows or edit pre existing shows, this is how you update your schedule:

1. Go to **Administration**.
2. Select **Scheduling>Schedule Management in the left sidebar**.
3. Click on the Schedule you'd like to edit and then select **Edit Schedule**.
4. Optional: Updating the name of the schedule and adding a start and end date (we don't recommend doing this unless it's for a temporary schedule which we'll cover next).
5. Select **Update Schedule**.
6. You can edit a current show by selecting the drop-down arrow on the right-hand side and then selecting **Edit Show**. You can also add a new show by selecting the **New Show** button.
7. You can edit what hours are covered by each show and also add a Presenter if you wish.

## Temporary Schedules

If you are coming up to a period where normal programming isn't running and is replaced by a new lineup or times have changed, you can create a temporary schedule to make your life easier. This is how you do it:

1. Select **Administration**.
2. Select **Scheduling > Schedule Management**.
3. Select **New Schedule** and give your new schedule a name and a start and end date.
4. Click on **New Show** and populate your new schedule with your new shows and their time slots. Select **Create Show**.
5. When your temporary schedule gets to its final date, your schedule will revert back to your default schedule.

## Station Terms & Conditions

In addition to campaign-specific terms & conditions, you can upload a "blanket" terms & conditions document that every Listener must agree to when confirming their prize. To enable station-wide terms & conditions:

1. Click **Legal** in the left sidebar of the admin settings.

**Legal Settings**

**Default Terms and Conditions**

Enable Terms and Conditions

**Terms and Conditions Document \***


Choose file No file chosen

Save Settings

2. Toggle the **Enable Terms and Conditions** switch to the ON position.
3. Click Browse File and select your terms and conditions document - this must be a PDF file.
4. Click **Save Settings**.

## Audata Messenger

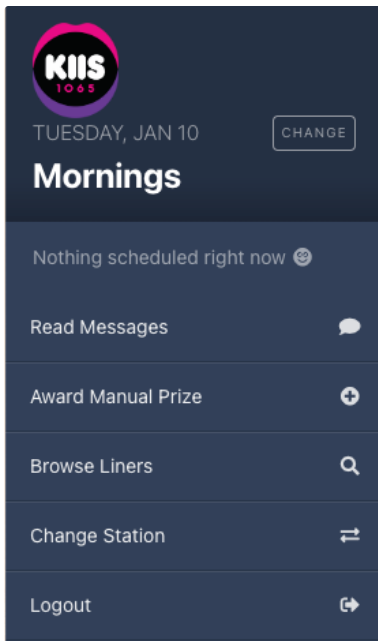
Audata Messenger is an additional product that works within Audata Promo. Messenger gives your listeners the opportunity to SMS the radio station directly plus a bunch of other fantastic features we will cover now. Some customers have custom-made dashboards so if your Messenger doesn't look like the one below that is why.

 If you would like to discuss plan options to add Audata Messenger to your current contract, please contact [sales@audata.io](mailto:sales@audata.io)

## Access

There are two ways to access Audata Messenger from your Audata Promo Dashboard. Studio Mode and the Messages tab. First, we'll go through Audata Messenger via Studio Mode. The Messages tab is explained further down in the guide.

1. Open **Studio**.
2. Select **Read Messages** from the side panel.

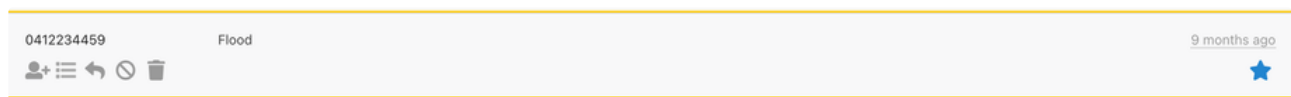
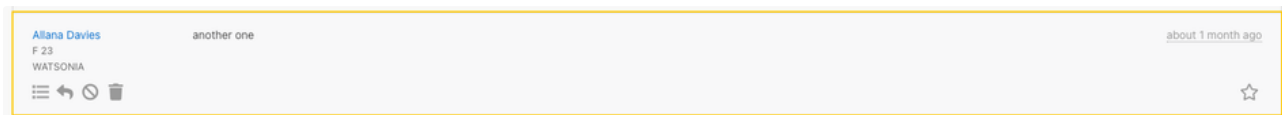


Once you select Read Messages your inbox will appear.

## Message Options

If a listener messages the station and their information already exists in Audata Promo, it will automatically be displayed with the messages. If it's a new number, only the number will be shown.

In this box, you can see Audata Promo has given the name, age and suburb of the person who has sent the text. In the middle of the box is what the person has sent the station. On the far right is the date that the message was received. If you hover over that section you will see the exact date and time.



Each icon is an action and if you hover over the icon what the action is will pop up.

The Actions are:

- **Add User Profile** - If the message comes from an unknown number you have the ability to manually add their details.
- **View Thread** - This will show the entire conversation that has taken place with that number.
- **Reply** - You can reply directly to the number.
- **Block Sender** - Once a sender is blocked you will no longer see their messages in the main inbox. If you block a number you are prompted to give a reason as to why you blocked them. This is optional.
- **Delete** - This deletes the message from your main inbox. You can still view deleted messages which we will cover soon.
- **Star** - Highlights the message. There is also a toggle you can select so only starred messages will appear in your inbox.

There are also the following toggles:

- **Only Show Starred** - If this toggle is on only starred messages will appear in the inbox
- **Auto Refresh Messages** - If this toggle is selected the inbox will automatically refresh adding new messages to the top of the inbox.

## Creating a Poll

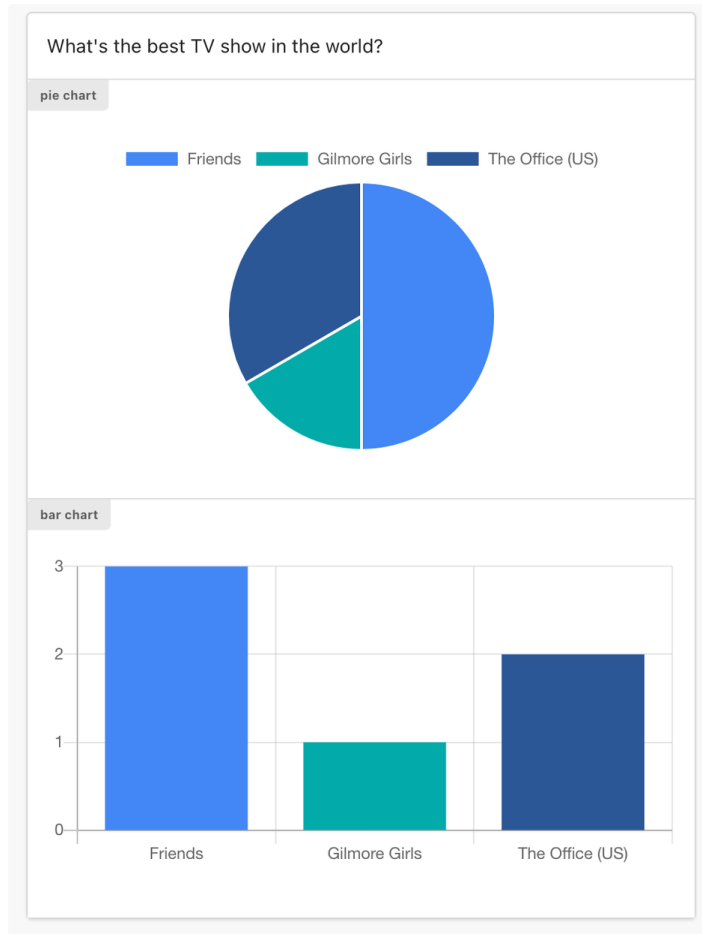
Polls are a great feature in Audata Messenger where your listeners can give their input on certain subjects and you can see the results update in real time.

1. Open **Studio**.
2. Select **Read Messages**.
3. Select **Create Poll**.
4. Enter your **Poll Question**.
5. Enter your **Option name** and **Option keyword**. The keyword is the word you'll be asking listeners to text in. The Option name and keyword don't need to be the same. Numbers also work as a keyword.
6. If you want more than two options, click on **Add Poll Option**.
7. If you want listeners to be able to vote more than once make sure the **Listeners can vote more than once** toggle is on.
8. Click on Create Poll

The screenshot shows a 'Create a poll' form with the following elements:

- Create a poll** (Title)
- Poll Question** (Section header)
- Enter your poll question... (Text input)
- Enter your poll options: ⓘ (Section header)
- Option name: E.g. Yes (Text input)
- Option keyword: E.g. 1 (Text input)
- Option name: E.g. Yes (Text input)
- Option keyword: E.g. 1 (Text input)
- + Add Poll Option (Link)
- Listeners can vote more than once (Toggle)
- Create Poll (Button)

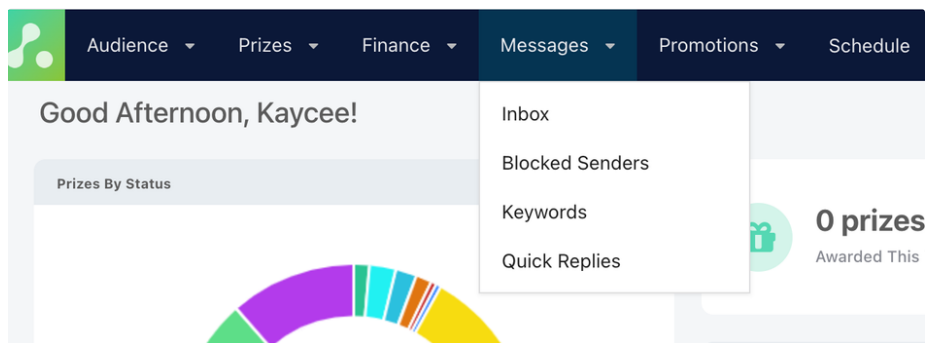
Once your poll is created people can start voting and the results will appear on the screen as a pie chart. This will appear next to your inbox on the right-hand side of the screen.



- When you want your poll to end select **Finish Poll**. Your poll will stay on the screen but messages will no longer count toward the poll.
- Once you're ready for the poll to be off your screen click on **Delete Poll**.

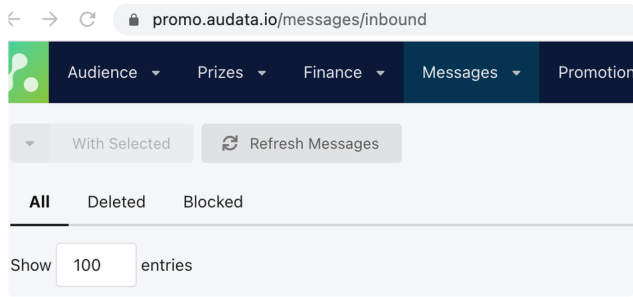
## Additional Features

While Audata Messenger will most commonly be used in Studio Mode, there are additional features under the Messages tab from the Promo Dashboard.



## Inbox

Under Inbox, all messages can be viewed including Deleted Messages and Blocked Messages.



## Blocked Senders

Under this tab, you can view all blocked senders and also unblock a sender if needed under **Actions**.

## Keywords

Keywords are a great way to run SMS-based competitions. Here are the steps to set up a Keyword.

1. Select **Messages**.
2. Select **Create New Keyword**.
3. Complete the following information:

<b>Name</b>	A descriptive name for internal use, so you can easily identify the keyword.
<b>Phone Number</b>	The inbound phone number associated with this keyword.
<b>Campaign</b>	Optional: Associate this keyword with an Audata Promo Campaign
<b>Priority</b>	Optional: Messages that match multiple keywords will be assigned only to the one with highest priority, with 1 being the highest priority.
<b>Start Date</b>	Optional: The date the keyword will be active from. Leave blank for an indefinite keyword.
<b>End Date</b>	Optional: The date the keyword will be active to. Leave blank for an indefinite keyword.

<b>Phrase</b>	The specific word or phrase to look for incoming messages. This is not case sensitive.
<b>Enable regex in phrase</b>	For more complex or advanced keywords, enable to use a regular expression (regex) pattern as your keyword phrase.
<b>Send automatic replies</b>	Automatically send a predefined SMS reply to messages which match this keyword. This will be covered soon in the guide.
<b>Route to Inbox</b>	Automatically route matching messages to a specified inbox.

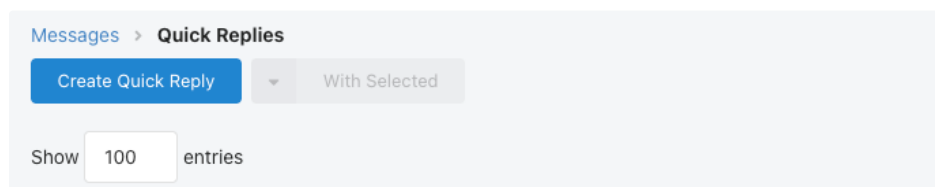
4. Select **Save**

Once your Keyword is set up, if you return to the Keywords page you'll be able to view the number of messages that have come through and if you select the drop-down arrow you can award a prize directly to the person who sent the message.

## Quick Replies

This feature gives you the ability to send listeners an automatic reply when they SMS the station. Here is how you set this up:

1. Select **Messages**.
2. Select **Quick Replies**.
3. Click on **Create Quick Reply**.



4. You will then need to create your Quick Reply Template. Give your template a name e.g. the name of a competition or standard reply. You can personalise the template by using the Insert Options. Template example below.

New Quick Reply Template

**Name \***  
Song Vote


Insert Snippet    Station    Insert Variable

```

1 Hi {{listener.name}}
2 Thanks for sending in your song vote! Keep listening to {{station.name}} to see if your song makes it to number 1.

```

Create Quick reply

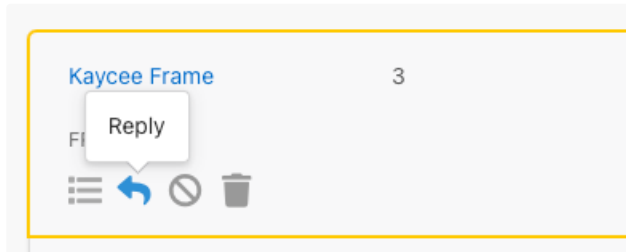
 Templates should only include a maximum of 250 characters.

5. Select Create Quick Reply

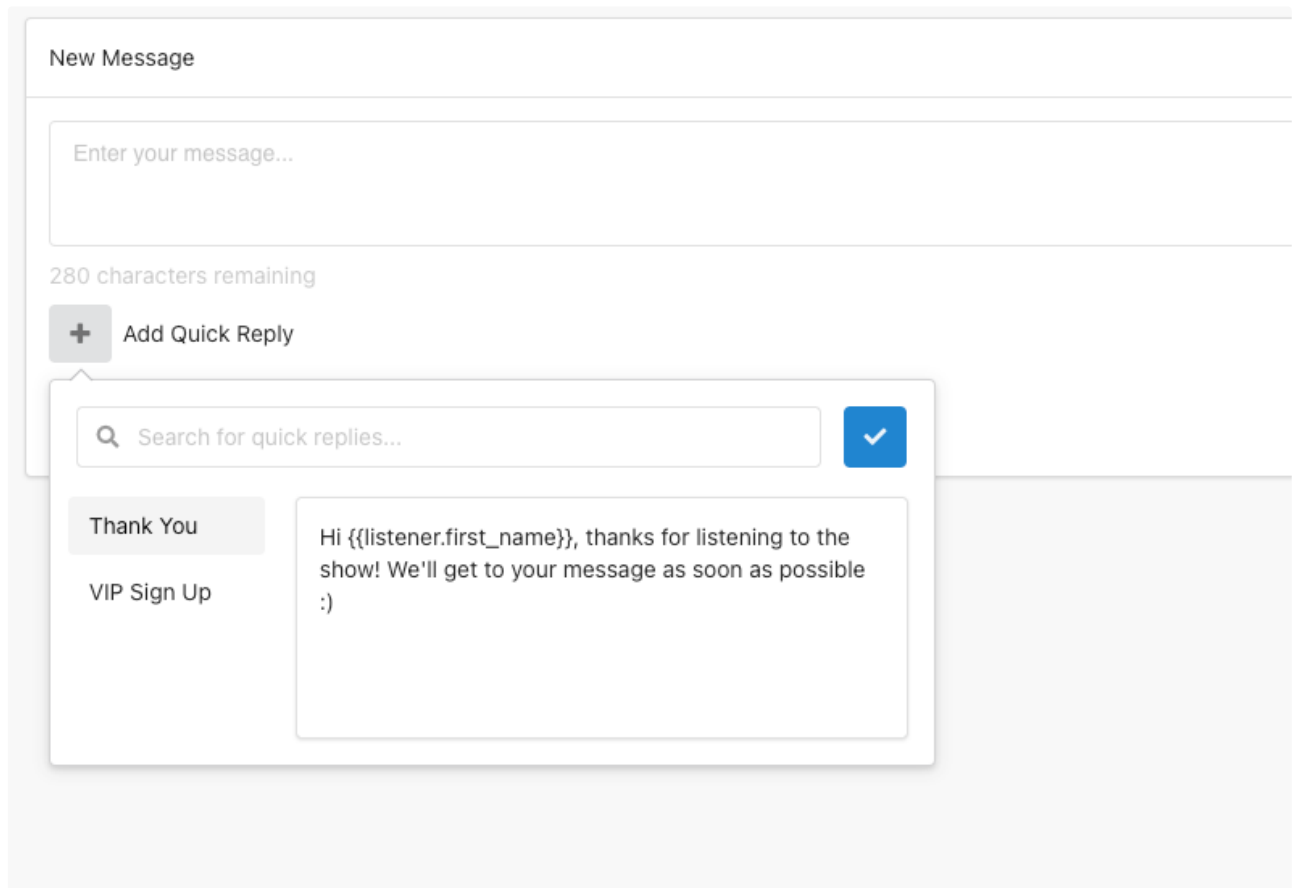
## Send a Quick Reply

Once your Quick Reply template is created, it is then available to easily send messages to listeners. Follow these steps to send your Quick Reply.

1. Click on **Studio**.
2. Select **Read Messages** in the left sidebar.
3. Select the **Reply Icon** on the message you want to send a Quick Reply to.



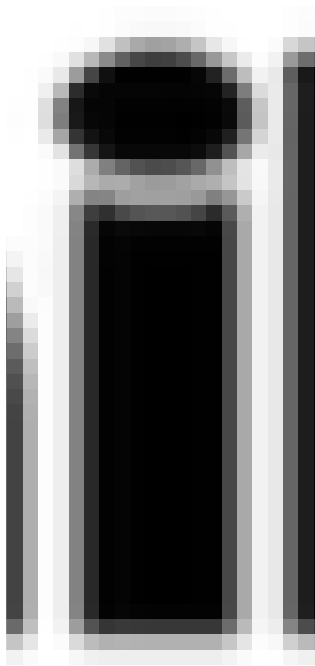
4. Select **Add Quick Reply**, click on the Quick Reply Template you want to send and then select the blue tick.



7. This will fill in the new message using the Quick Reply you selected so you will have the option to edit the message if you wish. Click on **Send Message**.



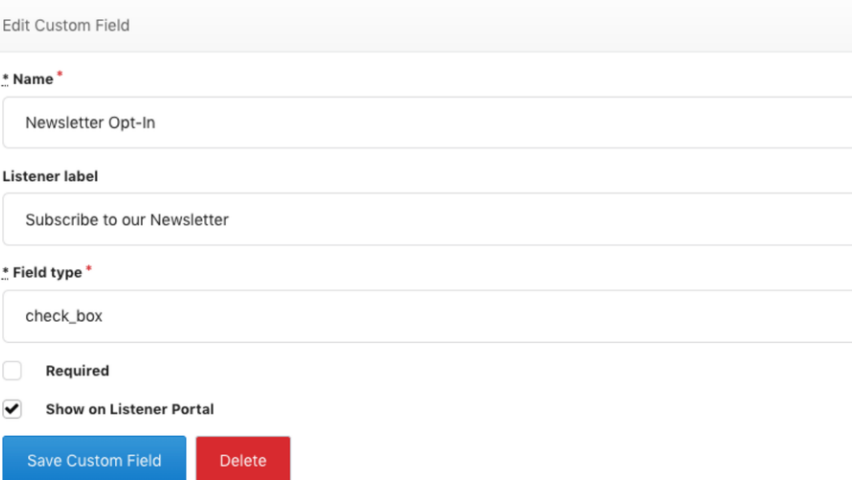
## Integrations



## Mailchimp

Audata Promo integrates with Mailchimp, allowing you to add an “opt in” field to your prize redemption form and send Listener data across to a Mailchimp audience.

1. First, you need to create a Custom Field which will represent your “opt-in” check box. Navigate to **Administration > Custom Fields** and click **New Custom Field**.
2. Enter a **Name** such as “Newsletter Subscriber”.
3. Enter a **Listener Label** which will appear on your check box. Because it’s a check box, you should use first-person language for this, such as “I would like to subscribe to the station newsletter”.
4. Select **Check Box** as the Field Type.
5. Check **Show on Listener Portal**. Your field should look something like the screenshot below.



Edit Custom Field

\* Name \*

Newsletter Opt-In

Listener label

Subscribe to our Newsletter

\* Field type \*

check\_box

Required

Show on Listener Portal

Save Custom Field Delete

6. Make sure Required is NOT selected - Listeners need to have the option not to subscribe.
7. Click **Save Custom Field**
8. Now, navigate to **Mailchimp** in the sidebar.
9. Enter your Mailchimp API Key and your Mailchimp Audience ID (the Audience in Mailchimp you want to send your subscribers to)
10. For **Opt-In field**, select the custom field you just created.
11. Click **Save Settings**.

## Support


### In-App Support

Audata offers in-app support directly to all users (unless your organisation has specifically disabled this feature).

To access in-app support, simply click the chat bubble in the bottom right-hand corner of the screen to access live chat. If nobody is available to chat live, you can leave a message and we'll get back to you as soon as possible - replies will automatically be sent to your email if you aren't online.

## Email Support

Email [support@audata.io](mailto:support@audata.io) for help with Audata Products. We'll get back to you as soon as possible and help you with your issue.

 If you use your work login credentials to access Audata (single sign-on) and you're having a login-related issue or need your password reset, Audata is not able to assist. In these cases please contact your organisations IT department or local Audata administrator.