

Last updated: September 7, 2018  
By: S.Ottoy

# Content management links

DEV web admin & app

<https://emc-dev.com/login>

EMC DEV app available exclusively through  
Installrapp.com invitation

LIVE web admin & app

<https://emconnectapp.com/login>

<https://itunes.apple.com/us/app/exxonmobil-connect/id1370462491?ls=1&mt=8>

<https://play.google.com/store/apps/details?id=com.dlc.emconnect>

Create Home screen content

# Time Zone - precautions

## USE EXTREME CAUTION:

When publishing or setting expiry dates and time for content or messages, **ADMIN** must ensure the time zone and dates are reflective of UTC. Failure to do so may result in content or messages that are published or expire at unexpected time and date.

The screenshot displays a form with the following fields and options:

- Date:** 2018 - 07 - 26
- Expiry Date:** 2018 - 07 - 27
- Publish status:** Published
- Language:** English
- Link to Content:** None
- Messages icon - circular:** A placeholder for a 60w x 60h pixels icon in JPG or PNG format, accompanied by an ExxonMobil (EM) logo.
- Include actionable check box?:** A section with a checked checkbox labeled 'Include' and a text input field containing 'Did you read my message?'. Below this is a descriptive note: 'Adds a checkbox and label message in the extended content section to confirm action was taken. E.g. 'Check the box to confirm your site is ready!'

Content will be published on July 26<sup>th</sup> at 12:01am UTC which translates to July 25<sup>th</sup> at 7:00pm EST.

Content will expire on July 27<sup>th</sup> at 12:01am UTC which translates to July 26<sup>th</sup> at 7:00pm EST

### RESULT:

The published content appears earlier than expected.

The expiry date occurs earlier than expected.

# Home screen (includes engagement elements)

Purpose: Create Home Screen content on the EMconnect app

Site Title	Segment	Status	Modified UTC	Actions
Default		Default	07/18/2018 01:48 pm	Edit
Programs - Welcome to EMconnect		published	07/18/2018 01:11 pm	Edit

Site Title	Segment	Status	Modified UTC	Actions
Default		Default	07/18/2018 01:45 pm	Edit
Programs - Synergy		published	07/18/2018 02:23 pm	Edit

Site Title	Segment	Status	Modified UTC	Actions
Default		Default	07/11/2018 07:20 pm	Edit
Actions - Access Site address		published	07/18/2018 02:18 pm	Edit
Actions - Pump screen message		published	07/18/2018 02:28 pm	Edit
Actions - Remove alert actions		published	07/18/2018 02:18 pm	Edit

Site Title	Segment	Status	Modified UTC	Actions
Default		Default	07/18/2018 07:20 pm	Edit
Bottom 1 - all		published	07/18/2018 07:20 pm	Edit
Bottom 2 - all		published	07/18/2018 02:10 pm	Edit
Bottom 3 - all		published	07/18/2018 07:20 pm	Edit
Bottom 4 - all		published	07/18/2018 07:20 pm	Edit
Bottom 5 - all		published	07/18/2018 07:20 pm	Edit

From the Dashboard, select **Home Screen Admin** to add content

## File Specifications:

### Top Left and Right:

- 376w x 180h
- JPG or PNG format
- No transparency
- Max 500Kb

### Middle:

- 788w x 600h
- JPG or PNG format
- No transparency
- Max 500Kb

### Bottom:

- 256w x 256h
- JPG or PNG format
- No transparency
- Max 500Kb

# Home screen (includes engagement elements)

Purpose: Create Home Screen content on the EMconnect app

## Content Uploads: Top Left & Right

### Slide Title:

Used for identification in admin.

### Start Date & Expiry Date:

Set publish and expiry dates.

### Title:

Appears below the header image  
(**caution:** keep text short!)

### Image:

Header image added in image box

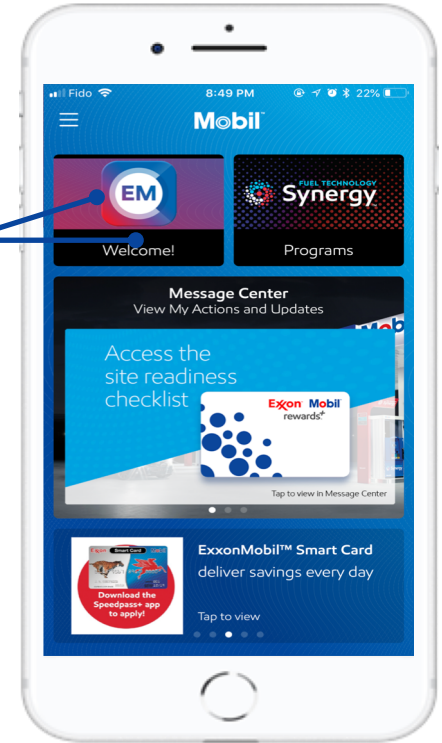
### Language:

Set date to archive content

### Link to Content:

Select content to link to

The screenshot shows the 'Top Left - Variable content' admin interface. It includes a 'Published' status dropdown, 'Save' and 'Delete' buttons, and a 'Slide Title' field containing 'Programs - Welcome to EMconnect'. Below are 'Start Date' (2018-07-17) and 'Expiry Date' (2018-08-16) fields. The 'Title' field contains 'Welcome!'. The 'Image' section has a placeholder with an upload icon and a small preview of the EM logo. The 'Link to Content' dropdown is set to 'Welcome to EMconnect!'. A note at the bottom states: '\*You cannot assign segmented content as default content. Segmented content will not be displayed as an option.'



# Home screen (includes engagement elements)

Purpose: Create Home Screen content on the EMconnect app

## Content Uploads: Middle Slider

### Slide Title:

Used for identification in admin.

### Start Date & Expiry Date:

Set publish and expiry dates.

### Title:

Appears below the header image

### Sub Title:

Appears below Title

### Image:

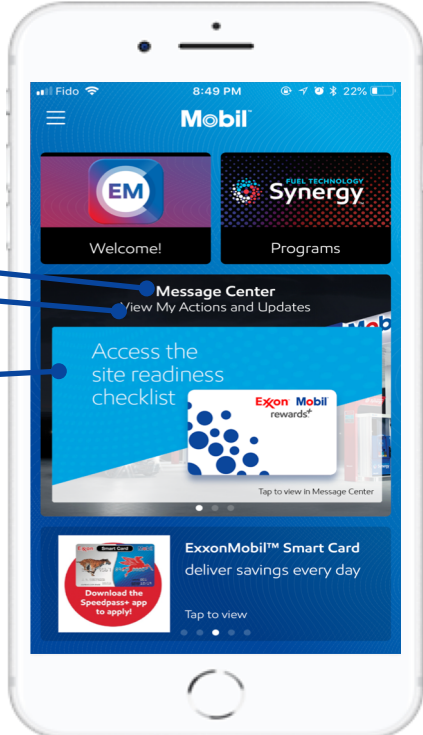
Header image added in image box

### Language:

Set date to archive content

### Link to Content:

Select content to link to



Slide Title  
Actions - Access Site readiness

Start Date  
2018-07-17

Expiry Date  
2018-08-16

Title  
Message Center

Sub Title  
View My Actions and Updates

Image  
Drag and drop a file here or click  
788w x 600h / JPG or PNG format / No transparency / max 500Kb

Language  
English

Link to Message Center  
Actions

\*You cannot assign segmented content as default content. Segmented content will not be displayed as an option.

# Home screen (includes engagement elements)

Purpose: Create Home Screen content on the EMconnect app

## Content Uploads: Bottom Slider

### Slide Title:

Used for identification in admin.

### Start Date & Expiry Date:

Set publish and expiry dates.

### Title:

Appears below the header image

### Sub Title:

Appears below Title

### Action Title:

Appears below Sub Title

### Image:

Header image added in image box

### Language:

Set date to archive content

### Link to Content:

Select content to link to

Slide Title  
Bottom 3 - All

Start Date  
2018 - 07 - 17

Expiry Date  
2018 - 08 - 16

Title  
ExxonMobil™ Smart Card

Sub Title  
deliver savings every day

Action Title  
Tap to view

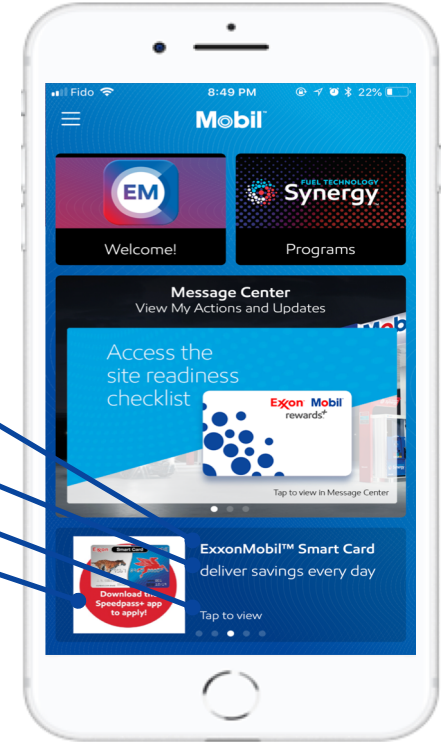
Image  
Tap to view image

Drag and drop a file here or click  
256w x 256h / JPG or PNG format / No transparency / max 500kb

Language  
English

Link to Content  
ExxonMobil™ Smart Card

\*You cannot assign segmented content as default content. Segmented content will not be displayed as an option.





# Engagement examples

## ACTIONS (prioritize site actions):

- Create accountability to actions
- Draw users in to content updates, enhancements, highlights

## INFORM (highlight content, updates or app features):

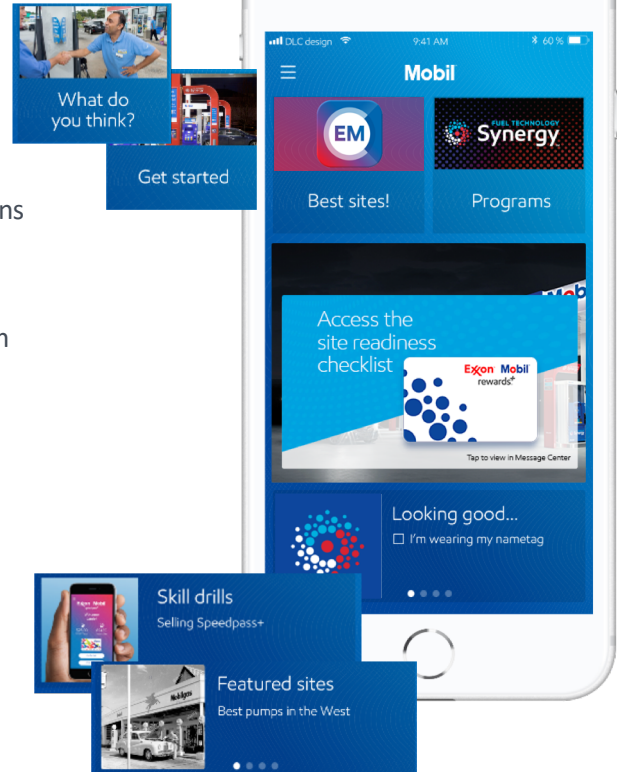
- Draw users in to content based on questions from the support team, e.g., lots of questions on SP+
- Highlight a new feature of the app that our audience may not know about
- Provide guidance on a feature that our audience is stumbling on (e.g., from support team questions)

## EDUCATE (develop skills):

- Draw users into training on the app based on feedback from our 'listening posts' (the business or support team)
- Feature training on an area that the business wants to improve, e.g., customer service, EMR+ talking points, etc.

## ENGAGE (build pride & excitement):

- Showcase a top site(s) that has scored well on SE, done something innovative or other
- Competition for top site(s)



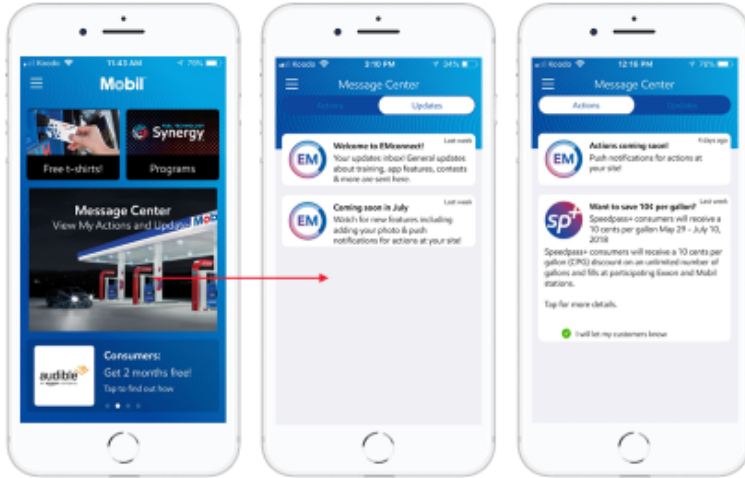
# Home & engagement content creation checklist

- Select home page quadrant & create new
- Enter Slide title
- Set Publish status (can be selected later – default is Draft)
- Set start date and expiry dates (expiry is optional)
- Enter Title
- Upload image
- Select Language
- Link to content
- Segment content (optional)
- Save

# Create Message Center Actions & Updates

# Consideration: actions (push) vs updates

## Message Center



ExxonMobil

## Message Center: Considerations

**Actions** (always has a push notifications)

- Utilize for **time sensitive** actions
- Avoid 'over-notification' as users will disengage (turn off notifications or consider them not important)
- Establish a max frequency as a guide (recognizing rules are guides and exceptions occur)

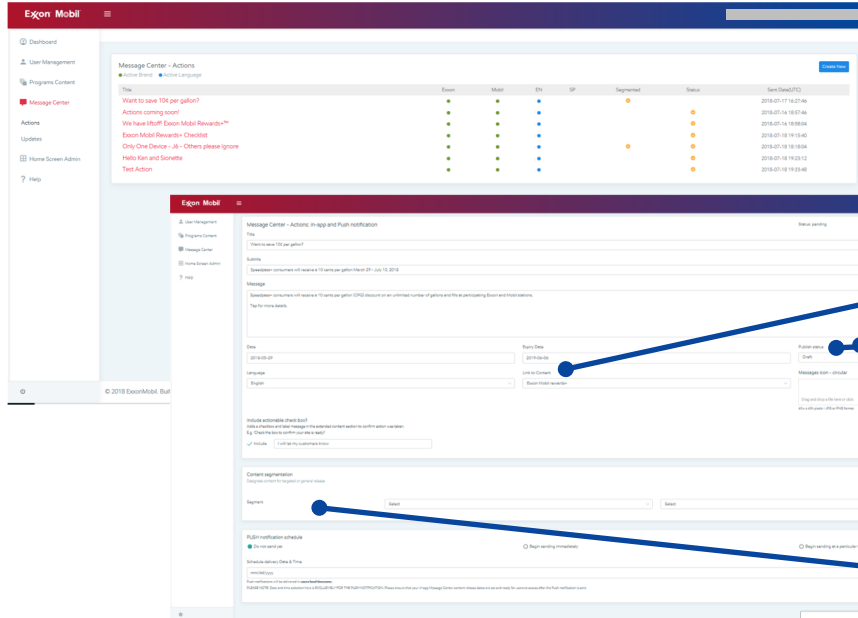
**Updates** (new updates flagged thru unread message indicator)

- Utilize for other **important** updates
- Although not a push notification, continue to use caution not to 'over' message so that your priority content gets attention
- Consider using the other engagement options if you have more content you need to highlight in a condensed timeline

Recommendation: expand upon, add examples and communicate this guidance to your business stakeholders to provide a basis for discussion

# Message center (actions and updates)

Purpose: Create Message Center Actions and Updates on the EMconnect app



From the Dashboard, select **Message Center** then select **Actions** or **Updates**

Edit the active content listed, or select **Create New** to add content

## Link to Content:

- Allows the user to tap on the message to go to another section in the EMconnect app

## Publish Status:

- Message is 'published' or 'inactive', it can be edited at any time

## Messages circular icon:

- Circular Icons for Actions and Updates are added here
- The Circular Icon will appear to the left of the Message (Synopsis) in the Message Center

## Push Notifications:

- Once a message is "published", it cannot be recovered or edited (even if a future release date is set)

# Message center (actions and updates)

Purpose: Example of Message Center Actions and Updates on the EMconnect app

## Message Uploads:

### Title:

Appears above the Message

### Message (Synopsis):

Can contain up to a maximum of 103 characters

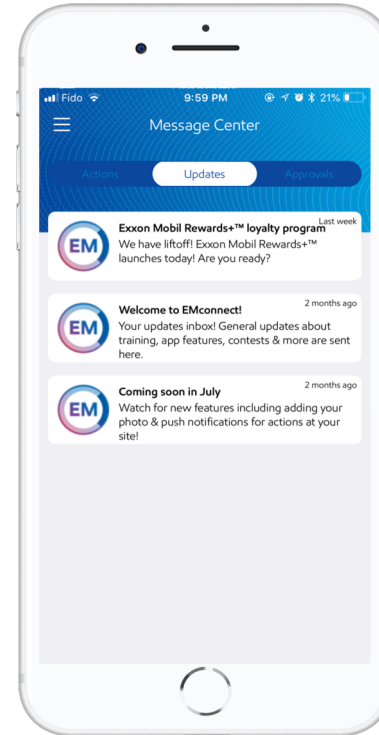
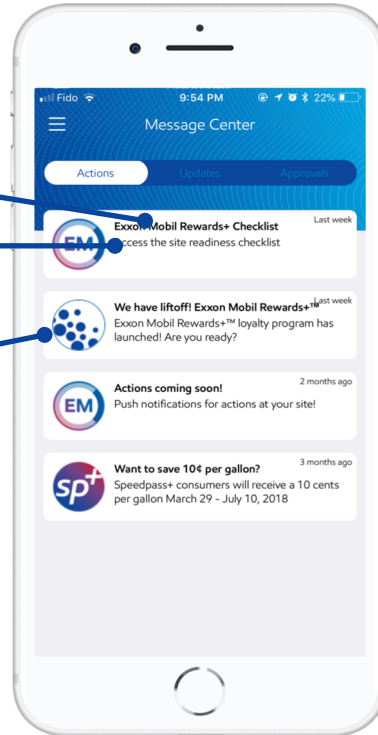
### Circular Icon:

Appears to the left of the Message

**Note:** Refer to **File Specifications** for uploading Circular Icon files

## Features:

- A launch date for each message/Update is displayed (top right)
- A Message/Update can be made to link to another section of the app – users can simply tap on the message to activate the link
- An actionable check-box can be included to confirm action was taken (reporting is available on 'check-box' actions)
- **Push Notifications** will appear under the **Actions** tab

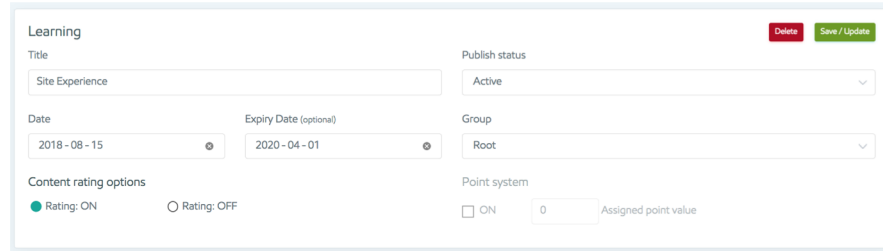


# Message center (actions and updates)

## USE EXTREME CAUTION:

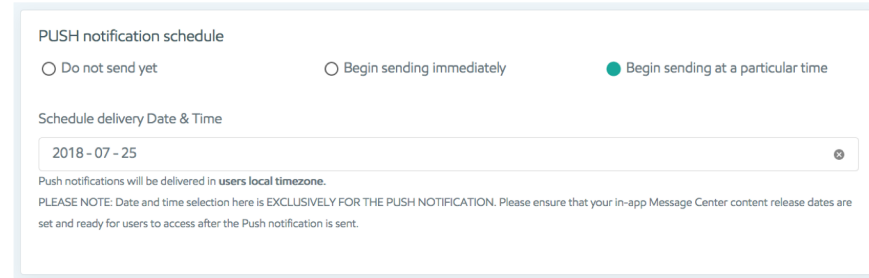
When scheduling messages, **ADMIN** must ensure the content release date is not scheduled for a date later than the message delivery. Failure to do so will result in message links to content that is not available to users.

Initial content publishing date: August 15th



The screenshot shows a form for creating a Learning message. The title is "Site Experience" and the publish status is "Active". The date is set to "2018-08-15" and the expiry date is "2020-04-01". The group is "Root". The content rating options are "Rating: ON" (selected) and "Rating: OFF". The point system is "ON" with an assigned point value of "0". There are "Delete" and "Save / Update" buttons at the top right.

Notifications: Sent July 25<sup>th</sup>, linked to unpublished content



The screenshot shows the configuration for a PUSH notification schedule. The schedule is set to "Begin sending at a particular time". The schedule delivery date and time is "2018-07-25". A note states: "Push notifications will be delivered in users local timezone. PLEASE NOTE: Date and time selection here is EXCLUSIVELY FOR THE PUSH NOTIFICATION. Please ensure that your in-app Message Center content release dates are set and ready for users to access after the Push notification is sent."

Learning content is set to publish on a date in the future (August 15<sup>th</sup>)  
Notification with link to content is sent prior to content release (July 25<sup>th</sup>)

## RESULT:

The notification will be delivered as expected but the link will not function, giving the appearance of content failure.

# Message Center – Actions creation checklist

- Create new
- Enter Title
- Enter Sub Title
- Enter Message
- Set start date and expiry dates (expiry is optional)
- Set Publish status (can be selected later – default is Draft)
- Select Language
- Link to content
- Upload circular image
- Include actionable check box (optional)
- Segment content (optional)
- Set PUSH schedule (optional)
- Set PUSH date & time (optional)
- SAVE



# Message Center – Updates creation checklist

- Create new
  - Enter Message Title
  - Set start date and expiry dates (expiry is optional)
  - Set Publish status (can be selected later – default is Draft)
  - Select Language
  - Link to content
  - Message Synopsis
  - Upload circular image
  - Enter Extended content
  - Include actionable check box (optional)
  - Segment content (optional)
- SAVE

# Create Promotions & Program Basics content

# Promotions and program basics

Purpose: Create Promotions or Program Basics content on the EMconnect app

The top screenshot shows the 'Programs - Promotions' list with a 'Create New' button highlighted. The bottom screenshot shows the 'Create New' form with 'Exxon English' selected and the 'Create' button highlighted.

From the Dashboard, select **Programs Content** and then **Promotions** or **Program Basics** (the steps for adding content are the same for both)

**Edit** the existing content, or select **Create New** to add content

For new content, the following fields need to be selected or completed:

- Brand (Exxon or Mobil)
- Language (English or Spanish)
- Title (appears above Header)
- Publish Status (**set as Active as a final step**)
- Group (New creates a new root)
- Date (to become active)
- Expiry Date (set when a promotion has an end date)
- Content Rating options (activates a 5-star scale for users)
- Point system (not available at this time)
- Short synopsis (appears below Header)

Scroll down to the bottom of the page to begin uploading files and access content segmentation (see next slide)

To replicate the content for another Brand, after selecting **Save/Update**, select **Create** for the other Brand

**Example:** create and save content for Exxon English. While viewing the Exxon English content screen, select Create in the Mobil English box to replicate

# Promotions and program basics

Purpose: Create Promotions or Program Basics content and use Content Segmentation feature

## How to use the Description box:

Basic editing features (such as bold, italic, underline) are available



Insert image, video, or upload file using these icons



Link icon allows a URL to be inserted into the message



Code view icon accesses the HTML code

**Note:** when adding a video file, to avoid a blank screen displayed as the video image, use code `#t=(number of seconds)` after the video file name and before the closing quotation marks

**Example:** the code below represents a pathway to a video file

```
src="https://emccdn.azureedge.net/uploads/editor/BxpfRbKMgeMPw7476PUGyivb8f22mxxr7VrV1ar1.mp4#t=2"
```

**Description:**

- WYSIWYG (What You See Is What You Get) editor
- Content will appear on the app as is displayed in the Description box

**Upload Header Photo:**

- Select to add Header file
- File specifications are shown

**Content Segmentation:**

## Content Segmentation:

- Allows content or messages to be sent to targeted audience segments
- Multiple segments can be added for different targets by selecting the plus sign (at right)
- The left selection box contains a drop-down list of options (such as Brand, sales area, etc.) and the right selection box contains a drop-down list related to the first selection

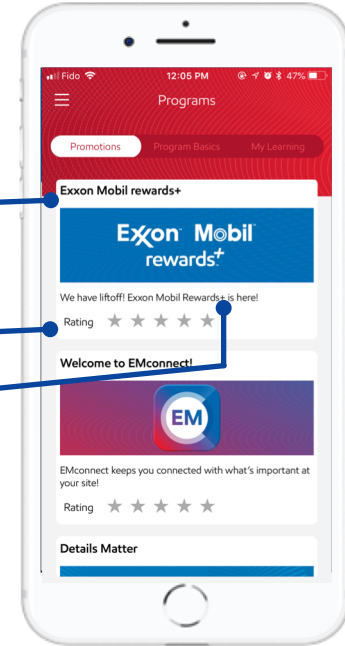


# Create Promotions content

# Promotions

Purpose: Create Promotions content

The screenshot shows the 'Exxon Mobil' System Administrator interface. The top navigation bar includes the Exxon Mobil logo, a menu icon, and the user 'John Ap as System Administrator'. A left sidebar contains navigation options: Dashboard, User Management, Programs Content, Message Center, Home Screen Admin, and Help. The main content area is titled 'CURRENTLY EDITING' and shows four buttons for creating content in different languages: 'Exxon English' (with a 'Save' button), 'Exxon Spanish', 'Mobil English', and 'Mobil Spanish' (each with a 'Create' button). Below this is the 'Promotions' form. The 'Title' field contains 'Test' and the 'Publish status' is set to 'Inactive'. The 'Date' is '2018-07-18' and the 'Expiry Date (optional)' is also '2018-07-18'. The 'Group' is set to 'Root'. Under 'Content rating options', 'Rating: ON' is selected. The 'Point system' section shows 'ON' selected with an 'Assigned point value' of '0'. A 'Short synopsis' field contains the text 'This is just a test'. At the bottom, a 'Description' field with a rich text editor contains the text 'Test of text entered in Description box'. A red 'Publish' button and a green 'Save' button are visible at the top right of the form area.



# Promotions

Purpose: Create Promotions content

**Description**  
Full length description

Exxon Mobil | rewards+  
Coming soon  
Exxon Mobil Rewards+ is launching July 11th!

**Dress for the event!**

- T-shirts are available for teams to wear for launch
- Wear your shirt to share the news with consumers about Exxon Mobil Rewards+

**Upload header photo**

Exxon Mobil | rewards+

Main content: screen header  
Dimensions: 760w x 224h pixels, JPG or PNG format

**Content segmentation**  
Designate content for targeted or general release

Segment

Cancel Save

**Mobile App View (Left):** Shows the 'Programs' screen with a red header and tabs for 'Promotions', 'Program Basics', and 'My Learning'. The main content area features the 'Exxon Mobil rewards+' header, a blue banner with the logo, and a section titled 'Welcome to EMconnect!' with an EM logo and a 5-star rating.

**Mobile App View (Right):** Shows the 'Programs' screen with a red header and tabs for 'Promotions', 'Program Basics', and 'My Learning'. The main content area features the 'Exxon Mobil | rewards+' header, a 'Coming soon' announcement for the July 11th launch, a 'Dress for the event!' section with bullet points, a 'Site managers' section with a rocket icon, and a 'Tap here to order' button above a photo of a person holding a card. A 5-star rating is visible at the bottom.



# Promotions

Purpose: Examples of Promotions content displayed on the EMconnect app

## Content creation:

### Title:

Appears above the Header

### Header:

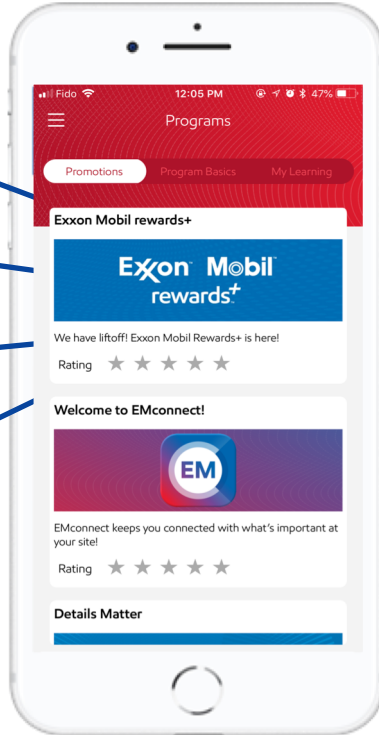
Added in Upload Header Photo box

### Synopsis:

Appears below the Header

### Content Rating:

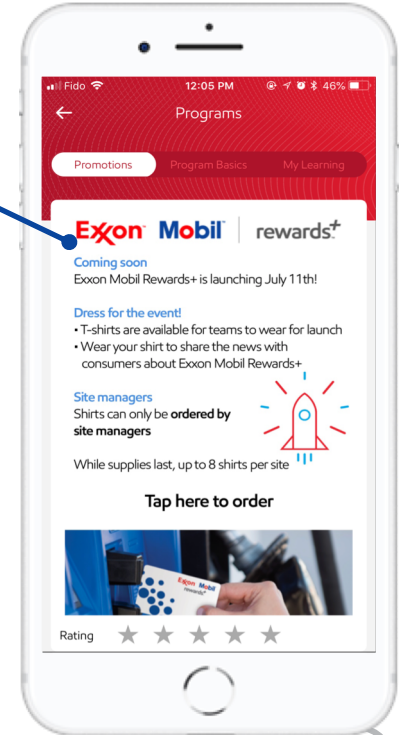
Appears below the Synopsis



## Content creation:

### Full Description:

Appears on the main content page



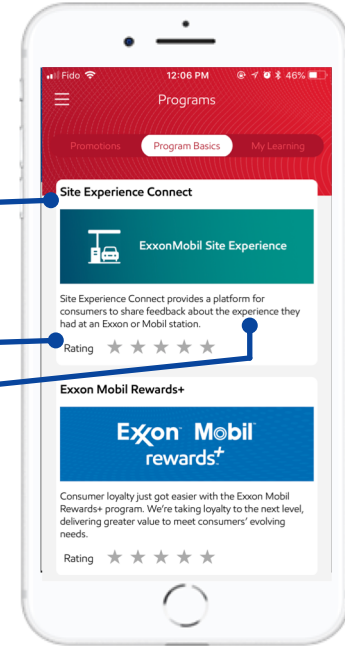


# Create Program Basics content

# Program basics

Purpose: Create Program Basics content

The screenshot shows the 'Program Basics' configuration page in the Exxon Mobil System Administrator. The interface includes a sidebar with navigation options like Dashboard, User Management, Programs Content, Message Center, Home Screen Admin, and Help. The main content area is titled 'CURRENTLY EDITING' and shows four language options: Exxon English (with a 'Save' button), Exxon Spanish, Mobil English, and Mobil Spanish (all with 'Create' buttons). Below this, the 'Program Basics' form includes fields for Title (set to 'Test'), Publish status (set to 'Inactive'), Date (2018-07-18), Expiry Date (optional, 2018-07-18), and Group (set to 'Root'). There are also sections for 'Content rating options' (Rating: ON or OFF) and 'Point system' (ON or OFF with an assigned point value of 0). A 'Short synopsis' section contains the text 'This is just a test'. At the bottom, there is a 'Description' section with a rich text editor containing the text 'Test of text entered in Description box'.



# Program basics

Purpose: Create Program Basics content

**Description**  
Full length description

Test of text entered in Description box

Upload header photo

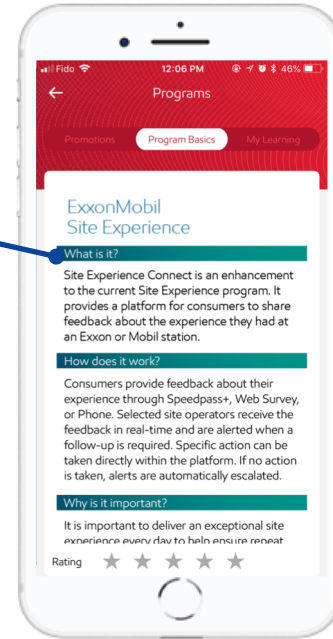
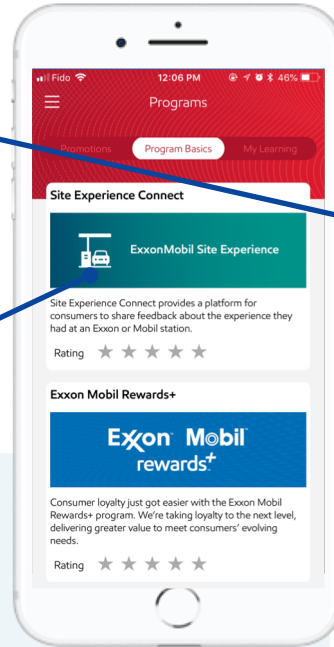
Drag and drop a file here or click

Main content screen header  
Dimensions: 760w x 224h pixels, JPG or PNG format

**Content segmentation**  
Designate content for targeted or general release

Segment

Cancel Save



# Program basics

Purpose: Examples of Program Basics content displayed on the EMconnect app

## Content Uploads:

### Title:

Appears above the Header

### Header:

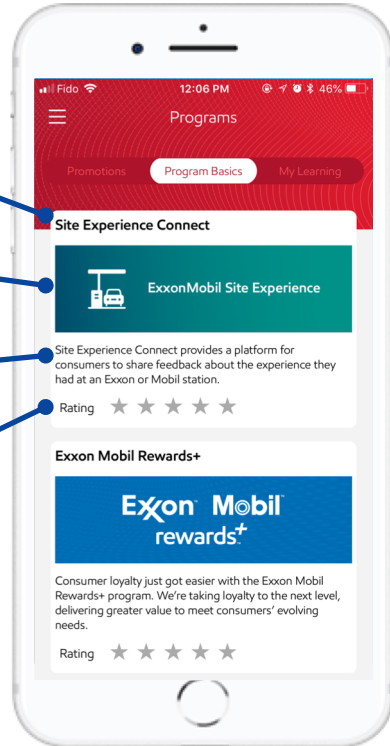
Added in Upload Header  
Photo box

### Synopsis:

Appears below the Header

### Content Rating:

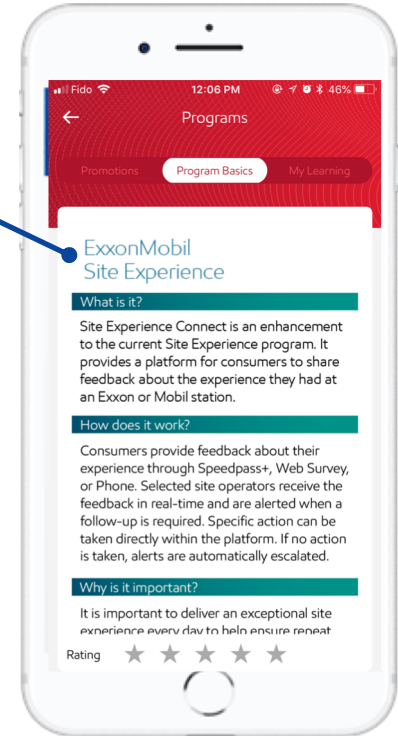
Appears below the  
Synopsis



## Content Uploads:

### Full Description:

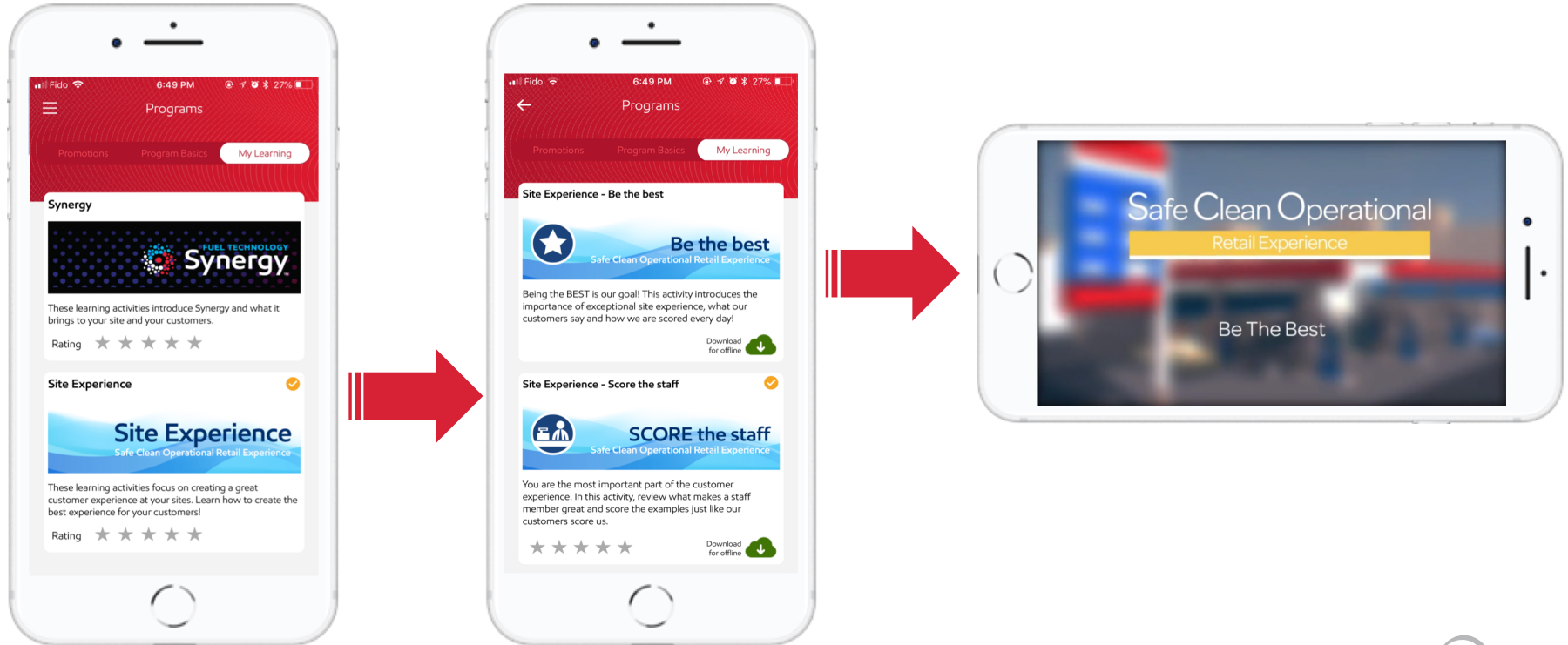
Appears on the main  
content page



# Upload My Learning activities

# My learning: remember the 3 levels!

Purpose: Examples of My Learning content displayed on the EMconnect app



# My learning

## Purpose: Upload Learning Activity content and use Content Segmentation feature

From the Dashboard, select **Programs Content** and then **My Learning**

The process for creating new My Learning content or editing existing content is the same as for Promotions and Program Basics

Scroll down to the bottom of the page to begin uploading files and access content segmentation

Learning Activities should be placed under a root (e.g., Exxon Mobil Rewards+ is the root, and Exxon Mobil Rewards+ Checklist is the group)

The screenshot shows the 'My Learning' content creation page. It features a red header with the Exxon Mobil logo. The main content area is light blue and contains several sections: a 'Description' section with a rich text editor, an 'Upload header photo' section with a cloud icon, an 'Upload file' section with a cloud icon and a file size limit of 10MB, and a 'Content segmentation' section with two dropdown menus for selecting segments. A blue arrow points from the 'Upload file' section to the 'My Learning file upload' text block on the right.

### My Learning file upload:

- An additional file upload box is included in the My Learning section and include: HTML5 based learning, e.g., site experience; Video; PDF and MSOffice (Excel, Word, PPT)
- File upload specifications are shown on screen
- To submit zip files (like Site Experience):
  - Create a new folder
  - Inside folder, place the following files: Coded HTML5 **index.html** page with embedded video file tags; video file. (Tracking code must be embedded into HTML5 index.html for completion status tracking)
  - Zip folder
  - Click in the **Upload File** box and select zipped folder

### Format requirements for video file:

- Preferred file size <10mb (50mb MAXIMUM file size)
- Max dimensions 1280x720
- Encoded with h.264 AVC codec for cross platform compatibility

### Content Segmentation:

- Allows Learning Activities to be made available to targeted audience segments
- Multiple segments can be added for different targets by selecting the plus sign (at right)
- The left selection box contains a drop-down list of options (such as Brand, sales area, etc.) and the right selection box contains a drop-down list related to the first selection

# My learning

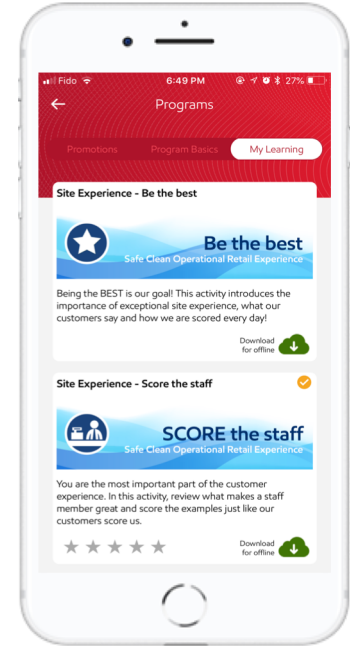
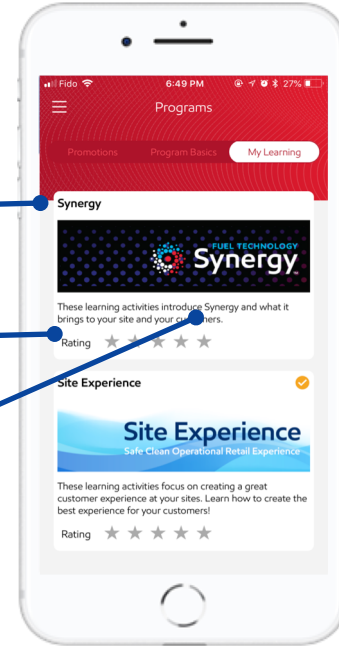
Purpose: Upload My Learning content

The screenshot shows the 'CURRENTLY EDITING' section of the Exxon Mobil system administrator interface. At the top, there are buttons for 'Mobil English' (Save), 'Exxon English' (Edit), 'Exxon Spanish' (Create), and 'Mobil Spanish' (Create). Below this is the 'Learning' form with the following fields:

- Title: Exxon Mobil Rewards\*
- Publish status: Active
- Date: 2018-06-29
- Expiry Date (optional): 2061-05-21
- Group: Root
- Content rating options: Rating ON (selected)
- Point system: ON (checkbox), Assigned point value: 0

Below the form is the 'Short synopsis' field with the text: 'Learn more about how consumer loyalty just got easier with the Exxon Mobil Rewards\* program. We're taking loyalty to the next level, delivering greater value to meet consumers' evolving needs.'

At the bottom is the 'Description' field with a rich text editor and the placeholder text 'Type something'.





# My learning

Purpose: Upload My Learning content

Description  
Full length description

Type something

Upload header photo

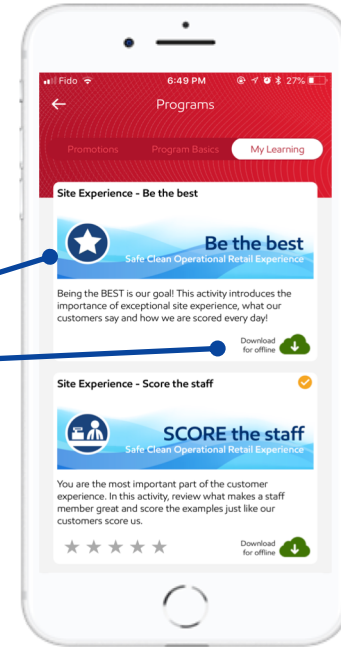
Drag and drop a file here or click

Main content screen header  
Dimensions: 768w x 228h pixels, JPG or PNG format

Content segmentation  
Designate content for targeted or general release

Segment

Cancel Save



# My learning

Purpose: Examples of My Learning content displayed on the EMconnect app

## Content Uploads:

### Title:

Appears above the Header

### Header:

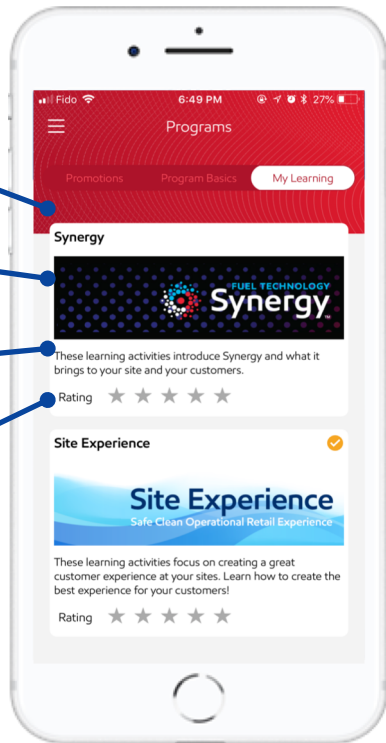
Added in Upload Header Photo box

### Synopsis:

Appears below the Header

### Content Rating:

Appears below the Synopsis



## My Learning Uploads:

### Title:

Appears above the Header

### Header:

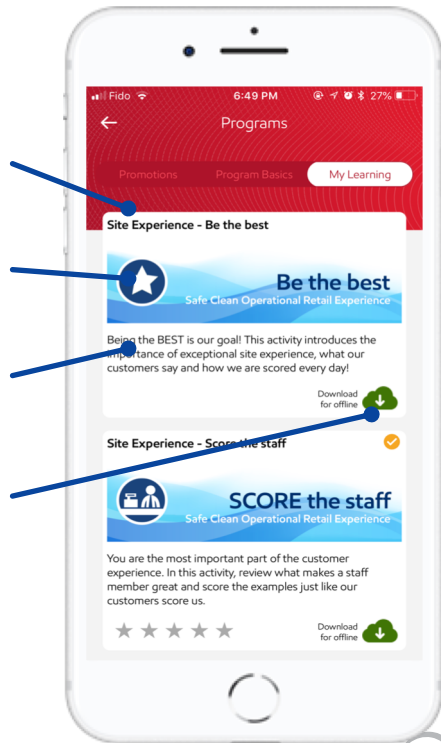
Added in Upload Header Photo box

### Short Synopsis:

Appears below the Header

### Download for offline:

Allows users to download Learning Activities and complete offline



# My learning checklist

- Select Brand and Language
- Enter Title
- Set Publish status (can be selected later)
- Set start date and expiry dates (expiry is optional)
- Group – new or associate content to existing content
- Content ratings option – on or off
- Enter Short synopsis
- Enter Description
- Segment content (optional)
- Save

# Asset spec requirements

# Asset specifications

Every KB counts! Apply best practices for mobile content

- Save images as PNG or JPG and optimize using TinyPNG: <https://tinypng.com/>



Original file:  
96kb



Optimized file:  
20kb

- Optimize all images as much as possible without sacrificing quality. Images headers should always be less than 100kb in most cases. The smaller the images are the faster they load and the less bandwidth/data used
- Optimize all video with video converters. Free for MacOS - Miro Video Converter. Video should be less than 10MB whenever possible



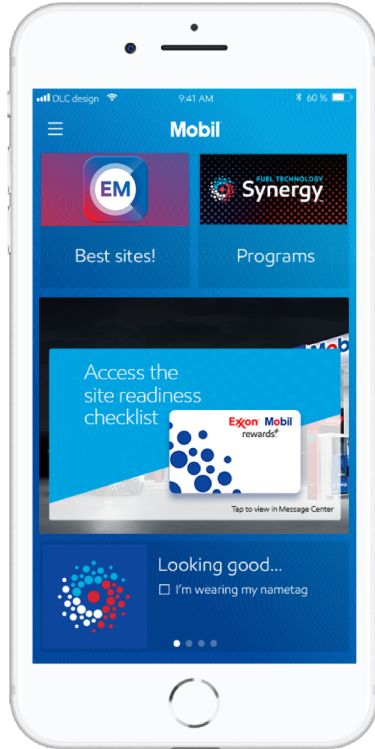
Original:  
19.4MB



Optimized with Miro Video Converter:  
3.3MB

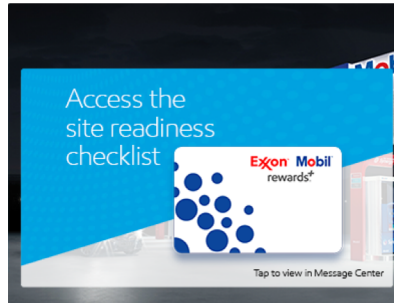
# Asset specifications

Purpose: Specifications for image files on Home page quadrant



**Top Left and Right:**

376w x 180h / JPG or PNG format / No transparency / max 500Kb



**Middle:**

788w x 600h / JPG or PNG format / No transparency / max 500Kb

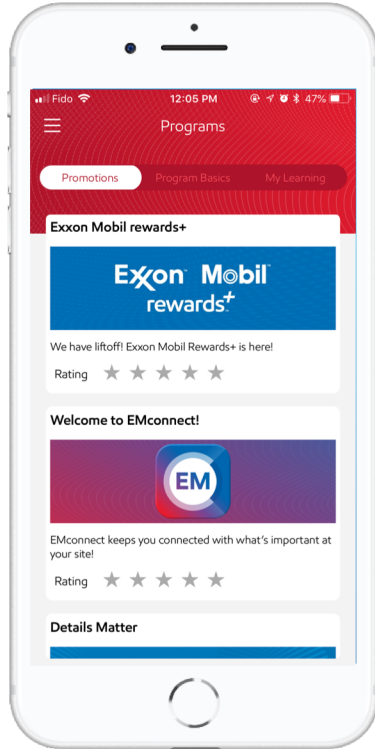


**Bottom:**

256w x 256h / JPG or PNG format / No transparency / max 500Kb

# Asset specifications

Purpose: Specifications for image files on Promotions, Program Basics & My Learning listing page

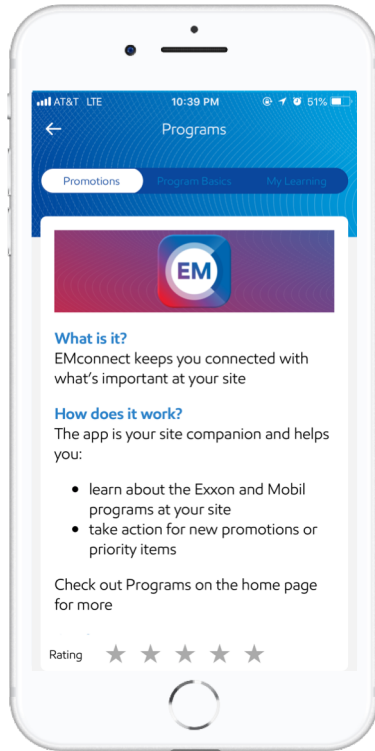


**Header image:**

760w x 224h / JPG or PNG format / No transparency / max 500Kb

# Asset specifications

Purpose: Specifications for image files on Promotions, Program Basics content page using HTML editor



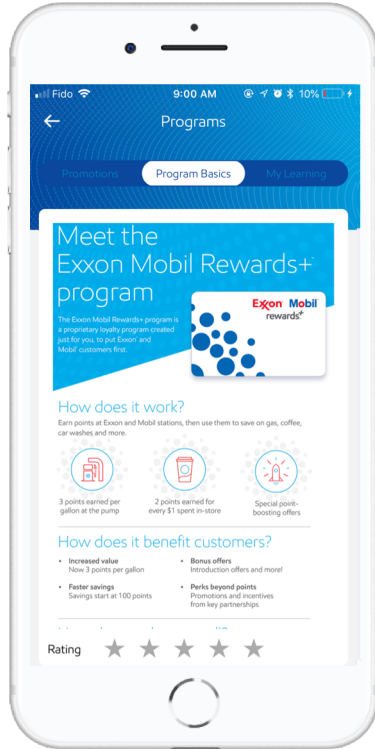
## Header image:

760w x 224h / JPG or PNG format / No transparency / max 500Kb



# Asset specifications

Purpose: Specifications for image files on Promotions, Program Basics content page using images



## Meet the Exxon Mobil Rewards+ program

The Exxon Mobil Rewards+ program is a proprietary loyalty program created just for you, to put Exxon and Mobil customers first.



### How does it work?

Earn points at Exxon and Mobil stations, then use them to save on gas, coffee, car washes and more.

-  3 points earned per gallon at the pump
-  2 points earned for every \$1 spent in-store
-  Special point-boosting offers

### How does it benefit customers?

- Increased value**
  - Now 3 points per gallon
- Fastest savings**
  - Savings start at 100 points
- Bonus offers**
  - Introduction offers and more!
- Perks beyond points**
  - Promotions and incentives from key partnerships

### How do members enroll?

- 1 Get an ExxonMobil Rewards+ card
- 2 Enter full name, phone number and email
- 3 Set new PIN
- 4 Accept terms & conditions

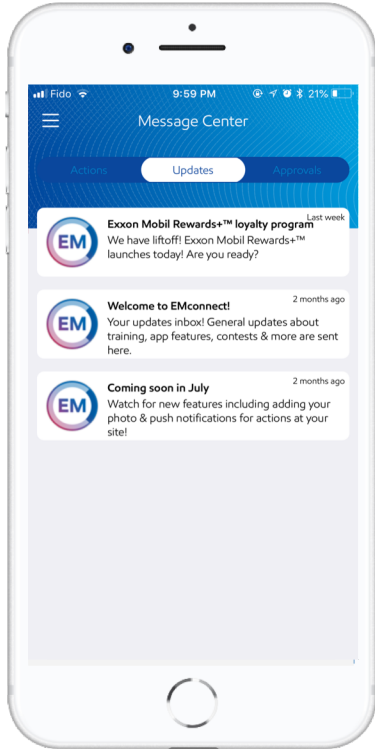


## Content Image :

760w / JPG or PNG format / No transparency / max 500Kb  
(width must be 760 px, height is not restricted)

# Asset specifications

Purpose: Specifications for image files for Actions and Updates



**Circular Icon :**

60w x 60h / JPG or PNG format / PNG transparency ok / max 500Kb

# Asset specifications

## Purpose: Specifications for File and Video

**Streaming:** any file type that can 'normally' stream on a particular device will also stream through the app

### **Download (file types that can be downloaded):**

HTML5 based learning, e.g., site experience; Video; PDF and MSOffice (Excel, Word, PPT).

**NOTE:** Devices must be able to open files. In some cases third party applications (MS Reader, Acrobat) will be required.

**Format requirements for video file:** Preferred file size should ideally be **<10mb** (50mb MAXIMUM file size); Use best practices as guideline. Max dimensions 1280x720; Encoded with h.264 AVC codec for cross platform compatibility

- For content in the Promotions or Program basics sections, there are two options for video content.
- For content in the My Learning section, only option 2 applies.

- 1) Embed video directly in the content using the built in WYSIWYG editor which controls the actual text content.
- 2) Include video as file upload

### **Steps:**

- (a) Create a new folder
- (b) Inside folder place the following files: Coded HTML5 **index.html** page with embedded video file tags; video file. (Tracking code must be embedded into HTML5 index.html for completion status tracking.)
- (c) Zip folder
- (d) Upload zipped folder via file upload within the Admin interface

# Content Segmentation

# Content Segmentation

**All content, including notifications, can be segmented to specific audiences when required.**

Select the region that you want to segment content from the list below:

- County
- City
- State
- Sales Area
- Territory
- Brand
- Branded Wholesaler
- Multiple levels of segmentation are possible
- **Content segmentation** selections are **additive**
- **BRAND** is the only segment option that **filters out**

**USE EXTREME CAUTION WITH MULTI-LEVEL SEGMENTATION**

see next slide for details

Only users in New York City will access this content

Content segmentation  
Designate content for targeted or general release

Segment City NEW YORK

Only users in New York City **AND** New Jersey will access this content

Content segmentation  
Designate content for targeted or general release

Segment State NJ

Segment City NEW YORK

Only **Mobil** users in New York City **AND** New Jersey will access this content

Content segmentation  
Designate content for targeted or general release

Segment Brand Mobil

Segment State NJ

Segment City NEW YORK



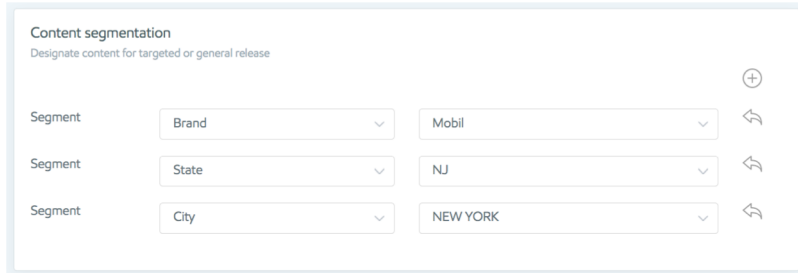
# Content Segmentation – example

## USE EXTREME CAUTION:

When segmenting content or messages, **ADMIN** must ensure the content has not been previously segmented. Failure to do so may result in content or messages that are cancelled out and not available to any users.

Initial content segmentation:

Only Mobil users in New York City **AND** New Jersey will access this content



Content segmentation  
Designate content for targeted or general release

Segment Brand Mobil

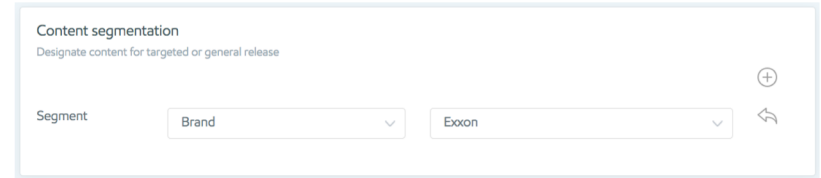
Segment State NJ

Segment City NEW YORK



Notifications: Segmentation with linked content

Only Exxon will access this content



Content segmentation  
Designate content for targeted or general release

Segment Brand Exxon

Only **Mobil** users in New York City **AND** New Jersey can access this content  
Additional segmentation is looking for **Exxon** users which have already been excluded at root level.

## RESULT:

The “Additional segmentation” is in conflict with original content level segmentation and will therefore not be accessible by any user.  
Exxon segmentation is not possible as it has already been excluded.

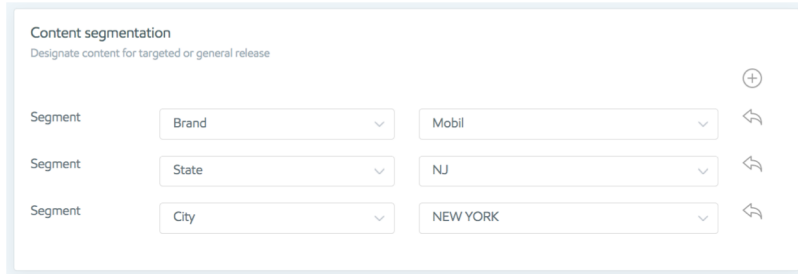
# Content Segmentation – example 2

## USE EXTREME CAUTION:

When segmenting content or messages, **ADMIN** must ensure the content has not been previously segmented at a different level. Failure to do so may result in content or messages that are cancelled out and not available to any users.

Initial content segmentation:

Only Mobil users in New York City **AND** New Jersey will access this content



Content segmentation  
Designate content for targeted or general release

Segment Brand Mobil

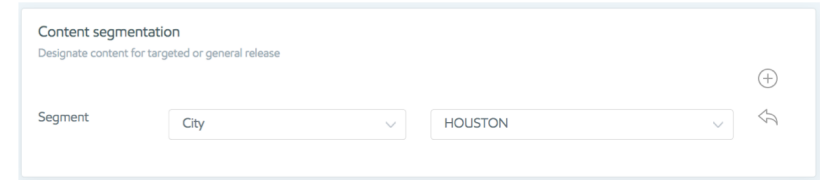
Segment State NJ

Segment City NEW YORK



Notifications: Segmentation with linked content

Only users in **Houston** will receive the notification to access this content



Content segmentation  
Designate content for targeted or general release

Segment City HOUSTON

Only **Mobil** users in New York City **AND** New Jersey are have access this content

Additional segmentation is looking for **Houston** based users who will receive the notification but have not been granted access to the content.

## RESULT:

The “Additional segmentation” is in conflict with original content level segmentation and will therefore not be available to the users in Houston. Houston segmentation is not possible as it was not previously included.