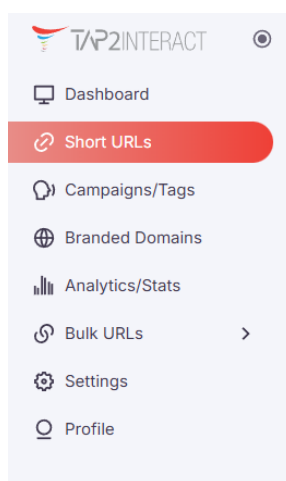


This document will help provide guidance on how to use the Tap2Launch.com platform and manage your interactive merchandise.

01

Ability to Change URLs

To effectively manage and configure your unique URLs, start by navigating to the "Short URLs" menu option where you can view all items linked to your account. This section provides the tools to search for and manage each URL individually. To make changes to a specific URL, simply click the EDIT icon. However, if a URL is part of a Campaign/Tag, remember that all configurations must be performed at the Campaign level. If you need to manage a URL that is currently tied to a Campaign, select the checkbox for that URL and use the "Add/Remove Tag" option. Leaving the drop-down menu blank and clicking "Save" will remove the URL from its current Campaign, allowing you to manage it independently.



The 'Your Short URLs List' interface features a search bar for 'Enter Short key' and a 'Select Tag' dropdown. It includes buttons for 'Create Short URL' and 'Bulk Actions'. The table below lists the short URLs with their respective details and actions.

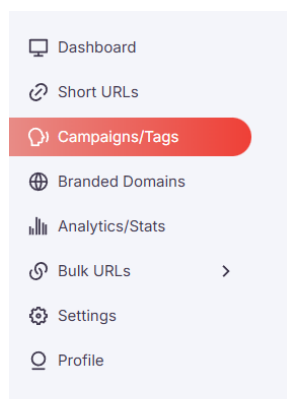
<input type="checkbox"/>	#	Short URL	Tag	Clicks	Analytics	Created At	Actions
<input type="checkbox"/>	168181	https://go2.tech/123 http://www.google.com	Test	4	View	12-17-2024	
<input type="checkbox"/>	167504	https://go2.tech/akron11424-1004 https://www.aakronline.com/	NFC Hologram - 1	9	View	11-30-2024	
<input type="checkbox"/>	167503	https://go2.tech/akron11424-1003 http://www.aakronline.com/	NFC Hologram - 2	12	View	11-30-2024	
<input type="checkbox"/>	167502	https://go2.tech/akron11424-1002 https://www.aakronline.com/	Epoxy Tag - 2	3	View	11-30-2024	
<input type="checkbox"/>	167501	https://go2.tech/akron11424-1001 https://www.aakronline.com/	Epoxy Tag - 1	3	View	11-30-2024	

Rows per page: 10 | 1-5 of 5

02

Ability to manage and change campaigns

Campaigns/Tags serve as an efficient tool for organizing and managing large batches of items under a single project umbrella. By utilizing this feature, you can streamline changes across all items linked to a specific project, ensuring consistency and saving time. Additionally, Campaigns/Tags provide valuable insights through analytic reports, enabling you to assess the performance and impact of grouped items collectively. To effectively manage and make edits to your projects, simply navigate to the "Campaigns/Tags" menu option.



The 'Your Tags List' interface features a search bar for 'Enter Tag/Campaign Title' and a 'Create Tag' button. The table below lists the tags with their respective details and actions.

<input type="checkbox"/>	#	Title	Description	Actions
<input type="checkbox"/>	132	Test	test	
<input type="checkbox"/>	129	NFC Hologram - 2	NFC Hologram - 2	
<input type="checkbox"/>	128	NFC Hologram - 1	NFC Hologram - 1	
<input type="checkbox"/>	127	Epoxy Tag - 2	Epoxy Tag - 2	
<input type="checkbox"/>	126	Epoxy Tag - 1	Epoxy Tag - 1	

Rows per page: 10 | 1-5 of 5

03.1

Assign URLs to Specific Campaigns (Tag/Campaign Default)

To set up the default target URL for your campaign, start by entering the destination or original URL in the designated field. This URL will serve as the primary link where all interactive items within your campaign will redirect users. Next, use the title field to create a friendly identifier for your campaign, making it easily recognizable and distinguishable from others. In the description field, provide additional details about your campaign, such as the launch date and any other pertinent information that could be useful for understanding the campaign's purpose and timeline.

Edit Bulk ShortURLs

- 01 Tag/Campaign Detail (Mandatory)
- 02 Mobile Targeting (Optional)
- 03 Geo Targeting (Optional)
- 04 Expiration Date (Optional)
- 05 Behavioral Targeting (Optional)
- 06 Password Protection (Optional)
- 07 HTTP Status (Optional)
- 08 Custom Redirect (Optional)

Title *

NFC Hologram - 2

Enter Description *

NFC Hologram - 2

Enter Destination/Original URL

https://www.aakronline.com/

Note: If you click on any other tab, the bulk edit short URL form will become active.

← Previous Next →

Cancel Update

03.2

Target Mobile App Downloads (Mobile Targeting)

The section is designed to optimize the user experience based on the device type, specifically targeting iOS or Android devices. This is particularly useful for promoting app downloads, as you can direct users straight to the App Store or Google Play Store, depending on their device. However, this feature is versatile and can be used for other purposes.

It's important to note that if you configure a specific URL under option 2, it will take precedence over the default URL configured in option 1.

Edit Bulk ShortURLs

- 01 Tag/Campaign Detail (Mandatory)
- 02 Mobile Targeting (Optional)
- 03 Geo Targeting (Optional)
- 04 Expiration Date (Optional)
- 05 Behavioral Targeting (Optional)
- 06 Password Protection (Optional)
- 07 HTTP Status (Optional)
- 08 Custom Redirect (Optional)

Redirect your visitors to the right location based on their mobile device operating system.

Enter URL for Apple devices (iPhone & iPad)

Ex: https://itunes.apple.com/us/app/your-app/id1234567890?mt=8

Enter URL for Android devices

Ex: https://play.google.com/store/apps/details?id=com.your.app

← Previous Next →

Cancel Update

03.3

Geo-location Targeting

Implement geo-location based user redirection rules. Start by selecting the geographic area you want to target. For users in the United States, you can refine your targeting by state, or apply the rule to all states if a broader reach is desired. Note that IP geolocation is not 100% accurate and can't pinpoint a specific address. Accuracy can vary based on the country, distance, type of IP address, and ISP practices. When configured, these geo-location rules will override any other settings setup at option 1 or 2, making them the primary determinant of user redirection.

Edit Bulk ShortURLs

- 01 Tag/Campaign Detail (Mandatory)
- 02 Mobile Targeting (Optional)
- 03 Geo Targeting (Optional)
- 04 Expiration Date (Optional)
- 05 Behavioral Targeting (Optional)
- 06 Password Protection (Optional)
- 07 HTTP Status (Optional)
- 08 Custom Redirect (Optional)

Redirect your visitors to the country specific link based on their IP address.

Select Country: US - United States | Select US State: CA - California

Enter Destination URL: [] + Add

All Other Visitors from all other countries will continue to redirect to Destination/Original URL that you entered under the Basic Details section above.

← Previous | Next →

Cancel | Update

03.4

Expiration Dates for URLs

To configure expiration dates for destination URLs, follow these steps: First, input the URL you want to set an expiration date for. This will be the URL where traffic is directed until the specified expiration date. Set the date when this URL should expire. Once this date is reached, the URL will no longer be active. If you have multiple URLs with expiration dates, prioritize them by setting the nearest expiration date first. When a URL expires, traffic will automatically redirect to the next URL with the subsequent expiration date. If no further expiration dates are set, traffic will redirect to the default URL set at option 1.

Edit Bulk ShortURLs

- 01 Tag/Campaign Detail (Mandatory)
- 02 Mobile Targeting (Optional)
- 03 Geo Targeting (Optional)
- 04 Expiration Date (Optional)
- 05 Behavioral Targeting (Optional)
- 06 Password Protection (Optional)
- 07 HTTP Status (Optional)
- 08 Custom Redirect (Optional)

Please note that all other options for this Short URL/Campaign will be disabled

Enable

Set Expiration Date: 12/18/2024 | Enter Destination URL: [Enter Destination Url] + Add

Date format: mm-dd-yyyy. URL will expire at 11:59 pm, mid-night of the selected date.

Note: Expiry date is timezone specific. Your current timezone is UTC-08:00. You can change your timezone preference [here](#). After expiration, this short URL rule will be disabled and all visitors will be redirected to default Destination/Original URL.

← Previous | Next →

Cancel | Update

03.5

Behavioral Targeting & Visit Customization

This feature allows you to personalize user experiences by directing traffic based on the number of times a user has visited your URL. To set it up, begin by specifying the visit number you want to target, such as "Visit No" 1. Enter the URL of the page you want users to see on their first visit, and then click "Add" to save the rule. With this setup, users will see the designated page on their initial visit, and any subsequent visits will follow the traffic rules you've previously established. You can create multiple rules for different visit numbers, such as visit 2, 3, and so on, allowing for tailored user journeys and increased engagement on your site.

Edit Bulk ShortURLs

- ✓ 01 Tag/Campaign Detail
Mandatory
- ✓ 02 Mobile Targeting
Optional
- ✓ 03 Geo Targeting
Optional
- ✓ 04 Expiration Date
Optional
- 05 Behavioral Targeting
Optional
- 06 Password Protection
Optional
- 07 HTTP Status
Optional
- 08 Custom Redirect
Optional

Please note that all other options for this Short URL/Campaign will be disabled

Enable

Visit No.
1

Enter Destination URL
www.

+ Add

← Previous Next →

Cancel Update

03.6

Set Password Requirements

Enable this feature to secure access to your target URL by requiring a password or promotion code. Users must enter the correct code to proceed and view the content. To select a Password landing page template here, you must first create one. Go to Settings > Templates to get started.

Edit Bulk ShortURLs

- ✓ 01 Tag/Campaign Detail
Mandatory
- ✓ 02 Mobile Targeting
Optional
- ✓ 03 Geo Targeting
Optional
- ✓ 04 Expiration Date
Optional
- ✓ 05 Behavioral Targeting
Optional
- 06 Password Protection
Optional
- 07 HTTP Status
Optional
- 08 Custom Redirect
Optional

Please note that all other options for this Short URL/Campaign will be disabled

Enable

Set Password (optional)
.....

Select Template (add templates here)

Select Template

← Previous Next →

Cancel Update

03.7

URL Redirects & SEO Maintenance

HTTP redirects are a crucial component of website management and search engine optimization (SEO). They help maintain the integrity of website navigation when URLs change or content is moved, ensuring that both users and search engines are directed to the correct destination. There are several types of HTTP redirects, with the most common being the 301 (permanent) and 302 (temporary) redirects. A 301 redirect is ideal for SEO as it transfers the ranking power of the original page to the new one, helping preserve search engine rankings.

The screenshot shows the 'Edit Bulk ShortURLs' interface. On the left, a list of settings is shown with checkboxes: 01 Tag/Campaign Detail (Mandatory), 02 Mobile Targeting (Optional), 03 Geo Targeting (Optional), 04 Expiration Date (Optional), 05 Behavioral Targeting (Optional), 06 Password Protection (Optional), 07 HTTP Status (Optional), and 08 Custom Redirect (Optional). The 'HTTP Status' setting is selected. The main area shows a dropdown menu for 'HTTP Status' with '301 Moved Permanently' selected. Below the dropdown, it says 'Not sure? Leave as default 301.' At the bottom, there are buttons for 'Previous', 'Next', 'Cancel', and 'Update'.

03.8

Custom user redirect

Upon a user's initial visit to a specific URL, they are prompted to input their own custom URL. Once the user sets up their custom URL, all subsequent traffic directed to the original URL will automatically be redirected to the user-defined custom URL. This can be particularly useful for businesses and individuals looking to personalize the web experience or streamline navigation. Please visit the Settings > Custom Redirect Template and create a branded landing page template for the users to see when they setup their URL.

The screenshot shows the 'Edit Bulk ShortURLs' interface. On the left, the same list of settings is shown. The 'Custom Redirect' setting is selected. The main area shows a green banner with a checkmark icon and the text 'Allow User to set their own Target URL on 1st visit'. Below this is a yellow banner with a warning icon and the text 'Please note that all other options for this Short URL/Campaign will be disabled'. There is a toggle switch for 'Enable' which is currently turned off. Below the toggle is a text input field for 'Select Template (add templates here)'. At the bottom, there are buttons for 'Previous', 'Next', 'Cancel', and 'Update'.

4

Analytics & Reporting

Tap2Launch provides a robust platform for measuring and tracking analytics associated with individual URLs or entire campaigns. By navigating to the 'Analytic/Stats' menu section, users can effortlessly monitor their links' performance. For a detailed analysis of a specific URL, simply enter its ID in the 'Enter Short URL Key' field and click Apply. If you're interested in assessing a whole campaign or group of URLs, utilize the 'Select Tag' option to choose the relevant campaign from the list, and then click Apply. This streamlined process allows users to gain valuable insights into their digital marketing efforts and optimize strategies for better engagement and results.

The sidebar for Tap2Interact includes the following menu items: Dashboard, Short URLs, Campaigns/Tags, Branded Domains, Analytics/Stats (highlighted in red), Bulk URLs, Settings, and Profile.

Detailed Analytics & Stats

Enter Short URL Key: 123 | Select Tag: Test | Select Period: This Year | **Apply**

Total Clicks	Unique Clicks	Non-Unique Clicks
4	2	2

Total Clicks

Month	Total Clicks
Jan	0
Feb	0
Mar	0
Apr	0
May	0
Jun	0
Jul	0
Aug	0
Sep	0
Oct	0
Nov	0
Dec	4

Clicks By Platform

Platform	Clicks
Microsoft Windows	4

Clicks By Device

Device	Percentage
desktop	100%