VooDooTix ®

Mobile marketing
# APIs

Platform features

Solution

Our **comprehensive API platform** makes mobile marketing easy. In **a few lines of code** you modernize your existing CRM or IT system with many new features:

- Batch creation of **codes** per customer easily **scanned on a mobile** screen.
- **Versatile dispatch** to mobile via mail, sms, whatsapp, Messenger
- Easy **storage** on mobile phones through pkass or image format.
- Applications to **redeem codes** on **POS systems** or **smartphones**.
- **Reporting dashboards** giving campaign metrics in **real time**

Solution highlights

VooDooTix®
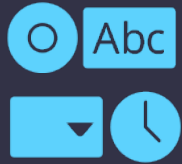
DESIGN STUDIO

Create your voucher template both in look and content.

SMART GENERATION

Generate mobile voucher through api call or via our smart triggering system.

EASY DISPATCH

Vouchers can be sent via email or sms directly from our platform.

Once retrieved, a customer can share it easily to his contact via sms, email, whatsapp, Messenger, ...

VERSATILE STORAGE

Vouchers can be stored on phone on picture format or Wallet pkpass to provide geolocalized interaction.

REDEMPTION

Our apps allow you to redeem the codes on POS systems or smartphones

REPORT

Monitor your campaign in real time with our dashboards.

Before you start

Before you start playing with the Voodootix platform, you need to create a customer account here :

https://dev.voodootix.com

Any new user account comes with some credits to play with. No need for credit card to start.

DESIGN STUDIO

Voodootix platform contains a design studio that provides the tools to intuitively design a voucher that suits your or your customer 's needs.

You can design as many voucher templates as you need.

You can start a template from scratch, clone an existing template of your own or start from a public template and customize it.

There is no limit to your creativity.

Voucher templates customization happens in 3 phases :
mobile voucher look, wallet (pkpass) look, mandatory content.

Mobile voucher look :

logo
background image
color set
visible voucher fields +
html format

Mobile template layout

Front face

Front background

Front layout

310px X 510px

Brand logo
230px X 100px

Front top zone
230px X 80px

QR code zone
230px X 190px

Front bottom zone
230px X 80px

Update

Brand logo

VooDooTix®

Choose file No file chosen
(Your image must have a size of
160x70px)

Update

Front top zone

<h1 class="margin-bottom-1 text-
uppercase">*|title|*</h1>

<h2>*|location|*</h2>
<h5>*|extra1|*</h5> <h5>*|extra2|*

Front bottom zone

Here your html code for front
bottom zone fields

Font color set

light

Page background color

DESIGN STUDIO

- **Wallet (pkpass) look :**

  logo
  Image strip
  colors
  visible fields

Wallet template layout

Front face

|title|

undefined
|location|

undefined
From *|validity_start|* to
|validity_end|
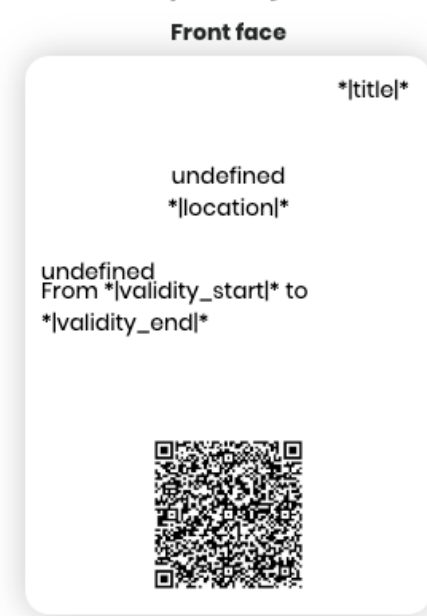
Passbook strip color

Passbook background color

Passbook foreground color

Passbook label color

Brand logo

Choose file   No file chosen
(Your image must have a size of 160x70px)

Update

Strip image

Choose file   No file chosen
(Your image must have a size of 375x98px)

Update

Passbook fields

{"headerFields": [{ "key": "title", "label": "", "value": "*|title|*"}], "primaryFields": [{ "key" : "lieu", "value" : "*|location|*" }], "secondaryFields": [{"key" : "date", "value" : "From *|validity_start|* to *|validity_end|*" }],   "backFields": [{ "key": "article", "label": "Purchase info", "value": "*|article|*" },{ "key": "seller", "label": "Seller info", "value": "*|seller_name|*\n*|seller_description|*" },{ "key": "cvg", "label": "General sales conditions", "value": "This e-card is delivered in the name of the organiser, and follows these conditions" }]}

- **Voucher mandatory content :**

This determine the fields that have to be filled in when a voucher is generated on the platform with this particular template.

All mandatory fields don't require to be visible on the mobile voucher.

Mandatory fields

Field name	Field type	Mandatory ?
title	varchar 100	Yes
location	varchar 200	Yes
date	datetime	No
validity_start	datetime	No
validity_end	datetime	No
value	float	No
vat	float	No
currency	varchar 10	No
nbr_scan	integer	Yes

Field name	Field type	Mandatory ?
extra_1	varchar 200	No
extra_2	varchar 200	No
article	varchar 100	Yes
seller_name	varchar 100	Yes
seller_description	varchar 200	Yes
cust_firstname	varchar 100	Yes
cust_lastname	varchar 100	Yes
cust_email	varchar 200	No
cust_mobile	varchar 50	No

Voodootix vouchers can be generated through api call made on the platform.

The detailled documentation of the api is available here : **https://doc.voodootix.com**

In order to generate a voucher, you need some prerequisite :

- A voucher template to apply

- A project to assign the voucher to. It will be used to cryptographically sign the voucher to future verification/redemption.

- An api key with the rights to generate a voucher. Api keys can be generated through on the platforms.

Once the voucher has been generated on the platform, it will be available through its unique ID. The different api endpoints to retrieve it on different formats are also documented.

SMART GENERATION

Voodootix vouchers can also be generated via smart triggers.

Triggers can be configured on the platform.

They take the form of a unique url.

https://api.voodootix.com/v1/auto/2083c5b98ec1a32091449264346f54a6

Each time the url is used, a unique voucher is generated.

That url can then be configured as "href" of any button on a website or social media to engage with your audience.

The platform also propose to directly use a qrcode that encodes the url to can be retrieved as such or as a qrcode.

This format enables you to do "print to mobile" of paper voucher or to use any physical medium (poster ad, product packaging...) to interact with your customers.

Scan me with your native iPhone camera or with Google lens on Android

SMART GENERATION

Voodootix triggers can embed smart decision patterns.

You can decide what happens when a trigger is activated :

    - It can always deliver a unique voucher

    - It can require a CRM action to collect user details and then customize the voucher's content.

    - It can can go through a decision flow that will decide which (or no) voucher to deliver based of different parameters of you choice sush as :

        - random function (lottery mechanism)

        - rate limiting (total, per day, per IP address, location...)

        - External value retrieved via api call (weather, return of previous campaign...)

This part of the platform is in constant evolution to add new interaction/integration.

SMART GENERATION

Voodootix triggers are configured on the platform .

You must choose :

- **which template to use.**
- **With which project to sign the vouchers.**
- **The value of the fields to be filled at generation time.**

Each voucher generated will be tracked through out his life and metrix point will be taken each time there is an interaction (view, storage, share, scan...)

Cancel | ✔ Update

Trigger edition

Trigger details

Trigger ID
2083c5b98ec1a32091449264346f54a6

Template ID
Test new format

Description
New voucher format offer

Project ID
Auto voucher

Trigger use

Status
On

Mandatory fields

Field name	Field type	Field value
title	varchar 100	Enjoy our new voucher format
location	varchar 200	Available to all customers
date	datetime	0000-00-00 00:00:00
validity_start	datetime	
validity_end	datetime	0000-00-00 00:00:00
value	float	0
vat	float	0
currency	varchar 10	
nbr_scan	integer	10
lg	varchar 5	en

| Field name	Field type	Field value
extra_1	varchar 200	
extra_2	varchar 200	
article	varchar 100	50% Discount
seller_name	varchar 100	Voodootix SAS
seller_description	varchar 200	Your mobile voucher partne
cust_firstname	varchar 100	John
cust_lastname	varchar 100	Smith
cust_email	varchar 200	
cust_mobile	varchar 50	
tags	text	

EASY DISPATCH

Voodootix vouchers can be dispatch easily directly through api call on the platform.

We currently support sms and email dispatch.

Once a mobile voucher is opened on a mobile or pc, a share button invites the customer to share it with others.

You can decide if the customer will share the voucher itself (Warning : if the template is configured for a single scan only) or a trigger to create a new unique voucher.

Voucher can be shared via sms, email, WhatsApp or Messenger through the Mobile phone apps and therefore benefit from the user address book without facing GDPR issues.
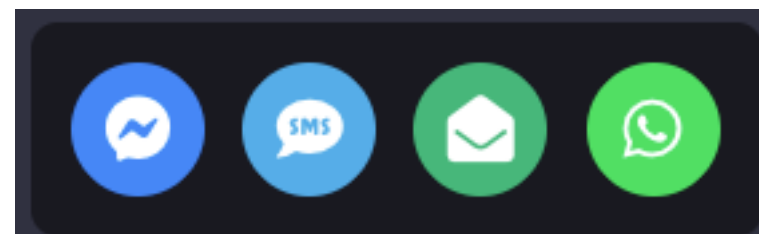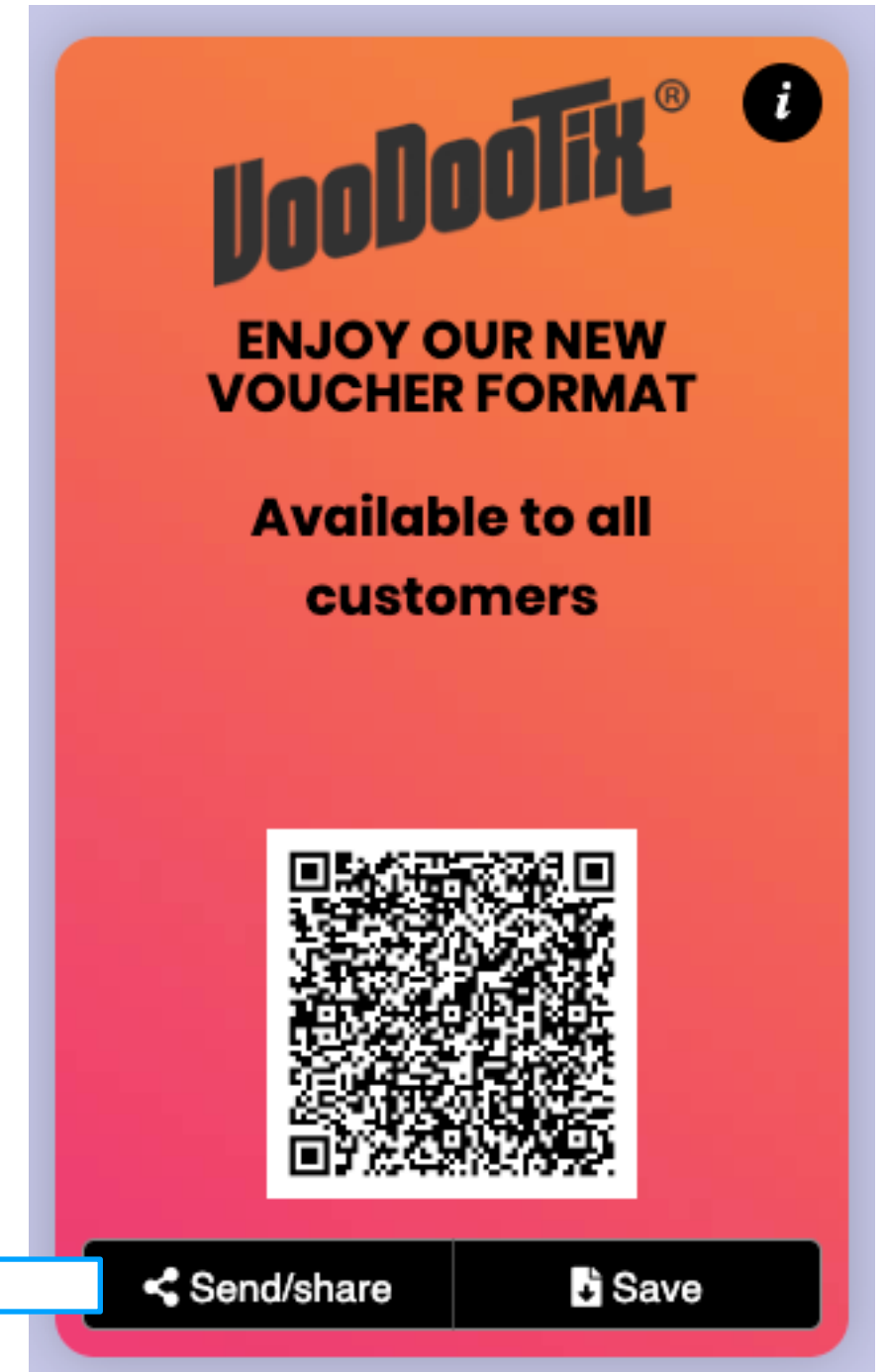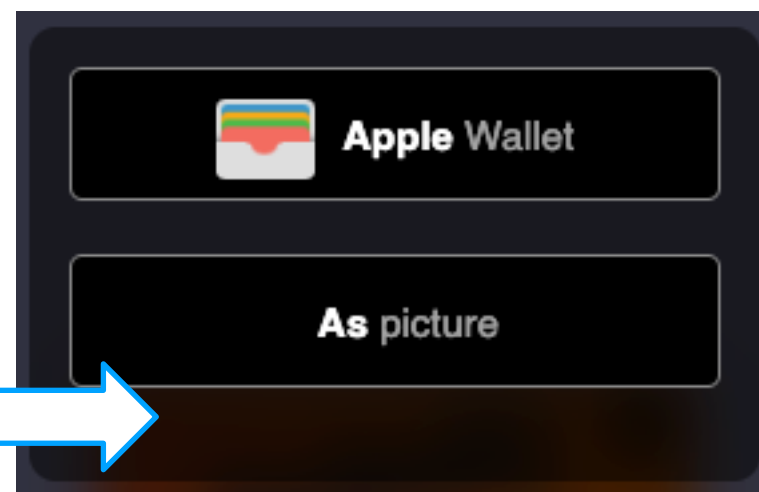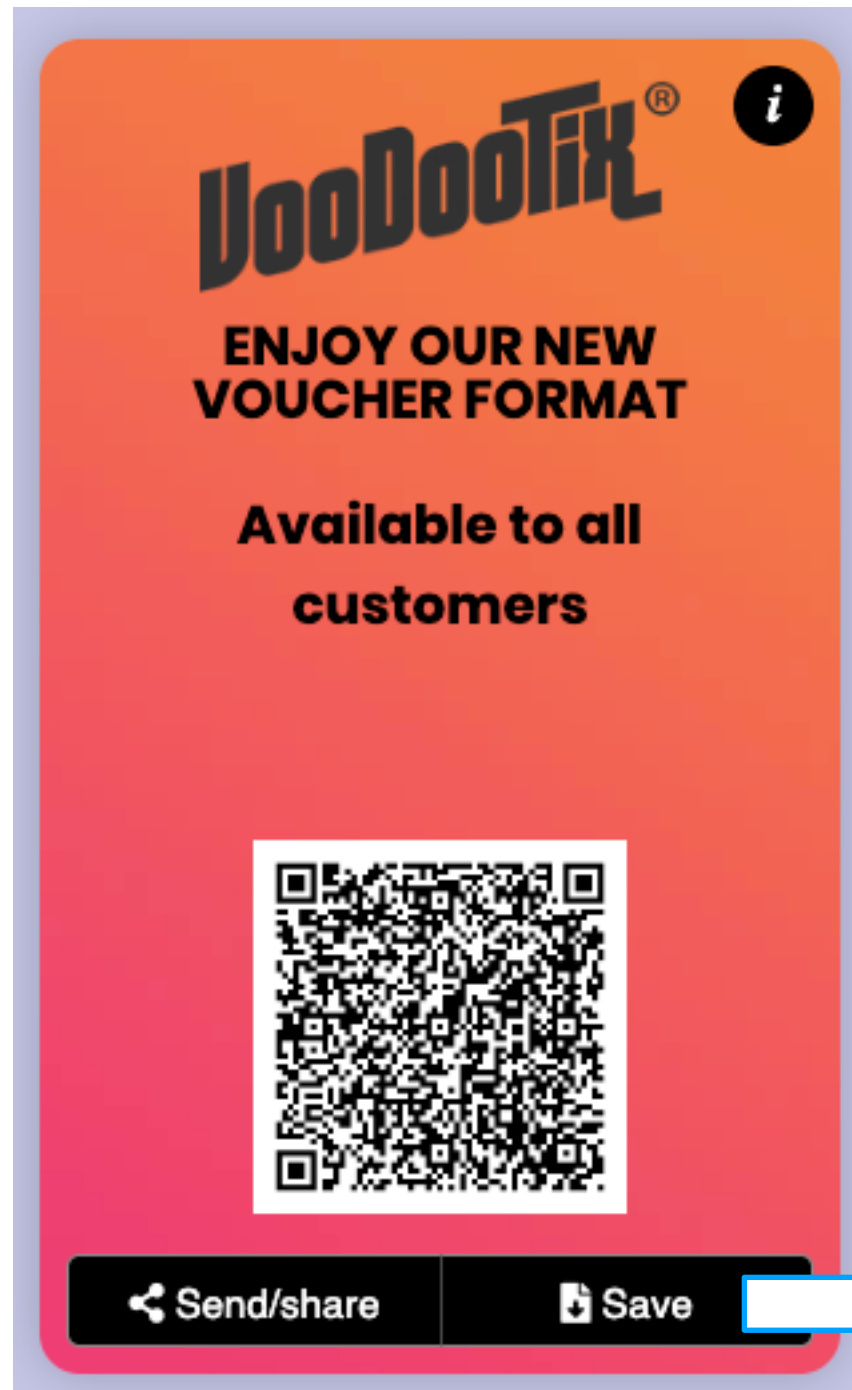
Voodootix vouchers can currently be stored on mobile phone on two formats :

Image

wallet pkpass

When stored inside the phone wallet, the voucher can send on-screen notification triggered by the time and location.
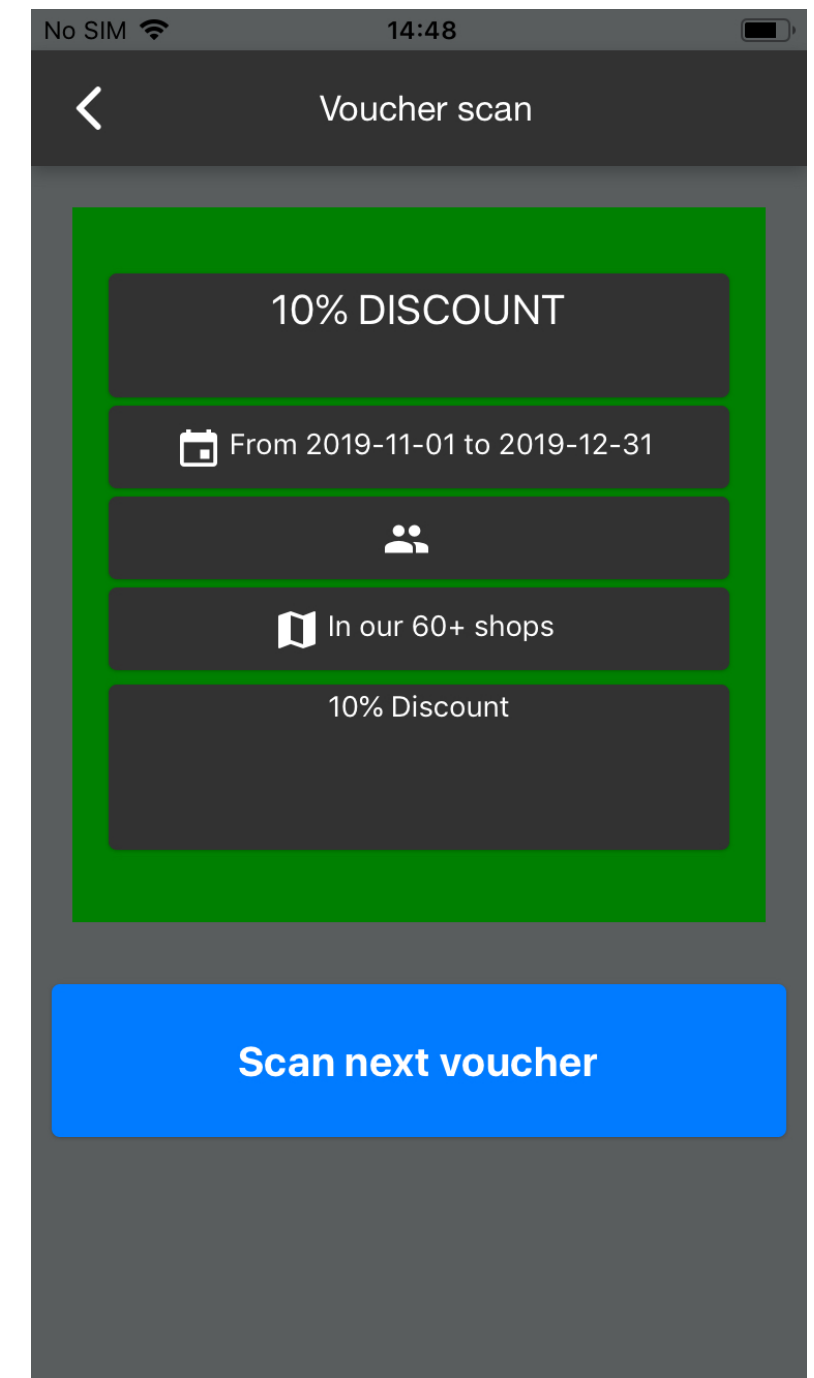
REDEMPTION

Voodootix vouchers can be redeemed on POS system that can scan Qrcodes

or

on our mobile application available on Android and IOS apps store.

The QRCode signature is locally verified and a metric point is send to our platform to enrich the statisitics.

REDEMPTION

To use the mobile scanning app, you first need to create an api key with re "scan" role in the platform.
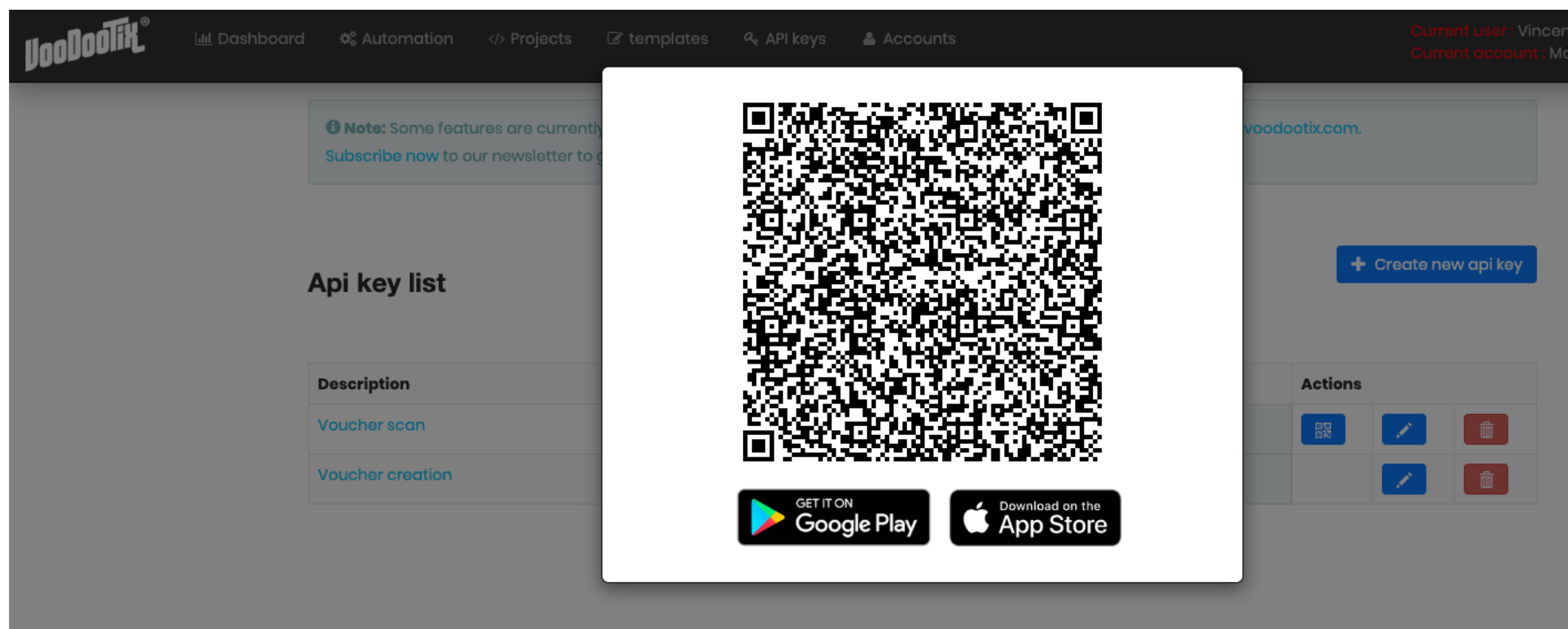
You will find the direct url for the Apps Store and Play store below the scanning app configuration code.

Voodootix vouchers are tracked from their creation untill they are scanned.

For every interaction (view, store, share, scan) we store metrics about when and where the action took place.

Combining them with the parameters of the vouchers and campaings, we can build powerfull reports to give insight on marketting campaign such as :

- **Conversion ratio**
- **Geographical movement of voucher between different steps of their life**
- **Market segmentation**
- **...**

Enjoy !