


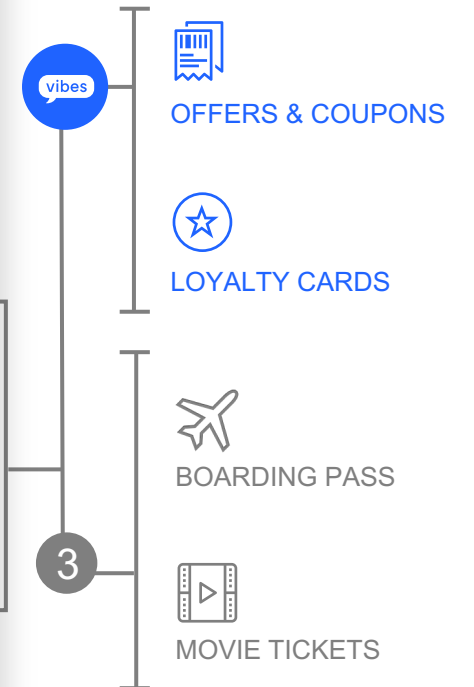
# Email + Mobile Wallet Documentation



# What is Mobile Wallet?

- 1 Payment
-  **Loyalty, Tickets & Offers**
- 3 Boarding Pass

Apple Pay — 1





## Branded customized content

Edit wallet passes to match the style and look of your brand or create passes to reflect special promotions or events.



## Easily connect email with mobile wallet

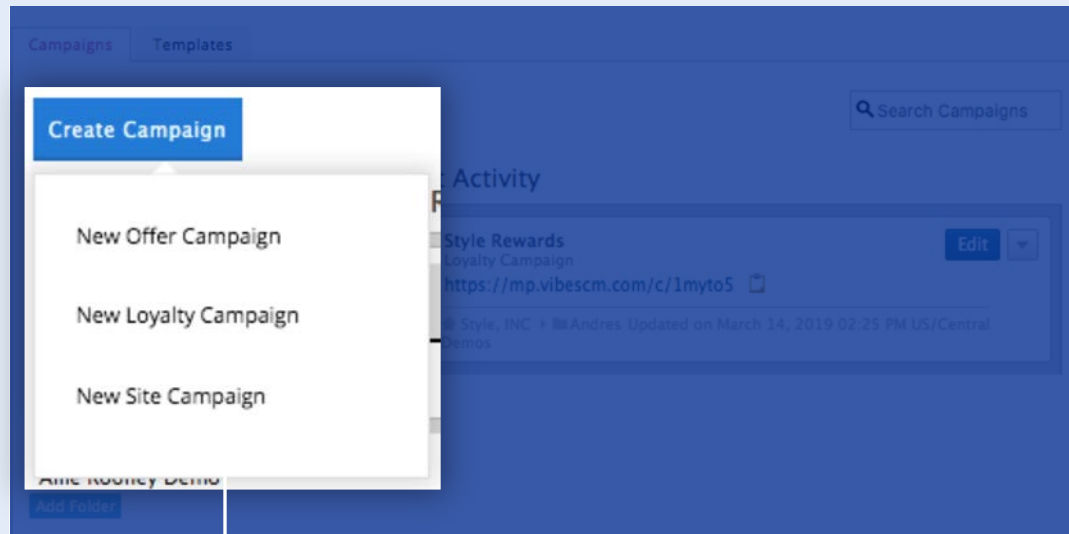
Attach a wallet SmartLink to any email so consumers can add passes from a “Save to Phone” button.



## Dynamically Update passes

Update passes in real-time with new offers or loyalty status changes.

## Manage, edit, and execute multiple wallet campaigns in the platform



Select "Create Campaign" and choose between a mobile offer, loyalty pass or mobile web page

Next, set campaign name, expiration, and select a new or existing wallet template

### New Campaign

**Campaign Name**  
For your reference.

**Company**  ← You cannot change the Company later.

**Folder**

**Expiration Date**

☐ No expiration date ← recommended for Loyalty Cards

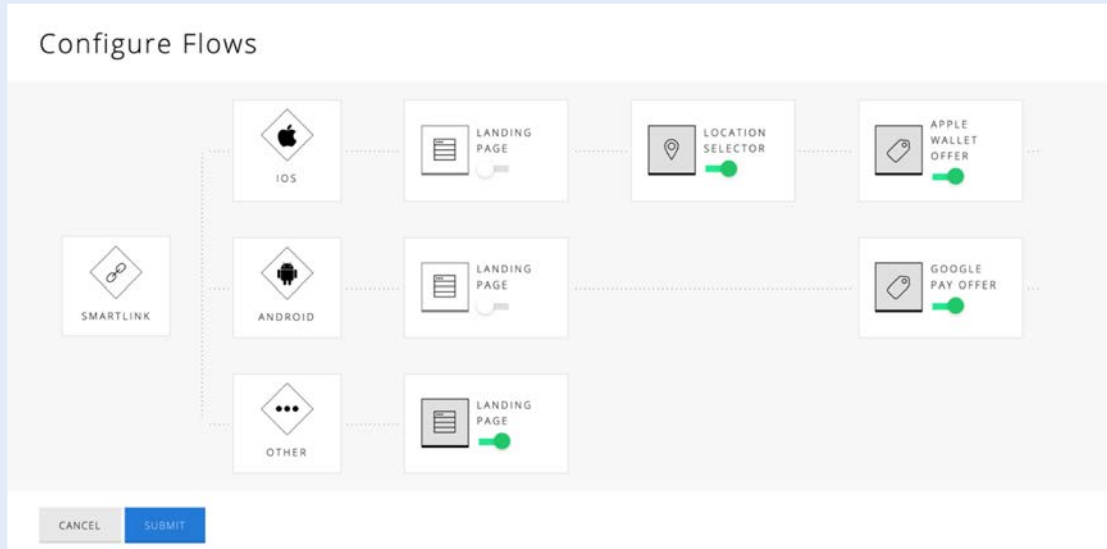
☒ Ends on   ← required for Offers

☒ Start from scratch

☐ Using template

## CAMPAIGN CREATION

Select how you want to deploy your campaign from iOS, Android, or a mobile web page in “Configure Flows” and view active campaign specifics and wallet pass customization options in the manager interface.



vibes Dashboard Campaign Manager Wallet Manager Analytics

Vibes Marketing Account Vibes Marketing User Debora Grilo

Campaigns Templates

Vibes Marketing Style

Offer Campaign Style | Offer Edit

Expires: December 31, 2019 12:00 PM US/Central Edit Redirect when expired: Add URL Show campaign on dashboard calendar: NO YES

DEVICE-AWARE SMARTLINK Smartlink Security: OFF Edit

https://mp.vibescm.com/c/yyq93c Copy

CAMPAIGN STATS 115 Active Passes 28 Active Google Pay Cards view stats

Last updated on 05/02/2019 at 10:31am US/Central

Live Content Edit Scheduled Update Update History

Send a Notification to active Pass holders

Campaign Details

Apple Wallet Edit

Google Pay Edit

LOCATIONS 0 locations uploaded

UPLOAD LOCATIONS

Upload a CSV file with the location data of your stores

Download sample file

upload locations file

Beacon

Add beacons to provide more targeted and personalized in-store messages

Manage Location Data

Mobile Page Edit

Location Selector Create

Campaigns Templates

Vibes Marketing Style

Offer Campaign Style | Offer Edit


Expires: December 31, 2019 12:00 PM US/Central Redirect when expired: Add URL Show campaign on dashboard calendar: NO YES

DEVICE-AWARE SMARTLINK Smartlink Security: OFF

https://mp.vibescm.com/c/ygq93c Copy Edit


## Campaign Details

Apple Wallet



Edit

Google Pay



Edit

Mobile Page



Edit

Location Selector



Create

Edit wallet content for IOS, Android or a mobile web page

View Stats

Last updated on 05/02/2019 at 10:31am US/Central

Update History

LOCATIONS 0 locations uploaded

UPLOAD LOCATIONS

Upload a CSV file with the location data of your stores

Download sample file

Upload locations file

Beacon

Add beacons to provide more targeted and personalized in-store messages

Manage Location Data

## Easily create dynamic and highly personalized Google Pay and Apple Wallet passes in the Vibes Platform



Vibes Marketing Style Style | Offer

### Editing Live Offer Pass

EDIT CONTENT PREVIEW APPLE WATCH SET UP AD TAGS

PASS PROPERTIES PASS DETAILS

**Pass Properties**

Background Color

Text Color


Label Color

Pass description

Notification Title


Notification Icon  [Change](#)

Upload a 58x58 px PNG image.

 Note – The notification icon cannot be updated on a user's device once they have installed the pass. If you change this field after it's been installed, the new icon image will only appear for new users.

Preview Image [Choose file...](#)

The Preview Image will appear in the 'Strip Image' area \*only\* when the user attempts to add the pass to their Wallet for the



[Save & Publish](#) [Close](#)

Vibes Marketing Style Style | Offer

### Editing Live Offer

EDIT CONTENT SET UP AD TAGS

**Card**

Logo Image ☒ style-android-icon-14.png [Change](#)

Upload a PNG image between 100x100 and 600x100 px.

Offer Title

Merchant Name

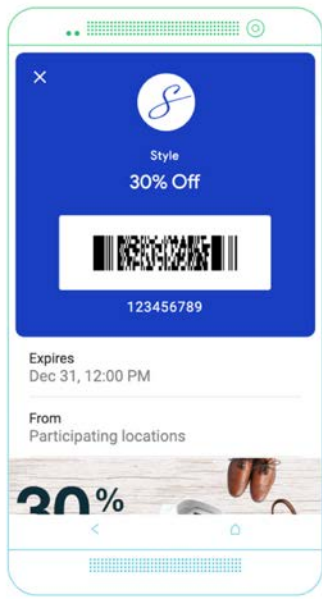
From

Expires

Send Google Pay Expiration Notification ☒

Hero Image [Choose file...](#)

Type ☐ Text ☐ Aztec ☒ PDF417 ☐ QR ☐ Code128

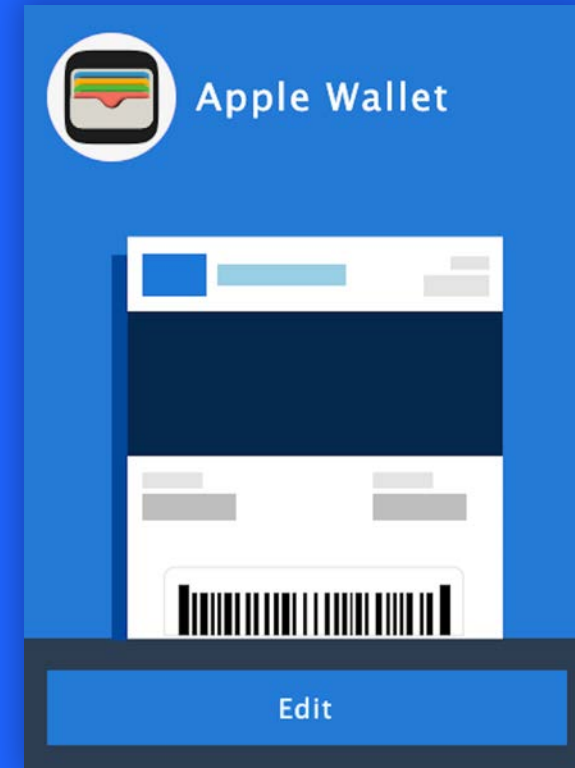


[Save & Publish](#) [Close](#)



# Apple Wallet

Editing wallet campaign passes





Edit wallet pass colors to fit specific branding

Upload a logo for notification messages

Vibes Marketing

Style

Style | Offer

Editing Live Offer Pass

EDIT CONTENT

PREVIEW APPLE WATCH

SET UP AD TAGS

PASS PROPERTIES

PASS DETAILS

Pass Properties

Background Color

rgb(26,62,193)

Text Color

rgb(255,255,255)

Label Color

rgb(255,255,255)

Pass description

Offer

Notification Title

Style

Notification Icon

app-23.png

Change

Upload a 58x58 px PNG image.

!

Note - The notification icon cannot be updated on a user's device once they have installed the pass. If you change this field after it's been installed, the new icon image will only appear for new users.

Preview Image

Choose file...

The Preview Image will appear in the 'Strip Image' area \*only\* when the user attempts to add the pass to their Wallet for the

Style

EXPIRES

12/31/2...

30% OFF

Almost everything in-store

NAME

John Smith


DETAILS

Tap "i" for details

123456789

Save & Publish

Close





Add logo to appear in the upper-left of the pass header

Add expiration details into "label" and "value" boxes

Vibes Marketing | Style | Style | Offer

Editing Live Offer Pass

EDIT CONTENT | PREVIEW APPLE WATCH | SET UP AD TAGS

PASS PROPERTIES | PASS DETAILS

Header

Logo Image

White-Apple.png

Change

Upload a PNG image at least 150x150 px.

Header Text

Optional

Label

EXPIRES

Value

12/31/2020

App Id

Disable Sharing

☐

NAME

John Smith

DETAILS

Tap "i" for details

123456789

Save & Publish | Close



Upload desired strip image

Vibes Marketing | Style | Style | Offer

Editing Live Offer Pass

EDIT CONTENT | PREVIEW APPLE WATCH | SET UP AD TAGS

PASS PROPERTIES | PASS DETAILS

Strip Area

Background Image

Offer.png

Change

Remove

Upload a PNG image with the following dimensions:  
- 624x246 px when using a rectangular barcode (or none)  
- 624x240 px when using a square barcode

Featured Text

Optional

Secondary Text

Optional

App Id

Disable Sharing

NAME

John Smith

DETAILS

Tap "i" for details

Barcode

123456789

Save & Publish | Close



Connect personalization data like name if applicable

Vibes Marketing

Style

Style | Offer

Editing Live Offer Pass

EDIT CONTENT

PREVIEW APPLE WATCH

SET UP AD TAGS

PASS PROPERTIES

PASS DETAILS

Pass Information

Label

NAME

variables

Value

John Smith

variables

Label

DETAILS

variables

Value

Tap "i" for details

variables

Add Field

App Id

Disable Sharing

☐

NAME

John Smith

DETAILS

Tap "i" for details

123456789

Save & Publish

Close



Choose barcode type like QR or PDF417

Vibes Marketing

Style

Style | Offer

Editing Live Offer Pass

EDIT CONTENT

PREVIEW APPLE WATCH

SET UP AD TAGS

PASS PROPERTIES

PASS DETAILS

App Id

Disable Sharing

Barcode

Type

Code

Text

☐

NoneAztecPDF417QRCode128

123456789

123456789

variables

variables

Style

EXPIRES

12/31/2...

30% OFF

Almost everything in-store

NAME

John Smith

DETAILS

Tap "i" for details

123456789

Save & Publish

Close



Upload any campaign or pass relevant information in “value”

Vibes Marketing Style Style | Offer

Editing Live Offer Pass

EDIT CONTENTPREVIEW APPLE WATCHSET UP AD TAGS

PASS PROPERTIESPASS DETAILS

App Id

Disable Sharing

Pass Details

Label

Value

Label

Value

Visit us online

www.vibes.com

Store hours

Monday - Friday  
9:00AM - 5:00PM  
Saturday & Sunday  
11:00AM - 4:00PM

Back

VISIT US ONLINE  
www.vibes.com

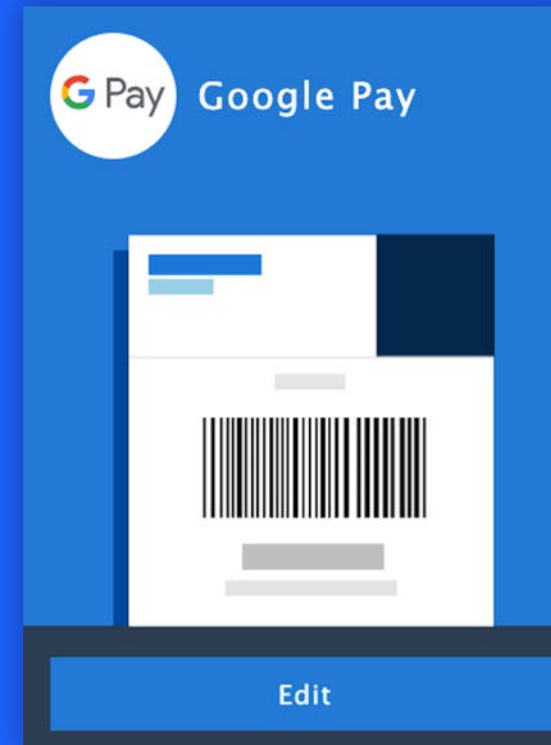
STORE HOURS  
Monday - Friday  
9:00AM - 5:00PM  
Saturday & Sunday  
11:00AM - 4:00PM

TERMS & CONDITIONS  
For DEMO use only. Limit 1 offer per

Save & PublishClose

# Google Pay

Editing wallet campaign passes



Upload logo image, offer title and expiry information

Vibes Marketing

Style

Style | Offer


## Editing Live Offer

EDIT CONTENT

SET UP AD TAGS

### Card

**Logo Image**

 style-android-icon-14.png [Change](#)

Upload a PNG image between 100x100 and 600x100 px.

**Offer Title**

**Merchant Name**

**From**

**Expires**

**Send Google Pay Expiration Notification** ☒

**Hero Image**

[Choose file...](#)

**Type**

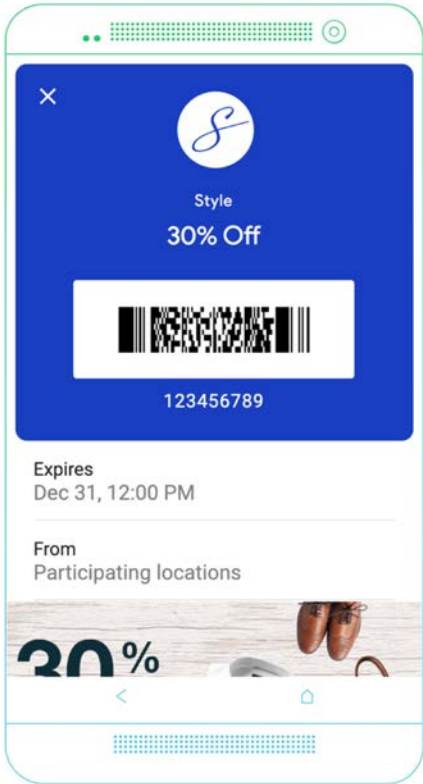
Text

Aztec

PDF417

QR

Code128



Save & Publish

Close



Upload strip area image

Vibes Marketing

Style

Style | Offer

Editing Live Offer

EDIT CONTENT

SET UP AD TAGS

Strip Area (Optional)

Background Image

Offer.png

Change

Remove

Upload a PNG image at least 1860px wide.

Dec 31, 12:00 PM

From  
Participating locations

30% OFF

Almost everything in-store

Store hours

Monday - Friday  
9:00AM - 5:00PM

Saturdays & Sundays  
11:00AM - 4:00PM

Terms & Conditions

For DEMO use only. Limit 1 offer per person, offer not valid for sale/clearance items. Offer expires 12/31/19. In store and online. Offer is not transferable or shareable

Save & Publish

Close

Enter pass relevant information  
and Terms & Conditions

Vibes Marketing

Style

Style | Offer

Editing Live Offer

EDIT CONTENT

SET UP AD TAGS

Text area

Header

Store hours

variables

Body


variables

Monday - Friday  
9:00AM - 5:00PM

Saturdays & Sundays  
11:00AM - 4:00PM

Add Field

From  
Participating locations



30%  
OFF

Almost everything in-store

Store hours

Monday - Friday  
9:00AM - 5:00PM

Saturdays & Sundays  
11:00AM - 4:00PM

Terms & Conditions

For DEMO use only. Limit 1 offer per person, offer not valid for sale/clearance items. Offer expires 12/31/19. In store and online. Offer is not transferable or shareable

Visit us online

<

Save & Publish

Close

Add desired external link

Vibes Marketing

Style

Style | Offer

## Editing Live Offer

EDIT CONTENT

SET UP AD TAGS

### Links

Link

Visit us online [variables](#)

Link to

HTTP

<http://www.vibes.com> [variables](#)

Add Link

30% OFF

Almost everything in-store

Store hours

Monday - Friday  
9:00AM - 5:00PM

Saturdays & Sundays  
11:00AM - 4:00PM

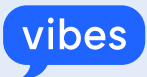
Terms & Conditions

For DEMO use only. Limit 1 offer per person, offer not valid for sale/clearance items. Offer expires 12/31/19. In store and online. Offer is not transferable or shareable

Visit us online

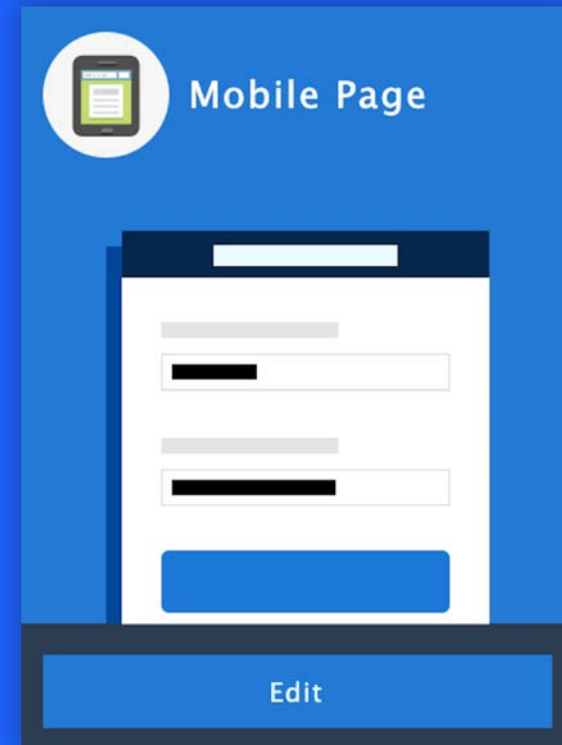
Save & Publish

Close



# Mobile Page

Editing wallet campaign passes



Fully customizable mobile web page can include images, incentive codes or save-to-phone capabilities

Vibes Marketing

Style

Style | Offer

Editing Page

Show Page Configuration

EDIT CONTENT

SET UP AD TAGS

ADD ELEMENT


PAGE PROPERTIES


Cancel

Add an element to your page

Abcd


Static Text


Image


Spacer

Select

Form Input Group

Incentives

Social Buttons

Image Row

369


Form Field


Bob

Smith

SUBMIT

Form Submit

Add to Apple Wallet

Pay

Save to phone

Add to Wallet

Save to Google Pay


Style

30% OFF

Almost everything in-store

Offer Valid

12/31/2020



Terms and Conditions

For DEMO use only. Limit 1 offer per person, offer not valid for sale/clearance items. Offer expires 12/31/19. In store and online. Offer is not transferable or shareable

<

>

Save

Save and Close

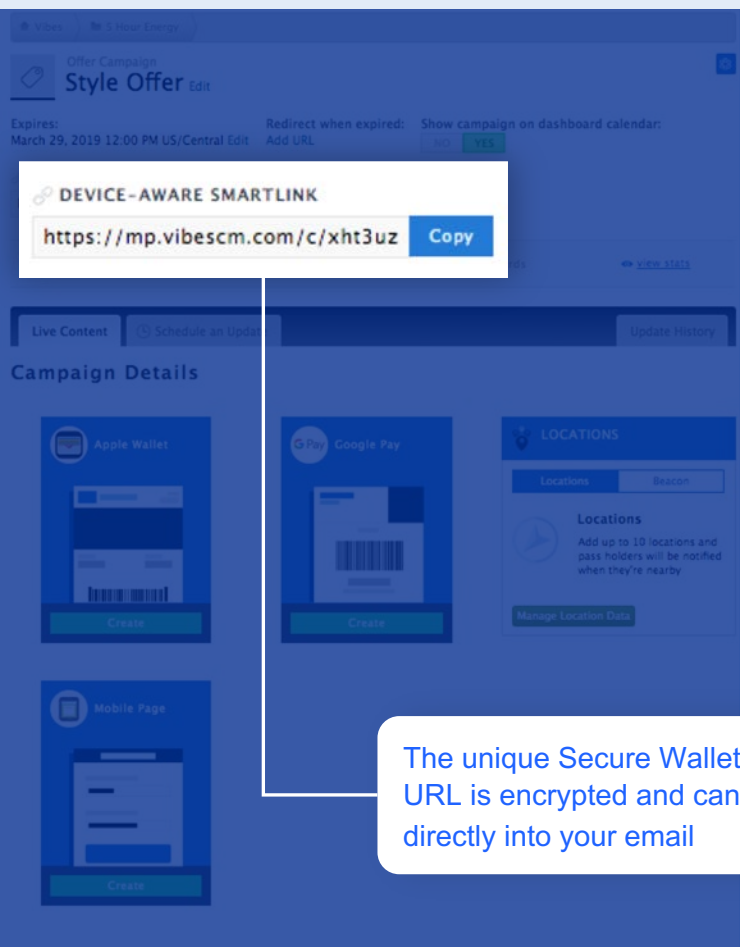
Cancel

# Email + Mobile Wallet

Sharing your Mobile Wallet passes



Seamlessly connect the power of email and mobile wallet using the Vibes Platform



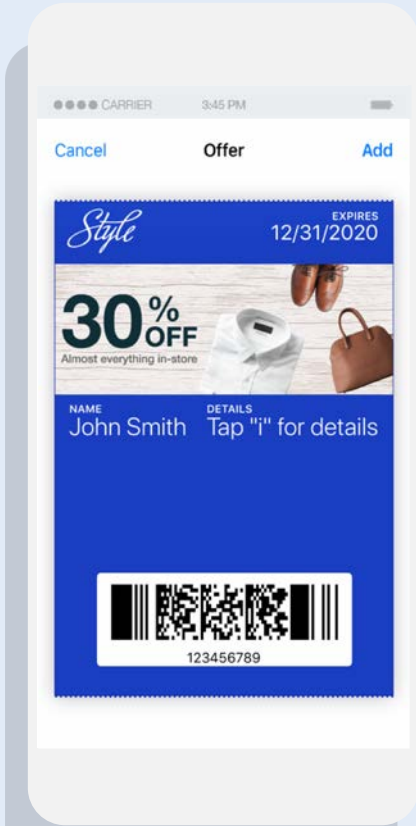
Wallet Campaign Creator

Place URL in email; when clicked, user is redirected to download the pass

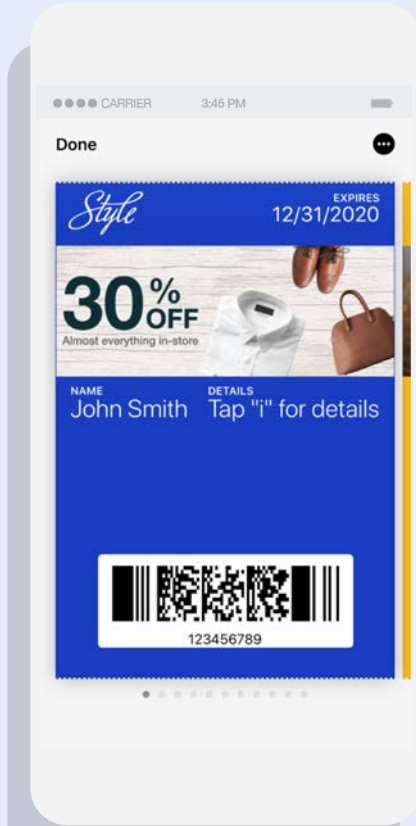
The unique Secure Wallet SmartLink URL is encrypted and can be placed directly into your email



1 User taps on "Save to Phone" button



2 Preview of the offer: User taps "Add" to save



3 Offer is saved in mobile wallet!

1

### INSTALLATION\*

Natively installed on iOS and Android devices

2

### LAYOUT

Visually similar, with some guidelines and restrictions, but all three can be branded and personalized

3

### LOCATION\*

Up to 10 locations for Apple Wallet content, up to 7,000 for Google Pay - both feature beacon support

4

### STORAGE\*

Stored on the smartphone, within Apple Wallet or Google Pay

5

### DELIVERING NOTIFICATIONS\*

Notifications sent directly to lock screen

6

### ACCESSING OFFERS

Can be distributed through virtually any marketing channel: SMS/MMS, email, apps, mobile ads

7

### ACCESSING LOYALTY CARD\*

Can be distributed through virtually any marketing channel: SMS/MMS, email, apps, mobile ads





# Thank You

For additional information on how to build, edit, and manage mobile wallet campaigns, visit [Vibes customer resource center](#).

