

CLIQTAGS

Features and Benefits

CLIOTAGS

Engaging Mobile Campaign Sites



Customer Communication Today



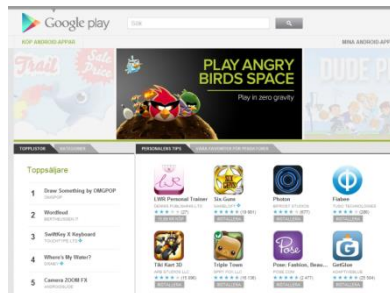
Direct Mail



Magazines



Web Pages



Apps and SMS



Market Situation



- Your customers (current and potential) walk around with smartphones everywhere they go
- They can be reached with information via their phones anywhere
- Responsive full-featured sites are not focused enough
- Mobile marketing campaigns need to be to the point
- Mobile sites are considerably less expensive and quicker to deploy and modify than apps, that often require external help
- Printed media is static and expensive, and the market is generally moving from printed media to digital

CLIQTAGS

**All-in-one Solution For Creating
Mobile Sites, Campaigns,
Surveys etc**

Solution: CliqTags

Access methods:

- QR Codes
- Bulk SMS
- SMS requests
- iBeacon
- NFC tags
- Augmented Reality
- Direct links
- Wrapper apps
- etc

Consumers



Company



Functions:

- Create many sites
- Create many pages of different types, including interactive
- Create access methods
- Schedule content
- Detailed statistics
- etc



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Customer Benefits

Retail

A man and a woman are walking through a retail store, looking at a display of televisions. The man is in the foreground, looking at a TV, while the woman is slightly behind him. The store is filled with various electronic products, including laptops and headphones, displayed on shelves and stands. The background shows more shelves stocked with products, creating a typical retail environment.

- Publish campaigns, rebate coupons, contests, recipes, advice, installation and usage instructions, alternative and new products, comparisons, feedback forms and more
- Add pictures, videos, audio, colors etc to spice up the experience
- Set up scheduling so that different content is shown depending on time, relevant e.g. for campaigns, coupons and contests
- Print QR codes in magazines, newsletters, on posters, shelves etc, and convey information relevant for each location
- Place beacons or NFC tags in stores for intuitive access to context-specific information
- Send SMSs or e-mails to customers with the above information

Print

A woman with long dark hair is sitting at a white table, looking down at an open magazine. On the table, there is a white bowl of cereal with fruit and a glass of milk. The background is a bright, out-of-focus window.

- Complement printed information with digital ditto, that expands and provides means for interaction and quick and easy feedback
- Create new revenue streams by selling digital content as a complement to printed ads
- Add multimedia and interactivity and that way modernize the printed material
- There's nothing for the user to key in; they only need to read the printed QR code via their phone

Realty

A woman in a tan blazer is smiling and looking towards a couple. The couple, consisting of a woman with glasses and a man with a beard, are both looking down at a miniature model of a house. The model is a two-story house with a red roof, white picket fence, and a small red car parked in front. The background is a bright, indoor setting with a potted plant.

- Market your company and objects via posters placed at houses for sale and in ads, where a QR code, NFC tag or beacon provides quick access to more information about the object, your company, who to contact etc, and means to show interest for the object
- Make it easier for potential buyers to contact you, and get a quicker sell by directly communicating with them when they are passing by the object of interest etc
- As the content can be changed over time without the QR code, NFC tag or beacon being affected, the realtor can easily present information about whether the house has been sold, current bids, number of interested etc, scheduling demos etc



Healthcare

- Provide information about medicines, procedures and equipment to decrease the risk of wrong medication and treatment, as well as instructions about use
- Provide information about use of equipment at hospitals as well as in homes
- Complement EAN/UPC Codes with QR codes on product packaging for more information, e.g. about side effects
- In situations where mobile phones are normally not allowed you can communicate via Wi-Fi, as effectively

Productivity



- Put QR codes, NFC tags or beacons on equipment, buildings, goods etc to convey information about those items, including instructions, who to contact, advice at failures, provide feedback on status for possible action etc
- Get a better understanding of the situation in warehouses, offices, construction sites etc, by accessing such information via mobile phones and tablets
- Increase security for employees by providing accurate and current information about responsible, equipment status, regulations etc.
- Enable status and action reporting

CLIQTAGS

Features

Create, Design, Copy, Activate, Schedule And Delete Sites And Pages With Ease

We detected that you have no sites. Please create one below, by at least giving it a descriptive site name.

We have pre-selected a suitable site template to get you started quickly. You can of course select any other.

See [Help](#) for how to get started. You may also click on [Information](#) in the top menu for other advice (see e.g. [FAQs](#)).

All settings made here can be altered and supplemented later, including the look, layout and content of the site (actually everything).

Site name*:	<input type="text" value="John Smith's contact info"/>	Descriptive name of the site.
Template:	<input type="text" value="Contact card (1 pages)"/>	Template for site content.
Language:	<input type="text" value="U.S. English"/>	Language for generated text.
Background:	<input type="text" value="ffffff"/>	Color for the background of pages.
Logo:	<input type="button" value="Välj fil"/> Medibell.png	Logo to be shown at the top of each page, preferably in PNG format and with transparent background.
Title text:	<input type="text" value="c00000"/> <input type="color" value="#c00000"/>	Color for title text.
Normal text:	<input type="text" value="000000"/> <input type="color" value="#000000"/>	Color for normal and link text.
Button text:	<input type="text" value="ffffff"/>	Color for button text in menus and for actions.
Button surface:	<input type="text" value="c00000"/> <input type="color" value="#c00000"/>	Color for button surface in menus and for actions.

Save

The logo will be placed here

Title text

Normal text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Button

Create Multiple Sites As Easily As Multiple Pages

New					Site ID	Active	Scheduling	Pages	Statistics	Responses
Name										
CliqTags Examples					examples	<div><div></div></div>	<div><div></div></div>	4	15	0
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
CliqTags exempel					exempel	<div><div></div></div>	<div><div></div></div>	19	30	0
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
Example - Medibell					medibellen	<div><div></div></div>	<div><div></div></div>	9	114	1
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
Exempel - Medibell					medibell	<div><div></div></div>	<div><div></div></div>	9	729	6
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
God Jul och Gott Nytt År!					godjul	<div><div></div></div>	<div><div></div></div>	10	383	8
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
Information about CliqTags					cliqtags	<div><div></div></div>	<div><div></div></div>	18	1542	0
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
Information about CliqTags, redirect					waqOl	<div><div></div></div>	<div><div></div></div>	1	2	0
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
Information om CliqTags					info	<div><div></div></div>	<div><div></div></div>	18	2433	0
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
Internet i fokus - Tävling					iiftavling	<div><div></div></div>	<div><div></div></div>	7	69	0
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
Lyckad QR-kods-läsning					qrsucce	<div><div></div></div>	<div><div></div></div>	1	45	0
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
MC lägenhet 314 alias					besiktning1	<div><div></div></div>	<div><div></div></div>	1	13	0
Edit	View	Access	Copy	Delete	Set	Set	Set	Pages	Statistics	Responses
MC lägenhet 316 alias					besiktning2	<div><div></div></div>	<div><div></div></div>	1	1	0

Choose From Many Smart Page Types For Interactive And Engaging Sites

Clicktag Admin
Clicktags

Logout

AdminFind Profile Help Contact Information

Sites ▶ Pages ▶ Info ▶ Information ▶ About ▶ All Pages ▶ New page

Information

Static information, possibly including pictures, tables etc.

Contact

Contact information, possibly from a vCard file.

Facebook Like

Facebook Like for a site URL.

Feedback

Feedback form with predefined fields.

Survey

Survey form that you can populate with different types of fields.

Media

Display of picture(s), video or audio.

Twitter Feed

Twitter feed for a user name.

Site List

List of all the sites on the account.

Redirection

Redirection to another site.

Location

Location shown using a dynamic map.

Facebook Page

Facebook Page for a page URL.

Resume

Resume form with predefined fields.

Responses

Responses from forms (Feedback, Resume or Survey).

News Feed

News feed for a feed URL.

Embed

Embedded output from another site.

Close

Create, Publish And Follow Up

[Sites](#) ► [Pages for site 'Example - Medibell'](#) ► [Edit page 'Name our mascot'](#)


Surveys

Attributes

Settings affecting the access to the page.

Name*:	Name our mascot
Show:	<input checked="" type="checkbox"/>
Parent:	none
Order:	50
Active:	<input checked="" type="checkbox"/>
Scheduling:	<input type="checkbox"/>

cliqtags.com/actions.php?c=medibelle



Medibell

Name our mascot

My suggestion *

Name *

E-mail *


Mobile phone

Twitter

Content for page type 'Survey'

Survey form that you can populate with different types of fields.

Paragraph
Font Size
B I U A ab



Path: p » img

+ 1

Type Req. Pub.

Single-line text ☒ ☒ + ▲ ▼ ×

My suggestion

Single-line text ☒ ☒ + ▲ ▼ ×

Name

E-mail address ☒ ☐ + ▲ ▼ ×

E-mail

Phone number ☐ ☐ + ▲ ▼ ×

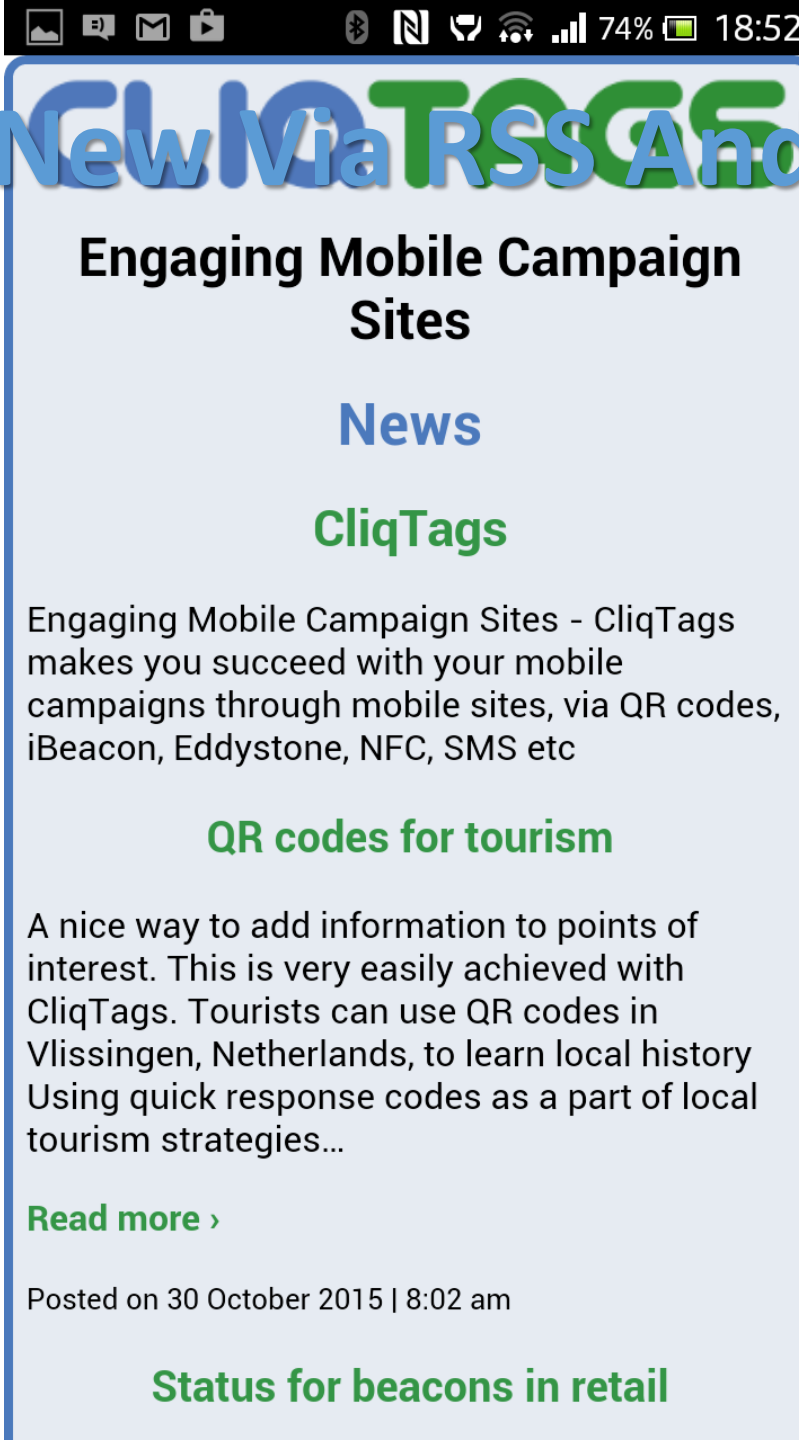
Mobile phone

Single-line text ☐ ☐ + ▲ ▼ ×

Twitter

+ 1

Show What's New Via RSS And Twitter Feeds

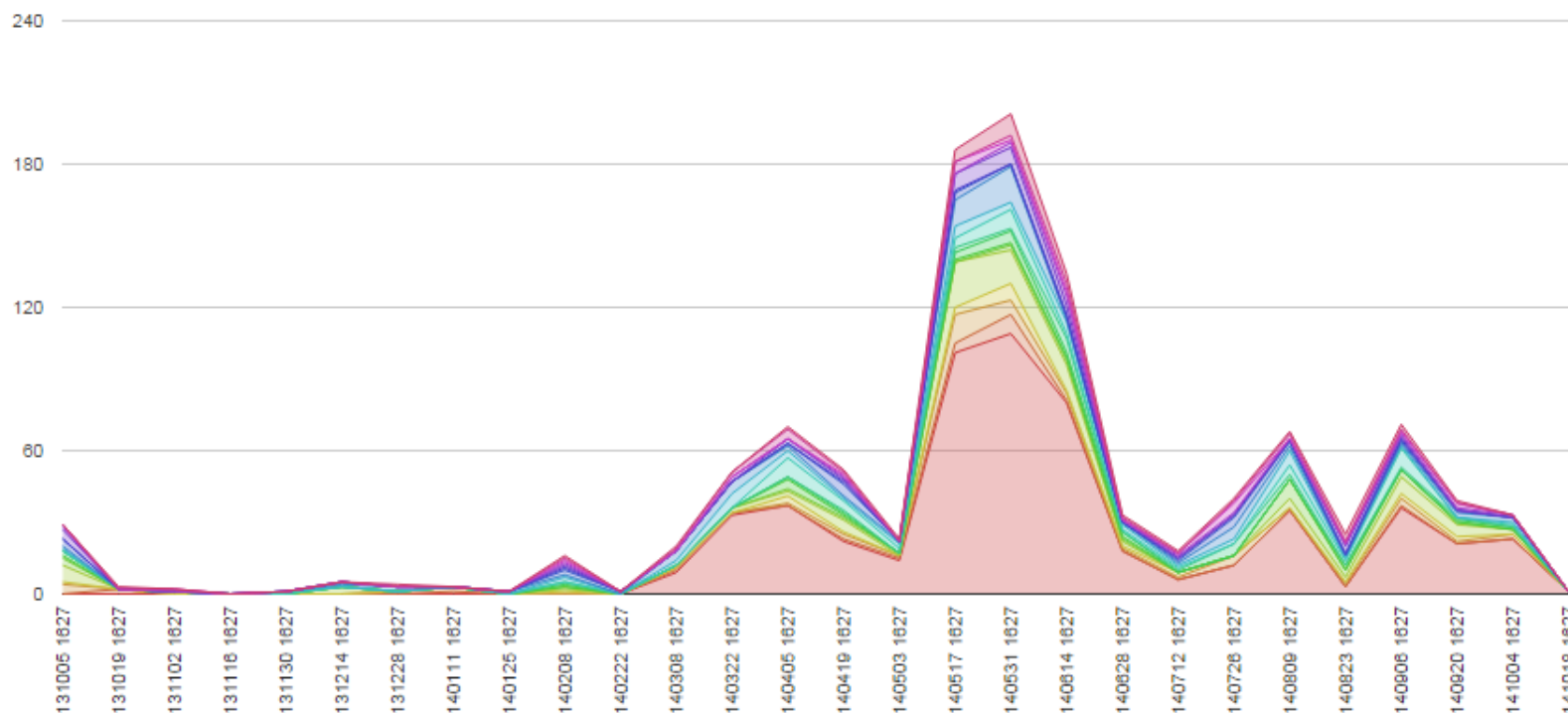


See Extensive Statistics For Modifications And Followups

Sites ▶ **Statistics for site 'Information about CliqTags'**

Type: Theme: Start: End: Interval:
 Stacked area Spectrum 2013-10-05 16:27 2014-10-05 16:27 2 weeks
[Chart](#) [List](#) [Refresh](#) [Download](#) [Year](#) [Month](#) [Week](#) [Day](#) [Hours](#) [Hour](#)

[menu] Anders Borg Arguments Contact Us Customer Values Features Feedback Find Us
 Healthcare How to Use Introduction News Print Productivity Read QR Codes Real Estate Retail
 Services The Solution



[Close](#)

Enable Access To Your Content Via QR Codes, SMS, E-mail etc

[Home](#) [Funds](#) [Profile](#) [Help](#) [Contact](#) [Information](#)

[Click Tag](#) [Login](#) [Logout](#)

Sites ▶ **Access site 'Information about CliqTags'**

Tracking code: Link: SMS query: Send cl cliqtags to 72672

QR Code

SMS

E-mail

QR Code

Generate a QR Code for your site.

Correction:

Module size:

Quiet zone:

Color:

Foreground: ☐

Background:


Contrast:

Text insert: ☐

Format:

Refresh

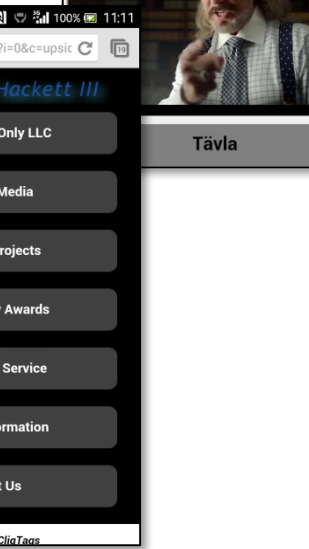
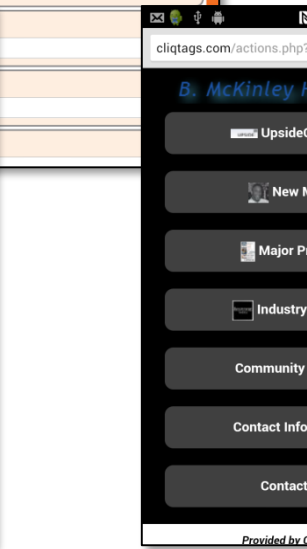
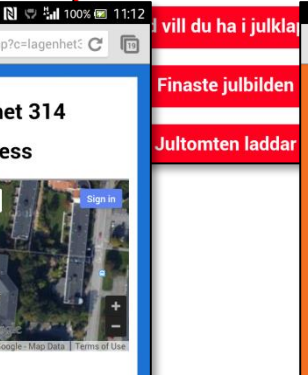
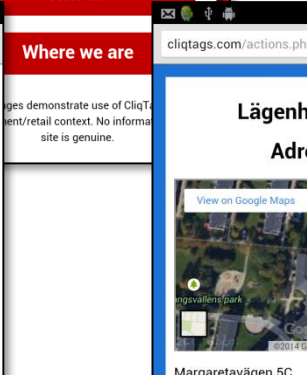
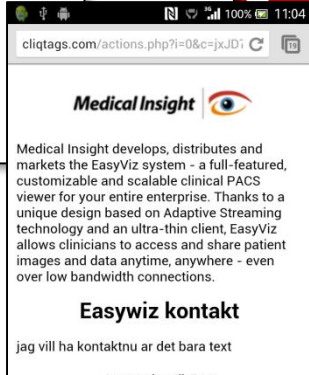
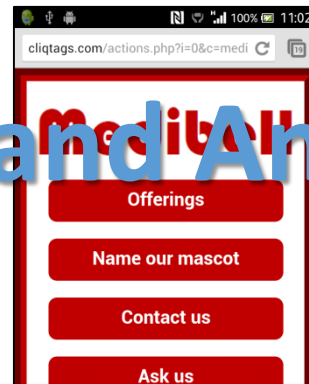
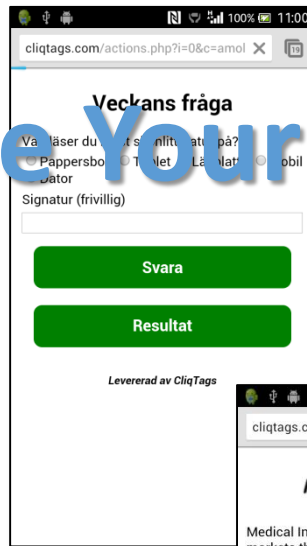
Right-click on the image and save or copy.



Close

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Use Your Brand And Design On Your Sites



Get Help When And Where You Need It

CLIQTAGS

CliqTags Admin
CliqTags

Logout

Admin Funds Profile **Help** Contact Information

Sites ► Edit site 'Information about CliqTags'

Attributes Metadata Background Border Text **Button** Menu Header Footer Stylesheet

Button

Settings affecting action buttons and buttons in menus.

Text:	Size: <input type="text" value="0.8"/>	Color: <input type="text" value="ffffff"/>
Surface:	Color: <input type="text" value="4b78bc"/>	<input type="color" value="#4b78bc"/>
Radius:	<input type="text" value="10"/>	
Spacing:	<input type="text" value="15"/>	

Radius for button corners (in pixels)

View

Save

Close

Don't Believe Us?

- Register today at <http://cliqtags.com> and see for yourself
 - Registration and a basic plan is free
 - If you need more, there are commercial plans as well
- Please contact us if you need help with strategy, design and content



Thanks for Watching!

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<http://cliqtags.com>