

# CLIQTAGS

CliqTags As A Turn-key  
Beacon Content Manager

# The Solution

**CliqTags Spotter** together with **CliqTags** provides a turn-key solution for beacon and geofence deployment, that is easy to configure and use

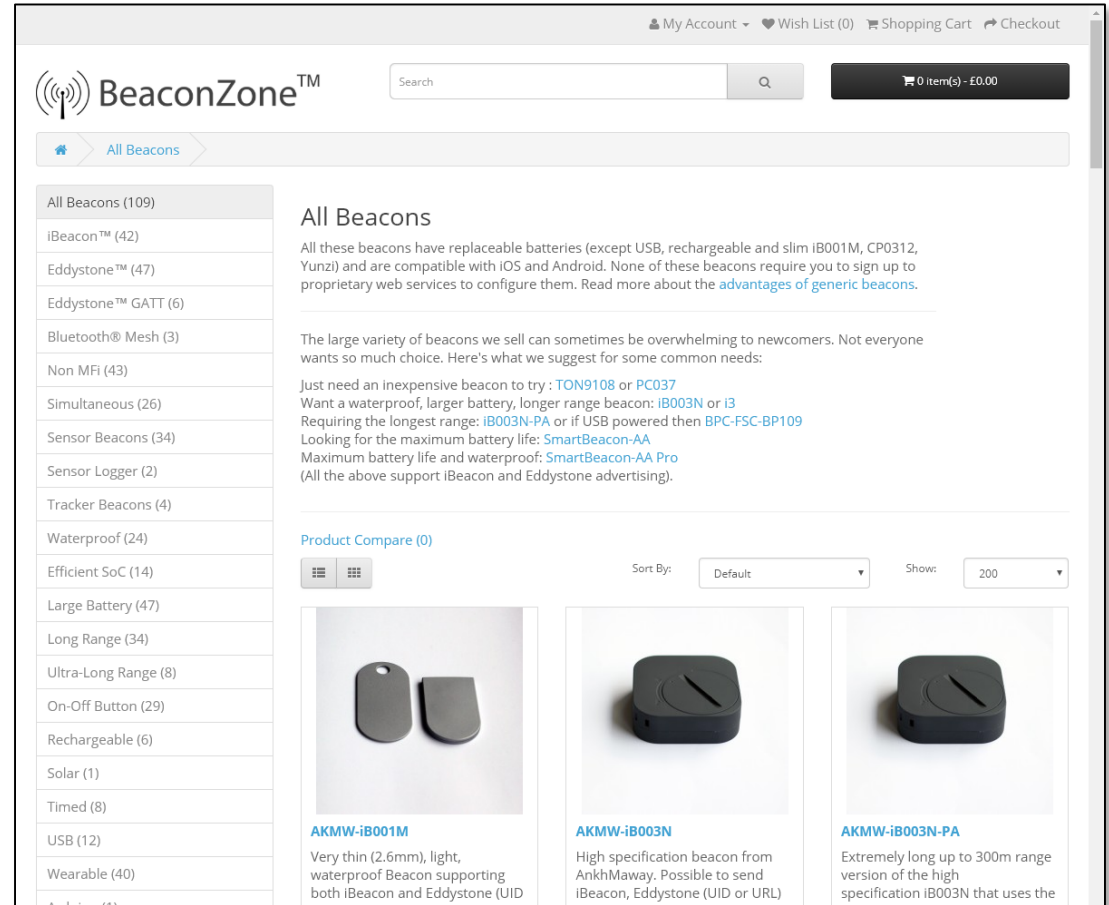


# Steps

- Get iBeacons
- Build content in **CliqTags**
- Install the beacons
- Install **CliqTags Spotter**
- Verify the completed setup
- Inform your audience

# Get iBeacons

- Buy e.g. via our partner BeaconZone
- As long as they are iBeacon-compatible they should work
- We've verified Estimote, Wellcore, Ankhmaway, Radius Networks and Jaalee



The screenshot shows the BeaconZone website interface. At the top, there's a navigation bar with "My Account", "Wish List (0)", "Shopping Cart", and "Checkout". The main header features the BeaconZone logo, a search bar, and a shopping cart icon showing "0 item(s) - £0.00". Below the header, there's a breadcrumb trail for "All Beacons". A left sidebar lists various beacon categories with their respective counts, such as "All Beacons (109)", "iBeacon™ (42)", "Eddystone™ (47)", "Bluetooth® Mesh (3)", "Non MFi (43)", "Simultaneous (26)", "Sensor Beacons (34)", "Sensor Logger (2)", "Tracker Beacons (4)", "Waterproof (24)", "Efficient SoC (14)", "Large Battery (47)", "Long Range (34)", "Ultra-Long Range (8)", "On-Off Button (29)", "Rechargeable (6)", "Solar (1)", "Timed (8)", "USB (12)", and "Wearable (40)". The main content area is titled "All Beacons" and contains introductory text about beacon compatibility and a list of recommended products. Below this, there's a "Product Compare (0)" section with a "Sort By:" dropdown set to "Default" and a "Show:" dropdown set to "200". Three product cards are displayed, each with an image and a brief description:

- AKMW-iB001M**: Very thin (2.6mm), light, waterproof Beacon supporting both iBeacon and Eddystone (UID)
- AKMW-iB003N**: High specification beacon from AnkhMaway. Possible to send iBeacon, Eddystone (UID or URL)
- AKMW-iB003N-PA**: Extremely long up to 300m range version of the high specification iB003N that uses the

# Build Content In CliqTags

- Log in to CliqTags
  - <https://cliqtags.com/login.php>
- Create one or more sites
- Associate them with beacons
- See Tutorial for First-time Users for more information

The image displays three overlapping screenshots of the CliqTags administrative interface, illustrating the process of building content:

- Top Screenshot:** Shows the 'New site' configuration page. Fields include Site name (Coupon 1), Site ID, Language (English), and Heading text. A note states: "All settings made here can be altered and supplemented later, including the look, layout and content of the site (actually everything)." A 'Logout' button is visible in the top right.
- Middle Screenshot:** Shows the 'Edit page' configuration for 'Coupon 1'. It includes an 'Attributes' section with fields for Name, Show, Parent, Order, Active, and Scheduling. A rich text editor is used for 'Content for page type 'Information''. A 'Logout' button is visible in the top right.
- Bottom Screenshot:** Shows the 'Edit site' configuration for 'Coupon 1', specifically the 'Location' settings. It includes a 'Settings for beacons and geofencing' section with fields for iBeacon (Active, UUID, Major ID, Minor ID, Proximity), Geofencing (Active), and a map interface for location selection. A 'Logout' button is visible in the top right.

# Install the Beacons

- Place them so they can radiate freely around the area they are to cover
- If they need to be hidden away, please note:
  - Glass (e.g. a window), paper (e.g. a poster) and plastic work fine
  - Avoid metal or water in the direction of transmission and right beside

# Install CliqTags Spotter

- See to that
  - the device (phone or tablet) runs iOS 7+ or Android 4.3+
  - the device has an active mobile or Wi-Fi connection
  - that Bluetooth is activated
- Install the app
  - available for iOS and Android
  - provided on request



# Verify the Completed Setup

- Stand outside the venue and start CliqTags Spotter
- Walk around to see that beacons trigger the right content and at the right distance
  - If it somehow fails, open the Beacons view in the app and correlate with the settings in CliqTags
  - Be especially wary of proximities, and adjust accordingly if content is triggered too early or too late
- Click on the displayed site banners to see that the right content shows



# Inform Your Audience

- About...
  - what kind of information, offerings, contests etc they can access this way
  - installing CliqTags Spotter
  - activating Bluetooth

# For More Information

[info@cliqtags.com](mailto:info@cliqtags.com)

<https://cliqtags.com>