REQUEST NEW PROMOTION

MANAGE MY PROMOTIONS

- EDIT PROMOTION
- CREATE GAME
- EDIT GAME
- MANAGE CERTIFICATES
- ISSUE TOKENS & REWARDS
- ISSUANCE REPORT

REQUEST TRAVEL QUOTE

MERCHANDISE ORDERS

*earn*POWER Reward Point Options

You have two great reward point options in earnPOWER:

- *earn*POWER Awards
  - Merchandise, travel, events, experiences
  - **exclusively yours® card**

- *earn*POWER Flex Awards
  - Merchandise, travel, events, experiences
  - ACH transfer to personal bank account ($15 fee)
  - Transfer to Performance Rewards Visa® Prepaid Card (no fee to transfer, $4 fee to use ATM)

AWARD's *earn*POWER Wallet

More Details ▶▶

earnPOWER Awards 🛒

earnPOWER Flex Awards 🛒
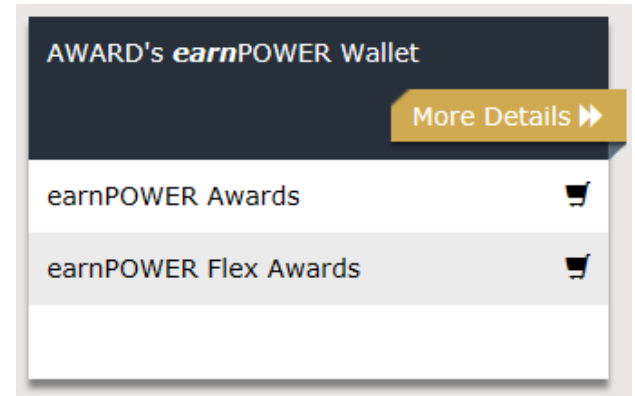
What to Know:

| *earn*POWER Awards	*earn*POWER Flex Awards
Can be used for: 1. DIY Award Issuance (GM program owner issues awards) 2. Spreadsheet Award Issuance (Maritz processes spreadsheet) **3. Certificates** **4. Games**	**Can be used for:** 1. DIY Award Issuance (GM program owner issues awards) 2. Spreadsheet Award Issuance (Maritz processes spreadsheet)
No fees to GM program owner or participants	5% fee to GM program owner, some fees to program participants
Point deposits right away	3-5 weeks to deposit points (requires pre-payment)

*earn*POWER **TOOLKIT MAIN PAGE**

To access the *earn*POWER Toolkit, find the TOOLKIT link on the top navigation bar of the *earn*POWER homepage

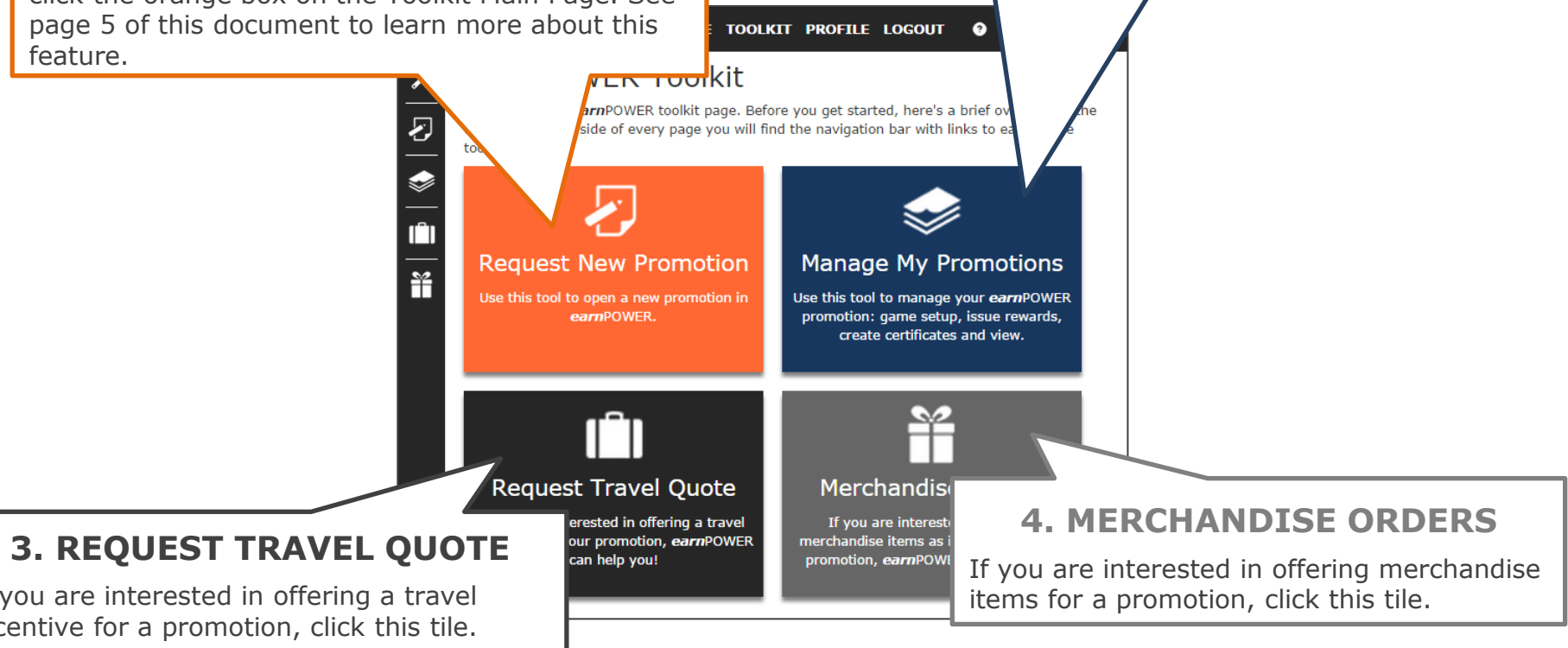eP DIY PROMOTIONS TOOLS OVERVIEW 9.5.14
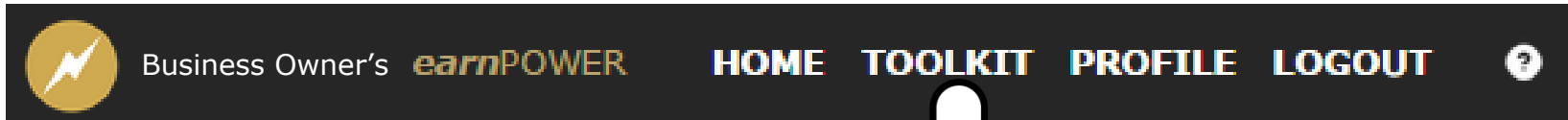
*earn*POWER **TOOLKIT MAIN PAGE**

- Clicking TOOLKIT in the site navigation bar will link you to the *earn*POWER Toolkit Main Page
- The Toolkit has four primary areas or tools:
  1. Request New Promotion
  2. Manage My Promotions
  3. Request Travel Quote
  4. Merchandise Order

2. MANAGE MY PROMOTIONS

After your promotion request has been processed, you will receive an email from *earn*POWER HQ to inform you that you can now use the *Manage My Promotions* tools to set up and manage your promotion. See page 8 for more about this tool.

1. REQUEST NEW PROMOTION

Start here to run your next promotion in *earn*POWER. This easy-to-use tool collects the information needed to run your promotion in *earn*POWER. To get started using this tool, just click the orange box on the Toolkit Main Page. See page 5 of this document to learn more about this feature.

TOOLKIT   PROFILE   LOGOUT   ❓

WER Toolkit

*earn*POWER toolkit page. Before you get started, here's a brief ov... the side of every page you will find the navigation bar with links to ea...
to...

Request New Promotion
Use this tool to open a new promotion in *earn*POWER.

Manage My Promotions
Use this tool to manage your *earn*POWER promotion: game setup, issue rewards, create certificates and view.

Request Travel Quote
...erested in offering a travel ...our promotion, *earn*POWER can help you!

Merchandis...
If you are interest... merchandise items as i... promotion, *earn*POWE...

3. REQUEST TRAVEL QUOTE

If you are interested in offering a travel incentive for a promotion, click this tile.

4. MERCHANDISE ORDERS

If you are interested in offering merchandise items for a promotion, click this tile.

*earn*POWER Toolkit

FIRST STEP of the Request New Promotion Wizard

- When you click the *Request New Promotion* tile on the Toolkit Main Page, you are linked to the first page of the *Request New Promotion* Wizard (see image below)

- The Wizard has 8 short steps

- After you complete each step, navigate to the next step either by selecting the NEXT button in the top right or by clicking on the name of a step in the status bar located at the top of the page

1. Tile

2. Type

3. Funding

4. Permissions

5. Eligibility

6. Hierarchy

7. Options

8. Terms

The 8 STEPS of the Request New Promotion Wizard
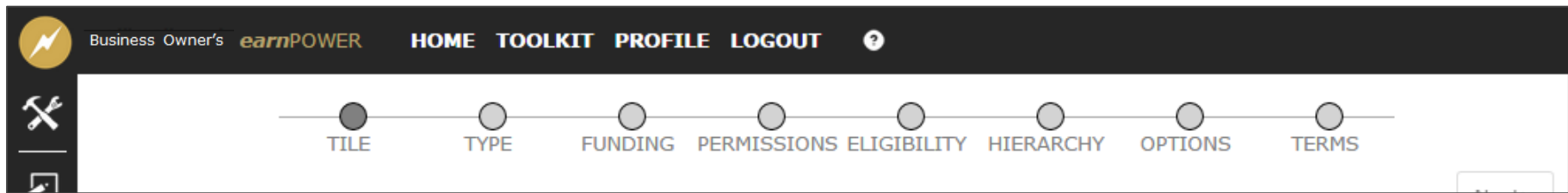
1. **Tile:** Input basic promotion information such as name, start and end dates, type of promotion, etc. Upload your program rules and design the style of your promotion's program tile that will appear on the homepage

2. **Type:** Select the type of *earn*POWER Reward Points you'd like to use for your promotion
   Note: Only *earn*POWER Awards can be used for Certificates and Games

3. **Funding:** Provide information about how your promotion will be funded

4. **Permissions:** Assign rights to those who will manage various aspects of your promotion

5. **Eligibility:** Identify the business type, brands and positions/roles/titles of those who are eligible to view and earn in your promotion

6. **Hierarchy:** Identify the regions, areas, districts and dealerships that are eligible for your to view and earn in your promotion

7. **Options:** Select other options including additional spreadsheet/invoicing requests

8. **Terms:** Confirm your budget, accept the *earn*POWER terms and submit your promotion request, or save it to finish later

After you submit a Request New Promotion

- Find your submitted promotion in the SUBMITTED PROMOTIONS bar on the *Manage My Promotions* page
- You will also receive an email from the **earn**POWER Admin confirming your submission
- After your submission has been activated in **earn**POWER, you will receive an email from **earn**POWER notifying you that you can go into the *Manage my Promotions* tool and get started setting up your promotion

Manage My Promotions – Overview

- This feature allows you to set up, manage and run the promotions you run in *earn*POWER

- From this tool you can select, set up and edit a spin game, award tokens for a spin game, create and manage certificates, award *earn*POWER points directly into participants' accounts, and monitor your program budget and points issuance history

Manage My Promotions – Blue Bar Lists

On this page your promotions are separated into four lists or categories:

1. Current Promotions
Under this bar you will find a list of all the promotions you are currently running in *earn*POWER

2. Submitted Promotions
After you submit your promotion through *Request New Promotion* it appears here until the *earn*POWER admin converts your request to Current Promotion status

3. Saved Promotions
If you save a new promotion request before submitting it, it appears here

4. Past Promotions
After your current promotions end, they are moved to this section

Business Owner's *earn*POWER   HOME TOOLKIT PROFILE LOGOUT   ❓

Manage My Promotions

To manage the individual tasks associated with a promotion, select a promotion from your "Current Promotions" list and then press the feature butto you wish to use.

[View Promotion] [Manage Certificates] [Issue Tokens/Rewards] [Issuance Reports]

1 → **- Current Promotions**

Promotion Name	Dates	Eligible Participants	Enrolled Participants
◉ Promotion 1 Sample	07/08/2014	102	10
○ Promotion 2 Sample	09/07/2014	85	75
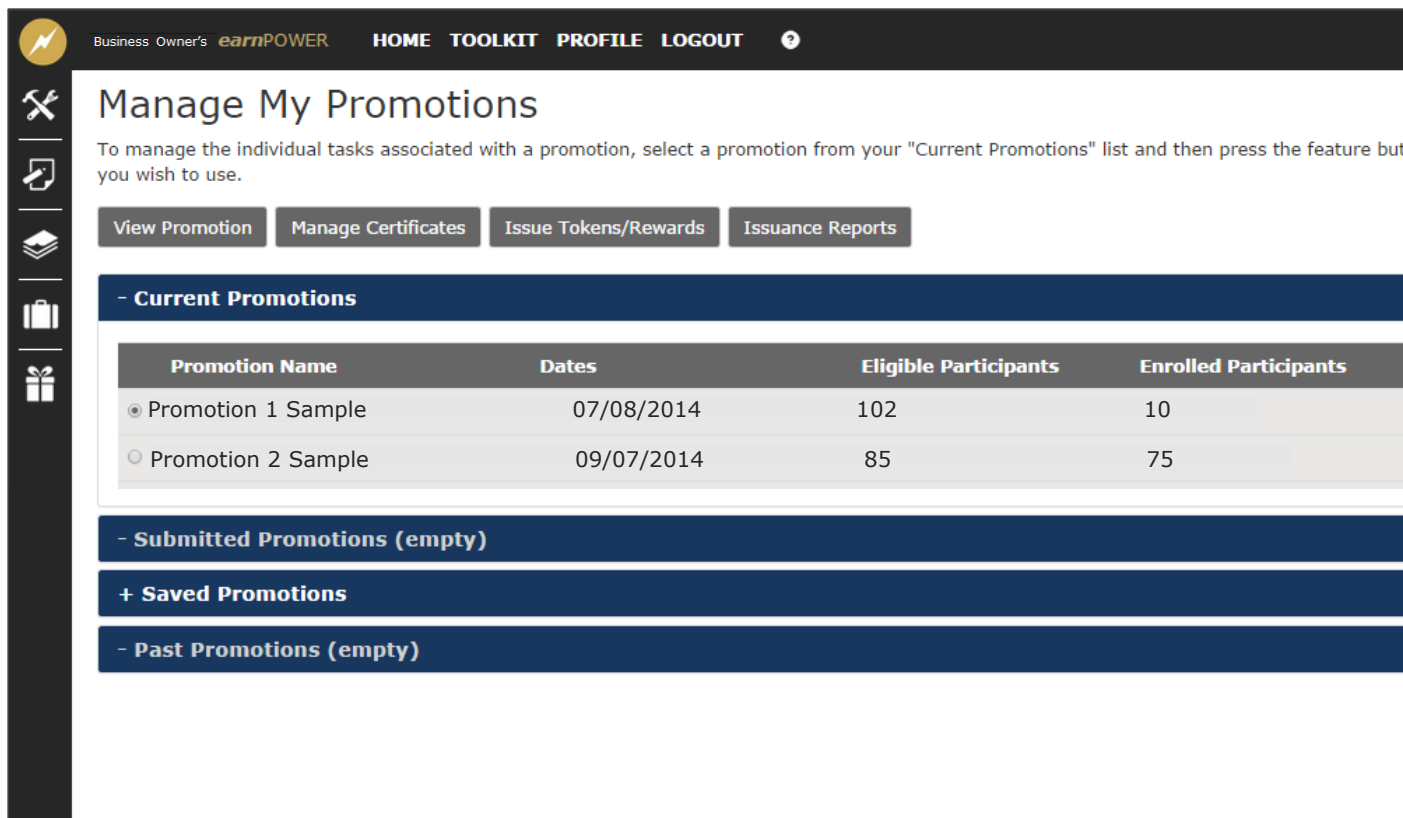
2 → **- Submitted Promotions (empty)**

3 → **+ Saved Promotions**

4 → **- Past Promotions (empty)**

Current Promotions Blue Bar List

- To manage a specific promotion, select the circle to the left of the promotion name
- When you select a promotion on this list, you'll notice feature buttons now appear above the blue bar
- If the selected promotion is a spin game, the following feature buttons will appear:
  - View Promotion
  - Create Game/Edit Game
  - Manage Certificates
  - Issue Tokens/Rewards
  - Issuance Reports
- If the selected promotion does NOT include a spin game, the following feature buttons will appear:
  - View Promotion
  - Manage Certificates (certificates use **earn**POWER Awards)
  - Award Tokens/Rewards
  - Issuance History
- The following pages contain an overview of each of the feature buttons

View Promotion

View Promotion Feature Button

- When this button is selected, the *Manage My Promotions* page auto-directs you to the first step of the *Request New Promotion* Wizard you submitted for this promotion.

- You cannot edit or change this information in your submission

- If you would like to make a change, please contact the **earn**POWER Admin at 248-948-4253

- To return to the *Manage My Promotions* page, click the back button on your web browser or select the *Manage My Promotions* icon of the left side navigation bar

| Create Game | Edit Game |

Create Game & Edit Game Feature Buttons

- If your promotion includes a spin game, the **CREATE GAME** button will appear until after you have set up your spin game

- When you select the **CREATE GAME** button, the *Manage My Promotions* page auto-directs you to the first step of the Create Game Wizard

  (1) **Step 1:** Preview the various spin game types, select one and click next

  Step 2: Set up your game by creating levels, assign a point value to each level, and click Next

  Step 3: Review your game set-up and then go back to the previous step to make changes, or click finished to finalize your game set up

- After you click finished, the set-up wizard auto-directs you back to the *Manage My Promotions* page

- When you return to the *Manage My Promotions* page, notice the create game button now reads EDIT GAME

(2) - You can use this button at anytime during your promotion to go back into the game set-up wizard and change the point values in your game

Note: The edit game feature does not allow you to change the type of spin game you selected when you first created your game.

(1) Create Game

(2) Edit Game

Manage Certificates

# Manage Certificates Feature Button

- The Manage Certificates feature allows you to create batches of points certificates that you can distribute to program participants

- All *earn*POWER promotions using *earn*POWER Awards come with this option. (**Note:** Certificates must use *earn*POWER Awards; *earn*POWER Flex Awards are not an option with certificates.)

- When you select the Manage Certificates feature button, you are auto-directed from the *Manage My Promotions* page to the **first tab** of the Manage Certificates feature, which is Create Batch

    - Use the Create Batch tab to create points certificates for your participants

- The **second tab** of the Manage Certificates feature is Batch History

    - The Batch History tab gives you access to the previous batches of certificates you created for this promotion

- The **third tab** of the Manage Certificates feature is called Individual History

    - The Individual History tab gives you access to all of the individual certificates you have created and offers you the option of downloading a CSV file of your individual certificate history
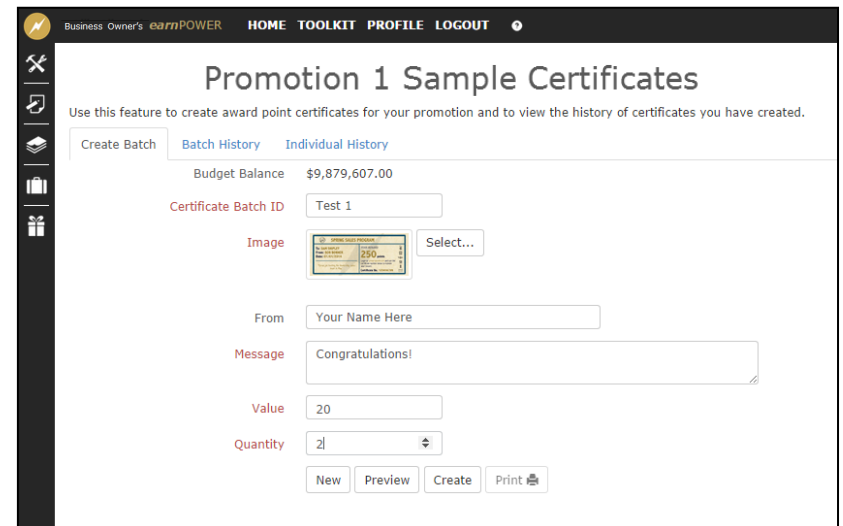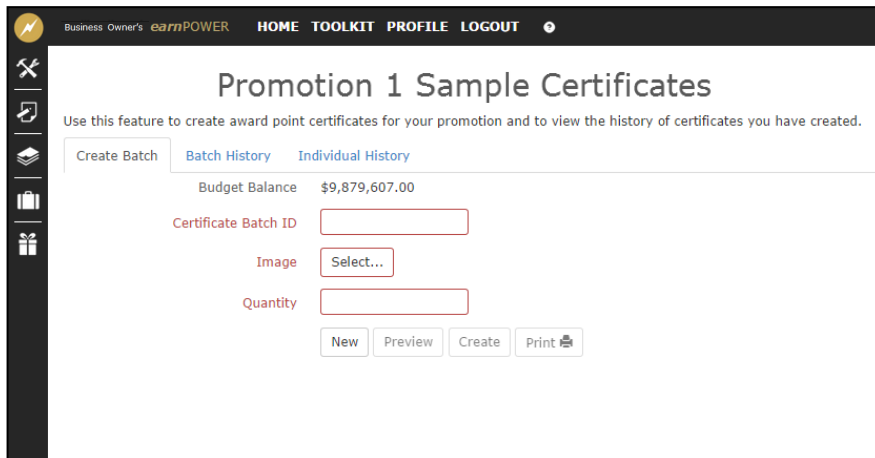
Manage Certificates Feature Button (Spin Game)

- If you have a spin game, you can also use Manage Certificates to award participants game tokens
- If you choose to use the certificate option to award tokens, you should note the following:
  - After you set your game up, when you use the Issue Tokens feature to award tokens, they are automatically and instantly loaded into the participant's game
  - The certificate process requires a few extra steps:
    1. Print the certificates you create
    2. Hand them off to your participants
    3. Participant logs into *earn*POWER and inputs their certificate number into the certificate claim box on the homepage
    4. After a certificate is claimed, *earn*POWER loads that certificate spin "token" into that participant's game
  - Spin game certificates can only contain one (1) spin credit. Should you want to award someone multiple game spins, you will need to create multiple certificates for that participant
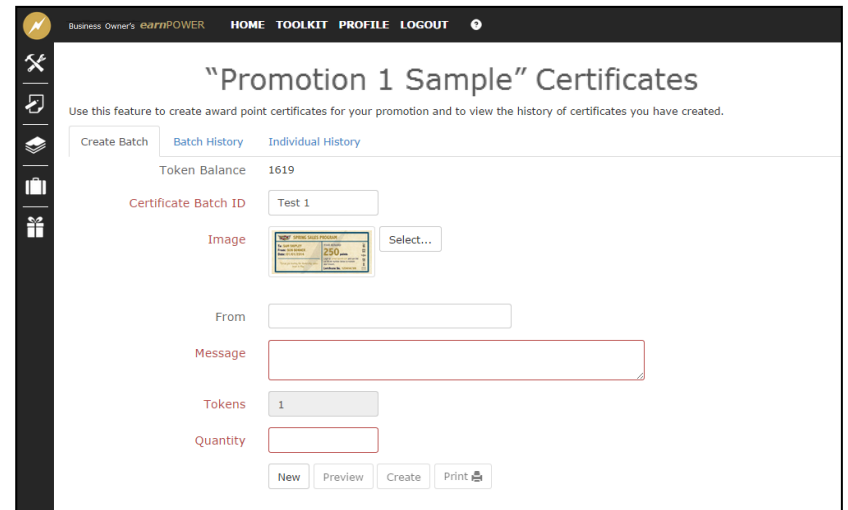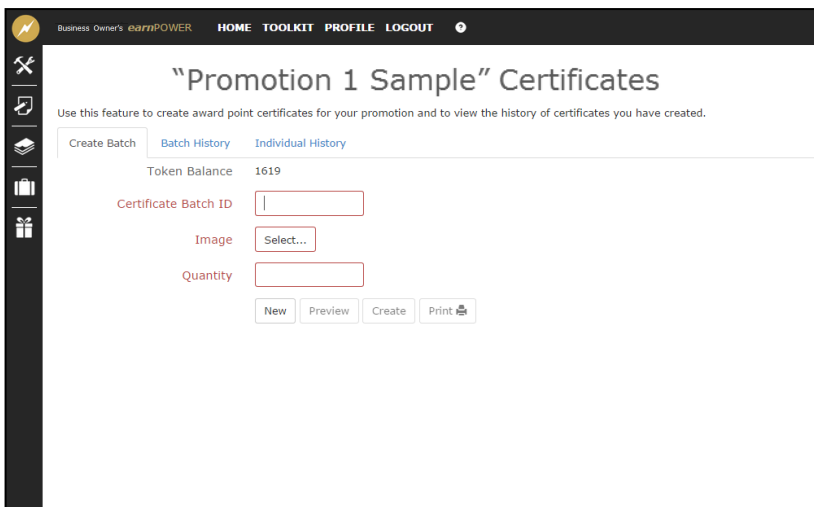
Issue Tokens/Rewards Feature Button (Step 1)

- The Issue Tokens/Rewards Feature can be used to issue your program participants game tokens (if your promotion is a spin game) or **earn**POWER points

- When you use this feature to award participants tokens or **earn**POWER points, those tokens or points are automatically deposited into the participants' game (if tokens) or **earn**POWER account (if points)

- When you select this button on the *Manage My Promotions* page, you are auto-directed to this feature

- This feature has two steps:

  1. Create a participant list

  2. Award Tokens or Points (see next page for a visual of this step)

- When you create your participant list, you can create a list using the filter tools provided

  - Search by an individual GMIN

  - Use the filters to search for individuals or a group of participants

- After you identify your filter options, select CREATE LIST

- After this button is selected, your filtered participant list appears at the bottom of the page (see next page)
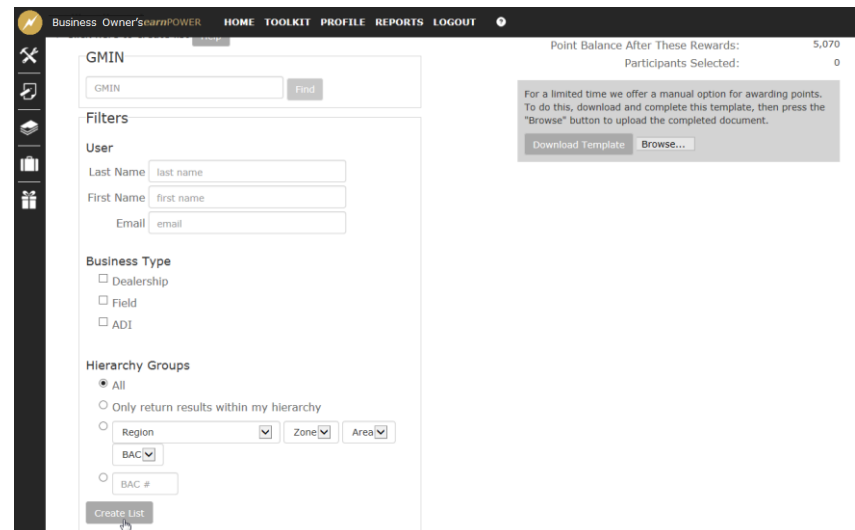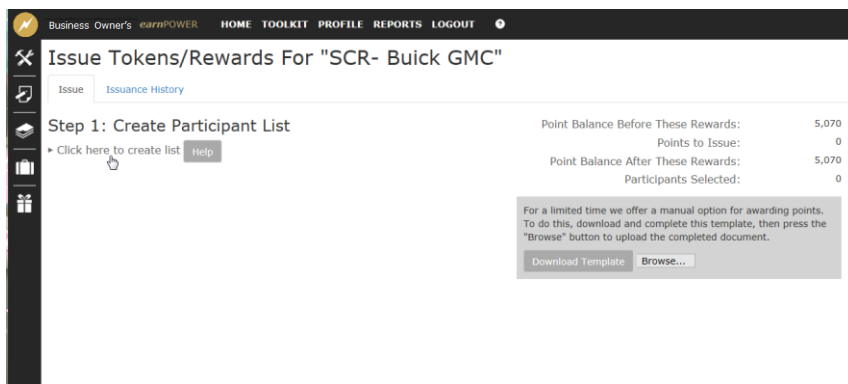
Issue Tokens/Rewards Feature Button (Step 2)

- To see the participant list you created, scroll down the page
- Just above this list you will find Step 2: Award Tokens To Participants
- You have two options for awarding tokens or points
  1. Option A: Bulk Issuance – award each of the people selected in your below list a set amount of tokens or points
  2. Option B: Individual Tokens/Points Issuance – select and input a different token or point value into the open token field on each line
- To complete this step, click the Issue Points/Tokens button

Manage My Promotions

Issuance Reports | Issuance Reports Feature Button

- The Issuance Reports feature allows you to create an online and/or downloadable CSV file of all issuance associated with your program to date.
- **Note:** The on-screen issuance history will default to summary, unless you click the "Detail" button; the CSV download will default to issuance detail, unless you click the "Summary" button.

Questions or Concerns

If you have any questions regarding setting up and managing an ***earn***POWER promotion,
please contact Teryn Parish at 248-948-4253