



REQUEST NEW PROMOTION



REQUEST
TRAVEL QUOTE



MERCHANDISE
ORDERS

MANAGE MY PROMOTIONS

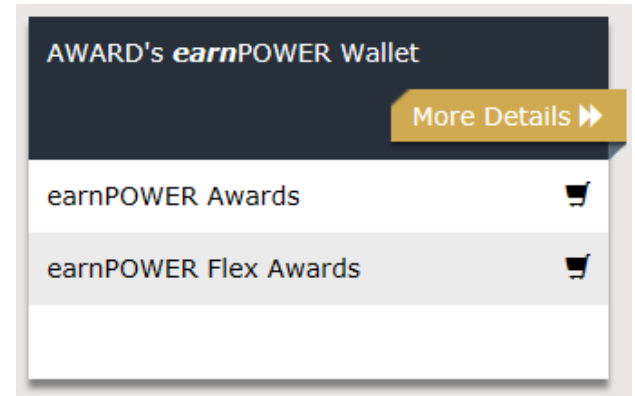


- EDIT PROMOTION
- CREATE GAME
- EDIT GAME
- MANAGE CERTIFICATES
- ISSUE TOKENS & REWARDS
- ISSUANCE REPORT

earnPOWER Reward Point Options

You have two great reward point options in earnPOWER:

- **earnPOWER Awards**
 - Merchandise, travel, events, experiences
 - **exclusively yours® card**
- **earnPOWER 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)



What to Know:

earnPOWER 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**

No fees to GM program owner or participants

Point deposits right away

earnPOWER Flex Awards

Can be used for:

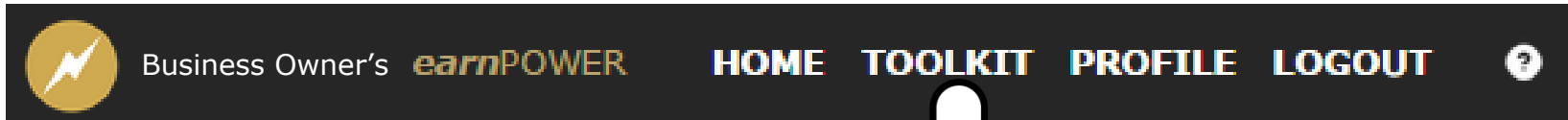
1. DIY Award Issuance (GM program owner issues awards)
2. Spreadsheet Award Issuance (Maritz processes spreadsheet)

5% fee to GM program owner, some fees to program participants

3-5 weeks to deposit points (requires pre-payment)

earnPOWER TOOLKIT MAIN PAGE

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



earnPOWER TOOLKIT MAIN PAGE

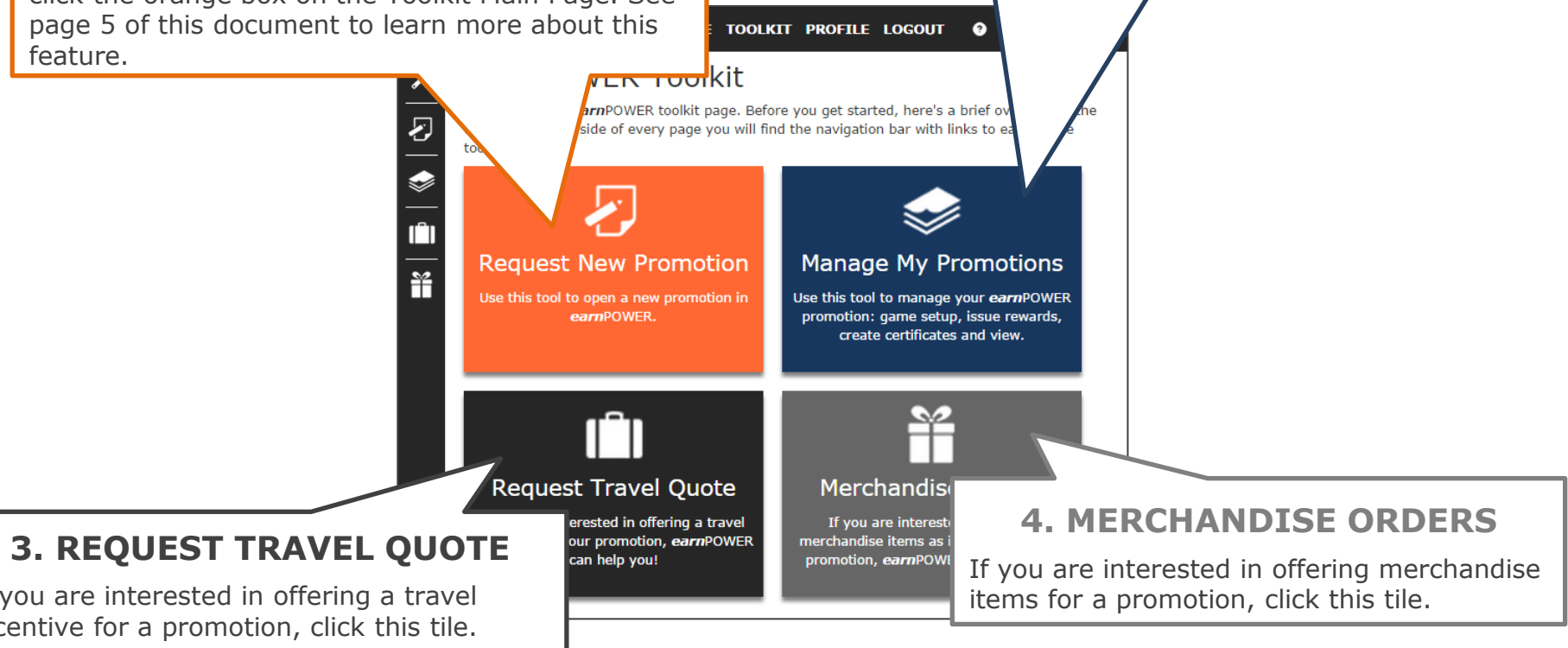
- Clicking TOOLKIT in the site navigation bar will link you to the **earnPOWER** Toolkit Main Page
- The Toolkit has four primary areas or tools:
 1. Request New Promotion
 2. Manage My Promotions
 3. Request Travel Quote
 4. Merchandise Order

1. REQUEST NEW PROMOTION

Start here to run your next promotion in **earnPOWER**. This easy-to-use tool collects the information needed to run your promotion in **earnPOWER**. 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.

2. MANAGE MY PROMOTIONS

After your promotion request has been processed, you will receive an email from **earnPOWER** 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.



The screenshot shows the Toolkit Main Page with a navigation bar at the top containing 'TOOLKIT', 'PROFILE', and 'LOGOUT'. Below the navigation bar is a vertical sidebar with icons for each tool. The main content area features four large tiles:

- Request New Promotion** (orange tile): Use this tool to open a new promotion in **earnPOWER**.
- Manage My Promotions** (dark blue tile): Use this tool to manage your **earnPOWER** promotion: game setup, issue rewards, create certificates and view.
- Request Travel Quote** (dark grey tile): If you are interested in offering a travel incentive for a promotion, **earnPOWER** can help you!
- Merchandise Orders** (light grey tile): If you are interested in offering merchandise items for a promotion, **earnPOWER** can help you!

Callout boxes provide detailed descriptions for each tool:

- 1. REQUEST NEW PROMOTION:** Start here to run your next promotion in **earnPOWER**. This easy-to-use tool collects the information needed to run your promotion in **earnPOWER**. 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.
- 2. MANAGE MY PROMOTIONS:** After your promotion request has been processed, you will receive an email from **earnPOWER** 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.
- 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.



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

Business Owner's **earnPOWER** HOME TOOLKIT PROFILE LOGOUT

TILE TYPE FUNDING PERMISSIONS ELIGIBILITY HIERARCHY OPTIONS TERMS

Next>

Promotion Tile

Promotion Name

Brand Image

Promotion Description

Local National

Promotion Type

Business Name

Start Date

End Date

This is the date on which allocations will be completed. Participants can redeem awards after this date.

Tile Content Type Use Image Use Text

Image

Promotion Rules

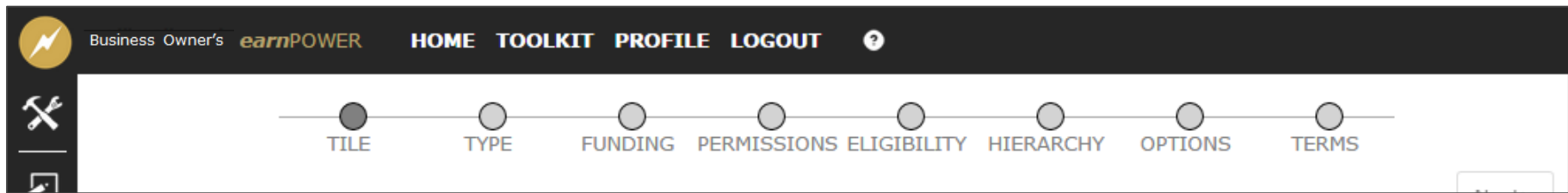
Brochure

Preview

Promotion End Date: 9/4/2015



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 **earnPOWER** Reward Points you'd like to use for your promotion
Note: Only **earnPOWER** 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 **earnPOWER** 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

Lilia Alberto¹ Business Owner's 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 button you wish to use.

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

- Current Promotions

Promotion Name	Dates	Eligible Participants	Enrolled Participants
<input checked="" type="radio"/> Promotion 1 Sample	07/08/2014	102	10
<input type="radio"/> Promotion 2 Sample	09/07/2014	85	75

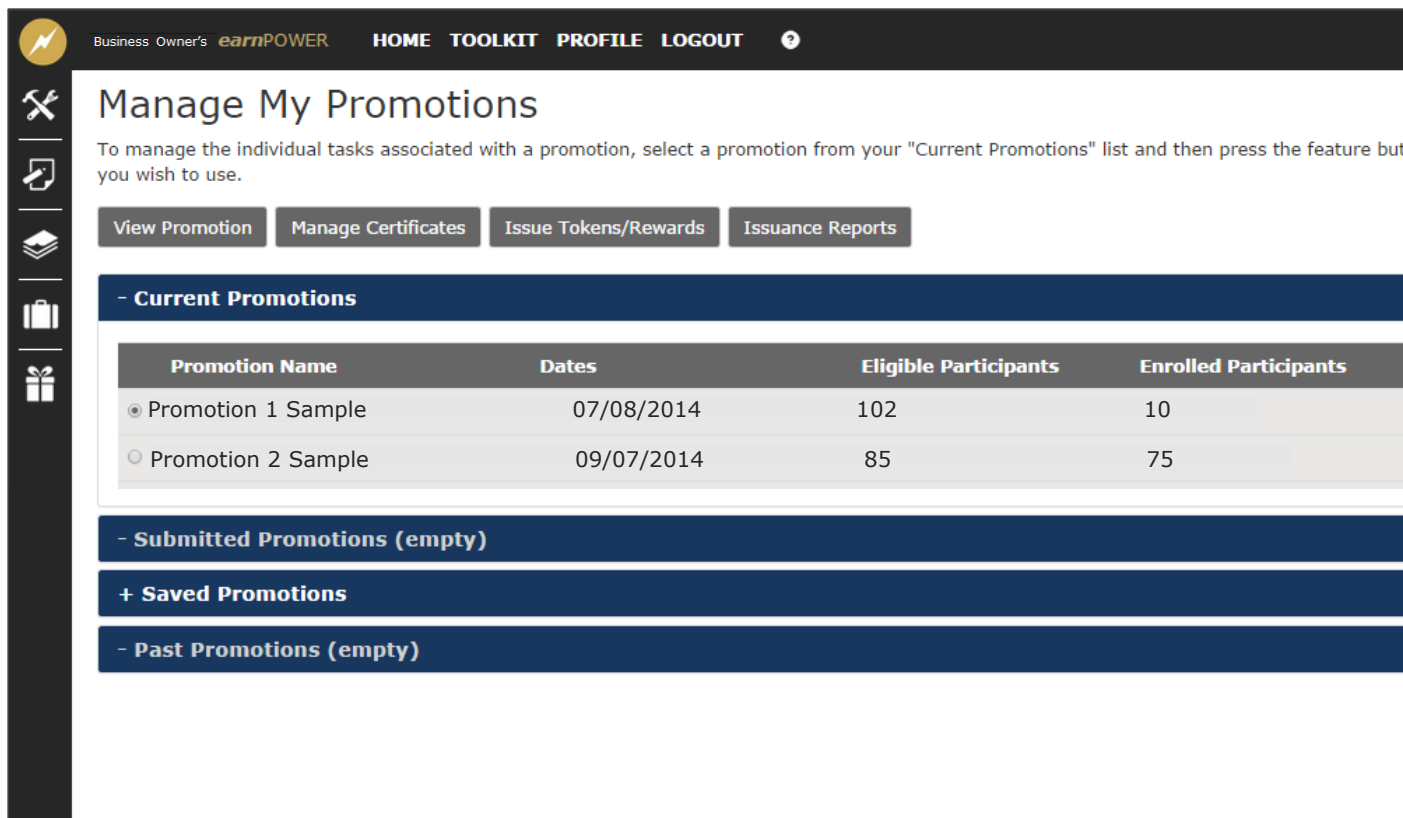
- Submitted Promotions (empty)

+ Saved Promotions

- Past Promotions (empty)

Manage My Promotions – Overview

- This feature allows you to set up, manage and run the promotions you run in **earnPOWER**
- From this tool you can select, set up and edit a spin game, award tokens for a spin game, create and manage certificates, award **earnPOWER** points directly into participants' accounts, and monitor your program budget and points issuance history



The screenshot shows the 'Manage My Promotions' interface. At the top, there is a navigation bar with 'Business Owner's earnPOWER', 'HOME', 'TOOLKIT', 'PROFILE', and 'LOGOUT'. Below the navigation bar, the title 'Manage My Promotions' is displayed. A brief instruction reads: 'To manage the individual tasks associated with a promotion, select a promotion from your "Current Promotions" list and then press the feature button you wish to use.' Below this instruction are four buttons: 'View Promotion', 'Manage Certificates', 'Issue Tokens/Rewards', and 'Issuance Reports'. The main content area is divided into sections: '- Current Promotions', '- Submitted Promotions (empty)', '+ Saved Promotions', and '- Past Promotions (empty)'. The 'Current Promotions' section contains a table with the following data:

Promotion Name	Dates	Eligible Participants	Enrolled Participants
<input checked="" type="radio"/> Promotion 1 Sample	07/08/2014	102	10
<input type="radio"/> Promotion 2 Sample	09/07/2014	85	75

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 **earnPOWER**

2. Submitted Promotions

After you submit your promotion through *Request New Promotion* it appears here until the **earnPOWER** 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 **earnPOWER** 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 button 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

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 button you wish to use.

View Promotion Edit Game Manage Certificates Issue Tokens/Rewards Issuance Reports

- Current Promotions			
Promotion Name	Dates	Eligible Participants	Enrolled Participants
<input checked="" type="radio"/> Promotion 1 Sample	07/08/2014	102	10
<input type="radio"/> Promotion 2 Sample	09/07/2014	85	75

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 **earnPOWER** 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

The screenshot displays the 'Promotion Tile' configuration page within the eP system. The top navigation bar includes 'Business Owner's earnPOWER', 'HOME', 'TOOLKIT', 'PROFILE', and 'LOGOUT'. A progress indicator at the top shows steps: TILE (selected), TYPE, FUNDING, PERMISSIONS, ELIGIBILITY, HIERARCHY, OPTIONS, and TERMS. A 'Next >' button is visible on the right.

The main form area is titled 'Promotion Tile' and contains the following fields:

- Promotion Name:** Promotion 1 Sample
- Brand Image:** Cadillac
- Promotion Description:** Cadillac Auto Sales Incentive
- Local/National:** Local (selected)
- Promotion Type:** New Vehicle Sales
- Business Name:** Janssen New Vehicle Sales
- Start Date:** 07/08/2014
- End Date:** 07/08/2015
- Tile Content Type:** Use Image (selected)

A 'Preview' section on the right shows a sample of the promotion tile. It features a blue header with 'PROMOTION 1 SAMPLE' and a location pin icon, followed by 'Promotion End Date: 7/8/2015'. Below this is the Cadillac logo and the text 'Cadillac Auto Sales Incentive'.

A note at the bottom right of the form states: 'This is the date on which allocations will be completed. Participants can redeem awards after this date.'

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

The screenshot shows the 'Select Game' screen with four options:

- Baseball:** 3 to 6 prize levels. Description: The player presses a button on home plate which starts the hit wheel spinning. The player is awarded a prize based on where the wheel stops.
- Basketball:** 3 to 6 prize levels. Description: The player takes 3 to 6 shots from the foul line. The more baskets that are made, the higher the prize the player wins.
- Golf:** 3 to 12 prize levels. Description: Chip and Win!
- Poker:** 3 to 6 prize levels. Description: (Image shows a hand playing cards).

2 Edit Game

The screenshot shows the 'Prize Levels' screen for a 'Baseball Game'. It includes a table with the following data:

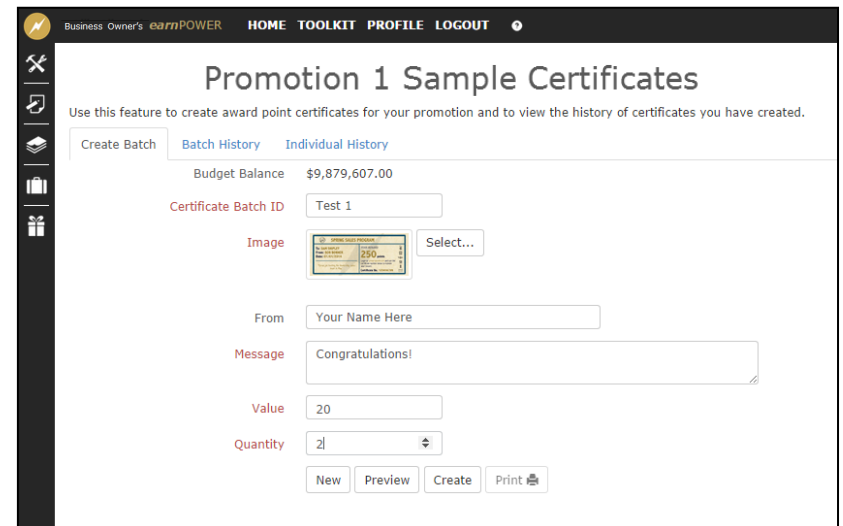
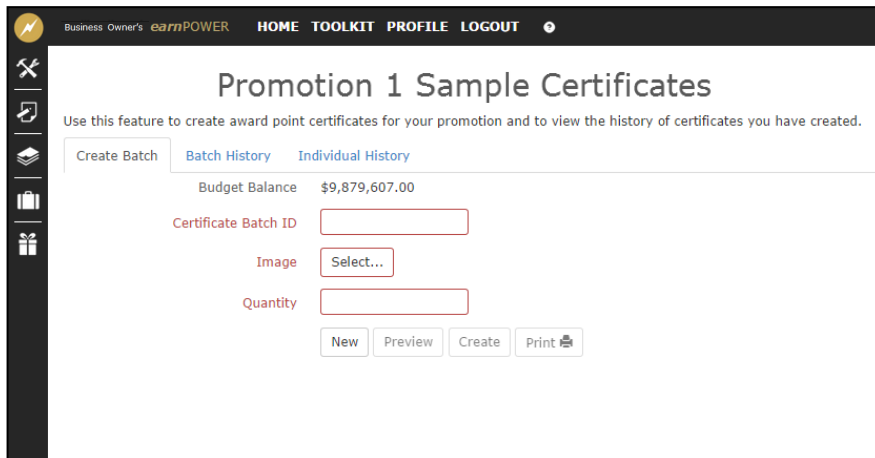
Level	Points Per Level	Previous Awards Per Level	Awards Taken	Awards Per Level	Total Points Per Level
1	1	305	0	305	305
2	5	1326	1	1326	6630
3	10	303	2	303	3030

Summary:

- Current Budget Balance: \$9,879,607
- Adjustments to Game Cost: \$0
- New Budget Balance: \$9,879,607

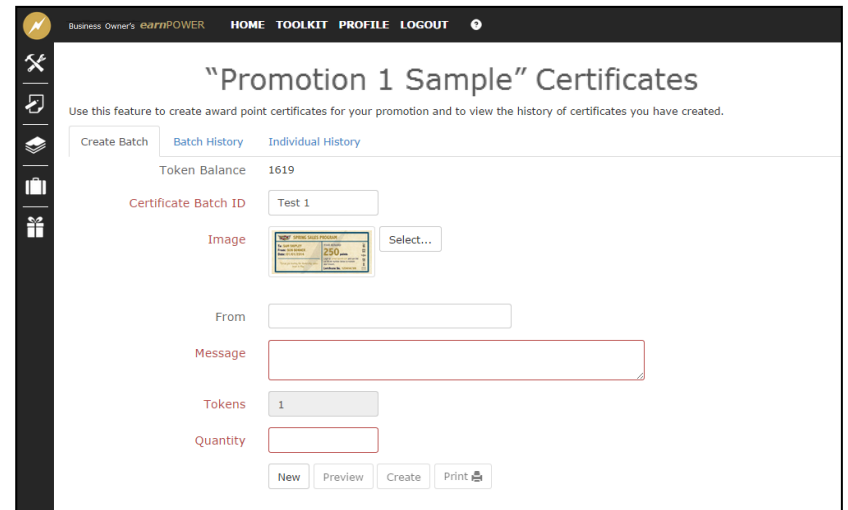
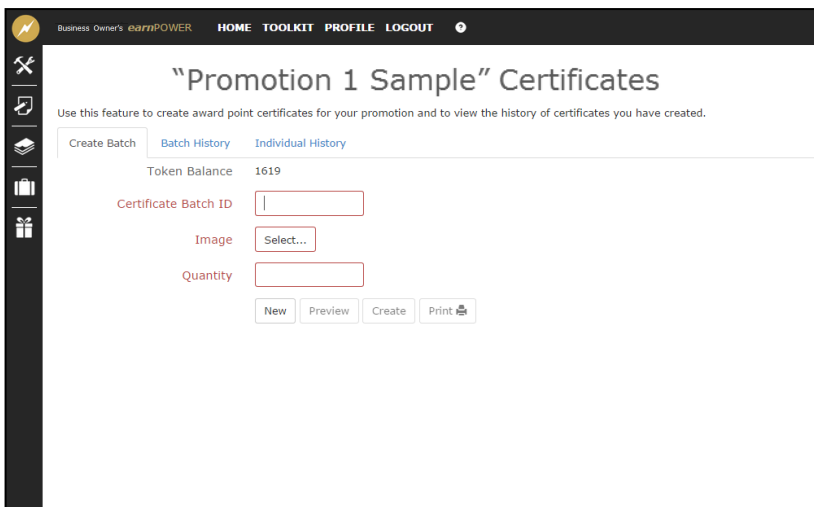
Manage Certificates Feature Button

- 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



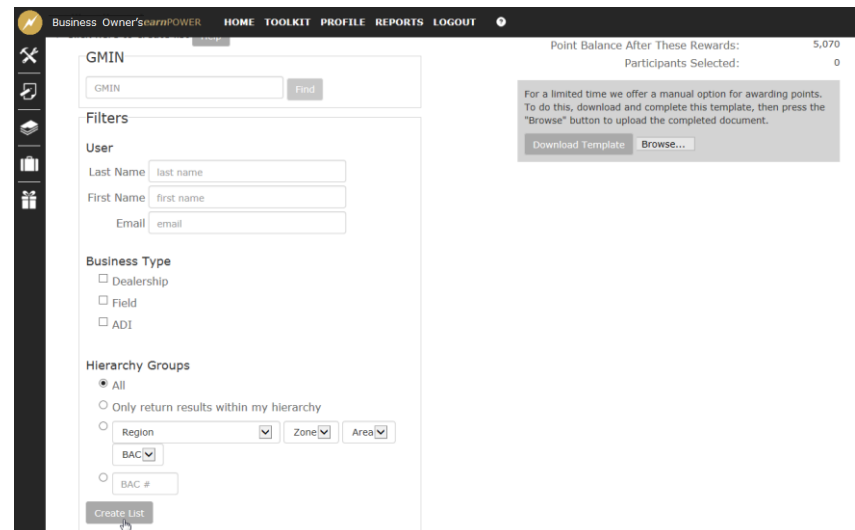
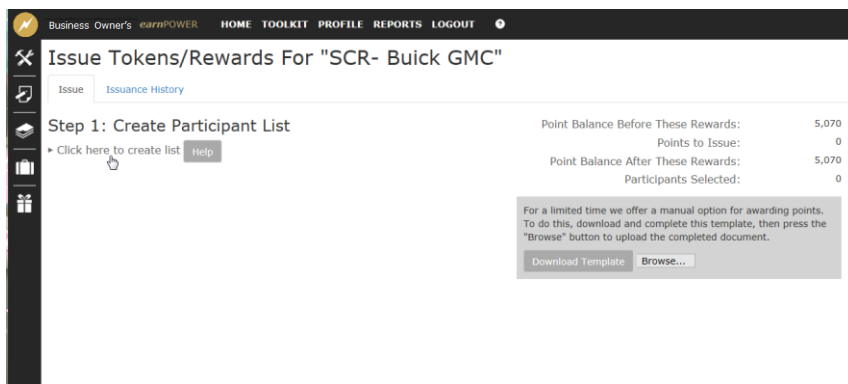
Manage Certificates Feature Button (Spin Game)

- 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
 - Option A: Bulk Issuance – award each of the people selected in your below list a set amount of tokens or points
 - 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

Step 2: Award Points To Participants
 Select one of the two options below for awarding points to participants.

Option A: Bulk Point Issuance

Option B: Individual Points Issuance

Page #1 of 2 - Showing 1 to 200 of 299 # of Rows to View 200

Issue Points

Select	Last Name	First Name	Company ID	Company Name	Enrolled	Points	Reason
<input type="checkbox"/>	Coppersmith	C	BAC:118657	WIESNER BUICK GMC	N		
<input checked="" type="checkbox"/>	Henigsmith	Eric	BAC:119218	CREST CADILLAC	N	50	
<input type="checkbox"/>	Hockersmith	J	BAC:164172	HAYS CHEVROLET	N		
<input type="checkbox"/>	Hockersmith	Jesse	BAC:164172	HAYS CHEVROLET	N		
<input type="checkbox"/>	Johnson-smith	J	BAC:286934	MCCARTHY CHEVROLET LEE'S SUMMIT	N		
<input type="checkbox"/>	Nance Smith	Shelia	BAC:111422	DWAIN TAYLOR CHEVROLET-BUICK-GMC-CADILLAC	N		

Point Balance Before These Rewards: 1,750
 Points to Issue: 60
 Point Balance After These Rewards: 1,690
 Participants Selected: 2

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.

Business Owner's **earnPOWER** HOME TOOLKIT PROFILE LOGOUT

"2014 MOE Fixed Ops Mgr & Service" Issuance History

▶ Create Filtered List

Select Business Type

- Dealership
- Field
- ADI

Identify Specific Hierarchy Groups

- All
- Only return results within my hierarchy
- Region
- BAC #

Detail Summary

Page #1 of 14 - Showing 1 to 200 of 2712 # of Rows to View

Last Name <input type="text" value=""/>	First Name	Company ID	Company Name	Points Issued	Points Pending	Points Deposited
<input type="text" value="filter"/>	<input type="text" value="filter"/>	<input type="text" value="filter"/>	<input type="text" value="filter"/>			

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