Wallet Pass Testing for Casino Mail Online

Background

The Wallet Pass is a digital asset that consumers can instantly add to their smartphone's wallet via a QR scan, clicking a link, or tapping an NFC-enabled surface such as a direct mail piece or a retail countertop. The front is vibrant, featuring engaging visuals and content, while the back serves as a springboard to your personalized content. Once the card is installed in the consumer's wallet, you can send a push message to the consumer using a variety of segmentation, inclusive of geo-fencing or proximity to a physical location.

Environment

URL: https://client.mdl.io
User ID: admin@casinomailonlinellc.com
Account: **CMO Wallet Pass**
Mobile Wallet Account: **casinomailonline.com**

ACTIONS: Design and Create a New Pass

In the section titled Actions under List Services (see screenshot below), we create new passes - either from scratch or by copying and modifying an existing pass. Select (1) List Services, (2)

Actions, (3) NEW ACTION to get started with a new pass. We will use this option to create any additional actions we may want to perform with the data, e.g. send emails etc.

This will bring up a drop-down with a list of available actions. Select Wallet Pass from the list. Currently, the Wallet Pass will be the only available action in this list.

This will bring up the following screen, where you type in the name of the new pass, and then click on the 3-dots at the top right to start creating or editing a pass.

This will bring up the following screen to show the existing passes.
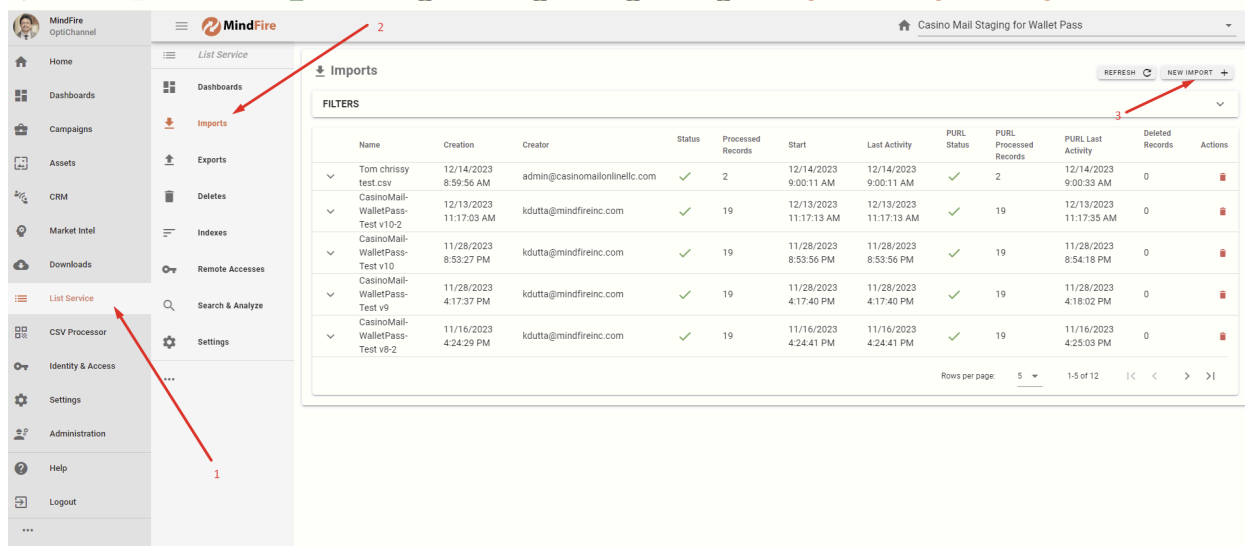

At this point, we can do one of three things.

- We can create a new pass from scratch by clicking on the + sign at the top right.
- We can edit an existing pass.
- We can make a copy of an existing pass and edit the copy.

[PLACEHOLDER] HERE is an article that describes how to create a new pass.

Once the pass is created, please save it.

IMPORT

Menu Option: Select (1) List Services, (2) Imports, (3) New Import - as shown in the screenshot below.

The following video describes how to import records into List Services after you get to the above screen. This also includes the auto-export process.

https://screenpal.com/watch/c0lDVOVHnPD

EXPORT

Once the data is imported, you download the file by going to (1) List Services, (2) Export, (3) NEW EXPORT - as shown in the screenshot below.

This will bring up the NEW EXPORT dialog box shown below. Type in a name for the Export, select the Comma / Tab / Pipe delimited file option from the dropdown, and select the Yes/No option to enable the export file to be zipped.

Select the 3-dots at the top right in the FILTER tab to create a new filter.

That will open the FILTER dialog box as shown below. Please select the Import ID option and select up to 6 imports from the dropdown shown in the screenshot below. Then click APPLY. You are welcome to try the other filter options, but that is going to be handled in a separate document dedicated to the Export operation.
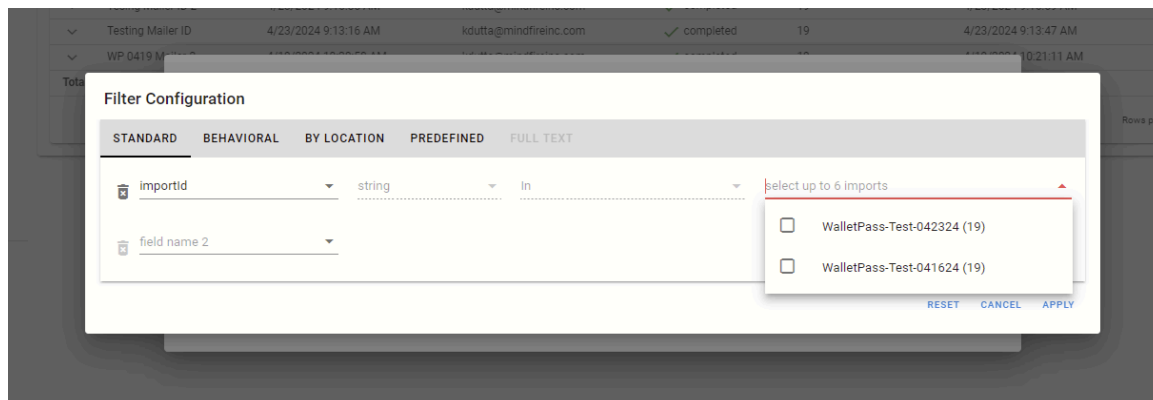
Next, in the FIELD DEFINITION tab, choose the option "All CSV Fields + PURL & ID", as shown below. You can always add more custom fields to the export file. The discussion of adding custom fields to the export file is provided in a separate document.
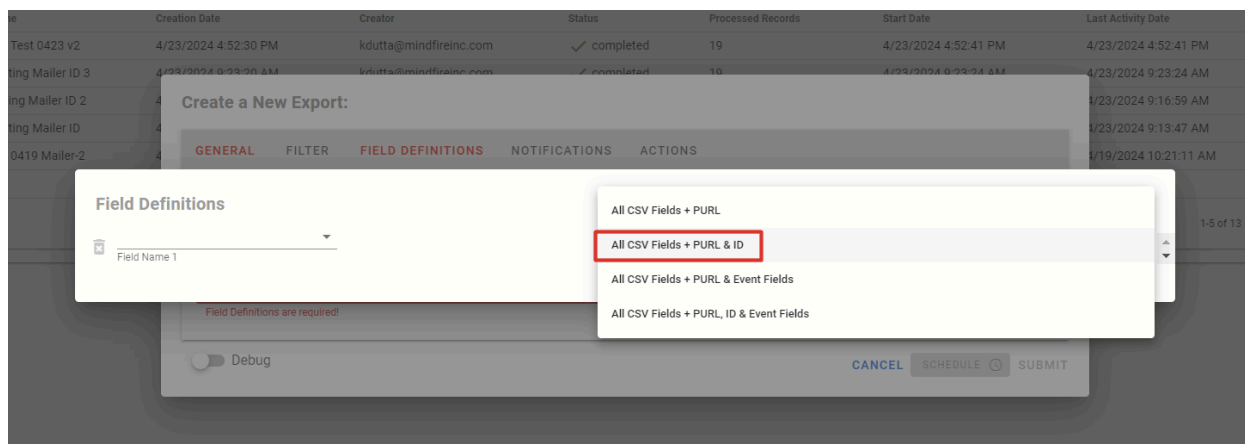
Next, in the ACTIONS tab, please select the Wallet Pass you wish to use with this export, as shown below.
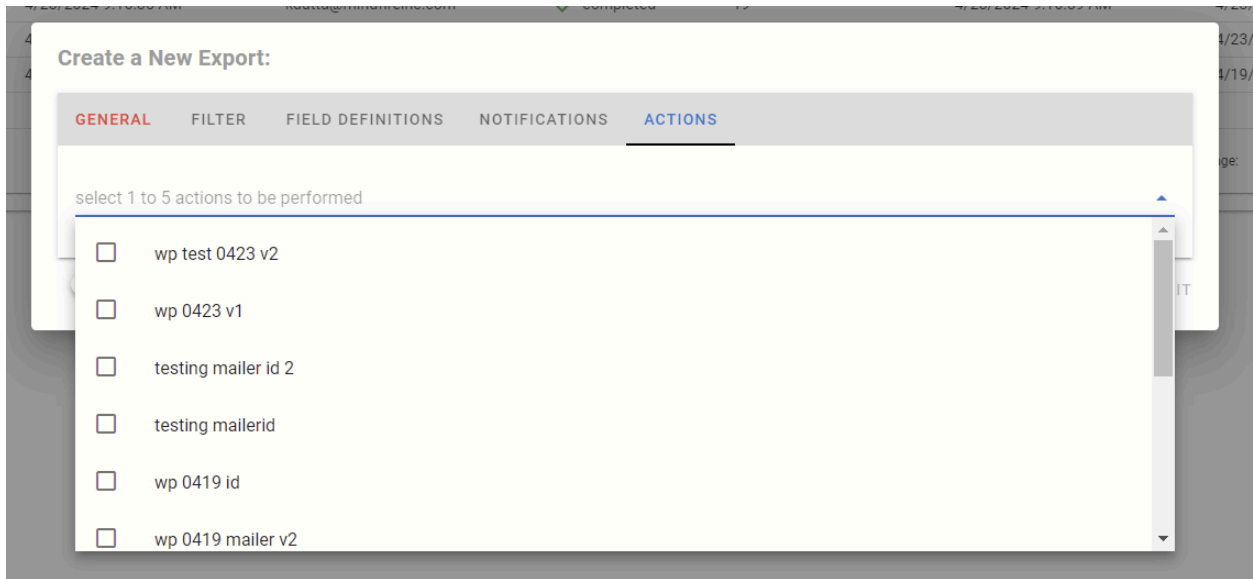
Finally, click on SUBMIT to start the export process. The exported file will have a column called passURL, which will be the link that will install the pass on the mobile device, once the user taps on the link or scans it from a QR code.

MESSAGING & ALERTS: THE BULLHORN

There are three types of messages that can be sent to a person who has installed a pass on their mobile phone. All three types of messages, described below, will show up as notifications on the pass holder's phone, even on the locked screen.

a) Push Messages: Push messages are three lines of text, which will update the front of the pass. They can be used to send a marketing message and can be configured to either open the pass or go to a landing page. They can be sent to everybody that has the pass, or a specific list of recipients (it will only be delivered to whoever on that list has the pass on their phone), or can be scheduled to a geo-fenced area around a physical address or a latitude and longitude location. They will show up as a notification on the phone and will also update the content in the front of the pass. The range of the push message geo-fencing is between 1 mile and 5 miles from the location provided.

b) Geo-fenced Alerts: The Geo-fenced alerts will be delivered to anyone with the pass that is within a perimeter around a physical address or a latitude and longitude location. The difference with the push messages is that it is only one line of text that will show up in the notification but not update the content of the pass. The range of the Geo-fenced alerts is within 500 ft of the location provided

c) Bluetooth Beacon Alerts: These are programmed into Bluetooth devices that can be located at specific points within a property. Anyone within 50 feet of a Bluetooth beacon and having a pass on their phone will get a one-line alert which will show up as a notification on their phone. These alerts will not update the content of the pass.

The Bullhorn is an app developed by MindFire to enable the end-users to quickly set up a push message or an alert, without having to log in and navigate the various options available in the MindFire portal. It has both desktop and mobile versions. The locations are:https://mf1-desktopcasinomail.s3.us-west-1.amazonaws.com/index.html

Desktop version: Mobile version:
https://mf1-casinomail.s3.us-west-1.amazonaws.com/index.html
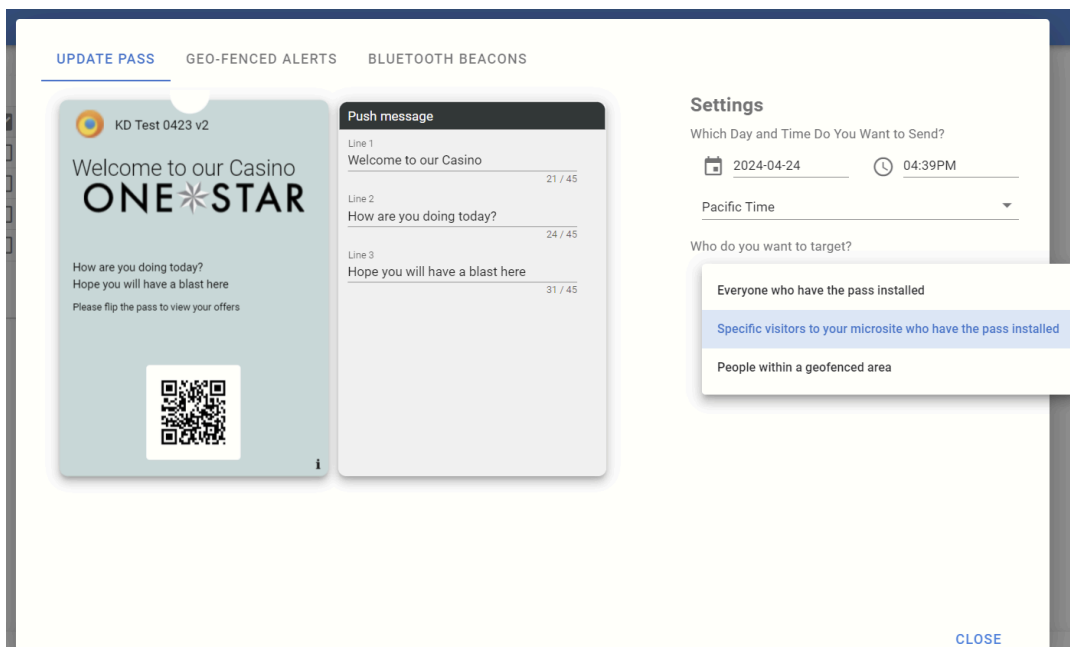
PUSH MESSAGES

Desktop: Once the user logs into the desktop application, they will see all the passes available, as shown in the screenshot below. Select a pass and select the option to send messages.
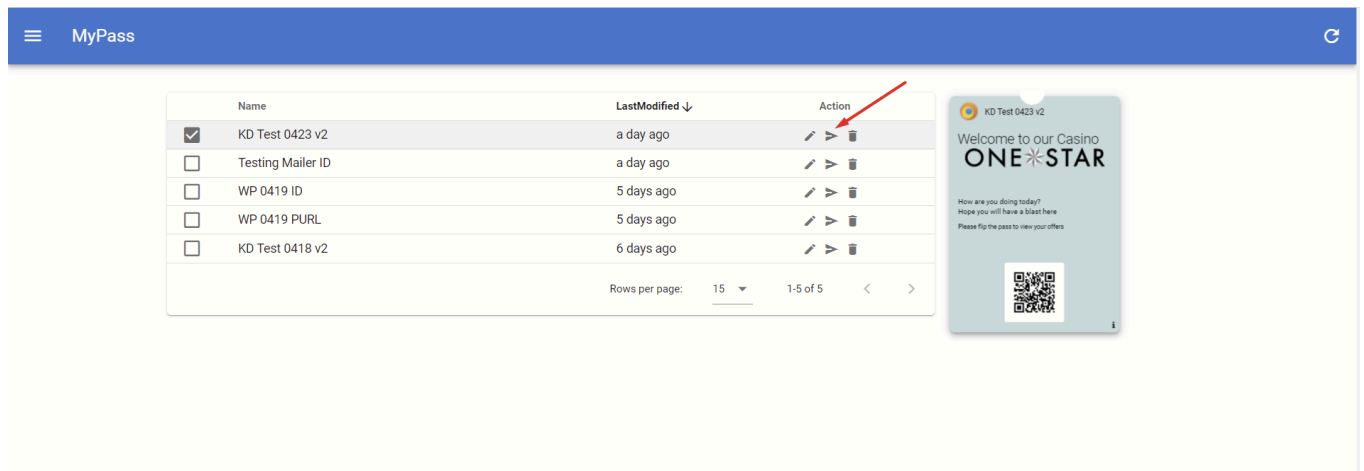

Once the messaging option is selected, the user sees the following screen where s/he can configure all three types of messages.
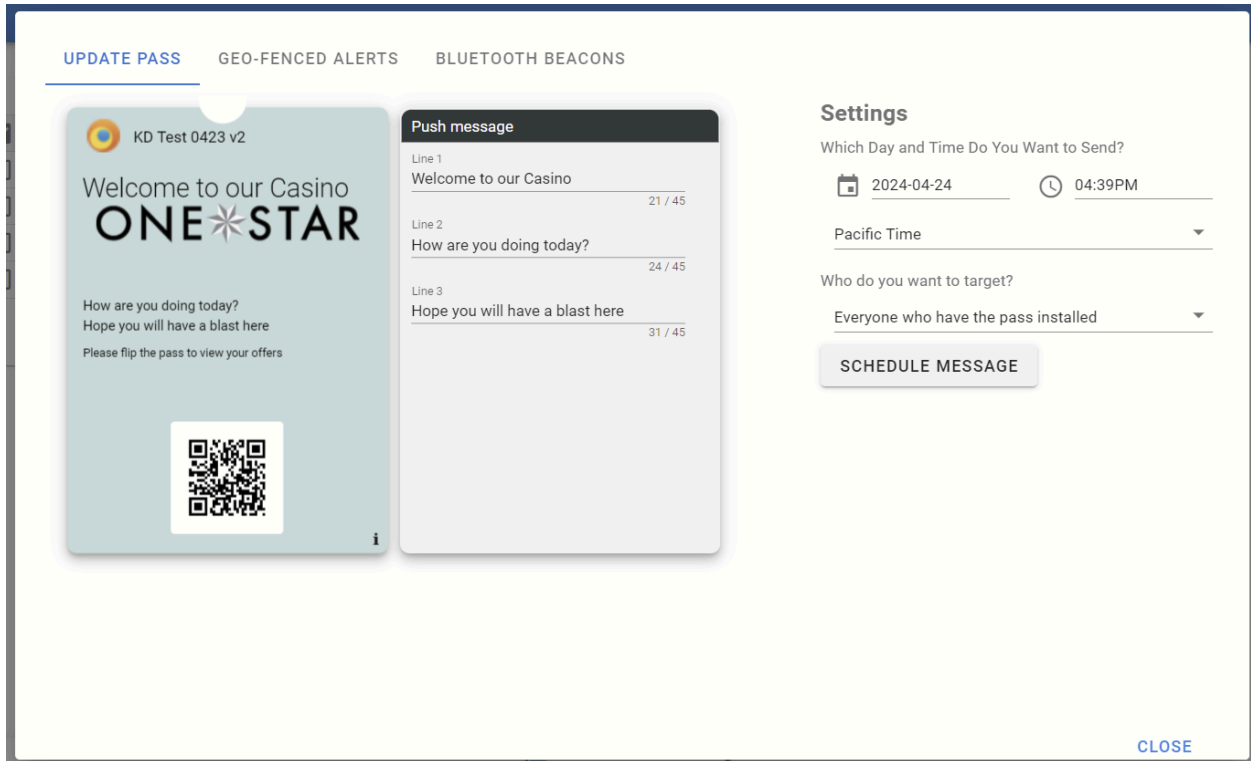
The UPDATE PASS option will send a push message to update the front of the pass. The options shown in the following screenshot are going to be available to the users.

When the user selects the "Specific Visitors…" option, s/he can select a list uploaded to List Services from the segment dropdown. The user can then choose a time and schedule the push message.
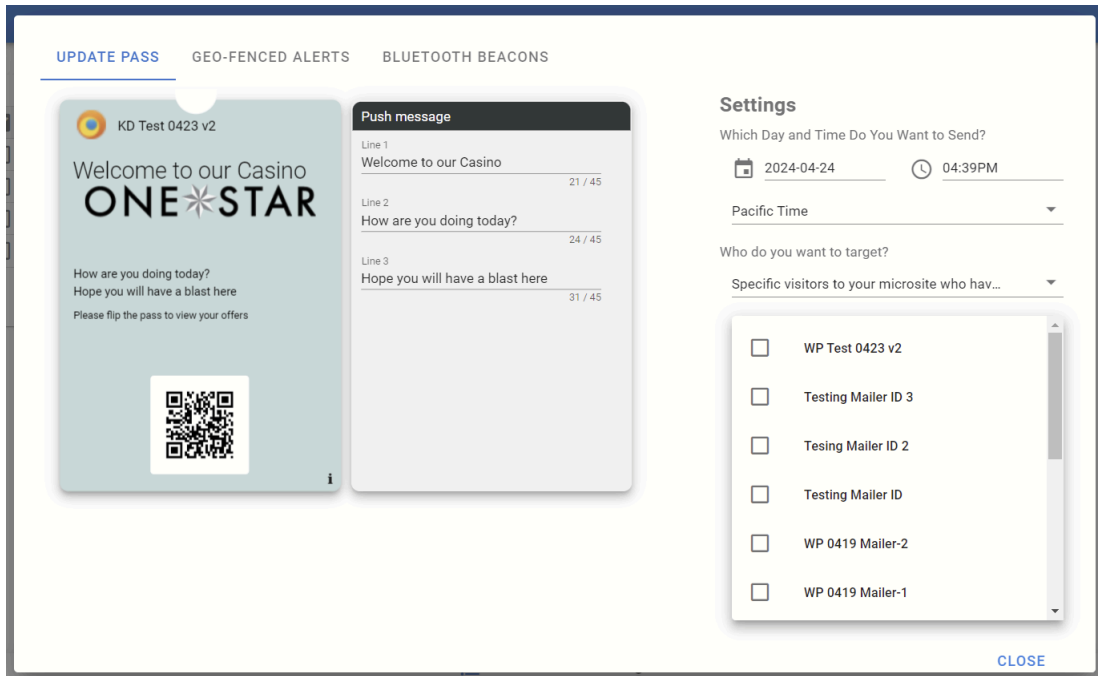
You can either type in a specific US Address or a latitude-longitude pair along with a max distance between 1 and 5 miles to schedule the geo-fenced push messaging, as shown in the screenshot below.
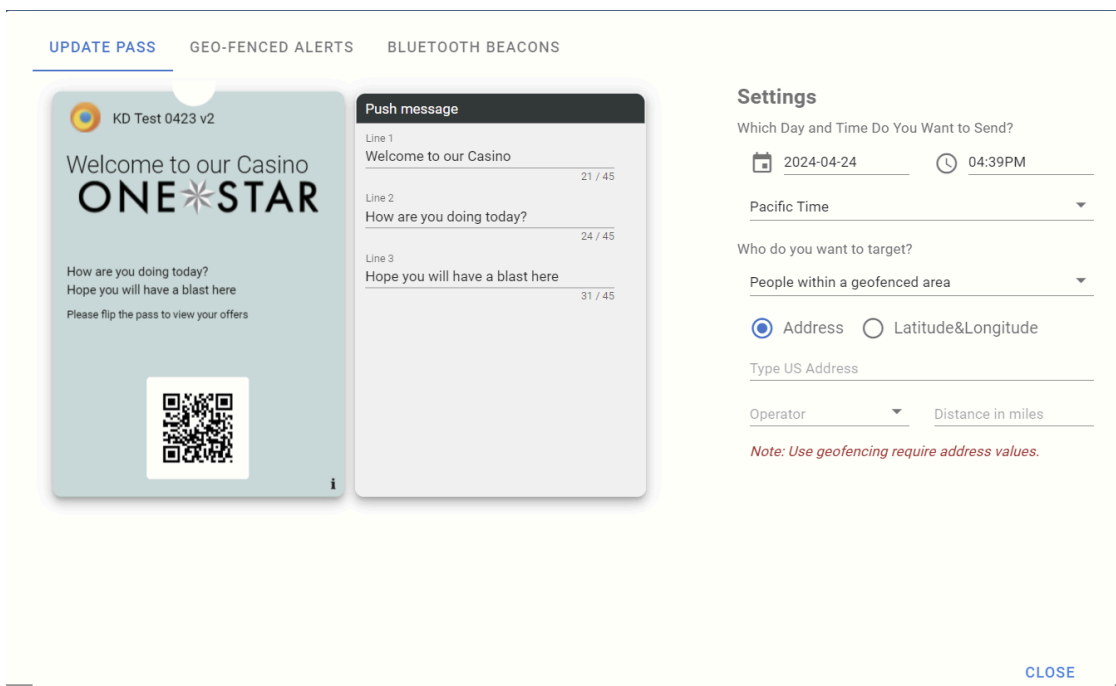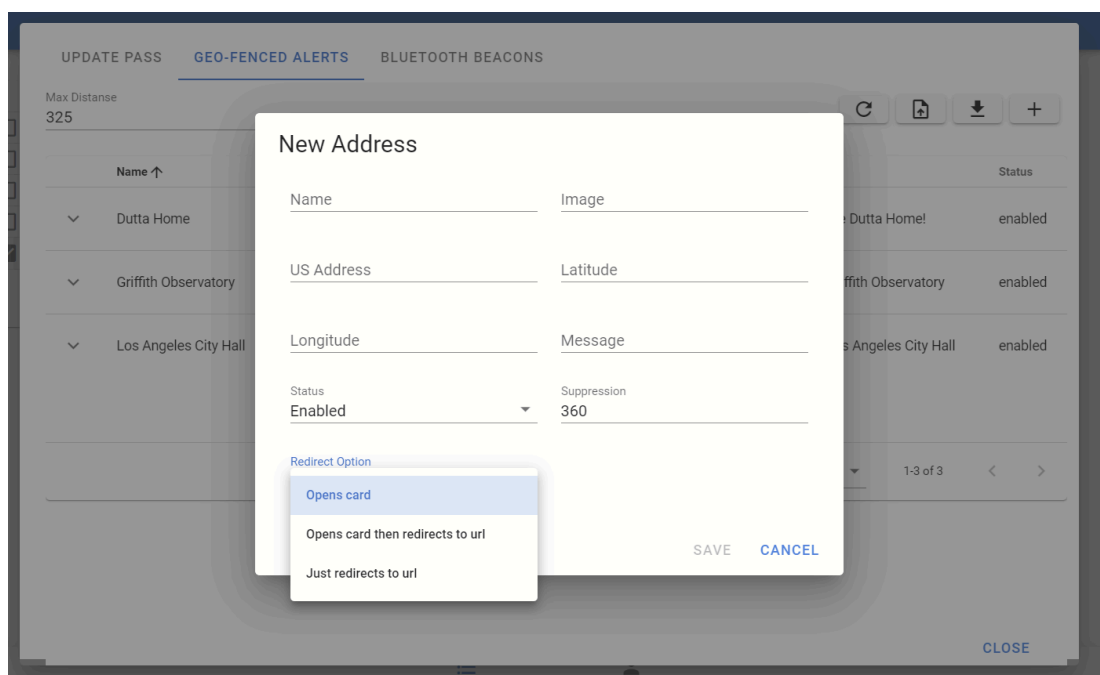
GEO-FENCED ALERTS

Desktop: Selecting the geo-fenced alert option will show all available geo-fencing locations. This can be updated by uploading a CSV file. The format of the CSV file can be found HERE. Pl make sure to pick a max distance of 500 ft.
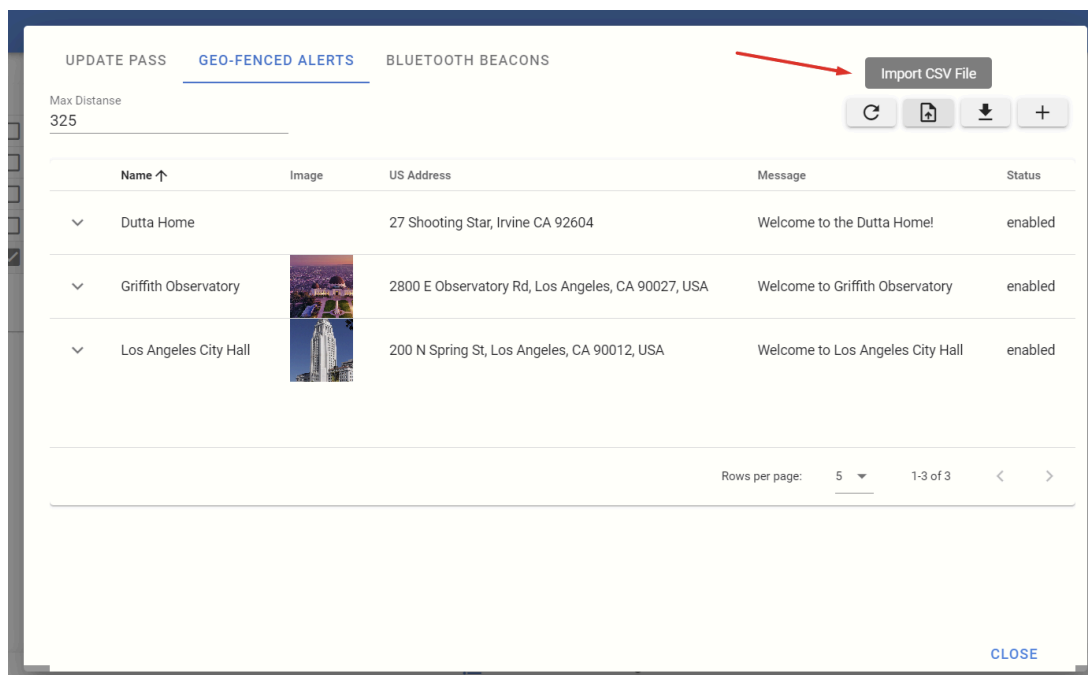
The user can also click on the + button to set up a new Geo-fenced alert, as shown in the screenshot below.

The REDIRECT OPTION lets the user choose the behavior of the pass when the respondent taps on an alert notification. The value of the SUPPRESSION field is in minutes. This allows the user to pick a time duration within which, if the same person moves in and out of the same geo-fenced area, they will not get the same message repeatedly.
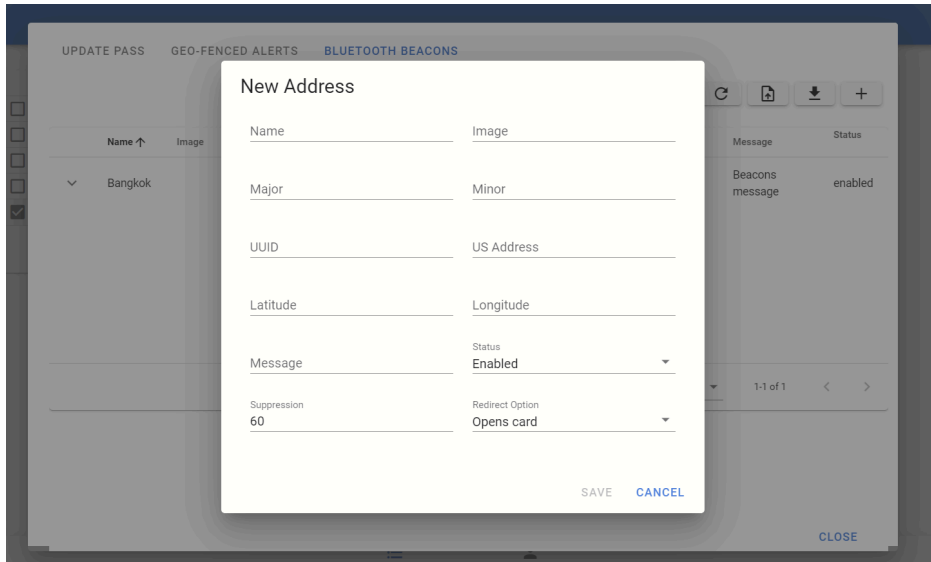
BLUETOOTH BEACON ALERTS

Desktop: The Bluetooth beacons can be set up by uploading a CSV file, whose format is [HERE](#).
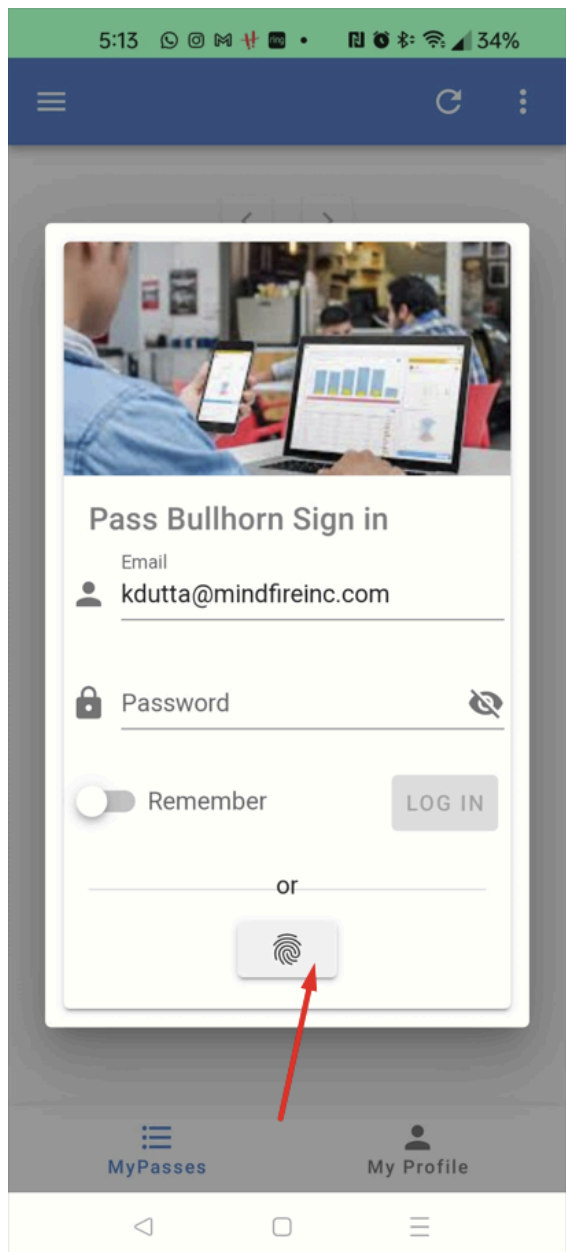

The user can click on the + button to set up a new alert on the Bluetooth tab, as in the screenshot below. The SUPPRESSION and the REDIRECT options work the same way as described above.
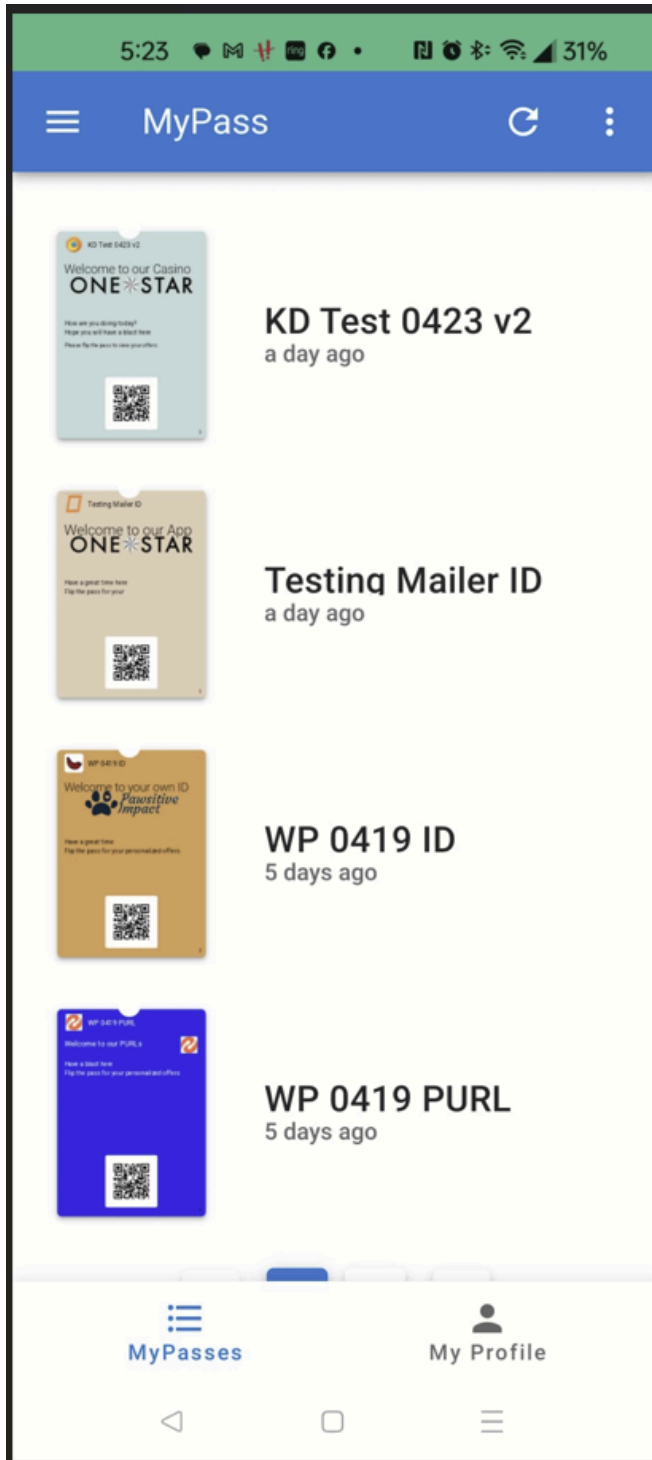
THE MOBILE BULLHORN APP

First, the mobile version allows for a biometric login, which can be set up by tapping on the hamburger at the top left and using the Set Device Login option.

Once the user logs in, s/he will see all the passes available. The user can select a pass and send out any of the three types of messages. Pl see the screenshot below.

The mobile app has some limitations. The push messages can only be sent immediately and cannot be scheduled for the future. The geofencing and Bluetooth messages can be sent by selecting a location, however, the uploading of the locations using the CSV files can only be done from the desktop app. Please see the screenshots below.
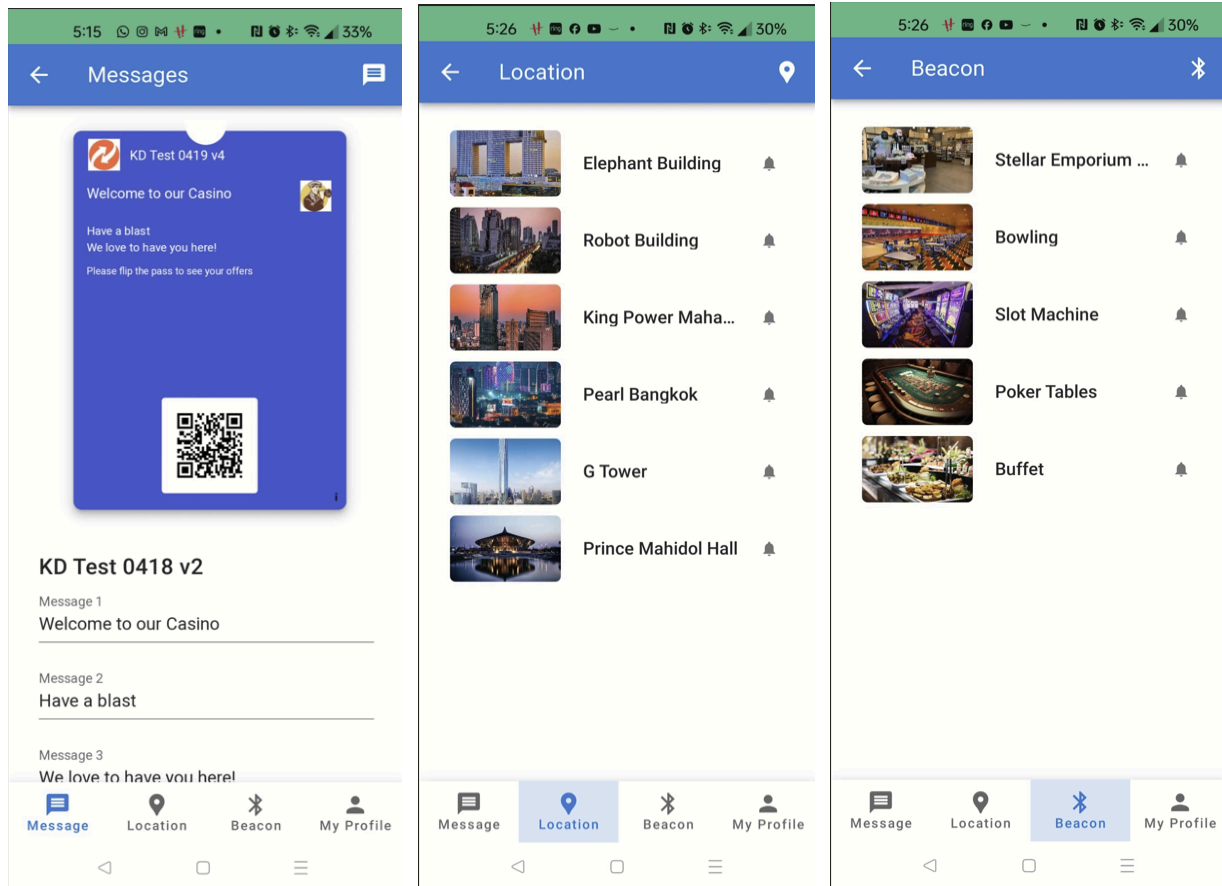
The My Profile option currently shows only the user ID and account ID.