

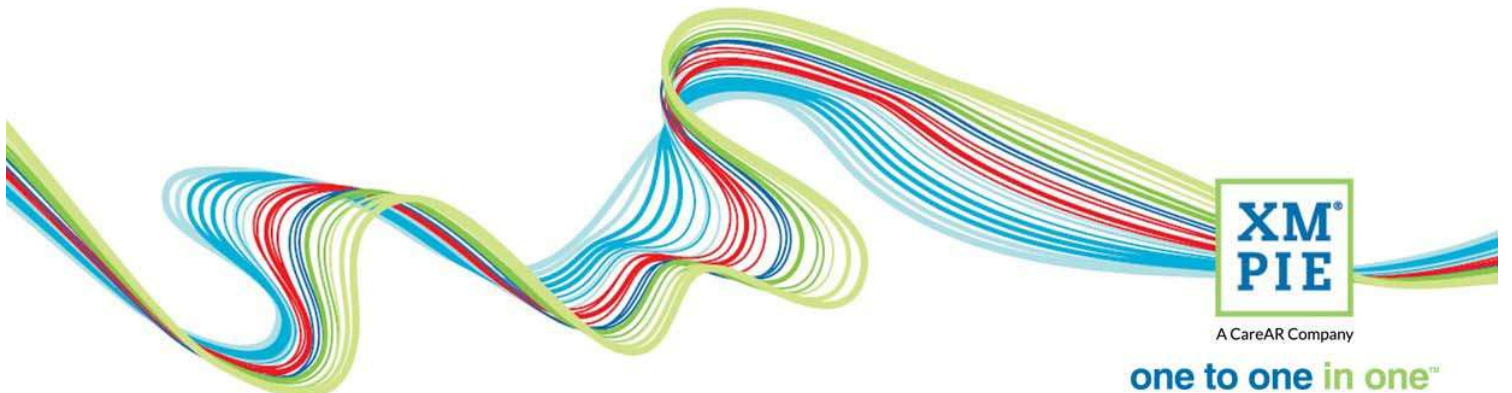
XMPie StoreFlow Training Series

Transcript for: Welcome

Document version: v3

Software version: v13.1

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U.S. Patents 6948115, 7406194, 7548338, 7757169 and pending patents.

JP Patent 4406364B and pending patents.

For information, contact XMPie Inc.

485 Lexington Avenue

25th. Floor

New York, NY 10017

More information can be found at www.xmpie.com

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Voice over script

Welcome to XMPie Circle and Cross Media training. This series of online videos is designed to help you get started with planning, building, deploying and analyzing your omni channel or cross media marketing campaigns.

Thumbnail



XMPie provides a range of tools and technologies for personalizing print, web, email, sms and optionally video.

The process starts in Circle where you can plan the campaign, collaborate with customers or colleagues. Then move on to building components, getting comments and approval before deploying and later analyzing the campaign results.

This eLearning course offers many short videos to step you through the process.

The training is broken into sections like this.

Simply click on the section to view the available topics.

When you click on a module, the selected video will load into the main area.

The green play icon highlights the module which is currently displayed. The tick icon shows that you have watched this module, and the blue play icon shows modules which have not been watched.

Here, you can find more information about the currently selected module.

This button will return you to the course outline.

The downloads button shows links to download a transcript of the video in English, and other languages if available.

If a topic includes samples or resource files that are discussed in the video, you will see this icon, and the files can also be found on the downloads tab.

- XMPie products and technologies
 - Circle
 - Open XM
 - PersonalEffect (uCreate Print and uProduce)
 - XES (XMPie Email Services)
 - XVS (XMPie Video Services)

Course outline

- > Introduction / welcome
- > Planning your campaign in Circle
 - ▶ Creating a new campaign in Circle 2m 57s
 - ▶ Collaborating with customers and colleagues 2m 46s
- > Building your campaign in Circle
- > Creating personalized web pages
- > Creating personalized emails
- > Creating personalized SMS
 - ▶ Personalizing SMS 5m 10s
 - ▶ Creating a custom SMS Provider 6m 16s
- > Creating personalized print
- > Managing the campaign in Circle
- > External Touchpoints
- > Circle Analytics
- > Circle APIs
- > XMPie APIs

Video Information

Course: Circle and Cross Media Training

Video: Creating a new campaign in Circle

Length: 2m 57s

Recommended XMPie Version: v11

Description: In this module, we learn how to create a new project in Circle, and plan the flow of the campaign that will be used for this tutorial. This is the first step in building your Omnichannel, transmedia or cross media project.

Usage: This video has been watched 1562 times.

Downloads for this video

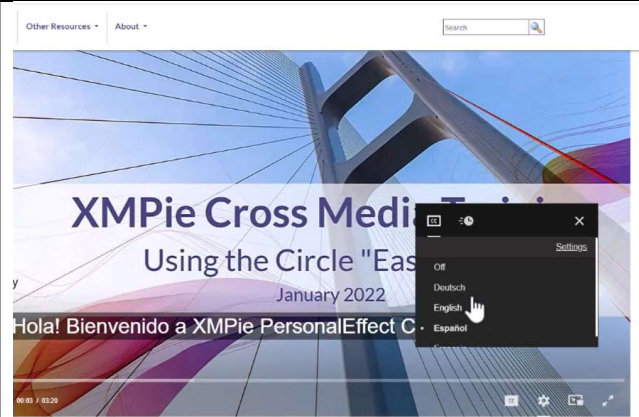
Transcript PDF

Deutsch | English | Español | Français

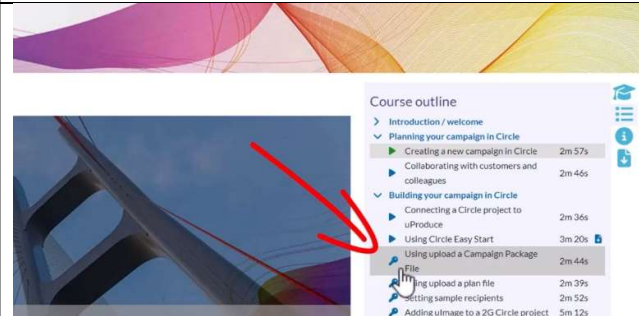
Resource files

Download files

The video player includes subtitles or closed captions, and if translations are available, you will be able to switch the language here, or turn captions off if you find them distracting.

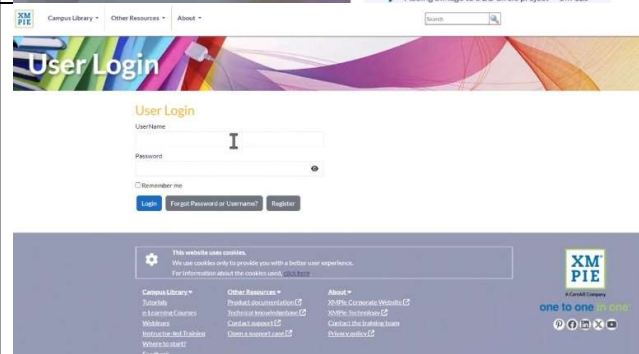


If you only see this key icon, you may not be logged in.



Click here and select login. Access to all the training material is available for customers with a current support and maintenance contract.

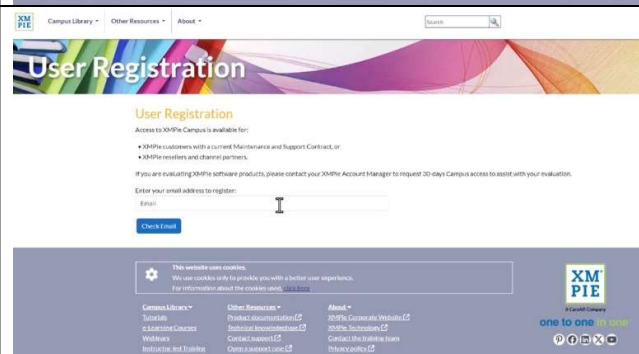
So, if you are logged in and still see the key icon, you should contact your XMPie account manager and to renew your support contract.



If you don't have credentials, just use the registration form.

Please enter your company email address. If your email address is on file, you will get an email with a link to complete the registration process straight away.

If there is a problem, you will also get an email explaining the reason.



More topics will be added over time, so check back for new and updated material from time to time.

Also, if you can't find what you want, use the feedback form, and we will try to create something new, or point you towards existing materials.

