



User Guide

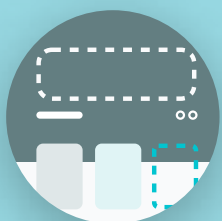
Practical Events usage manual

Benefits for sponsors



ROI Analysis

What happens to your flyers once they are printed? Who actually sees your banner? Hard to tell. Your ad with Events comes along with detailed analytics on your prospect's interaction to determine a clear ROI.



Simplicity

No need to hire expensive designers or print tons of flyers. Easily create appealing content in a few steps online and wow your future customers.



Reach

Unlike with other resources you can be sure that your ad with Events reaches the target group. With an opening rate of more than 70% we quadruple the values of common advertising tools.



Specific

Don't just put your ad out and hope it reaches the right people. With Events you will directly reach a relevant, qualified target group in their inbox.



Conversions

Boost conversions by directly offering product samples or discount codes to your target audience. In an interactive manner you can interact with your prospects during, before and after the event.

Content

With Events you have the possibility to represent your content in different and interactive ways. Therefore you can choose from 6 different types of content, that have its own characteristics and advantages.

On the next pages, you will find detailed descriptions of all content types including the requirements and best cases.



Information



Voucher



Discount



Subscribe



Quiz



Poll



This type of content is informational only. Create content that communicates your brand's unique message or just share general information.

Step 1

Complete the main content by adding an image, title, subtitle and description. In addition it's possible to integrate a Vimeo or Youtube video, which is played directly in the coupon.

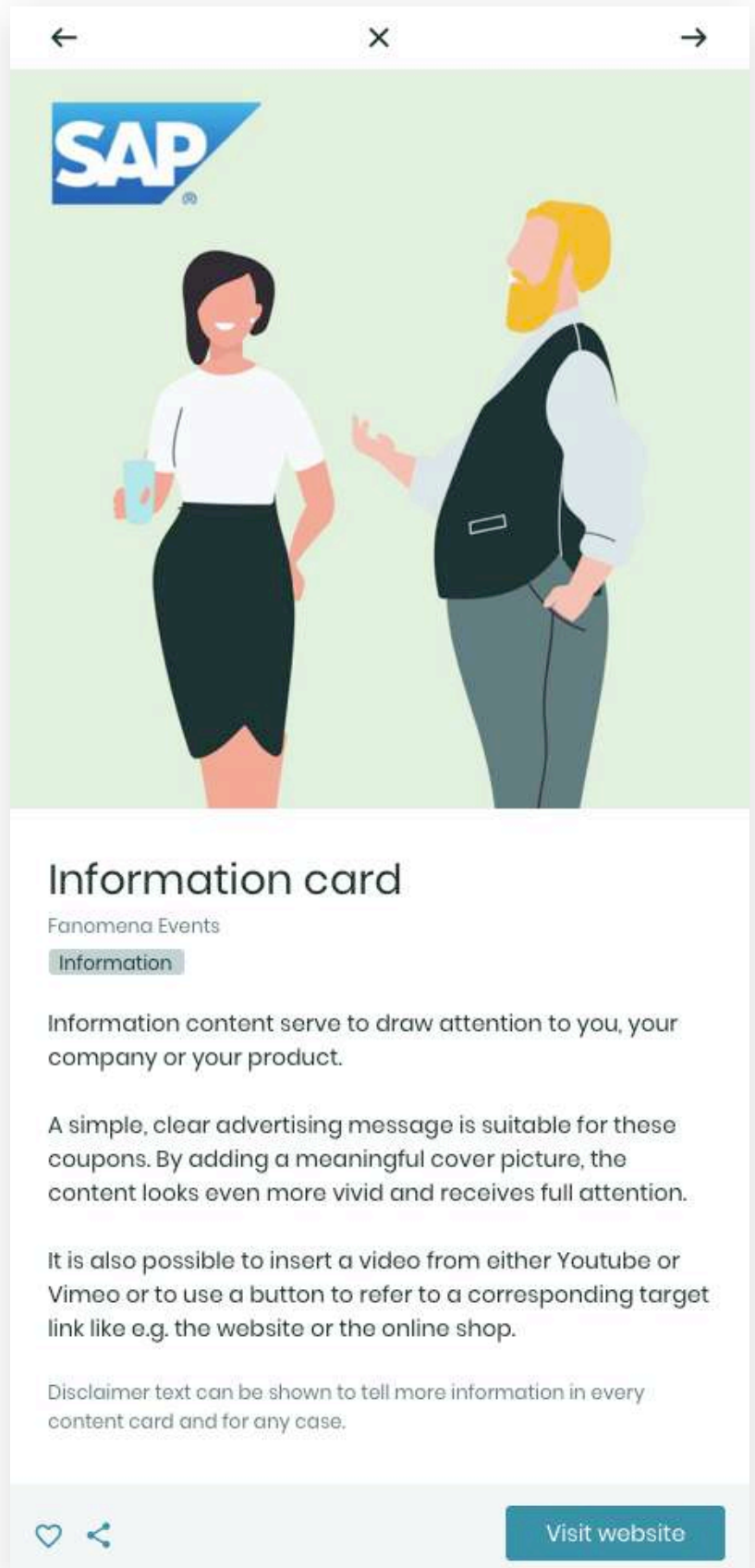
Step 2

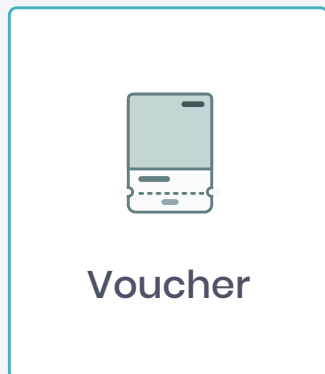
Now you have to finish the content and can set a start and end date to determine when the content will appear (optional). You also have the option to forward visitors to your website and can tag your content if you want it to be only visible for a certain target group (more details here).

Requirements

- Headerphoto*
(800x800px in JPG,PNG,JPEG)
- Title*
(up to 40 characters)
- Subtitle*
(up to 40 characters)
- Description*
(up to 1200 characters)
- Video
(YouTube or Vimeo link)
- Link to your Website
- Start and end date

*obligatory





This type of content includes a redeemable button. The redeem content is designed to incentivize customers to engage with your products, build brand loyalty, and convert into sales.

Step 1

Add an Image, title, subtitle and description and integrate a video if you want. Now you can label your redeem button and set the total number of vouchers that can be redeemed.

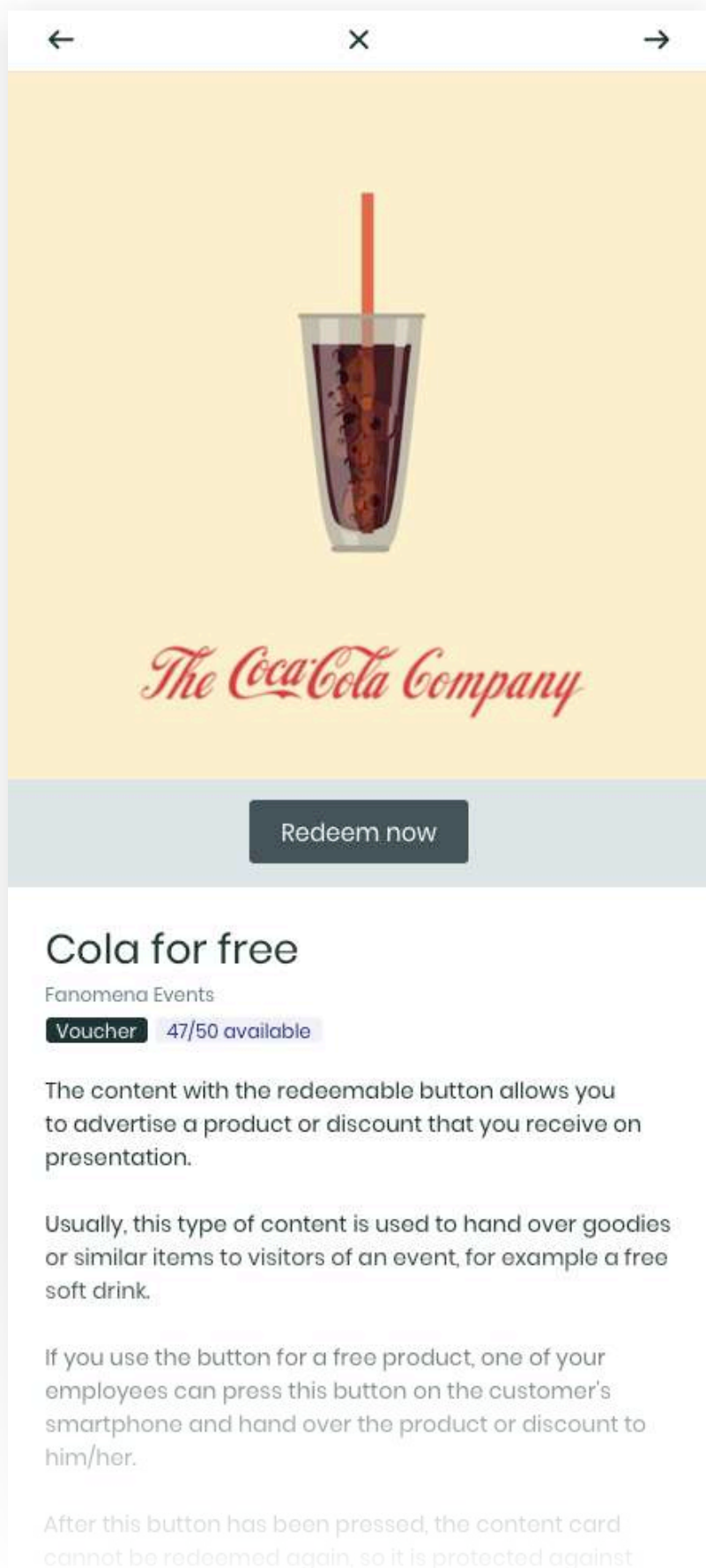
Step 2

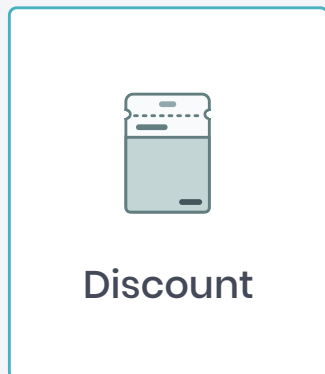
Set a start and end date to determine when the content will appear (optional). You also have the option to forward visitors to your website and can tag your content if you want it to be only visible for a certain target group ([more details here](#)).

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(800x800px in JPG,PNG,JPEG)
- Title*
(up to 40 characters)
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(up to 40 characters)
- Description*
(up to 1200 characters)
- Video
(YouTube or Vimeo link)
- Link to your Website
- Start and end date

*obligatory





This type of content gives your participants a general or personalized discount, designed to drive participants to your digital platforms (e.g. online shops) and increase revenue.

Step 1

Follow the main steps and add an Image, title, subtitle and description and integrate a video if you want to. Choose between the option of a general code, which everybody can use or use personalized codes. If you choose the option of personalized codes you need to upload a list of codes (CSV) so each participant can be assigned their own personal codes. In that way, you can also limit the amount of codes by uploading the number you want to give out. The main advantage of this option is, that you can see which of your participants redeemed their code.

Step 2

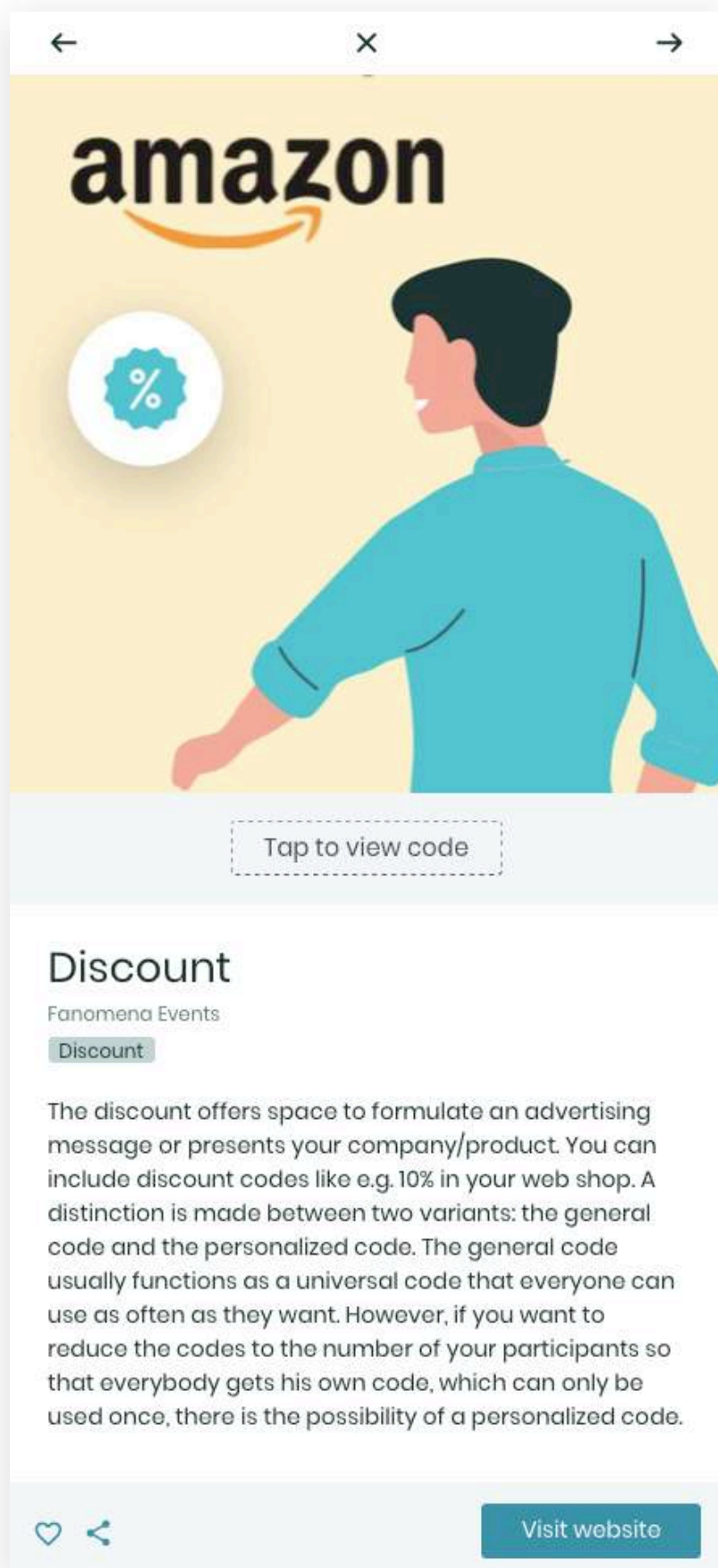
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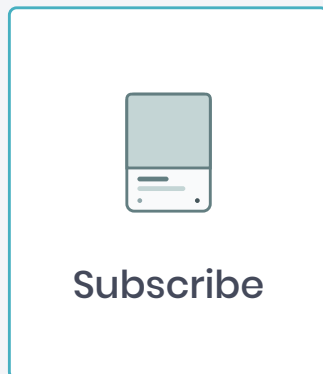
Requirements

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(800x800px in JPG,PNG,JPEG)
- **Title***
(up to 40 characters)
- **Subtitle***
(up to 40 characters)
- **Description***
(up to 1200 characters)
- **Video**
(YouTube or Vimeo link)
- **General code* or a personalized codes (CSV list with codes)***
- **Link to your Website**

Start and end date

*obligatory





This type of content enables your participants to subscribe to an individual campaign (e.g. newsletter, lottery, podcast). You can also use this content type for lead capturing since the organizer will inform you about the visitors that subscribed.

Step 1

Follow the main steps and add an Image, subtitle, title and description and integrate a video if you want to. Add a label for the subscribe button and a success message, which will appear to your participants when they submit their email.

Step 2

Set a start and end date to determine when the content will appear (optional). You also have the option to forward visitors to your website and can tag your content if you want it to be only visible for a certain target group ([more details here](#)).

Requirements


- **Headerphoto***
(800x800px in JPG,PNG,JPEG)
- **Title***
(up to 40 characters)
- **Subtitle***
(up to 40 characters)
- **Description***
(up to 1200 characters)
- **Video**
(YouTube or Vimeo link)
- **Submit button label***
- **Success message***
- **Link to your Website**
- **Start and end date**

*obligatory

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Subscribe

Fanomena Events

[Subscribe](#)

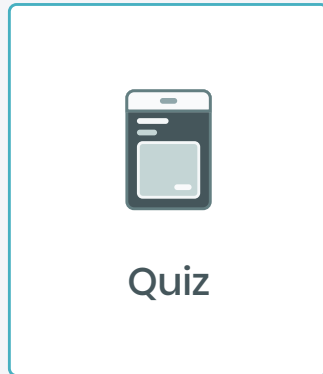
This type of content enables your participants to subscribe to an individual campaign (e.g. newsletter, lottery, podcast).

You can also use this content type for lead capturing.

Submit

♥

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This type of content is designed to increase participant interaction and build greater brand awareness throughout the event. Participants who submit correct answers can also be rewarded (see Trophy on page 25).

Step 1

Follow the main steps and add an image, title, subtitle and description and integrate a video if you want to. Place your question and answers and mark the correct one(s). Decide on the label of the submit button as well as the success and fail texts, which will appear if the answer of your participants is right or wrong.

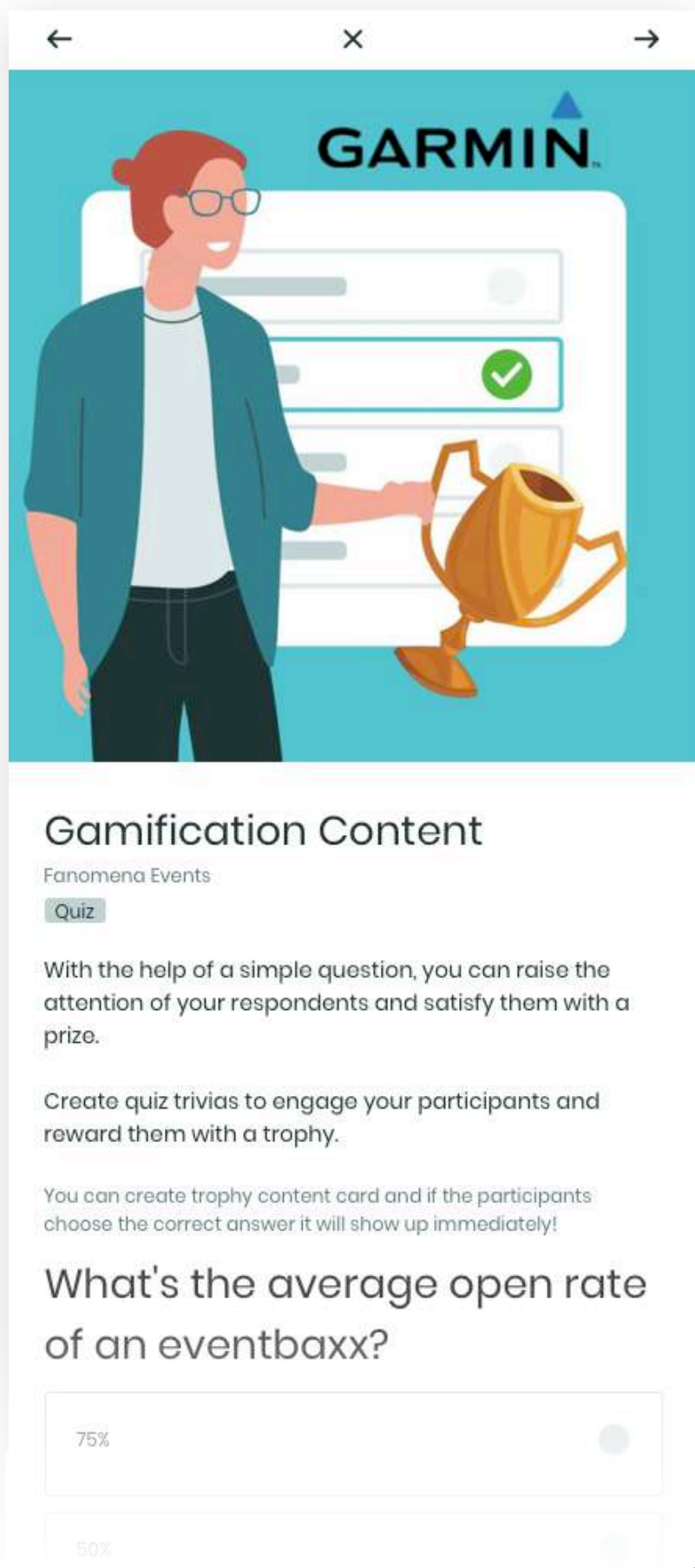
Step 2

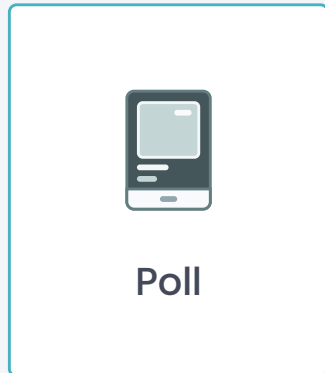
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- **Description***
(up to 1200 characters)
- **Video**
(YouTube or Vimeo link)
- **Question/headline***
- **Answers***
- **Success and fail messages***
- **Link to your Website**
- **Start and end date**

*obligatory





This type of content is designed to collect feedback from visitors. You can reward the participants who submit a poll (see Trophy on page 25).

Step 1

The creation process of this content is similar to the Quiz (see pages 21-22). The only difference here is, that you don't need to mark an answer as the right one, because every answer can be chosen.

Step 2


Set a start and end date to determine when the content will appear (optional). You also have the option to forward visitors to your website and can tag your content if you want it to be only visible for a certain target group (more details here).

Requirements

- **Headerphoto***
(800x800px in JPG,PNG,JPEG)
- **Title***
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- **Answers***
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- **Link to your Website**
- **Start and end date**

*obligatory

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Survey

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Poll

This type of content is designed to collect feedback from your participants.

Participants who submit a poll can also be rewarded with a trophy content card.

What is your favorite content element?

Information Content

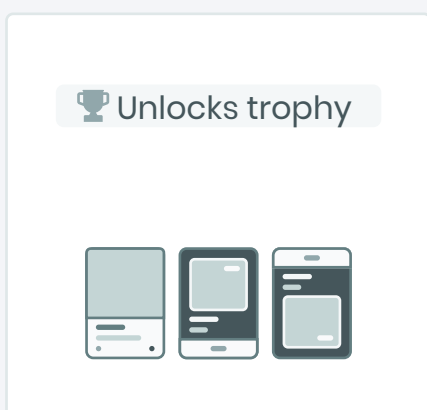
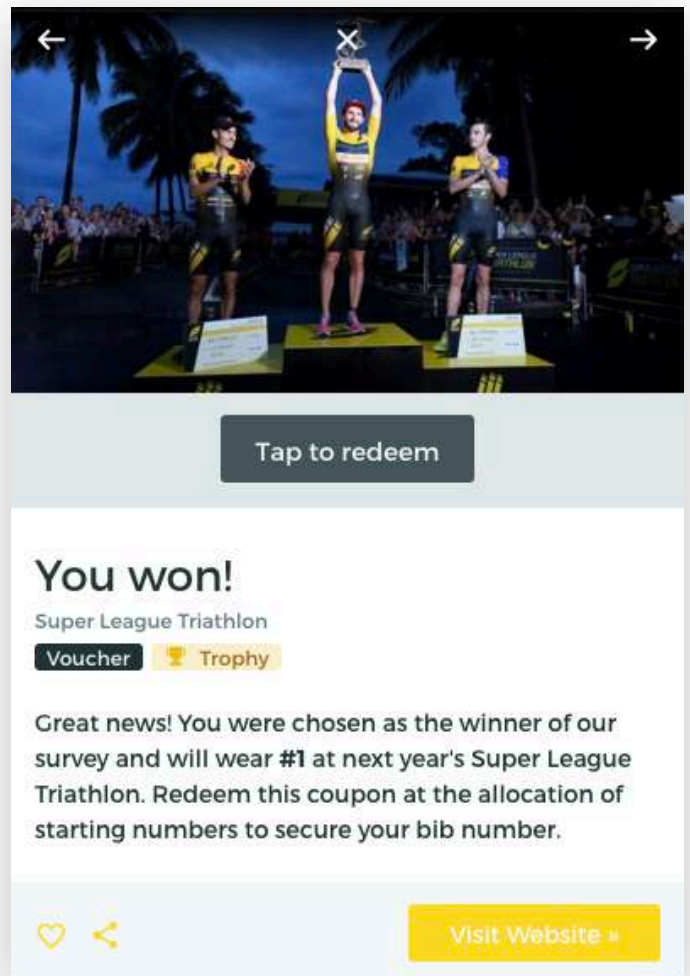
Discount

Voucher

In the third step of the Information, Discount and Voucher content creation part, you have the option to mark the content as a Trophy. That means you can use this content to reward your participants with discounts after they take part in a Poll, Quiz or Subscription.

To connect a trophy with an interactive content, you have to edit the content and move to the section 'Settings'. On the bottom, you will find a dropdown menu that allows you to connect a trophy you have created.

From now on, the Trophy will appear to each participant that successfully interacted with the content.



Report

Report for partners and sponsors

With Events the organizer gets a detailed report of every content. These can be easily exported and sent as pdf files.

To get insights about how your contents have performed in Events, you can ask the organizer for an evaluation.

statistics	Content statistics	interactive content results	
	Content	Views	
OUR SHIRT A PIECE OF MEMORY	BERLIN DOES IT FASTER - FREE SHIRT PRINT	2436	Send this report
ACCOUNT NOW	JOIN NOW - ADIDAS CREATORS CLUB	1340	Send this report
BERLIN-MARATHON		1061	Send this report
BERLIN-MARATHON		976	Send this report
BERLIN-MARATHON		940	Send this report
BERLIN-MARATHON		841	Send this report
running		773	Send this report
now	BMW BERLIN-MARATHON 2020	773	Send this report

Send report to a contact

You can send this report to an email address of your choice. Simply enter the email address below.

Send report



events.fanomena.io →

info@fanomena.io
+49 (0) 681 6860 1025