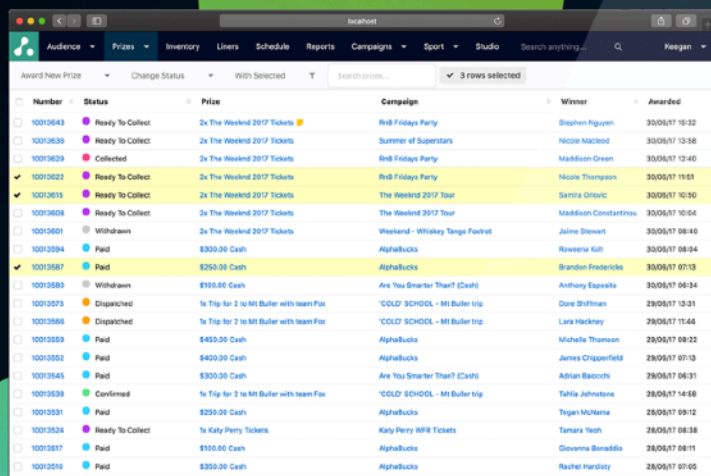




Audata Promo User Guide

Enterprise Edition.
Revised January 2020.

Overview



Number	Status	Prize	Campaign	Winner	Awarded
10013643	Ready To Collect	2x The Weekend 2017 Tickets	BbB Fridays Party	Stephen Nguyen	30/06/17 16:32
10013636	Ready To Collect	2x The Weekend 2017 Tickets	Summer of Superstars	Nicole Macleod	30/06/17 13:58
10013629	Collected	2x The Weekend 2017 Tickets	BbB Fridays Party	Madison Green	30/06/17 12:40
10013622	Ready To Collect	2x The Weekend 2017 Tickets	BbB Fridays Party	Nicole Thompson	30/06/17 11:51
10013616	Ready To Collect	2x The Weekend 2017 Tickets	The Weekend 2017 Tour	Sandra Olszyc	30/06/17 10:50
10013608	Ready To Collect	2x The Weekend 2017 Tickets	The Weekend 2017 Tour	Madison Constantine	30/06/17 10:04
10013601	Withdrawn	2x The Weekend 2017 Tickets	Weekend - Whiskey Tange Festival	Joine Stewart	30/06/17 09:40
10013594	Paid	\$350.00 Cash	AlphaLucks	Reverna Kuli	30/06/17 08:04
10013587	Paid	\$250.00 Cash	AlphaLucks	Brandon Fredericks	30/06/17 07:13
10013580	Withdrawn	\$100.00 Cash	Are You Smarter Than? (Cash)	Anthony Espeseta	30/06/17 06:34
10013573	Dispatched	1x Trip for 2 to Mt Buller with team Fox	'COLD' SCHOOL - Mt Buller trip	Dore Griffiths	29/06/17 13:31
10013566	Dispatched	1x Trip for 2 to Mt Buller with team Fox	'COLD' SCHOOL - Mt Buller trip	Lara Mackney	29/06/17 11:44
10013559	Paid	\$450.00 Cash	AlphaLucks	Michelle Thomson	29/06/17 09:22
10013552	Paid	\$400.00 Cash	AlphaLucks	James Crispinfield	29/06/17 07:13
10013545	Paid	\$300.00 Cash	Are You Smarter Than? (Cash)	Adrian Balochi	29/06/17 06:31
10013538	Confirmed	1x Trip for 2 to Mt Buller with team Fox	'COLD' SCHOOL - Mt Buller trip	Tahlia Johnstone	29/06/17 14:58
10013531	Paid	\$250.00 Cash	AlphaLucks	Tegan McNamee	29/06/17 09:12
10013524	Ready To Collect	1x Katy Perry Tickets	Katy Perry WFR Tickets	Tamara Teoh	28/06/17 08:38
10013517	Paid	\$100.00 Cash	AlphaLucks	Giovanna Bonadilla	28/06/17 08:11
10013510	Paid	\$300.00 Cash	AlphaLucks	Rachel Hardisty	28/06/17 07:05

WELCOME TO AUDATA PROMO

Audata Promo is the worlds #1 radio promotions & prize management system. Our platform gives you the tools you need to manage prize fulfilment, keep track of your campaigns, analyse your audience data, and a whole lot more. We're really excited to have you on board, and we hope you're going to love using it.

Audata Promo was designed for the broadcast radio industry by people who have worked in it their entire lives. We understand how you work, the challenges you face, and we've tried hard to build a product that makes your life easier. We've invested a lot of time and care trying to make Audata Promo feel simple and intuitive, so you don't need a manual... but just in case, we made one anyway.

If you get stuck, or have questions, support is available direct from our team to you. You can reach us via email and in-app chat across all our products. We want to help you get the most out of Audata Promo, so don't hesitate to ask if you have any questions.

Not all features covered in this user guide may be available in your version of Audata Promo - different editions of the software have different features. The features you can access will also depend on your Role (in other words, what permissions your Audata Administrator has granted you).

Table of Contents

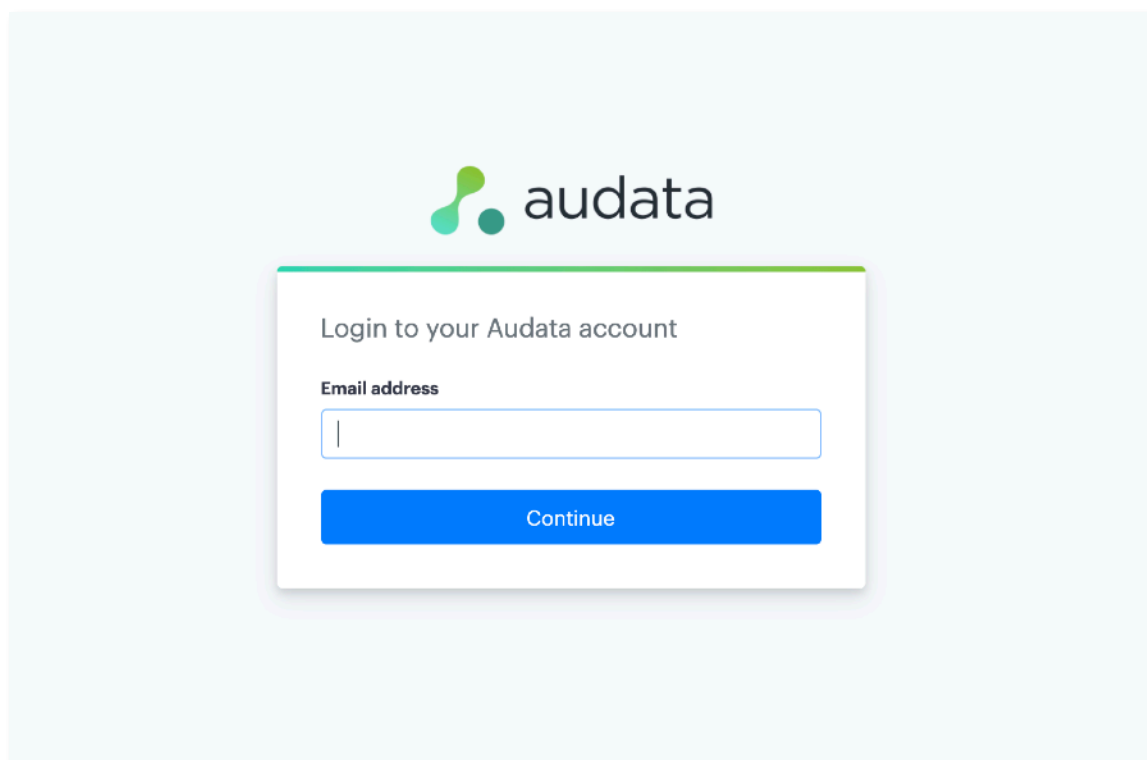
Logging In	5
Login with Audata ID	5
Login with SSO	5
Resetting Your Password	6
Signing Out	6
Terminology	7
Getting Started	9
Creating Your First Contest	9
Campaigns	15
Create a New Campaign	15
Campaign Options	15
Terms And Conditions	16
Campaign Custom Fields	17
Client Data Share	18
Archiving Campaigns	20
Restoring Archived Campaigns	20
Permits	21
Enabling Permit Management	21
Creating A New Permit	21
Adding Permits To Campaigns	22
Permit Details	22
Excluding Prize Statuses from Permits	23
Listeners	24
Browsing Listeners	24
Listener Profiles	24
Adding A Listener	25
Inventory Items	27
Creating a New Inventory Item	27
Inventory Item Options	27
Archiving Inventory Items	28
Schedule	29
Toolbar	29
Creating Schedule Items	29
Schedule Comments	30
Prizes	32
Awarding A New Prize	32
Managing Prizes	33
Bulk Prize Changes	34
The Prize Screen	35
Liners	36
Creating A Liner	36
Lists	37

Create A New List	37
Adding Listeners To List	37
Managing A List	38
Payments & Finance	39
Exporting Payment Files	39
Studio Mode	41
Studio Mode Layout	41
Awarding A Prize (scheduled)	42
Awarding A Prize (Ad-Hoc)	42
Delivering Liners	43
Administration	45
Global Custom Fields	45
Prize Statuses	46
The Prize Status Flow	47
Station Terms & Conditions	48
Integrations	49
Mailchimp	49
Support	50
In-App Support	50
Email Support	50

Logging In

Login with Audata ID

To access Audata Promo, visit **promo.audata.io** in your web browser on any internet-enabled device. Unless you're currently signed in, you will be prompted to login with your Audata ID or your organisation credentials.



Note that your organisation may provide you with alternative instructions for accessing Audata.

Login with SSO

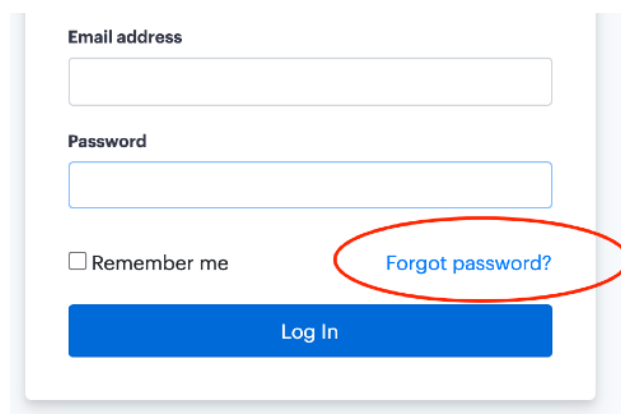
If your organisation uses Single Sign-on (SSO) to access Audata, enter your work email address on the login screen (shown above) and click "Continue". Depending on your organisations configuration, you will be automatically redirected to your organisations sign-in page.

Your organisation Administrators might give you alternative instructions on how to sign in to Audata with your work credentials.

Resetting Your Password

If you've forgotten your password and you use an Audata ID to sign in, you can request to reset your password from the sign-in screen using your email address.

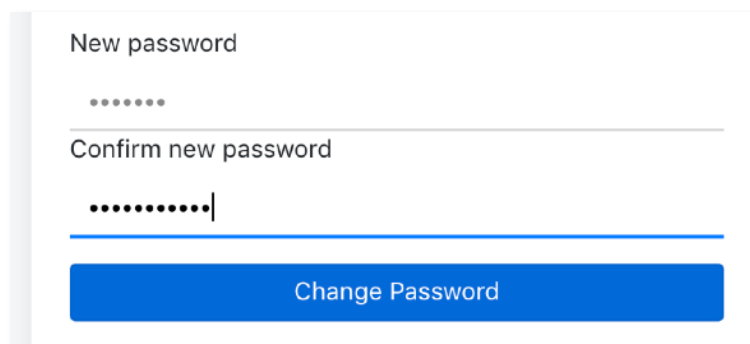
1. Visit <https://login.audata.io/auth/password/new> or click **Forgot password** on the login screen.



The screenshot shows a login form with the following elements:

- Email address**: A text input field.
- Password**: A text input field.
- ☐ **Remember me**: A checkbox.
- Forgot password?**: A blue link circled in red, located to the right of the password field.
- Log In**: A blue button at the bottom.

2. Enter the email address associated with your Audata ID.
3. Click **Reset Password**.
4. Audata will email you a link to reset your password. Open the email and click on **Change my password**.



The screenshot shows a 'Change Password' form with the following elements:

- New password**: A text input field with masked characters (dots).
- Confirm new password**: A text input field with masked characters (dots).
- Change Password**: A blue button at the bottom.

5. Enter a new password in the New password field, and again in the Confirm new password field.
6. Click **Change password**.

NOTE

If you use SSO (Single Sign-on) where you use your organisation credentials to sign in to Audata, you can't reset your password inside Audata and will need to contact your system Administrator for help.

Signing Out

For security, you should always sign out of Audata Promo after you've finished using the system. Hover over your name in the top right corner of the screen, and click **Sign Out** to securely sign out of all active sessions.

Terminology

First, let's cover some of the terms we use in Audata Promo, and what they mean. You can refer back to this page if there's any language used in this guide that you're unfamiliar with.

Audata	The name of the software platform and also the name of the company.
Audata Promo	The name of the product that is covered in this guide.
Campaign	Represents a specific promotion you might be running on your station. In Audata, it's a way of grouping together other resources such as liners and prizes.
Listener	A profile associated with someone who has won a prize, or interacted with your station in some way.
Prize	A specific instance of something being awarded to a Listener. A prize might involve cash, inventory, adding to a major draw, or a combination of these.
Inventory Item	Something from your prize cupboard, essentially. Inventory represents items you might have to give away, excluding cash. Examples might include concert tickets or gift cards.
Payment	A record containing details of a cash prize that must be paid to a Listener. Payments are created automatically as the result of a cash Prize being awarded.
Client	A customer of your organisation.
List	A collection of Listeners. Most commonly, a List in Audata Promo represents winners "in the draw" for a major prize.
Segment	A segment of your audience, filtered by criteria such as demographic or behavioural details.
Prize Status	Represents a current state of a prize. For example, a Status might be "Ready to Collect" to represent a prize that is available for the Listener to pick up from your station.
Notification	When a message is sent to a Listener, usually associated with a Prize Status, either via Email, SMS, Push, or Whatsapp.
Notification Rule	Attached to prize statuses, they trigger notifications that are delivered to listeners.
Template	A blueprint for a notification to be delivered to a Listener.

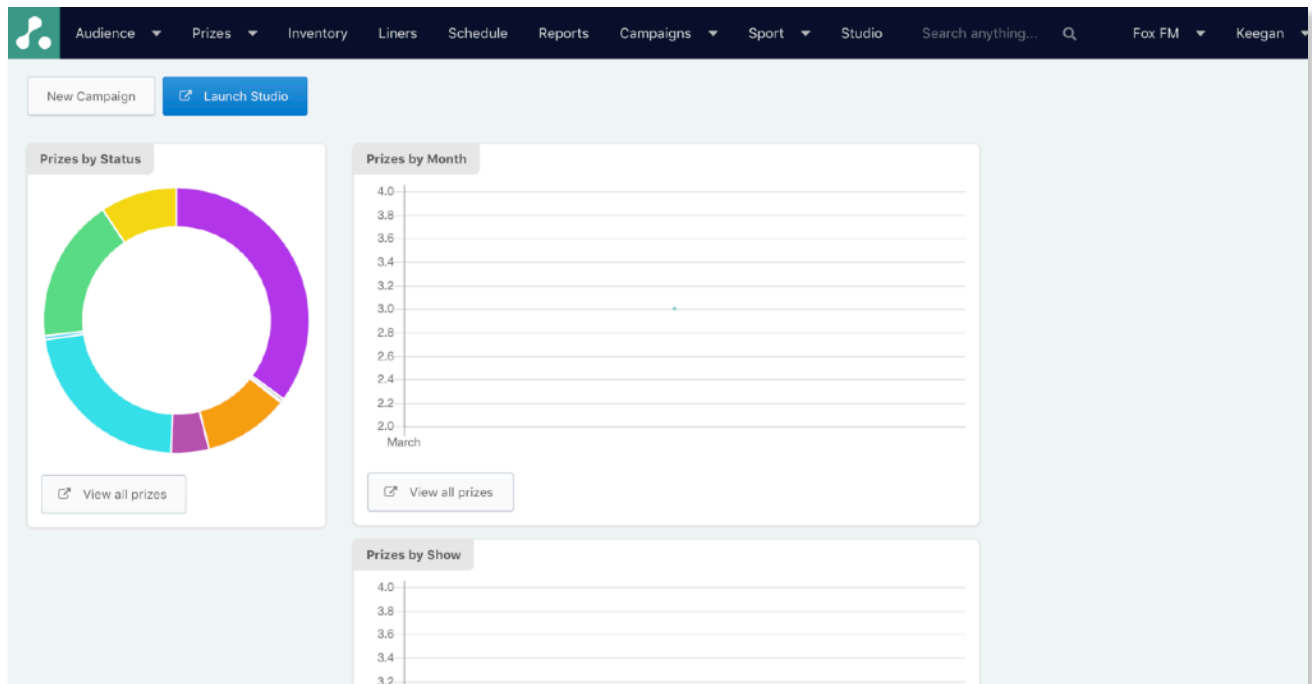
Prohibition	Instance whereby a Listener is blocked from winning prizes from a station (as a result of breaching terms & conditions, for example).
Prohibition Rules	Conditions under which Audata Promo will automatically prohibit a Listener from winning future prizes.
Schedule	How items such as Contests and Liners are allocated to certain shows on certain days.
Bank Account	Financial institution details for remittance of a Payment.
Custom Field	Input for adding additional details to records such as Prizes and Listeners.
Studio	The interface designed for staff such as presenters and producers, to interact with Audata Promo in an on-air environment.
Audata ID	The account you use to access Audata services and applications, including Audata Promo.
SSO	Single Sign-on, or SSO, is when you use one set of login credentials (in other words, your work username & password), to access multiple services (such as Audata).

Getting Started

Creating Your First Contest

This section of the guide will walk you through the steps of creating a new promotion and setting up an inventory item to award in a fairly typical scenario. This is a “quick start” guide and doesn’t cover all the options and features available to you during this process, but this guide will cover those later.

When you first login, you’ll see the Dashboard view, which will look a bit like the screenshot below.



First, let’s create a **Campaign**. This represents our on-air promotion inside Audata, and will house all the resources we create for this promotion.

1. Navigate to **Campaigns > Campaigns** in the top navigation menu.
2. Click the blue **New Campaign** button.

The screenshot shows the 'New Campaign' form. It has a title 'New Campaign' at the top. The form is divided into two columns. The left column contains three text input fields: '* Name' (with a red asterisk), 'Client', and 'Owner'. The right column contains three text input fields: 'Budget' (with a '\$' icon), 'Show', and 'Parent Campaign'. The 'Name' field is filled with the text 'Concert Tickets Giveaway'.

3. In the **Name** field, enter the title of your promotion. In this example, let's call it "Concert Tickets Giveaway"
4. Scroll down and click inside the **Start Date** field.

Start date

25/03/2019

Mar

2019

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

5. Select a date prior to today. In this example, we're selecting the previous Monday.
6. Repeat this process for **End Date**. In this example, we'll select the last day of the current month.
7. Click **Create Campaign**.

Audience ▾
Prizes ▾
Inventory ▾
Liners ▾
Schedule ▾
Reports ▾
Campaigns ▾
Sport ▾
Studio ▾
Search anything... 🔍
Fox FM ▾
Keegan ▾

Concert Tickets Giveaway

Edit Campaign
Delete Campaign

Details
Reports
Prizes
Inventory
Legal
Custom Fields
Attachments (0)
Liners
Notes (0)

Name: Concert Tickets Giveaway

Internal Order Code

G/L Code

Start Date: 25/03/2019

End Date: 31/03/2019

8. Your campaign has been created! What you're looking at now is the *Campaign Page*. Next, we're going to set up an Inventory Item. You can think of an Inventory Item in Audata as something from your prize cupboard.

1. Click **Inventory** in the top navigation bar.
2. Click **New Inventory Item**.
3. In the **Name** field, enter the title of the Inventory Item. In this example, let's enter "Example Concert Tickets"
4. Click on the **Campaign** box and select the Campaign we just created (Concert Tickets Giveaway).

5. For **Category**, select “Music/Concert Tickets”, if it’s available in your drop-down.

New Inventory Item

* Description * Example Concert Tickets	Campaign Concert Tickets Giveaway
SKU 	Category Music / Concert Tickets
* Quantity Available * 40	* Quantity On Hand * 40
Value Per Unit 	Expiry date

6. In the **Quantity Available** and **Quantity on Hand** fields, enter 40 for each. In this scenario, imagine we’re giving away 20 sets of “double passes” to this concert, so 40 tickets in total are available in our inventory. The quantity “on hand” describes how many of the item we physically have in the prize cupboard, so to speak.
7. Your Inventory Item should look like the screenshot below at this point.
8. Scroll down and click on **Save Inventory Item**.

Boom! Let’s recap what we’ve done so far:

- We’ve created a Campaign to represent our on-air promotion (in this case, an imaginary concert tickets giveaway)
- We’ve added some concert tickets to our Inventory, so they are available for us to use in contests in Audata.

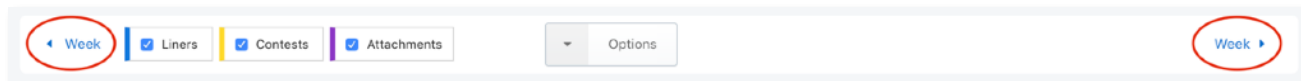
The next step is to now add some contests to our Schedule, so that our on-air producers or presenters can give these tickets away to our Listeners.

NOTE

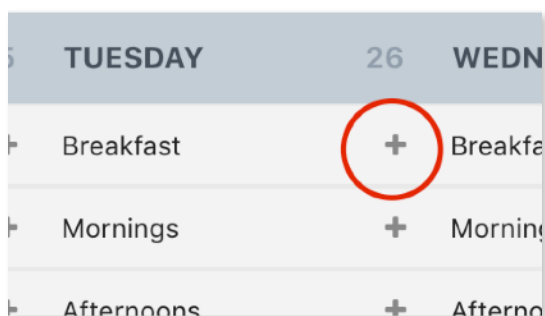
You probably noticed plenty of options and boxes we skipped over or didn’t cover in this quick walkthrough. That’s fine - many real situations in will be as simple as this one, and we’ll cover all these options in later chapters of this guide.

Let's now add our ticket giveaway to our on-air schedule so that our presenters can access it.

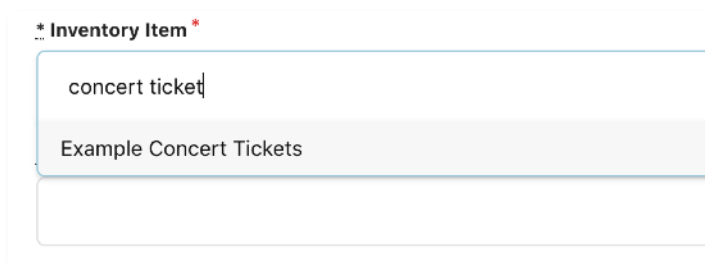
1. Click on **Schedule** in the top navigation bar.
2. You'll notice the current week is displayed - however you can navigate to past or future dates using the **◀ Week** and **Week ▶** buttons in the toolbar.



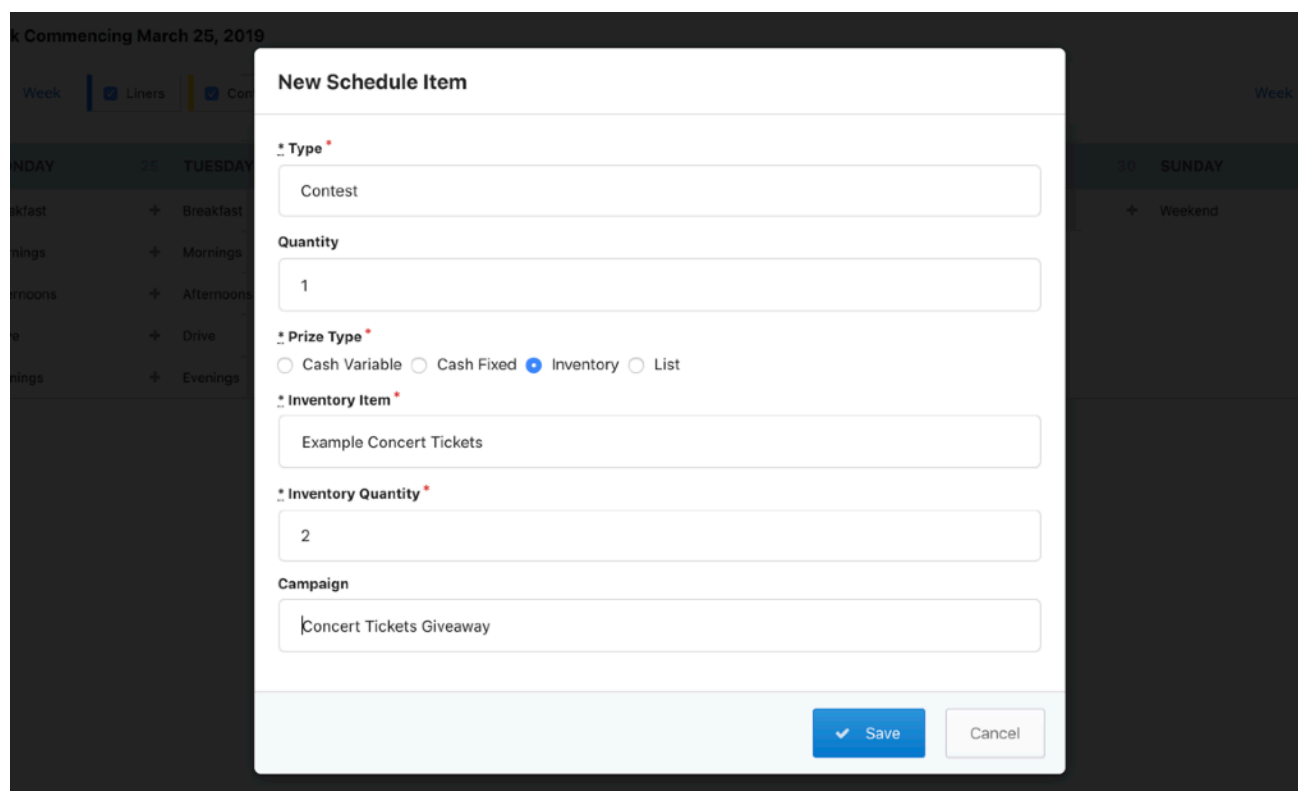
3. Find the show or day part in your schedule you want to add this contest to. In this case, we're going to add it to the breakfast show on the Tuesday of our current week.



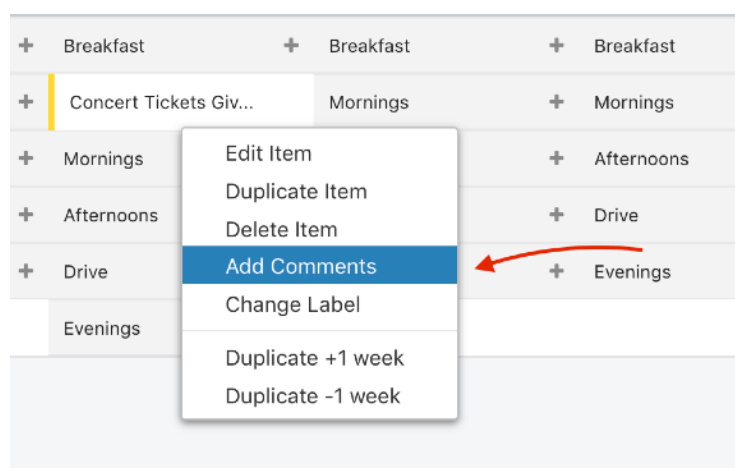
4. Click the plus (+) button next to the show you want to add the contest to.
5. The *New Schedule Item* modal will appear. There are three types of items we can add to our schedule: Contests, Liners, and Attachments. In this quick guide, we're going to ignore the latter two and select "Contest" from the **Type** drop-down menu.
6. The **Quantity** field represents how many times the contest can be run during that show, on that date. In other words, how many individual winners can your on-air team award. In this example, let's enter "1" as we only want one set of tickets to be given away in this show.
7. You have four Prize Types to choose from:
 - **Cash Variable** - a cash prize where the dollar amount is determined at the time the prize is awarded.
 - **Cash Fixed** - a cash prize where the amount of money won is preset and cannot be changed by producers or presenters when awarding the prize.
 - **Inventory** - awarding items from your inventory (in other words, something from the prize cupboard).
 - **List** - adding the winner to a List instead of awarding them a prize. Most commonly used to put listeners "in the draw" for a major prize which is drawn at a later time.
8. In this example, we want to award the concert tickets we set up in our Inventory, so go ahead and select **Inventory** as your Prize Type.
9. Click on **Inventory Item**, then find and select the item we just created from the drop-down list. You can type part of the name of the Inventory Item into this box to search for it.



10. Click on the **Inventory Quantity**. This represents the quantity of this item that the winner receives. In this example, we're giving away a "double pass", or two tickets, so enter "2" here.



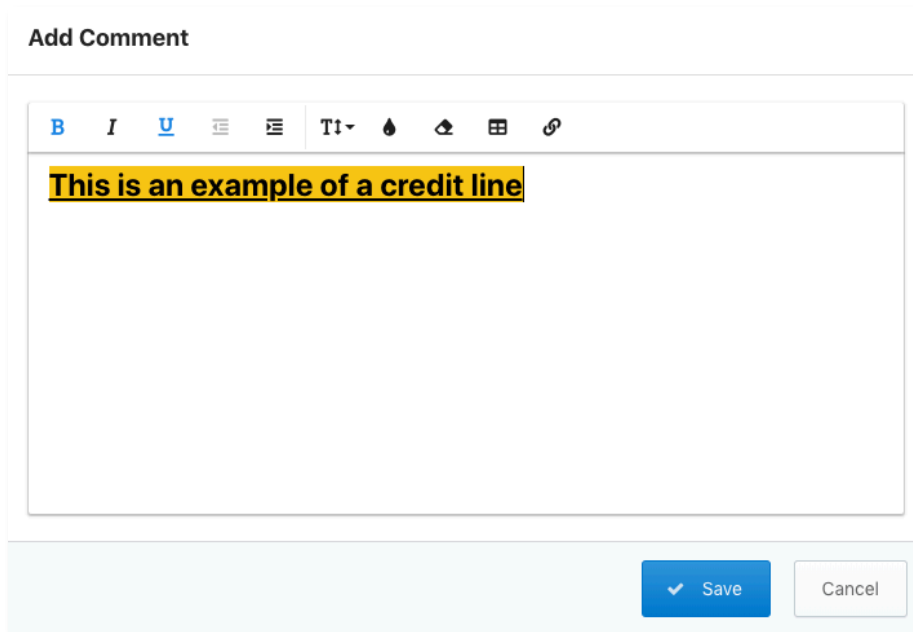
11. Your Schedule Item should look a bit like this screenshot. If it does, click **Save**.
12. Now, we want to add a credit line to this contest for our announcers to see when they give away this prize on-air. Find the newly created schedule item, **right click** on the item, and select "**Add**



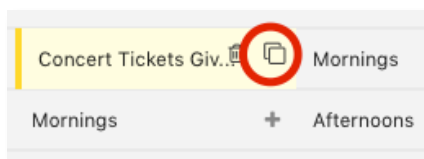
Comments".

13. In the comments modal which will appear, you can type in your credit line, or copy and paste it from Microsoft Word (or similar).

14. Type in some text for your credit line / contest sheet, give it some formatting, and click **Save**.

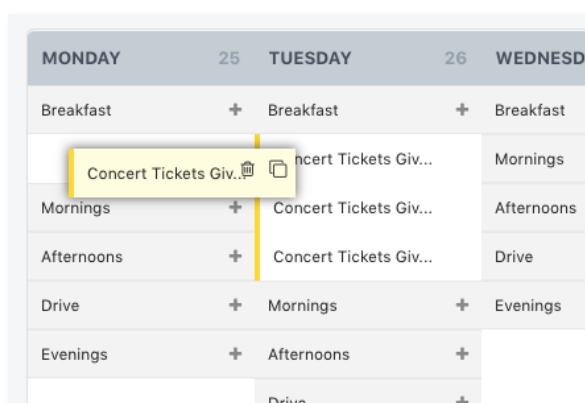


15. Now, let's add our contest to the same show for every day in the week. Hover your mouse over the



schedule item and click the **Clone** icon (shown below).

16. This creates an exact duplicate of your schedule item. Click the **Clone** icon 3 more times to make more copies.



MONDAY 25	TUESDAY 26	WEDNESDAY
Breakfast +	Breakfast +	Breakfast
Concert Tickets Giv... +	Concert Tickets Giv...	Mornings
Mornings +	Concert Tickets Giv...	Afternoons
Afternoons +	Concert Tickets Giv...	Drive
Drive +	Mornings +	Evenings
Evenings +	Afternoons +	
	Drive +	

17. Now, click and drag your schedule items into different days on the schedule as you like.

18. That's it. You've set up your contest!

In this tutorial, we've created a Campaign, set up our Inventory Items, and then scheduled some Contests to give away our Inventory Items. There's a lot of functionality we have skimmed over here, but the rest of this guide will cover those features in greater detail.

Campaigns

A **Campaign** represents a campaign or promotion inside Audata.

Create a New Campaign

1. Click on **Campaigns > Campaigns** from the top navigation bar.
2. Click the **New Campaign** button.
3. Enter the details of your campaign and click **Save**.

Campaign Options

These are the options available when creating or editing a Campaign.

Name	The name of the campaign.
Budget	The budget of the campaign expressed as dollars.
Client	The primary client associated with the campaign. Clients can be added or edited under Campaigns > Clients.
Show	The show to which the campaign belongs. Leave this blank where campaigns will run across multiple shows or dayparts.
Owner	The Audata Promo user responsible for the campaign.
Parent Campaign	The campaign to which this campaign belongs.
Campaign Type	The type of campaign (editable under Administration > Campaign Types)
Start Date	The date the campaign begins. Optional - but must be provided if an End Date exists.
End Date	The date the campaign concludes. Optional - but must be provided if a Start Date exists.

Financial Codes

Financial fields Financial coding details which will be attached to cash prize payments under this campaign. The fields available in this section will be specific to your organisation. Contact your Audata Administrator for more information.

Advanced Settings

Default Status The prize status which will be assigned to all new prizes awarded under this campaign.

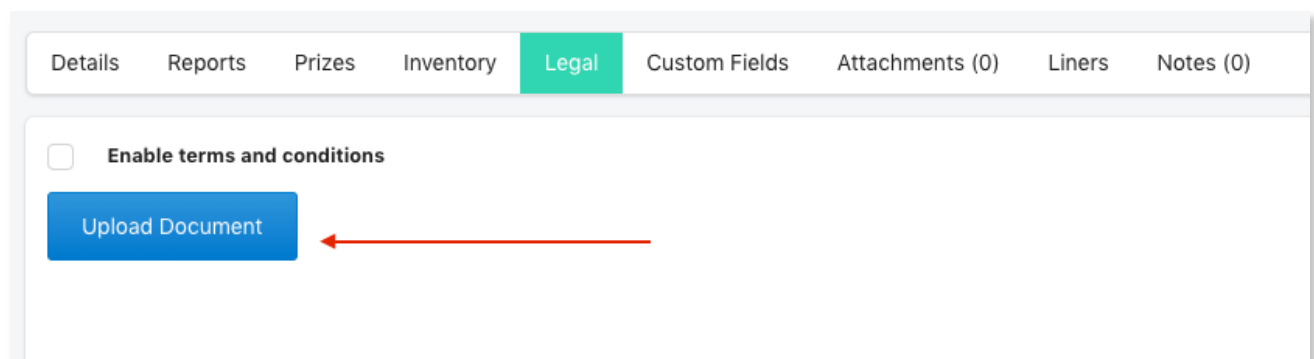
Confirmed Status The prize status which will be assigned to prizes under this campaign when they are confirmed by the listener.

Code This is an arbitrary value you can access inside Liquid Templates using the tag `{{campaign.code}}`.

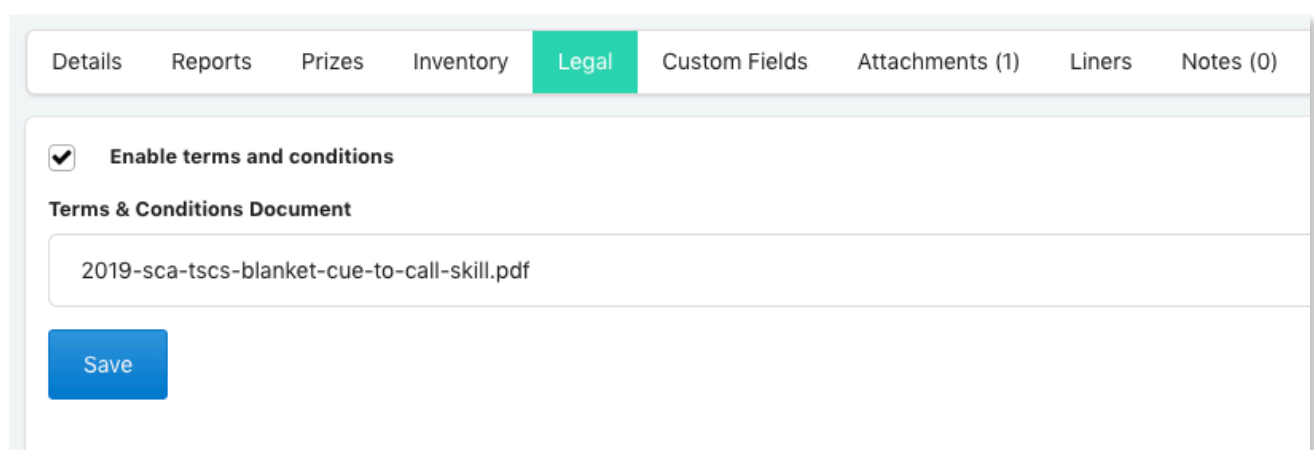
Terms And Conditions

You can upload promotion terms and conditions as a PDF document and require that winners agree to these terms during the prize confirmation process. Just attach the document to your Campaign as you would any other file, then select it under the “Legal” tab, as explained below.

1. Find or create your Campaign using the instructions above.
2. From the *Campaign* screen, click the **Legal** tab.
3. If you have no attachments on your Campaign, click **Upload Document**.



4. On the *Attachment* screen, click **Upload Files**. Browse for the terms and conditions PDF on your device.
5. Navigate back to the Campaign using the button in the top left corner.
6. Check **Enable terms and conditions**
7. Click on the **Terms & Conditions Document** drop-down and select the attachment you just uploaded.



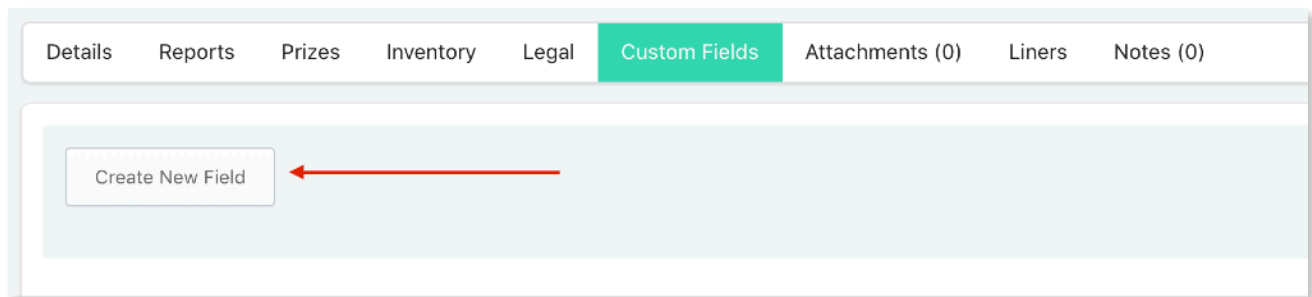
8. Click **Save**.

Campaign Custom Fields

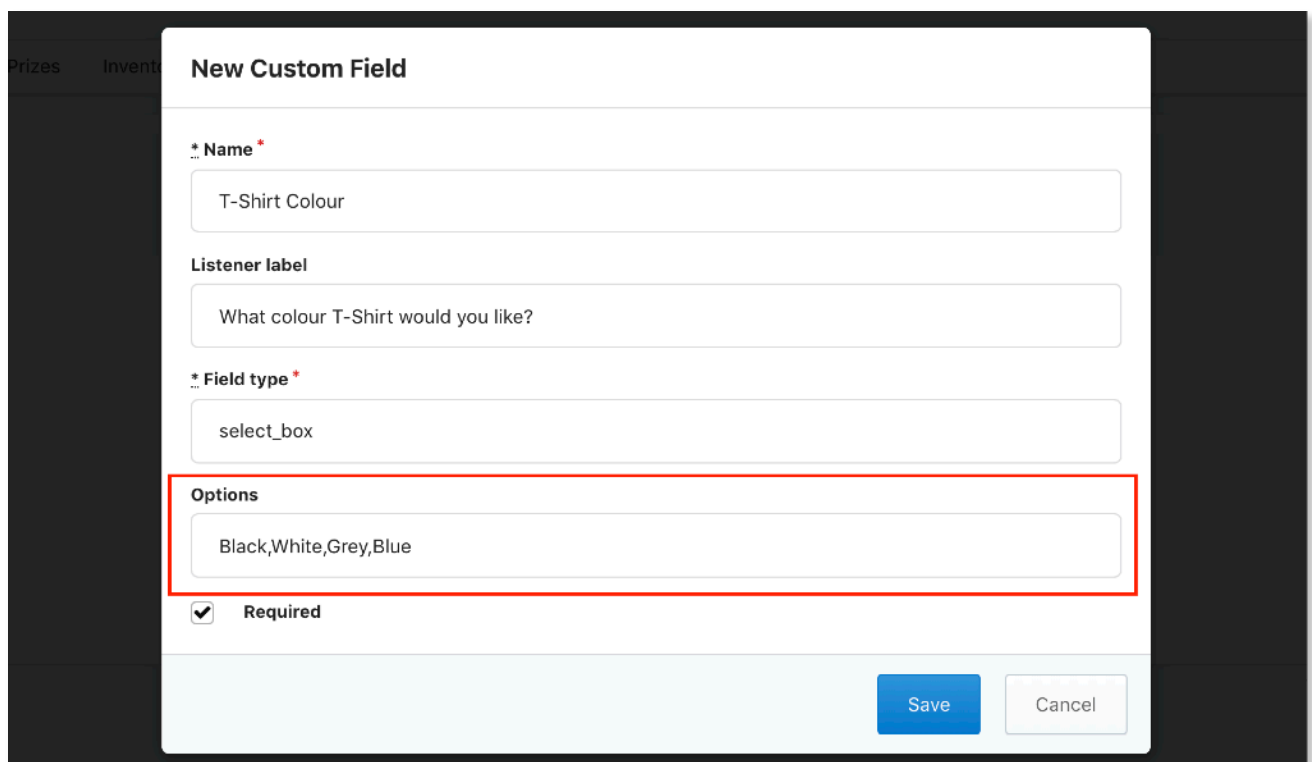
Campaign Custom Fields allow you to collect additional information from prize winners for specific campaigns.

To setup Custom Fields...

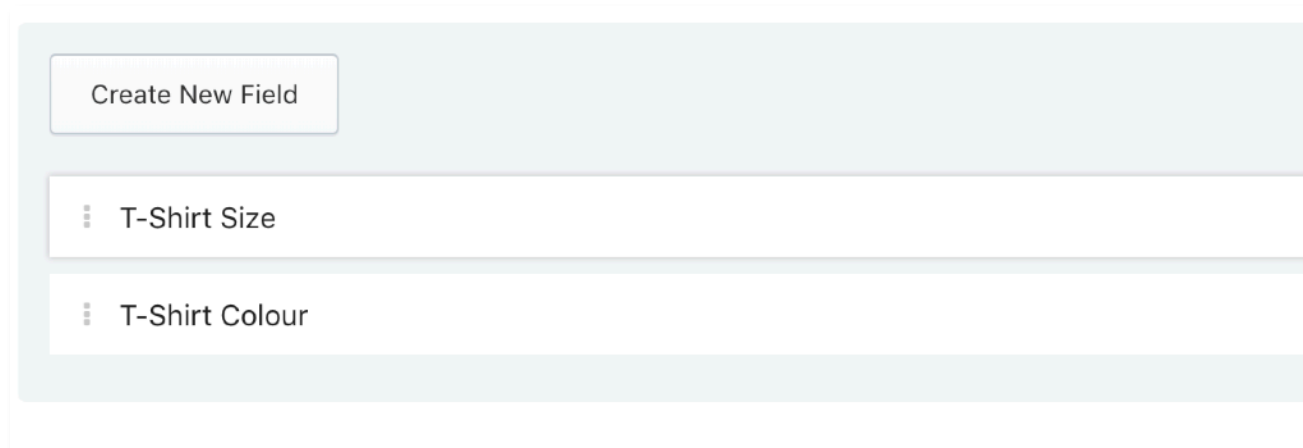
1. Create a new Campaign, or open your existing one.
2. From the Campaign screen, click on the **Custom Fields** tab.



3. Click **Create New Field**.
4. The Custom Field modal will appear.
5. Enter a **Name** for your custom field (as you want it to appear internally).
6. In the **Listener Label** field, enter the label for the field as you would like it to appear to your listeners.
7. For **Field type**, select the type of input. The below are the available options
 - **Text Field** - A standard sized text box. Listeners can enter any text.
 - **Text Box** - A larger text input where listeners will usually enter a paragraph or more of text.
 - **Check Box** - A box listeners can check for a "yes/no" type question.
 - **Select Box** - A drop-down box where listeners can select from a list of options you provide.

A screenshot of a 'New Custom Field' modal form. The form has a white background and is set against a dark background. It contains the following fields: a text input for 'Name' with the value 'T-Shirt Colour'; a text input for 'Listener label' with the value 'What colour T-Shirt would you like?'; a dropdown menu for 'Field type' with 'select_box' selected; and a text input for 'Options' with the value 'Black,White,Grey,Blue'. The 'Options' field is highlighted with a red rectangular border. At the bottom left, there is a checked checkbox labeled 'Required'. At the bottom right, there are two buttons: 'Save' (blue) and 'Cancel' (grey).

8. If you've selected Select Box, you need to provide some options for the drop-down. Enter these in the **Options** field, separated by commas. See the screenshot below for an example:
9. Check **Required** if a listener must provide a response when confirming their prize.
10. Click **Save**



The screenshot shows a light blue header bar with a button labeled "Create New Field". Below this is a list of custom fields. Each field is represented by a white box with a light blue border and a small blue icon (three vertical bars) to the left of the field name. The first field is "T-Shirt Size" and the second is "T-Shirt Colour".

11. You can drag & drop your Custom Fields on this page to re-order them.

TIP

A combination of a *Check Box* input and the *Required* setting is useful for asking your winners to agree to certain terms. For example if you're giving away a travel-related prize, your check box might be labelled "I have a valid passport and am able to travel".

Details that have been collected from Custom Fields will be shown on the Prize Information screen for that particular prize, as well as exported in CSV files you download.

Client Data Share

Audata Promo makes it simple to compliantly share Listener data with your clients as a value-add when they sponsor your campaigns.


A Data Share is a unique link you can send to your clients, which allows them to download a CSV file containing the contact details of listeners who have explicitly consented to receiving communication from that client.

Enabling Data Shares for your Campaign

1. Navigate to Campaigns > Clients, and click **New Client** to create your client.
2. Enter the client name and upload their logo (optional).
3. Navigate to Campaigns > Campaigns, and open your existing campaign, or create a new one.
4. Select the client in the **Client** drop-down.
5. Check the **Enable data sharing** box and save the Campaign.


Campaign Type

Start date

☒ **Enable data sharing** 

Once saved, Audata will add an “opt in” step to the prize confirmation workflow automatically, which appears to the Listener similar to the screenshot below.

Redeem Prize



Would you like to hear more information from our partner Live Nation?

☒ **Yes please**

☐ **No thank you**

Continue

Generating Data Share Link

At any point during your campaign, you can generate a secure link to share collected listener data with your clients. You can find this on the Campaign page, under the “Data Share” tab.

Details Reports Prizes Inventory Legal Custom Fields **Data Share** Attachments (0) Liners Notes (0)

Client Data Sharing

Send this link to Live Nation to share listener data with them. They will only receive data from listeners who have consented to hear from them. Be careful not to share this link publicly with anyone.

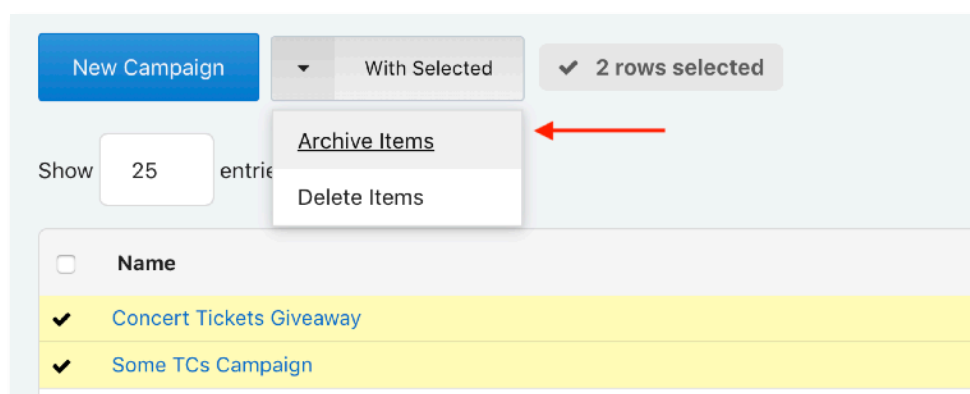
<http://share.localhost:3000/15fc1ccc-d364-40cc-a83f-cf8ac7e49c38>

You only need to send this link to your client once (either during, or after your campaign) as it will automatically provide the latest data.

Archiving Campaigns

When a Campaign has finished, you can archive it so that it's no longer visible but can still be recovered if needed. To archive a campaign:

1. Navigate to Campaigns > Campaigns from the top navigation menu.
2. Find and select the Campaign(s) you would like to archive.



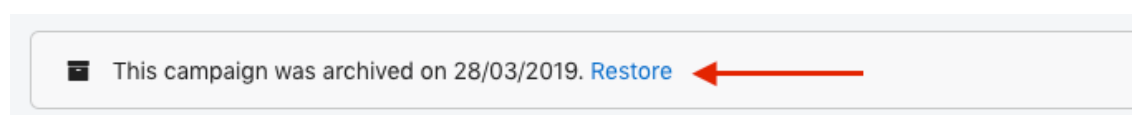
3. Click the **With Selected** button, then select **Archive Items**.

Campaigns with existing prizes can't be deleted, but they can be archived, which helps you keep your Audata Promo instance free of clutter.

Restoring Archived Campaigns

Campaigns that have been archived can be found using the "Search Anything" tool in the top navigation bar.

1. Enter the Campaign name in the **Search Anything** box in the top navigation bar.
2. Click on the Campaign name to open the Campaign page.



3. Click **Restore** to restore the campaign.

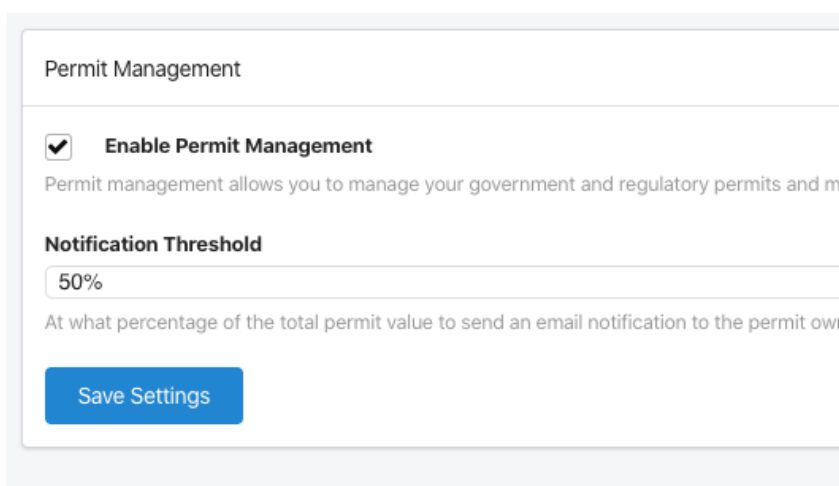
Permits

Permit Management allows you to record your permits, such as those issued by government and regulatory bodies, in Audata Promo, and monitor the value of prizes that is awarded against them.

Enabling Permit Management

Before you can use Permit Management, you must first enable the module for each station you want to use it for.

1. Open the **Administration** panel.
2. Click on **Permit Management** in the admin side menu.
3. Check the box labelled **Enable Permit Management**.
4. Optional: Select a percentage value for your **Notification Threshold** (see screenshot below). This is the amount of prize value that can be awarded under a Permit (relative to the Permit limit), that will trigger a notification email to be sent to the Permit owner. This value will apply to all Permits for this



The screenshot shows a settings panel titled "Permit Management". It contains a checkbox labeled "Enable Permit Management" which is checked. Below this is a text input field for "Notification Threshold" with the value "50%". A blue button labeled "Save Settings" is at the bottom.

station.

5. Click **Save Settings**.

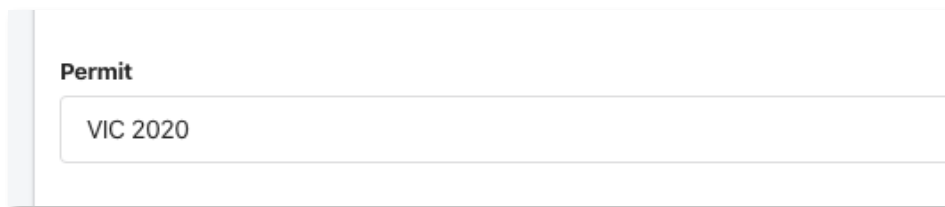
Creating A New Permit

1. Navigate to Campaigns > Permits in the top navigation bar.
2. Click the "**New Permit**" button.
3. In the **Name** field, enter a useful description that will help you identify this Permit.
4. Optional: In the **Number** field, enter the Permit number that was assigned to you by the government or regulatory body who issued it.
5. Optional: Select a **Permit Owner** from the drop-down list. The Permit Owner is the Audata User who is responsible for the permit, and is the person who will receive any notifications or warnings about the permit (if configured).

- Optional: For **Value Limit**, enter the value (in your default currency) of your Permit. The value is the total amount of prizes that you are allowed to award under this Permit.
- Optional: Enter a **Start Date** and **End Date** for your Permit, to specify the period of time over which this Permit is active.
- Click **Save Permit**.

Adding Permits To Campaigns

Once you have created a Permit, you can assign it to one, or multiple, Campaigns. On the **Edit Campaign** or **New Campaign** pages, you will now see a drop-down box to select a Permit for that Campaign...

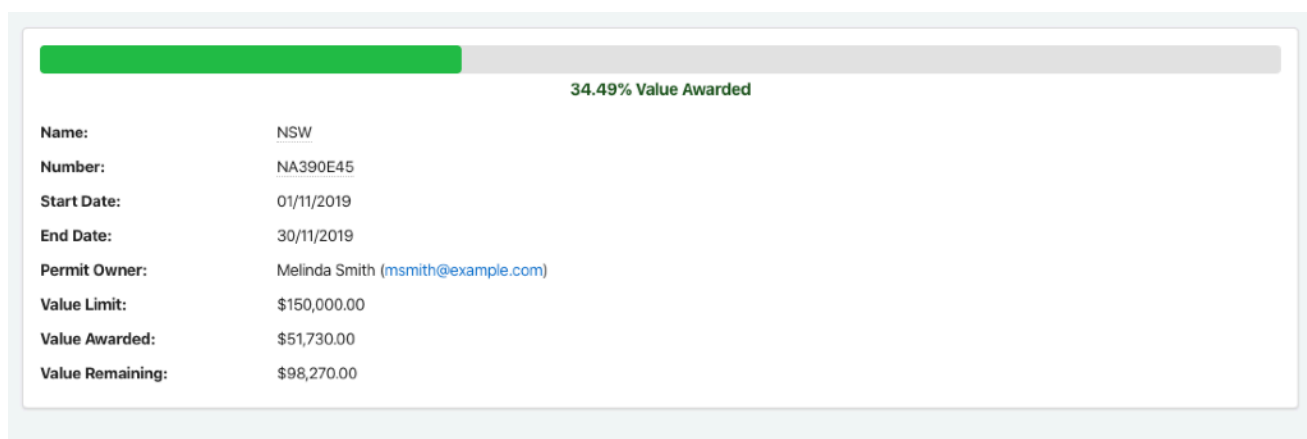


A screenshot of a web interface showing a dropdown menu for selecting a permit. The menu is titled "Permit" and has a single visible option, "VIC 2020".

If you don't see this option, ensure you have enabled Permit Management for this station in the Administration area.

Permit Details

To access a Permit, navigate to *Campaigns > Permits* in the top navigation bar, then click on the Permit you want to view. The Permit Details view shows you information about the permit, such as the screenshot below:



A screenshot of the "Permit Details" view in a web application. At the top, there is a green progress bar and a label "34.49% Value Awarded". Below this, a table lists the permit's details:

Name:	NSW
Number:	NA390E45
Start Date:	01/11/2019
End Date:	30/11/2019
Permit Owner:	Melinda Smith (msmith@example.com)
Value Limit:	\$150,000.00
Value Awarded:	\$51,730.00
Value Remaining:	\$98,270.00

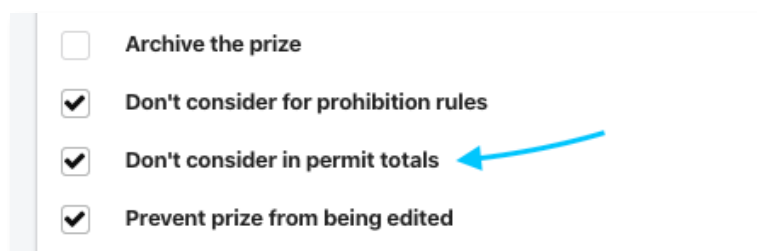
- Name:** The name of the Permit.
- Number:** The Permit Number provided by the regulatory body who issued it.
- Start Date:** The first day the Permit becomes active.
- End Date:** The last day the Permit is active.
- Permit Owner:** The Audata user who is responsible for the Permit, and who will receive any value warning notifications about the Permit.

6. **Value Limit:** The maximum value of all prizes that can be awarded under this Permit.
7. **Value Awarded:** The total value of all prizes in Audata that have been linked to this Permit to date.
8. **Value Remaining:** The remaining value you can still award under this Permit.

Excluding Prize Statuses from Permits

You may have one or more Prize Statuses in Audata that represent prizes that were withdrawn or voided. You probably don't want to include those prizes in your Permit totals, as this may show you incorrect values for the Permit. To avoid this, you can set certain Prize Statuses to be ignored by Permits, so that they won't show up in totals. To set this up...

1. Navigate to your Admin panel.
2. Click on **Prize Statuses**.
3. Click on the Prize Status you wish to exclude from Permits, such as "withdrawn" or "canceled".
4. Check the box next to **Don't consider in permit totals** (see screenshot below).



<input type="checkbox"/>	Archive the prize
<input checked="" type="checkbox"/>	Don't consider for prohibition rules
<input checked="" type="checkbox"/>	Don't consider in permit totals
<input checked="" type="checkbox"/>	Prevent prize from being edited

5. Click **Update Prize Status**.

Listeners

Audata stores profiles for your Listeners - these are members of your audience who have won a prize, entered a competition, or interacted with your station in some other way that has been captured by the Audata Platform.

Listener records are automatically created in your database for you when a listener confirms a prize for the first time, but they can also be created manually, via another Audata Product, or via the API.

Browsing Listeners

To browse your Listener database, hover over **Audience** in the top navigation bar and select **Listeners**.

Listener Profiles

You can click on a Listener's name from the "Listeners" page, or search for a Listener using the "Search anything" field in the top navigation bar, to open their Listener profile page.

Options Drop-down

Details Panel

Activity Panel

Panel Tabs

Listener Map

Details Panel

The details panel in the top left corner shows the Listeners name and basic details, as well as their avatar, which Audata automatically tries to import from social media accounts belonging to the Listener.

Activity Tab	The activity tab shows a full history of activity relating to the listener record, such as prize confirmations, payments, entries etc.
Prizes Tab	The prizes tab shows a table of all Prizes associated with this Listener record.
Bank Accounts Tab	The bank accounts tab shows a table of all Bank Accounts associated with this Listener record.
Payments Tab	The payments tab shows a table of all Payments associated with this Listener record.
Notes	The notes tab displays Notes on the Listener record and allows you to add your own. Note these notes are internal and are not displayed to the Listener.

You can access a range of actions to perform for the Listener records by clicking **Options** in the details pane, underneath the Listener avatar. The below is a brief description of each option in the drop-down menu.

New Prize	Begins the process of awarding a new prize for this listener.
Add to List	Manually adds the Listener to one of your Lists.
SMS Message	Sends a manual SMS message to the primary contact number for the Listener. Remember to include contact details if you require a reply.
Call	Initiates a call with the Listener (however your web browser or device is configured to handle "tel:" URLs).
Add Bank Account	Creates a new bank account record for the Listener. This will also assign the new account to any payments which do not have remittance information assigned.
Prohibit Listener	Manually prohibits the Listener from winning until a specified date.
Edit Listener	Edits the Listener details.
Delete	Deletes the Listener.

Adding A Listener

Listener records can be created manually in your database, for example, if a Listener is unable to access the link provided on their prize redemption SMS.

1. Select **Audience > Listeners** in the top navigation bar.
2. Click **New Listener**.

3. Enter the listener details in the Listener form.

The screenshot shows a 'New Listener' form with the following fields and controls:

- First name ***: Text input field.
- Last name ***: Text input field.
- Email ***: Text input field.
- Gender ***: Text input field.
- DOB ***: Text input field.
- Phone number ***: Text input field.
- Address ***: Text input field with placeholder 'Enter a location' and a search icon.
- Suburb ***: Text input field.
- State**: Text input field.
- Postcode ***: Text input field.
- Country ***: Text input field.
- Newsletter Opt-In**: A checkbox that is checked.
- Create Listener**: A blue button at the bottom left.

4. Ensure you've entered all the required fields (denoted with an asterisk *****) and click **Create Listener**.

NOTE

When creating a Listener, Audata Promo will search for existing prizes that match the listeners phone number and assign them to the newly created listener record.

Inventory Items

In Audata Promo, an Inventory Item represents a prize you have available to award that isn't cash. You can think of your Audata Inventory as a digital record of what's in your prize cupboard.

You can create Inventory Items even before you have a campaign or contest in mind to give them away, making it easy to keep track of what you've got on hand to award should you need to find a last-minute prize.

Creating a New Inventory Item

1. Click on **Inventory** from the top navigation bar.
2. Click the **New Inventory Item** button.
3. Enter the details of your inventory item (see below for a reference) and click **Save**.

Inventory Item Options

Description	The name of the Inventory Item
Campaign	A Campaign that the Inventory Item is associated with
SKU	Stock Keeping Unit, a unique code you may use to track Inventory
Category	The Inventory category (this list can be customised by an Admin)
Quantity Available	The quantity of the item you have the ability to award
Quantity On Hand	The quantity of the item you physically have on hand
Value Per Unit	The dollar value (or approximate) of each unit of this inventory item
Expiry Date	The last date the inventory item can be claimed or used
Credit	The credit line displayed to presenters when awarding this inventory item as an "ad hoc" (unscheduled) prize.
Listener Notes	Information displayed to Listeners after confirming their prize.
Ad Hoc Giveaway	
Enable Ad Hoc Giveaways	Enabling ad-hoc giveaways allows on-air staff to award this inventory item outside of a scheduled contest.
Start Date	The earliest date on which this inventory item can be awarded as an ad-hoc giveaway. This does not affect scheduled contests.
End Date	The latest date on which this inventory item can be awarded as an ad-hoc giveaway. This does not affect scheduled contests.

Shows	The shows which have access to award this inventory item as an ad-hoc giveaway. If blank, all shows will have access. This does not affect scheduled contests.
-------	----------------------------------------------------------------------------------------------------------------------------------------------------------------

Event Code

Event Code	If integrating with Audata Events for automatic ticketing, enter your Audata Events Product ID.
------------	-------------------------------------------------------------------------------------------------

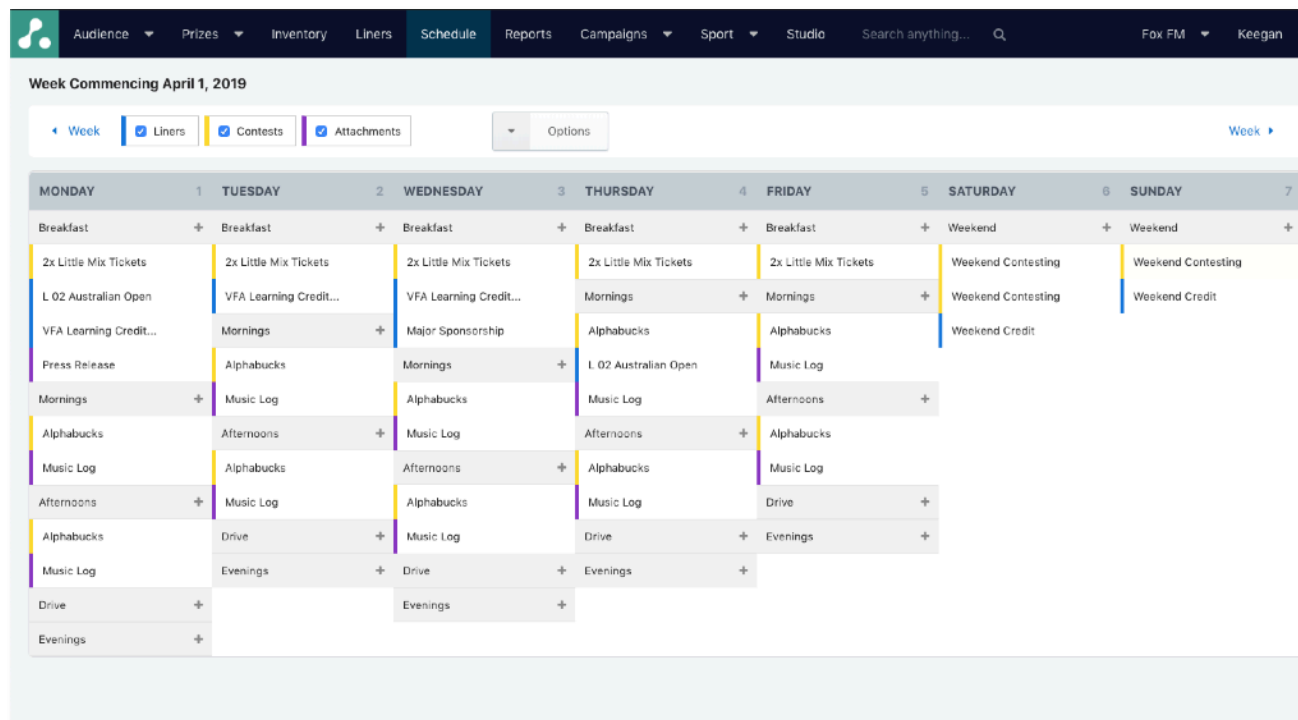
Archiving Inventory Items

Like Campaigns, you can archive Inventory Items to reduce clutter in your Audata instance without deleting your records.

1. Click on **Inventory** in the top navigation bar.
2. Select the Inventory Item(s) you wish to archive.
3. Click **With Selected** and then choose "Archive Items" from the drop-down.

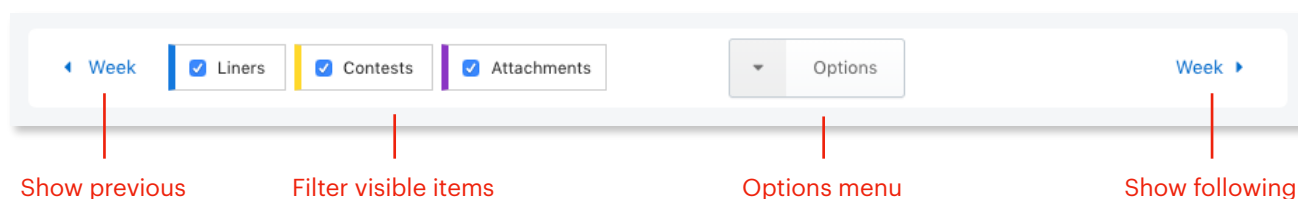
Schedule

The Schedule is where you assign Contests & Liners to on-air shows and day parts in Audata Promo. The below is an example screenshot of the Schedule view, but yours might be different as the shows / day parts can be configured for your station line-up.



Toolbar

The schedule toolbar contains the following options.



Creating Schedule Items

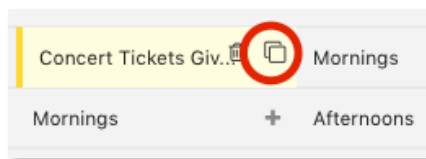
To add to a schedule, click the plus (+) icon next to the show / day part you want to create your new schedule item in.

There are three types of Schedule Items you can create:

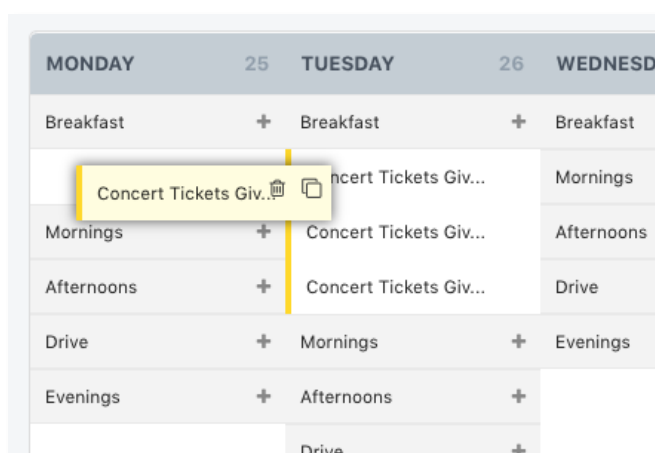
- **Contest** - A scheduled spot to award a prize to a Listener, or add them to a list / prize draw.
- **Liner** - Allocation of a liner to be delivered in a specific show.
- **Attachment** - Allows you to upload a file to a show, such as a PDF document, for on-air staff to access easily in the studio view.

There are different options available for each of these schedule item types.

You can also clone existing Schedule Items by hovering over the item in your schedule and clicking the Clone icon (below).



You can freely drag and drop your schedule items around the schedule as you like.



Schedule Comments

Comments allow you to add notes or extra information as Rich Text to your Schedule Items, which are displayed to Studio / on-air staff along with Contests or Liners. Commonly, this feature is used to add Contest Sheets (also known as Presentation Guides, or whatever you might call them in your organisation) and credit lines to Contests.

Add Comment

B I U [List Icon] [Checkmark Icon] **T1** [Color Picker] [Link Icon] [Image Icon] [Table Icon]

This is an example of a credit line

Right click on a Schedule Item and click **Add Comments** to access the Comments editor. Comments are also cloned when a Schedule Item is cloned.

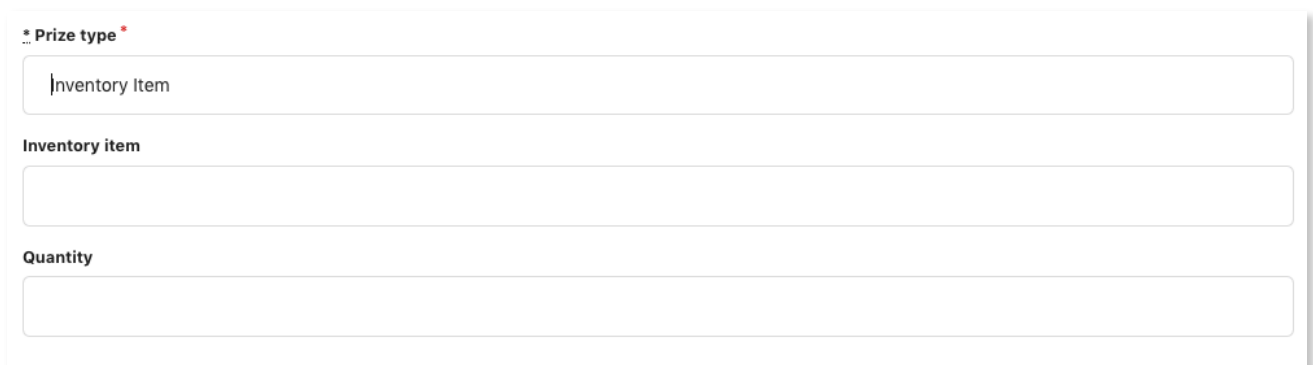
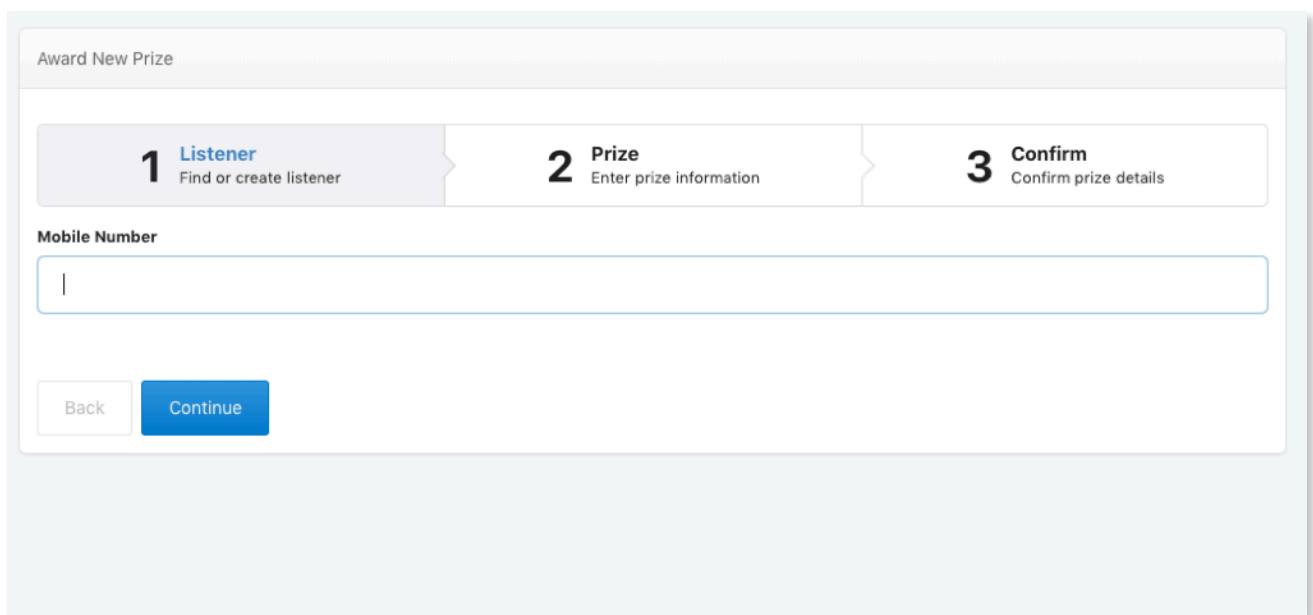
Prizes

A Prize in Audata is a specific instance where a Listener has been awarded a cash prize, inventory prize, or been added to a List, usually as a result of winning some form of contest. This is different from Inventory Items, which represent something that you have in inventory to give away.

Awarding A New Prize

Prizes are commonly awarded using studio mode by on-air staff, which will be covered a little bit later in this guide. You can also manually award prizes from the main Audata application, perhaps if you've given away a prize in an off-air situation, or you've withdrawn a prize and need to re-award it with adjusted details.

1. Click on **Prizes > Award Prize**.
2. Enter the winners mobile phone number in your country's standard format (international code is not required).



3. Click **Continue**
4. Select the Prize Type from the drop-down menu:

- **Cash** - a cash prize.
 - **Inventory** - items from your prize inventory.
 - **Add to List** - add the winner to a List (usually for a prize draw).
- Enter the required details for the prize type you've selected.
 - Click **Continue**.
 - You can optionally prevent Audata from sending the winner their initial notification by checking **Do not notify the winner**.
 - You can also add the Prize to a Campaign - click "**Attach to a Campaign**" and select the campaign.
 - Click **Continue**.
 - A confirmation dialog will appear. Click **OK** to confirm.
 - If the prize was awarded successfully, you will be redirected to the prize page.

Managing Prizes

You can manage your Prize database by hovering over **Prizes** in the top navigation bar and selecting **Manage Prizes**. The Prize Grid is shown in the screenshot below:

<div> <div>Audience ▾</div> <div>Prizes ▾</div> <div>Inventory</div> <div>Liners</div> <div>Schedule</div> <div>Reports</div> <div>Campaigns ▾</div> <div>Sport ▾</div> <div>Studio</div> <div>Search anything... 🔍</div> <div>Fox FM ▾</div> <div>Keegan ▾</div> </div>						
<div> <div>Award New Prize ▾</div> <div>Change Status ▾</div> <div>With Selected ▾</div> <div>Search prizes...</div> </div>						
<input type="checkbox"/>	Number	Status	Prize	Campaign	Winner	Awarded
<input type="checkbox"/>	10013650	Confirmed	2x Whiskey Tango Foxtrot Movie Tickets		Keegan Bakker	20/03/19 10:25
<input type="checkbox"/>	10013643	Ready To Collect	2x The Weeknd 2017 Tickets	RnB Fridays Party	Stephen Nguyen	30/06/17 15:32
<input type="checkbox"/>	10013636	Ready To Collect	2x The Weeknd 2017 Tickets	Summer of Superstars	Nicole Macleod	30/06/17 13:58
<input type="checkbox"/>	10013629	Ready To Collect	2x The Weeknd 2017 Tickets	RnB Fridays Party	Maddison Green	30/06/17 12:40
<input type="checkbox"/>	10013622	Ready To Collect	2x The Weeknd 2017 Tickets	RnB Fridays Party	Nicole Thompson	30/06/17 11:51
<input type="checkbox"/>	10013615	Ready To Collect	2x The Weeknd 2017 Tickets	The Weeknd 2017 Tour	Samira Orlovic	30/06/17 10:50
<input type="checkbox"/>	10013608	Ready To Collect	2x The Weeknd 2017 Tickets	The Weeknd 2017 Tour	Maddison Constantinou	30/06/17 10:04
<input type="checkbox"/>	10013601	Ready To Collect	2x The Weeknd 2017 Tickets	Weekend - Whiskey Tango Foxtrot	Jaime Stewart	30/06/17 08:40
<input type="checkbox"/>	10013594	Paid	\$300.00 Cash	AlphaBucks	Roweena Koh	30/06/17 08:04
<input type="checkbox"/>	10013587	Paid	\$250.00 Cash	AlphaBucks	Brandon Fredericks	30/06/17 07:13
<input type="checkbox"/>	10013580	Withdrawn	\$100.00 Cash	Are You Smarter Than? (Cash)	Anthony Esposito	30/06/17 06:34
<input type="checkbox"/>	10013573	Dispatched	1x Trip for 2 to Mt Buller with team Fox	'COLD' SCHOOL - Mt Buller trip	Dore Shiffman	29/06/17 13:31
<input type="checkbox"/>	10013566	Dispatched	1x Trip for 2 to Mt Buller with team Fox	'COLD' SCHOOL - Mt Buller trip	Lara Hackney	29/06/17 11:44
<input type="checkbox"/>	10013559	Paid	\$450.00 Cash	AlphaBucks	Michelle Thomson	29/06/17 08:22

<div> <div>Award New Prize ▾</div> <div>Change Status ▾</div> <div>With Selected ▾</div> <div>The Weeknd</div> </div>				
<input type="checkbox"/>	Number	Status	Prize	Campaign
<input type="checkbox"/>	10013643	Ready To Collect	2x The Weeknd 2017 Tickets	RnB Fridays
<input type="checkbox"/>	10013636	Ready To Collect	2x The Weeknd 2017 Tickets	Summer of

You can use the *Search Prizes* toolbox to filter your prize grid and search for prizes. You can search for prize reference numbers, descriptions, campaigns, or listener names.

<div> <div>Award New Prize ▾</div> <div>Change Status ▾</div> <div>With Selected ▾</div> <div>🔍</div> </div>			
--------------------------------------------------------------------------------------------------------------	--	--	--

You can also filter prizes by Prize Status using the filter button in the toolbar.

Clicking the Filter icon opens a drop-down menu. Check the prize statuses you wish to display, and uncheck the statuses you want to hide. You can click **All** or **None** to quickly select, or de-select all Prize Statuses.

Bulk Prize Changes

You can perform certain actions on multiple prizes at once, such as emailing winners or changing prize statuses.

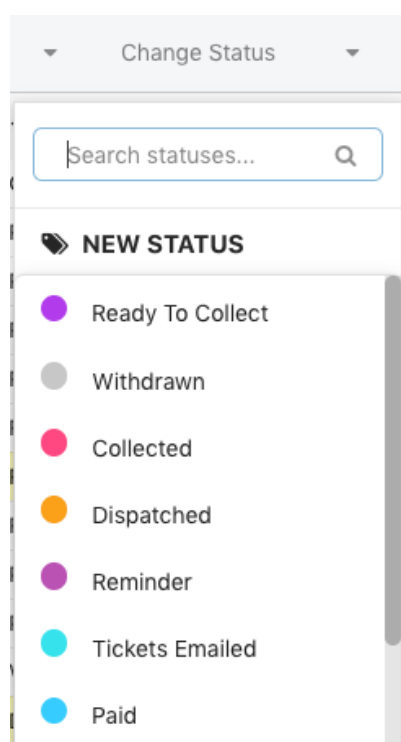
Select each prize by clicking in any blank space on the row, or the check-box on the left side of the row. Selected prizes display a check mark next to the prize number, and the background of the row will be highlighted yellow.

✓	10013629	Ready To Collect	2x The Weeknd 2017 Tickets
✓	10013622	Ready To Collect	2x The Weeknd 2017 Tickets
✓	10013615	Ready To Collect	2x The Weeknd 2017 Tickets

You can also see the total number of items selected at the top of the table.

✓ 3 rows selected

Actions from the “With selected” or “Change status” drop-down menus are performed on all selected prizes.



2x The Weeknd 2017 Tickets

Change Status

Options

Print

Call

Prize Number

10013643

Prize

2x The Weeknd 2017 Tickets

Status

READY TO COLLECT

Awarded at

30/06/2017 15:32:22

Awarded by

Aaron Rich

Campaign

RnB Fridays Party

Winner Mobile

0431 123 123

Listener

John Smith

Location

VIC - PRAHRAN (3181)

Email Address

jsmith@example.com

Item	Quantity
The Weeknd 2017 Tickets	2

Activity

✓

Prize 10013643 was updated about 2 months ago
The prize status was changed to Ready To Collect by User Keegan Bakker.

✓

Prize 10013643 was updated about 2 months ago
The prize status was changed to Confirmed by User Keegan Bakker.

✓

Prize 10013643 was updated about 2 months ago
The prize status was changed to Ready To Collect by User Keegan Bakker.

✓

Prize 10013643 was updated about 2 months ago
The prize status was changed to Confirmed by User Keegan Bakker.

Notes

No notes for this prize.

Save Note

When you change the status of a Prize, or multiple prizes at once, Audata Promo may send notifications via email or SMS to the winners, depending on the rules attached to that status. This happens automatically in the background and you don't need to do anything.

The Prize Screen

Click on the reference # or description of a prize on the Manage Prizes screen to open the Prize page, which contains more information about the prize and the winner. Below is a screenshot of the Prize Screen.

The main panel at the top of the screen contains details about the prize, when it was awarded, and basic information about the Listener, if their details have been provided. The coloured bar at the top of this panel indicates the prize status.

At the bottom of the main panel you can see the Line Items of the prize - showing the components of that prize.

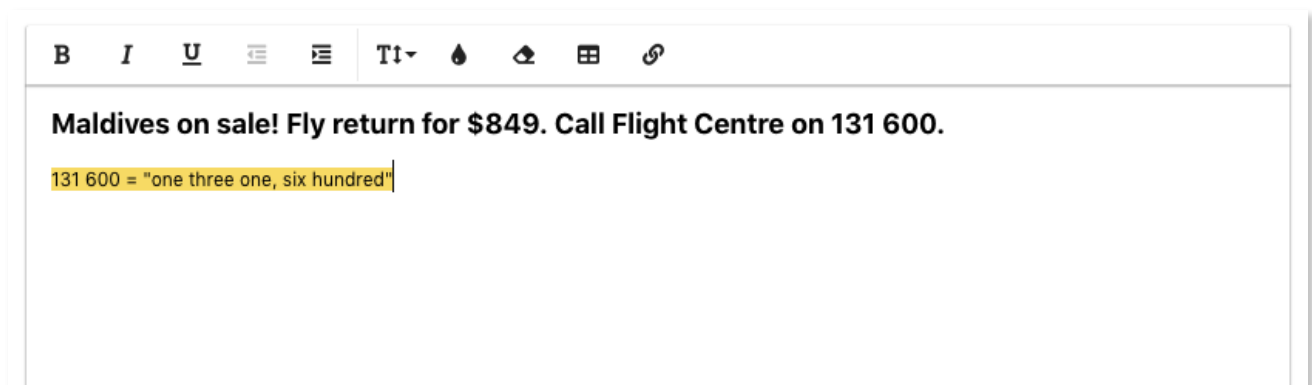
In the bottom left corner of the screen is the Activity Panel. The activity panel shows you the history of activities that have occurred that relate to this Prize - such as confirmation events, status changes, or campaign assignments. In the bottom right you can see the Notes panel. Notes are internal and can only be seen by other users in Audata Promo.

Liners

Liners represent any deliverable script inside Audata. You can use them for tracking any kind of on-air credit or script that needs to be delivered.

Creating A Liner

1. Click "**Liners**" in the top navigation bar.
2. Click **Create Liner**.
3. Enter the **Name** of the Liner in the left panel.
4. Optionally, you can enter the below details for your Liner:
 - **Start Date / End Date** - Select an active date range for the Liner. This doesn't affect when the Liner can be scheduled, but will allow on-air staff to browse and find this Liner during active dates, even when it's not scheduled in their show.
 - **Client** - Attach a Client to the Liner for reporting purposes, or to make the Liner available in your CRM system (if applicable).
 - **Campaign** - Attach a Campaign to the Liner, so that liner deliveries are included in Campaign reports.
 - **Status** - Whether the liner is in Draft or Approved stage.
5. Enter the content of the Liner in the main text box - note you can copy and paste from a rich text editor, or use rich text formatting tools in the toolbar.



The screenshot shows a rich text editor interface. At the top is a toolbar with icons for bold (B), italic (I), underline (U), bulleted list, numbered list, text color (T), background color, link, unlink, and a refresh icon. Below the toolbar is a text box containing the following text: "Maldives on sale! Fly return for \$849. Call Flight Centre on 131 600." The number "131 600" is highlighted in yellow, and a tooltip or suggestion box is visible below it showing "131 600 = 'one three one, six hundred'".

6. Click **Create Liner** to save.

TIP

Liners can be scheduled in shows the same way as Contests. See the Schedule section in this guide for more information.

Lists

A List in Audata is simply a collection of Listeners in Audata Promo. Lists are most commonly used for prize draws, but you could use them for event guest lists, a list of good callers to use on-air, or anything you like.

Create A New List

To create a new List:

1. Navigate to **Audience > Lists** from the top navigation bar.
2. Click **Create List**.
3. In the **Name** field, enter a name for the List.
4. You can optionally enter something in the **Listener notes** box which displays to Listeners when they are added to this List via a Prize. If you're going to add listeners to this List manually, or via some other way, you can leave this blank.
5. Check **Allow duplicates** if Listeners can be added to this List more than once.
6. Click **Save**.

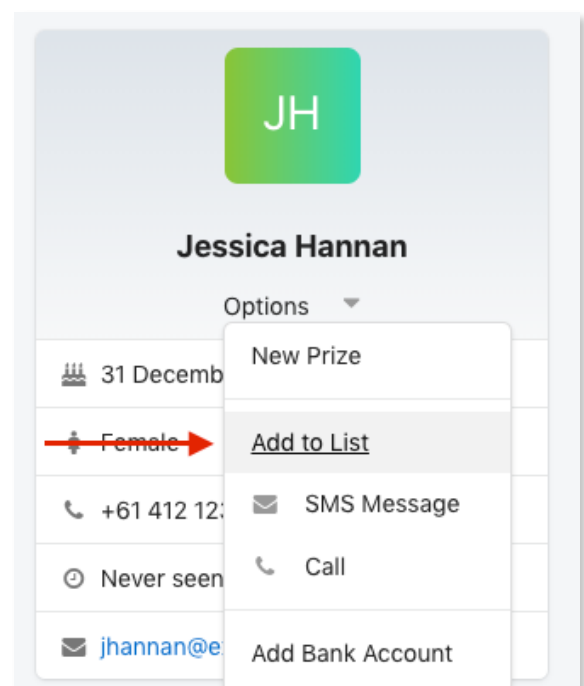
Adding Listeners To List

To manually add a Listener to your List:

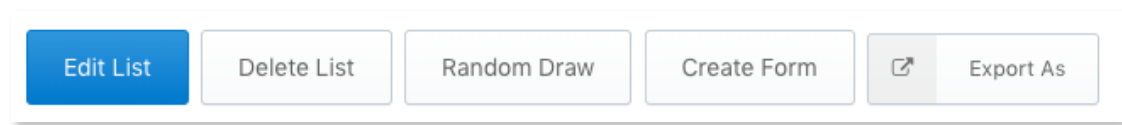
1. Navigate to the Listener profile page (you can find them under Audience > Listeners, or use the *Search anything* box to find a Listener easily).
2. Click on **Options** underneath their profile avatar.
3. Click **Add to List**.
4. Select the List.
5. Click **Save**.

In addition to this method, Listeners can also be added to Lists:

- a) as the result of winning a List-type prize,
- b) via a web form,
- c) from a third-party extension or App, or
- d) programmatically, via the Audata Promo API.



Managing A List



You can find your Lists under **Audience > Lists** in the main navigation bar.

The List view has the below options:

- **Edit List** - Edits the List details.
- **Delete List** - Deletes the List. This doesn't delete the Listeners in the List.
- **Random Draw** - Allows you to randomly select any number of Listeners randomly from the List.
- **Create Form** - Creates a new Web Form attached to this List. Entries on this form will be automatically added to the List.
- **Export** - Allows you to export the List with all Listener details as an XLS or CSV file.

Payments & Finance

Payments are a record in Audata representing a payment that must be remitted to a Listener, as the result of winning a Cash prize.


The Payment object in Audata is unique compared to other object types, in that it can not be manually created, edited, or deleted. Payment records are automatically created in Audata when a Cash prize is awarded. If the prize is withdrawn or deleted, the associated payment(s) will automatically be deleted within 24 hours.

NOTE

If you need to make changes to a Payment record, you need to delete the associated Prize and then re-award a new prize.

Exporting Payment Files

You may notice that you can't see bank account details inside the Audata application. Bank accounts will display partially redacted when looking at prizes or payments.

Payment Details			
Payee	 Jessica Hannan	Authorised by	KAYCEE FRAME
Payee Institution	CBA	Awarded on	30/06/17
Payee Account Name	JESSICA HANNAN	Paid on	30/06/17
Payee Account Number	**** 9872		
Prize Reference	#10013594		
Amount	\$300.00		

To retrieve financial institution details for processing cash prize payments, you need to export a batch payment file.

1. Ensure that you're signed in as an Administrator or Manager and have finance permissions.
2. Hover over **Prizes** in the top menu and select **Payments** from the drop-down.
3. Select the rows that you would like to export.
4. Click **Export Selected**.
5. Select the format you would like to export (CSV is the most common, you may have other options depending on your country).
6. You will be asked to mark the selected payments as Paid. It's a good idea to select **Yes** if you plan on processing these payments in the near future, to help you avoid accidental double-ups.
7. The batch file will be emailed to you.

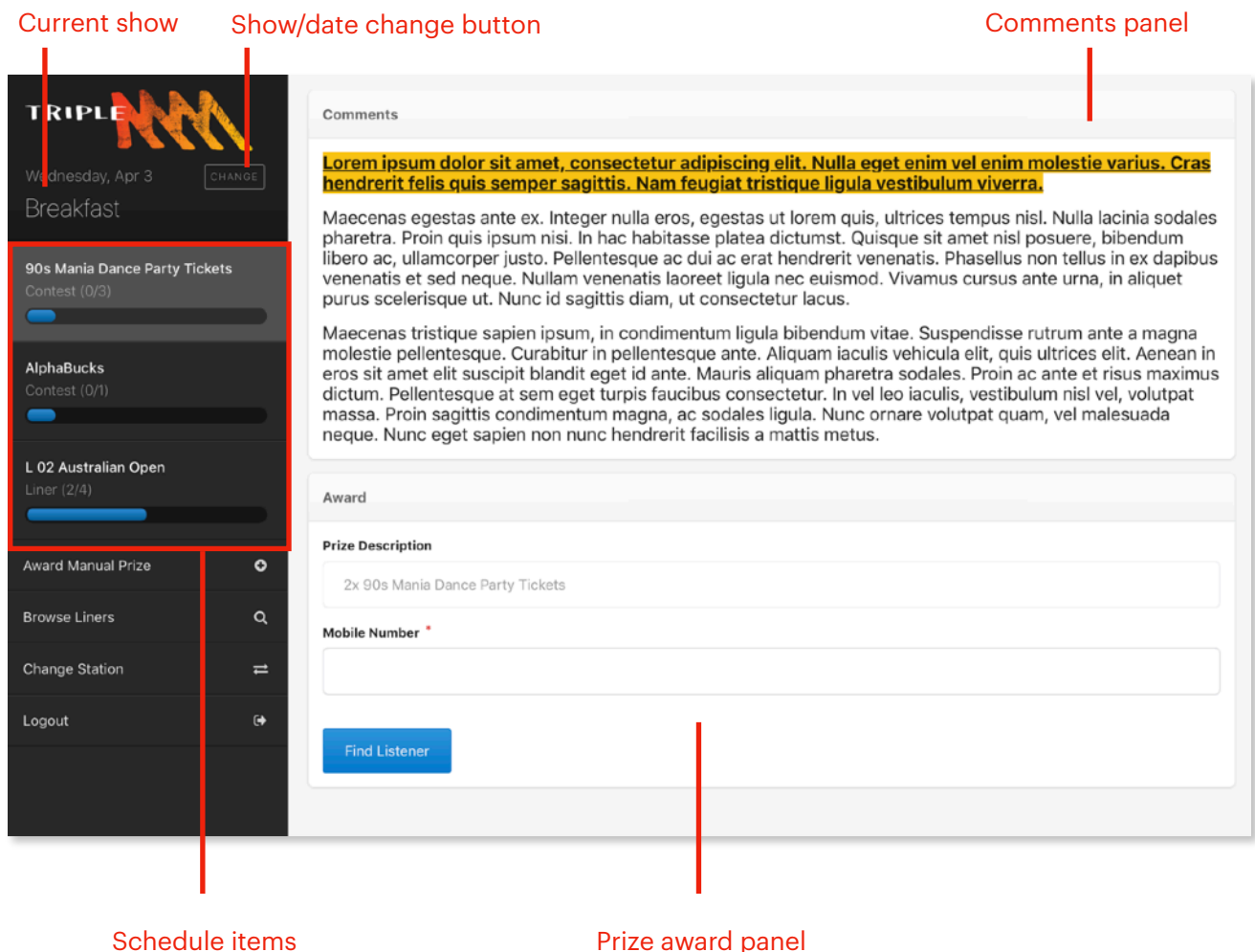
NOTE

If marking Payments as Paid during export, Audata may send notifications to your winners, depending on your configuration.

Studio Mode

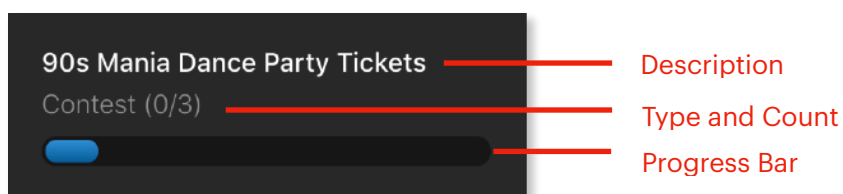
Audata Promo includes a specially designed Studio dashboard for use by presenters and producers in on-air environments. Studio mode allows your on-air staff to quickly award prizes, track liner delivery, and view attachments. Studio mode can be accessed by clicking “Studio” in the top navigation bar.

Studio Mode Layout



The sidebar on the left shows your current date, show, and the Contests, Liners, and Attachments that have been scheduled for you. The main panel, on the right side of the screen, displays information about the currently selected Schedule Item.

Each **Schedule Item** in the Sidebar has several components within it.

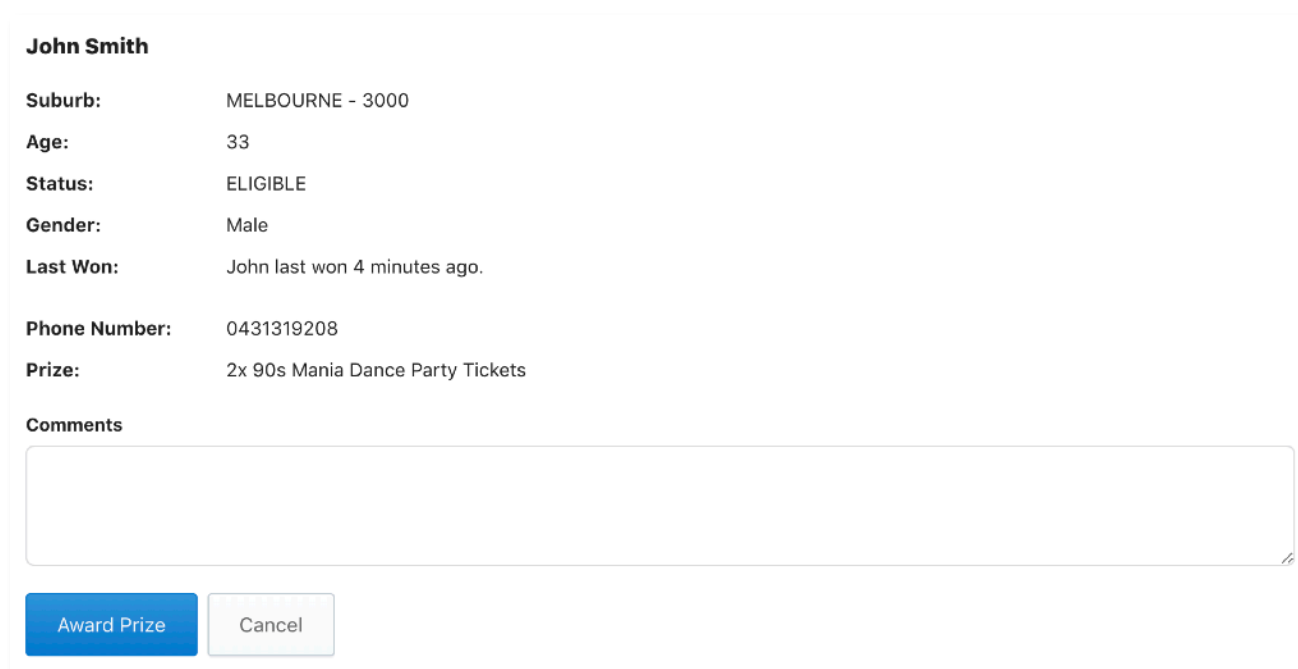


The Count in brackets and the Progress bar appear where a specific quantity has been assigned for the schedule item, and show you how many you've completed so far.

Awarding A Prize (scheduled)

To award a prize for a scheduled contest in Studio mode:

1. Click the Contest in the studio **Sidebar**.
2. Enter the winners **mobile phone number**.
3. For variable cash contests, you will be prompted to enter the **cash amount** that is being won.
4. Hit enter/return, or click **Find Listener**.



The screenshot shows a modal window for awarding a prize to a listener named John Smith. The modal contains the following information:

- John Smith**
- Suburb:** MELBOURNE - 3000
- Age:** 33
- Status:** ELIGIBLE
- Gender:** Male
- Last Won:** John last won 4 minutes ago.
- Phone Number:** 0431319208
- Prize:** 2x 90s Mania Dance Party Tickets
- Comments:** A large text area for entering comments.
- At the bottom, there are two buttons: **Award Prize** (blue) and **Cancel** (grey).

5. If everything looks okay, click **Award Prize**.

TIP

You can optionally enter comments in the **Comments** field which will be saved as an Internal Note on the Prize record. This is not displayed to the winner.

Awarding A Prize (Ad-Hoc)

Audata allows you to award prizes which haven't been scheduled, in the case where you might randomly want to give something away to a listener. These are called "ad hoc" prizes. You can award ad-hoc prizes from the Studio dashboard:

1. Click **Award Manual Prize** in the sidebar.
2. Enter the winners **Mobile Phone Number** and click Continue.
3. Select the Prize Type from the drop-down menu:

- **Cash** - a cash prize.
 - **Inventory** - items from your prize inventory.
 - **Add to List** - add the winner to a List (usually for a prize draw).
- Enter the required details for the prize type you've selected.
 - Click **Continue**.
 - You can optionally prevent Audata from sending the winner their initial notification by checking **Do not notify the winner**.
 - You can also add the Prize to a Campaign - click "**Attach to a Campaign**" and select the campaign.
 - Click **Continue**.
 - A confirmation dialog will appear. Click **OK** to confirm.
 - If the prize was awarded successfully, you will see the prize page appear including the prize confirmation number.

2x The Weeknd 2017 Tickets

⚙️ Change Status
▼ Options
▼ Print
📞 Call

Prize Number	10013636
Prize	2x The Weeknd 2017 Tickets
Status	READY TO COLLECT
Awarded at	30/06/2017 13:58:26

Delivering Liners

As well as Contests, you can also have Liners scheduled your show which will appear in the Studio dashboard. Click the Liner in the sidebar to display the script, then click "Verify Delivery" to note an on-air delivery at the current time.

L 02 Australian Open

- **Breathe in summer at Australian Open 2017.**
- **January 16th to 29th**
- **Tickets are on sale now!**
- **Plan your summer at ausopen DOT com**

✓ Verify Delivery

Manually Input Time

If you're pre-recording, or forgot to mark a delivery, you can use the **Manually Input Time** button to note a delivery at a time you specify.

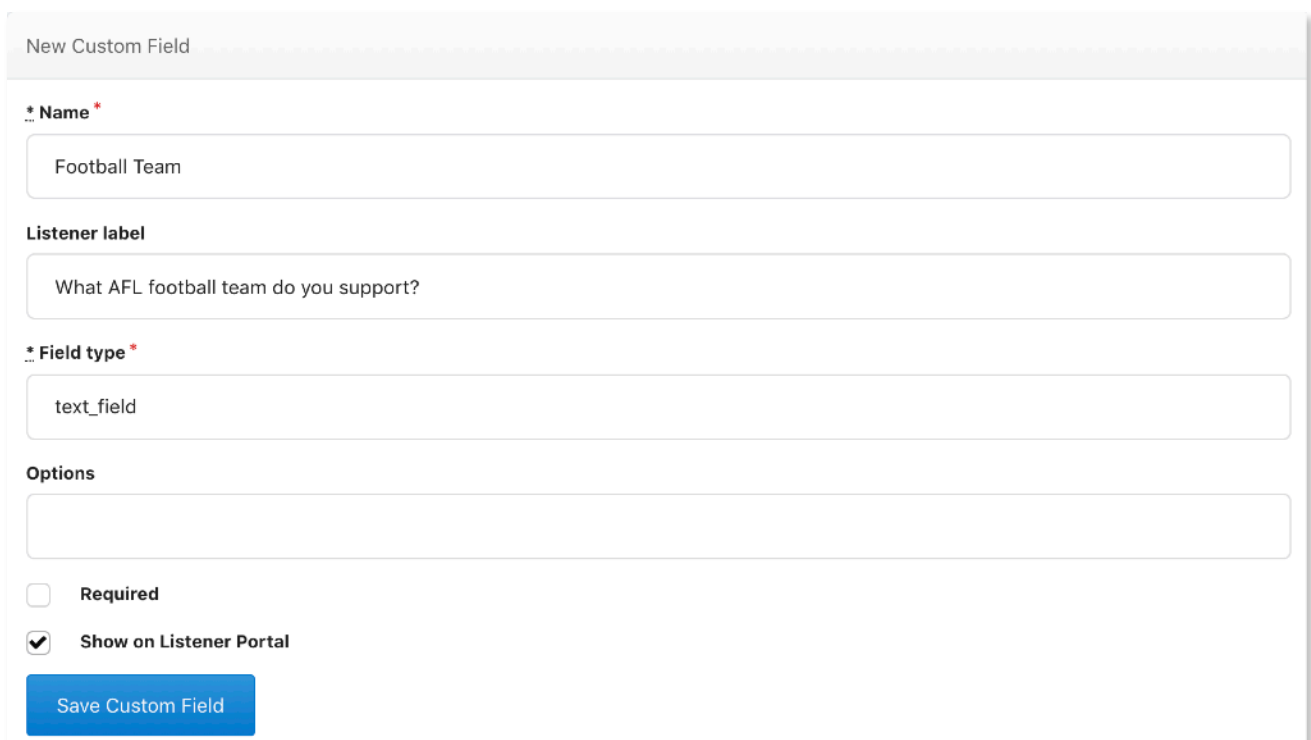
Administration

The Administration panel can be found for users signed in with sufficient permissions by hovering over your name in the top-right corner of the screen and clicking “Administration”. The settings in this panel only affect your station, as each station has its own configuration settings.

Global Custom Fields

In addition to Campaign Custom Fields which are discussed in the Campaigns section of this guide, you can also set up Global Custom Fields which are added to your Listener records. To add a new custom field...

1. Open the Administration panel and click **Custom Fields** from the sidebar menu.
2. Click **New Custom Field**:



The screenshot shows a form titled "New Custom Field" with the following sections:

- * Name ***: A text input field containing "Football Team".
- Listener label**: A text input field containing "What AFL football team do you support?".
- * Field type ***: A dropdown menu with "text_field" selected.
- Options**: A text input field for additional options.
- Required**: An unchecked checkbox.
- Show on Listener Portal**: A checked checkbox.
- Save Custom Field**: A blue button at the bottom.

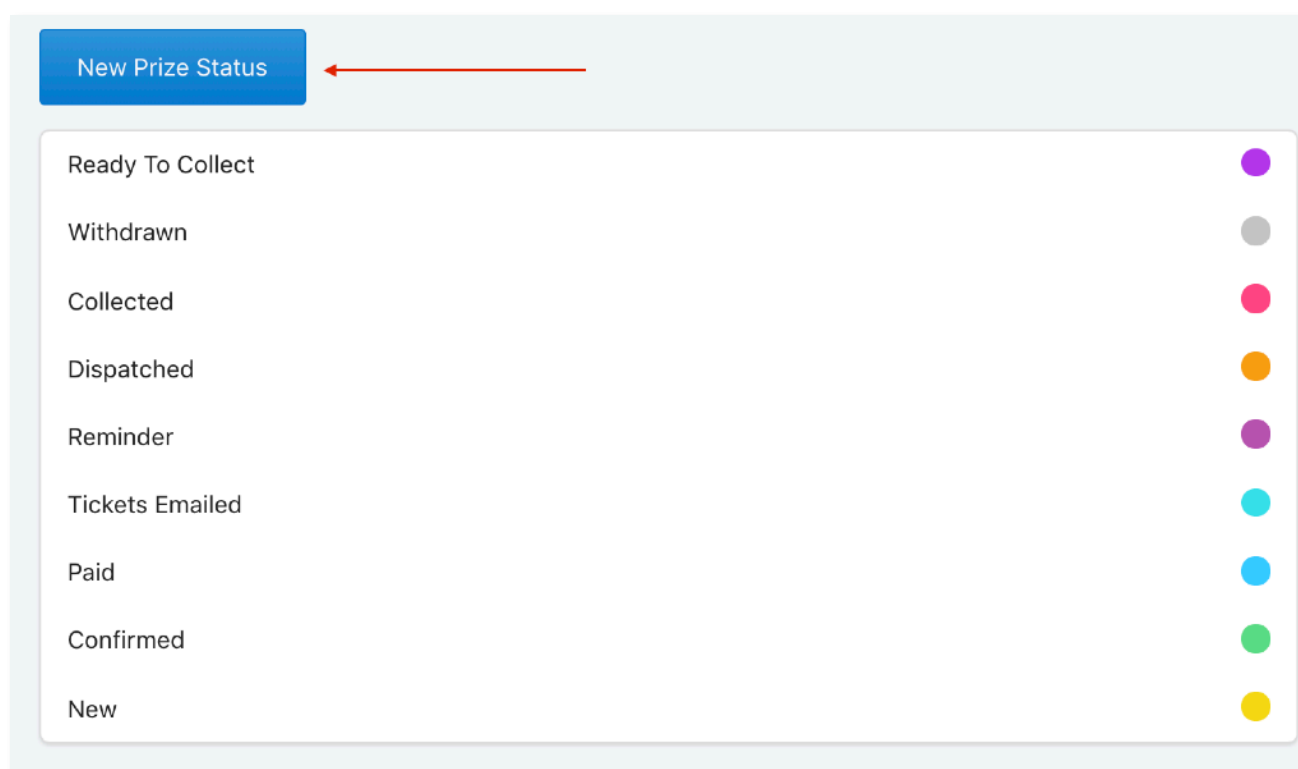
3. Enter a **Name** for the custom field.
4. Enter a **Listener Label** if you'd like to specify how the field is displayed to Listeners. If blank, it will appear the same as the Name field.
5. For **Field type**, select the type of input. The below are the available options
 - **Text Field** - A standard sized text box.
 - **Text Box** - A larger text input for entering a paragraph or more of text.
 - **Check Box** - For a “yes/no” type question.
 - **Select Box** - A drop-down box with a pre-determined list of options.
6. If you've selected Select Box, you need to provide some options for the drop-down. Enter these in the **Options** field, separated by commas.

7. If you select **Required**, Listener records will not be able to be saved without a value for this field. This applies for Listeners created in the application, or by the Listeners when confirming a prize.
8. Check **Show on Listener Portal** if you'd like the field to display in Listener-facing settings, such as during the prize confirmation process, and when completing web forms.

Prize Statuses

You can create and customise your own Prize Statuses to tailor Audata Promo to your own workflow. These statuses are available for all users in your station, but they are not shared between stations.

To create a new Prize Status, click on “Prize Statuses” and “New Prize Status” from the Administration



panel.

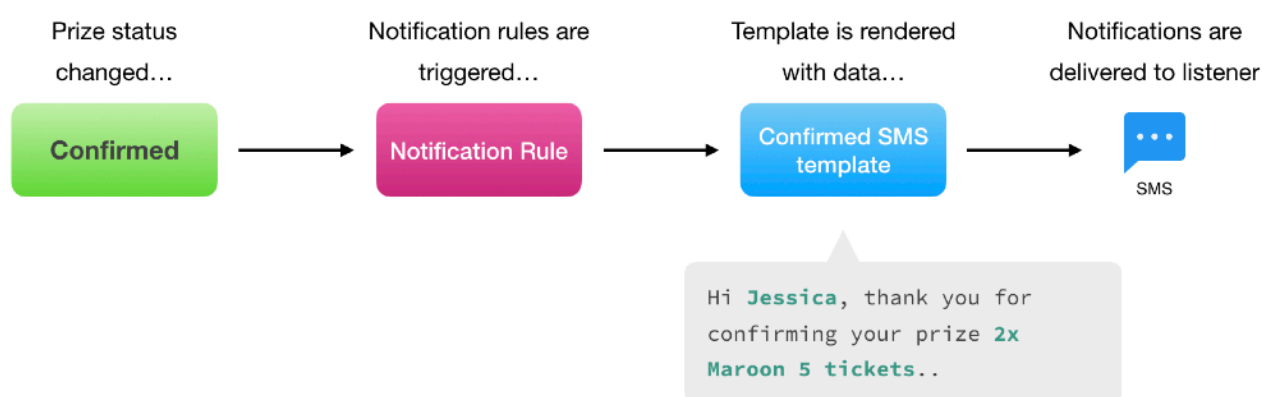
The options for Prize Statuses are below.

Name	The name of the status.
Color	The colour associated with the status as a hex code. Click inside the field to display a colour picker.
Listener can confirm	Whether Listeners can confirm a prize when it belongs to this status.
Listener can collect	Whether Listeners can collect a prize when it belongs to this status.
Remove from available	If checked, prizes with this status will reduce the available quantity of inventory items.

Remove from on hand	If checked, prizes with this status will reduce the quantity on hand of inventory items.
Archive the prize	Whether this status should archive the prize.
Automatic Fulfilment	Whether Audata should attempt to automatically fulfil prizes with this status. Leave this blank unless specifically instructed.
Notifications	What notifications should be triggered for prizes with this status. Select a Template and a Delivery Method for each notification.

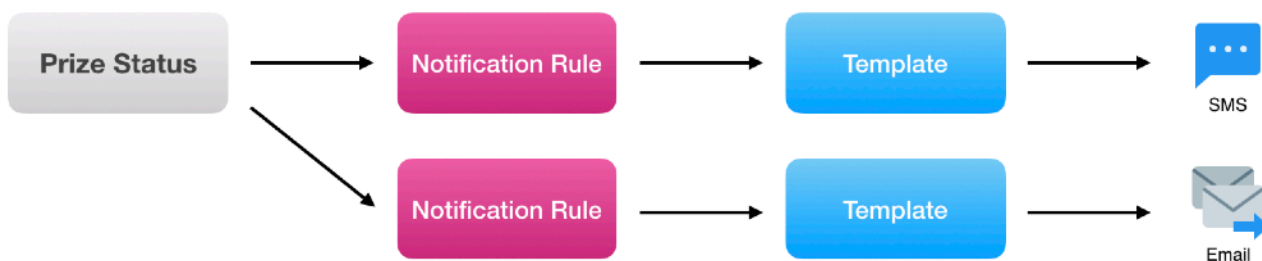
The Prize Status Flow

The below diagram shows how Notifications and Prize Statuses work together.



When a Prize is assigned a Prize Status, either manually by a user, or automatically (such as when listeners confirm the prize), Audata will trigger the **Notification Rules** associated with that status. Notification rules pull in a **Template**, populate the template with data from the Prize, and then deliver the notification via your chosen delivery method.

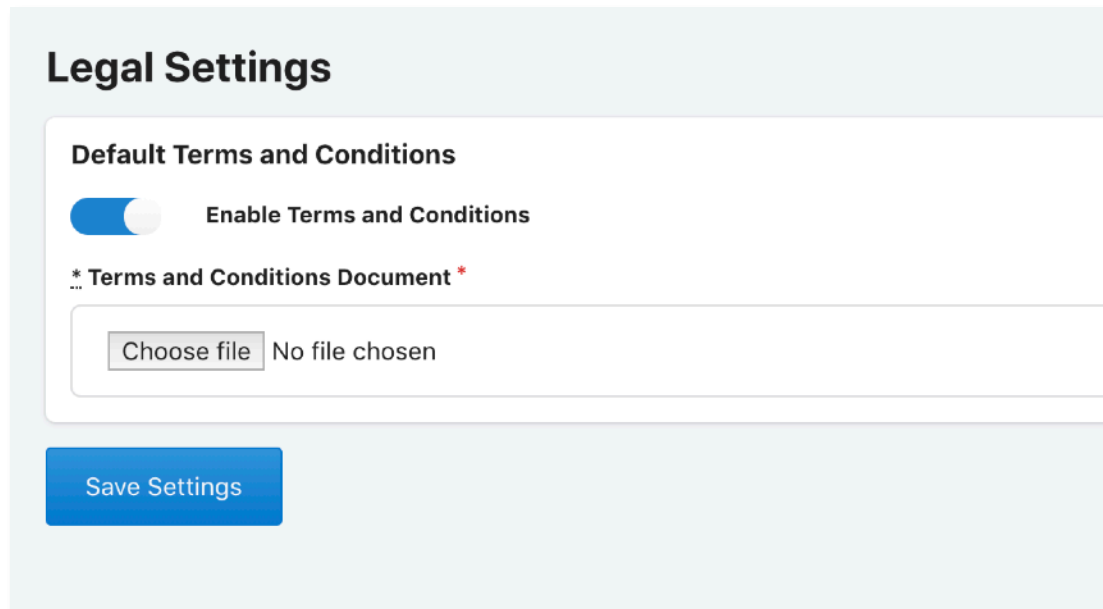
As illustrated in the workflow below, Prize Statuses can have multiple notification rules, although this is not common.



Station Terms & Conditions

In addition to campaign-specific terms & conditions, you can upload a “blanket” terms & conditions document that every Listener must agree to when confirming their prize. To enable station-wide terms & conditions...

1. Click Legal in the sidebar of the admin panel.



The screenshot shows a 'Legal Settings' panel. At the top, the title 'Legal Settings' is in bold. Below it, the section 'Default Terms and Conditions' contains a toggle switch labeled 'Enable Terms and Conditions', which is currently turned on. Underneath, there is a field for '* Terms and Conditions Document *' with a 'Choose file' button and the text 'No file chosen'. At the bottom of the panel is a blue 'Save Settings' button.

2. Toggle the **Enable terms and conditions** switch to the ON position.
3. Click Browse File & select your terms and conditions document - this must be a PDF file.
4. Click **Save Settings**.

Integrations



Mailchimp

Audata Promo integrates with Mailchimp, allowing you to add an “opt in” field to your redemption form and send Listener data across to a Mailchimp audience.

1. First, you need to create a Custom Field which will represent your “opt-in” check box. Navigate to Administration > **Custom Fields** and click **New Custom Field**.
2. Enter a **Name** such as “Newsletter Subscriber”.
3. Enter a **Listener Label** which will appear on your check box. Because it’s a check box, you should use first-person language for this, such as *“I would like to subscribe to the station newsletter”*
4. Select **Check Box** as the Field Type
5. Check **Show on Listener Portal**. Your field should look something like the screenshot below.
6. Make sure **Required** is NOT selected - Listeners need to have the option not to subscribe.

Edit Custom Field

* Name *

Newsletter Opt-In

Listener label

Subscribe to our Newsletter

* Field type *

check_box

☐ Required

☒ Show on Listener Portal

Save Custom Field

Delete

7. Click **Save Custom Field**
8. Now, navigate to **Mailchimp** in the sidebar.
9. Enter your **Mailchimp API Key** and your **Mailchimp Audience ID** (the Audience in Mailchimp you want to send your subscribers to)
10. For **Opt-In field**, select the custom field you just created.
11. Click **Save Settings**.

Support

In-App Support

Audata offers in-app support directly to all users (unless your organisation has specifically disabled this feature).

To access in-app support, simply click the chat bubble in the bottom right-hand corner of the screen to access live chat. If nobody is available to chat live, you can leave a message & we'll get back to you as soon as possible - replies will automatically be sent to your email if you aren't online.

Email Support

Email support@audata.io for help with Audata Products. We'll get back to you as soon as possible and help you with your issue.

NOTE

If you use your work login credentials to access Audata (single sign-on) and you're having a login-related issue or need your password reset, Audata is not able to assist. In these cases please contact your organisations IT department or local Audata administrator.