



Georeferenced campaign creation and retrieval

> Introduction

The purpose of this document is to explain the basic steps to create a push notification campaign that is triggered by the location of the user in terms of his position inside a given radius, whose center is a latitude and longitude coordinate.

Every time a smartphone with the **METAL** code in its core enters the area, a warning is launched with the relevant message, landing page, etc. This action doesn't require that, at that moment, the phone is connected to the Internet.

It assumes that an "entity" has been previously created according to the documentation provided.

> General architecture

A specific **url** defines the service to call, with the parameters that must contain the relevant information needed to produce a given action in our service database. The response is given in **JSON** format, so you can use it the way you want according to the table pictured in this document.

> How to get a latitude and a longitude

Accurate geo coordinates of the spot are instrumental for this service to work properly. If you don't have this information, it can be obtained by one of these two methods:

A) When you create a campaign you give an address according to the parameters defined below; through geocoding the longitude and latitude will be returned to you¹.

B) You (or your client) calls the link below from a PC or preferably from a smartphone with the GPS turned on, at the location. The latitude or the longitude will be given, as well as its accuracy.

<http://goo.gl/jQMmxg>



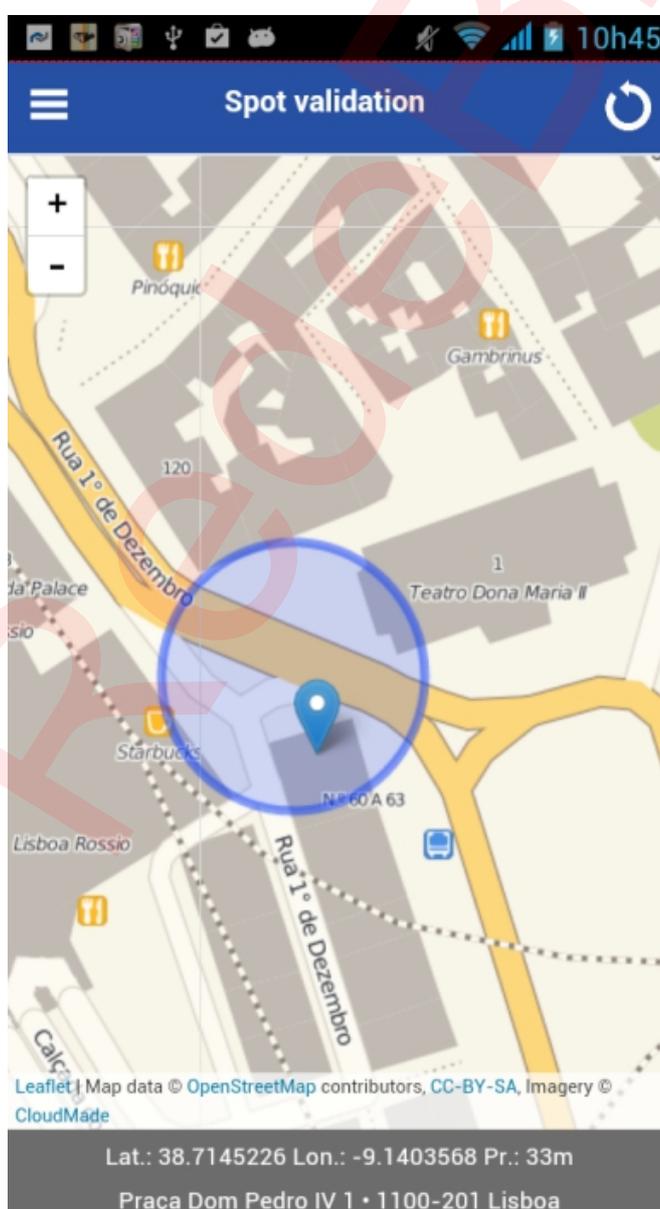
¹ Redebiz uses the Mapquest service for this purpose.



Any equipment / browser with a HTML 5 capable geolocation API can be used. If the blue marker isn't placed at the precise spot due to accuracy problems, you can drag it with the mouse or finger to the correct one. The new coordinates will be given. If you press again the marker a full latitude / longitude coordinates are shown.

The new address will be given by reverse geocoding. Keep in mind the following:

- 1 – The address is a best guess; maybe it isn't fully accurate.
- 2 – You must drag the marker with the maximum zoom possible, to avoid reading errors.





> Inserting and updating the database

The following are the parameters used to create and update a notification campaign:

Service URL

```
http:metal-pr.net/dev/confgeo.php?ctl=1
```

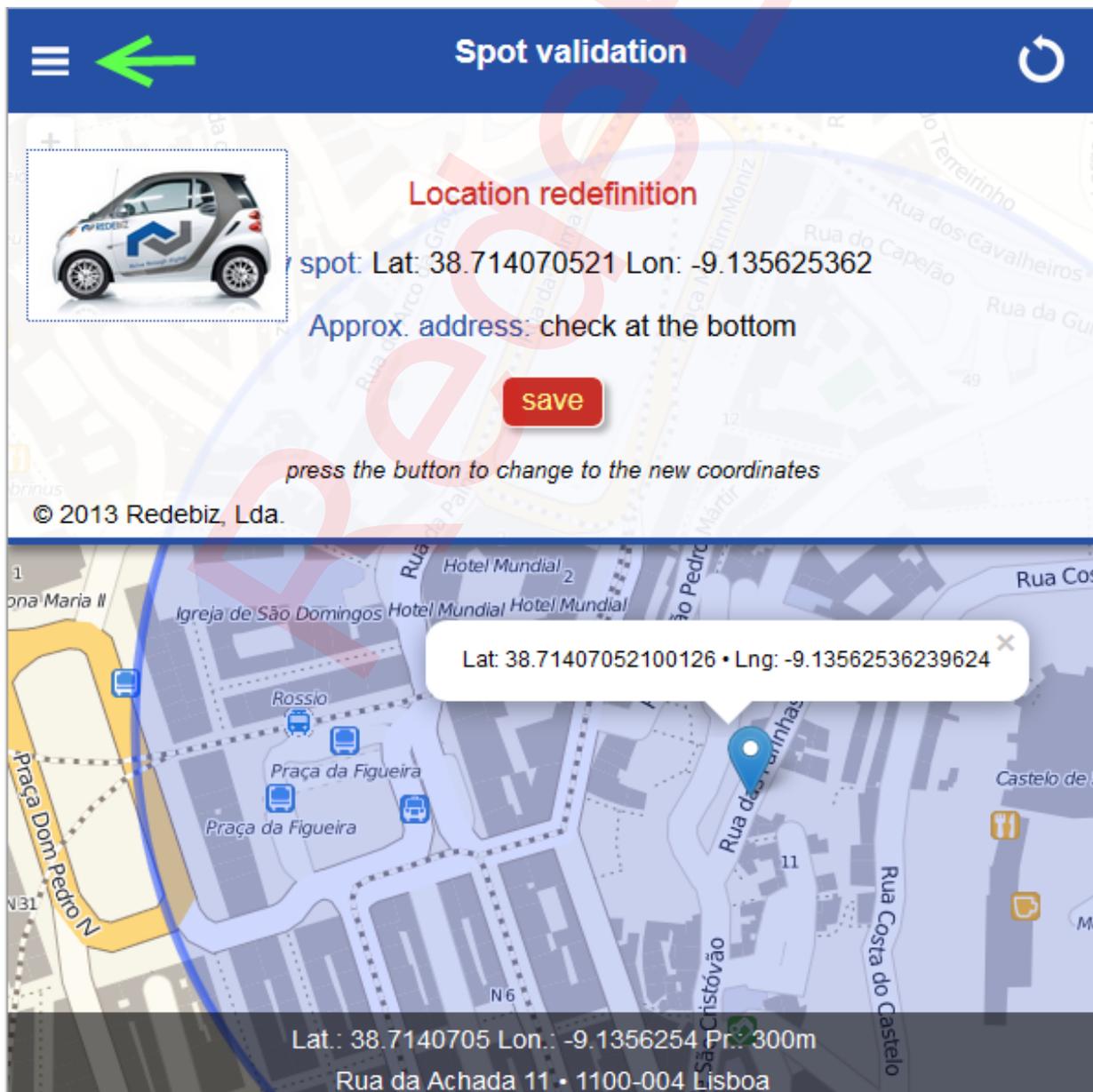
Parameter table (all are *string* type, if not declared otherwise)

Name	Required	Description
rbkey	Yes	This is the application key. For testing purposes use RBG274C (it may expire)
shmp	Yes	0 – Return only the JSON response; 1 – shows a map to confirm or change by hand the location (this can be done later, because the Json response field control.map returns an URL for checking / changing the location)
ent	Yes	The ID of the promoter of the campaign. For testing purposes use 37 . If you need later to change a specific campaign after it was created, you don't need to fill the ent parameter.
cpid	No	The campaign ID. Not required when it's created, but required whenever you want to change its profile. If this information is not given a new campaign will be created instead.
sptn ^(*)	No	Description of the new spot for better further identification. A response will be returned with the format ent_sptn . If you don't provide this information the service will assume that you are referring to the headquarters (see example code), and then xxx_headquarters .
add	Yes	Mandatory when you create a new campaign, only if geo coordinates are not given . The add is composed of several sub-parameters: add : street name and door number, if any (spaces replaced by %20 and door number preceded by a comma); as a rule avoid the use of abbreviations. city : base administrative location postalCode : accuracy depends on areas; as a rule is not needed adminArea3 : state, province (if any) adminArea1 : country
spt	No	The returned ID of the spot when created. Mandatory only if you want to change any of its parameters.

(*) - A spot must not be a physical office or store. It can also be any geographical location where you want people to receive notifications: e.g. a city area, a beach, a shopping mall where the sender may be not spotted, etc.



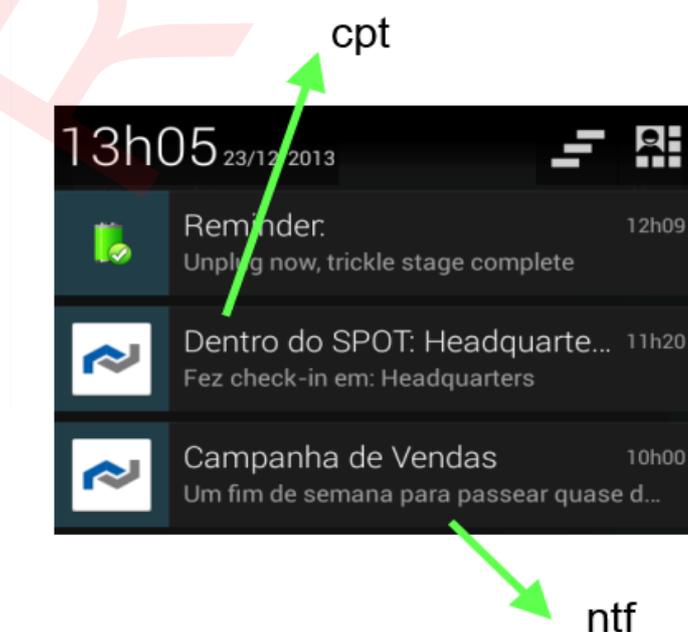
Name	Required	Description
lat, lon	Yes	<p>Latitude and longitude parameters. Variable with the precision of 12 digits (positive or negative numbers; the plus sign is not required). If you don't have this information the software will try to guess it using the given address. Later, you can see the result on map, through the control.map Json response field as described above. You may adjust the spot manually (dragging it) and then save it through the map menu. The new adjusted location will replace the previous one.</p> <p>Mind that the new location address will be given by reverse geocoding and may be not very precise. This is not important though, because it will not be used for the campaign purposes.</p>





Name	Required	Description
rad	No	The reach of the campaign in meters from the center spot. If not give the system will assume 300 meters. Note that this distance is a straight line (corrected by the Haversine equation). Mind that if the accuracy given is low, it's better you consider a bigger range.
str	Yes	The date the campaign is going to start (format: <i>yyyymmdd</i>) Mandatory when the campaign is created for the first time. If void, campaign will never start ^(*)
spn	Yes	The campaign duration in days ^(*) .
pse	No	The campaign is set to pause if this parameter is left empty (default 'P'). (A for Active) ^(*) .
ntf	Yes	The text that appears on the notification / status bar when the warning is triggered (max 60 characters). Campaign will not start if ntf is void.
cpt	Yes	The title of the campaign (max. 40 characters). Campaign will not start if cpt is void.

(*) - The campaign launch depends on other conditions, that must be checked at the entity / company profile.



Name	Required	Description
cta	No	The phrase that shows when the customer presses the notification message (max. 80 characters). It must be given only if the campaign does not have a template associated to it .
tplt	No	The URI of a template associated to the notification (normally an URL created at the METAL back office service).



tmn 13:41

A Quinta dos Machados

Nos fins de semana de Novembro recarregue as baterias e fique no nosso aparthotel em Castelo do Bode. Preço especial para todos os clientes mobile. Aproveite já :-)



50.4 €

Preço dia (2 noites mínimo). Dois quartos de casal. Ar condicionado e Internet gratis. Reserve **agora!**

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toque num símbolo. a validação só é feita adiante

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A **METAL template** is a much more rich notification that opens inside the app itself, giving to the user a richer experience, and allowing him to take a more diversified set of actions immediately. It also provides a deeper intelligence to the entity about his behavior (see the documentation about the template creation).



Name	Required	Description
exurl	No	If no template is given, you may provide an action that will be triggered when the user presses the button. It can be an external url, a phone number or an email-address.
btxt	No	The text on the button (availability depends on the platform). 12 characters max.
cal	No	The phone number is the action required is a call (use the + symbol for international calls).
eml	No	The email address if the action required is to send an e-mail.
mde	No	<p>If left empty is defined as PPV (pay per view). This sets the type of payment method (see more info below).</p> <p>The method requires the RedeBiz approval, according to the service conditions previously defined and accepted on the entity profile.</p> <p>A positive cash balance must be verified. The campaign may not start or be interrupted if the balance requirements are not met.</p>

Basic message notification follow-up box (Android)



Sender: RedeBiz, Lda

Mensagem:

All you ever wanted to know and never dared to ask

Continuar

The button above may contain an external URL, trigger a phone call or launch an e-mail activity. The text on the button depends on the type of action related to it.



> MDE accepted values

The “mde” parameter as described above, defines the way the campaign is paid. In the table below you can check the accepted values, according to a prior approval by RedeBiz, depending on the campaign profile.

Value	Description
PPS	Pay per send. The payment is made accordingly to the target database size.
PPV	Pay per view. The payment depends on the number of notifications opened on the status bar.
PPC	Pay per click. The payment is related to the number of landing pages seen (generally resulting from a button click on the notification message). Typical: lead generation campaigns.
PPR	Pay per result. Generally related to campaigns whose aim is to cause a direct sell or order.

There's also a flat rate option (FLT), that does not depend on the number and type of campaigns sent. For enquiry please call.

> Json return fields

Three arrays of Json values are returned to your queries to our service. They are organized in three groups:

1. **cpdata** – returns all the campaign details as they were created or updated
2. **prdata** – information related the promoter / entity / company.
3. **control** – several information of general interest and notifications returned by the METAL service.

The values returned are self-explanatory, because they are related to the data that was provided by you. In any case you can try it, using the sample code [envia.html](#) provided for testing purposes.

```
/*  
sit - parameter returns 1 or 3 from the service;  
this avoids a new auto query after a response is returned from the server  
newcp - mandatory if you want to use the functionality of dragging the marker  
on the map and save new location to the created campaign (see 'newurl' parameter)  
*/  
vez=geturlPar('sit');  
newcpid=geturlPar('newcp');
```



As is explained in the code, if you want to return to the map after receiving a server response with the intention of changing the data (dragging the marker), you must set the **sit** parameter to "3" and include a **newcpid** variable. This will contribute to form correctly the **newurl** string, that will allow you to return to the map and eventually modify the latitude and longitude information recorded in the server.

Example:

```
newurl = responseData.control.map+'&rbkey='+rbkey+'&spt='+nwspt+'&cpid='+newcpid+'&ent='+entid+'&tp='+ agora.getTime();
```

The **control.map** and **newspt** info are given by the Json response. Note again that this is only needed if you want to return to the map dynamically after receiving a response from the service, whose coordinates you want to change.

Full set of Json data returned by the service

```
1  {
2    "response": [
3      {
4        "cpdata": {
5          "lat": "38.71436770729452",
6          "lon": "-9.14060354232788",
7          "ran": "200",
8          "strt": "2014-01-27",
9          "span": "15",
10         "tplt": "",
11         "pse": "P",
12         "cpt": "",
13         "ntf": "Hello! you are arriving to RedeBiz headquarters",
14         "cta": "",
15         "btxt": "Press button",
16         "ldurl": "http://metal-pr.net",
17         "cpid": "192",
18         "call": "351213798462",
19         "smail": "geral@redebiz.net",
20         "mode": "PPS",
21         "rate": "0.03",
22         "rtpe": "€"
23       },
24       {
25         "prdata": {
26           "entid": "37",
27           "spotid": "1662",
28           "sptnm": "37_headquarters",
29           "addr": "Praça D. João da Câmara, 1",
30           "town": "Lisboa",
31           "ctr": "Portugal",
32           "zpc": "unused",
33           "prv": "unused",
34           "eml": "geral@redebiz.net"
35         }
36       }
37     ],
38     "control": {
39       "map": "http://metal-pr.net/dev/confgeo.php?lat=38.71436770729452&lng=-9.14060354232788",
40       "rbkey": "OK",
41       "status": "Record updated campaign refreshed",
42       "cready": "OKOCD-08",
43       "err": ""
44     }
45   }
46 }
```



Examples:

Let's assume that the returned data is parsed by Ajax through a *responseData* instance variable. So we'll get:

```
responseData = JSON.parse(jsonFile.responseText);
```

> You want to read the latitude and longitude:

```
lat = responseData.response[0].cpdata.lat;  
lon = responseData.response[0].cpdata.lon;
```

> You want to know the id given to a new created spot:

```
spt = responseData.response[1].prdata.spotid;
```

> You want to check on map the new spot location and influence area (watch, not modify; see above):

```
mapurl = responseData.control.map;
```

> **responseData[0].cpdata**

Field	Description
lat	Spot latitude
lon	Spot longitude
ran	Range in meters of the campaign
strt	Start date
span	Duration date (in days)
tplt	Template to be used
pse	Active or paused state
cpt	Campaign title



Field	Description
ntf	Text on notification / status bar
cta	Phrase show when notification opens
ldurl	External url address
cpid	Campaign ID
call	Phone for customer's requests
smail	Mail for notification response
mode	Type of payment
rate	Cost per mode unit
rtpc	Currency used (if no declared, euro)

> response[1].prdata

Field	Description
entid	Company ID
spotid	Spot ID
addr	Street name
num	Door number
town	Location
ctr	Country
eml	Spot e-mail contact

> control

Field	Description
map	URL for checking location and notification influence radius
rbkey	Status of rbkey (if not "ok", fatal error will be given)



Field	Description
status	Returns "insert", "record updated", "nothing done", "error on database" and other information concerning the interaction of the request with the METAL database.
cready	Information for our support service
err	Error messages. There are two types: Fatal and Warnings. The first type prevents any action to be taken related to database retrieving or update.

For testing purposes copy the sample code on the link bellow:

<http://metal-pr.net/dev/envia.html>

► Place this code in a server of your own, and change on it the **returnp** parameter to indicate the URL of the file on your server.

If you intend to offer location based notifications in the context of a given position inside a mall or department store, additional parameters are required, as well as specific hardware information on spot.

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