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PROMOTE APP

USER GUIDE

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1. INTRODUCTION

SimiCart not only provides you solution to create a mobile shopping app but also solution to promote this app to many customers. As customers are moving into mobile, a mobile app will be ideal to deepen customers' engagement as well as to acquire more and more customers to your business. The SimiCart's App Promotion extension will help you introduce your mobile shopping app to many customers who enter your web stores.
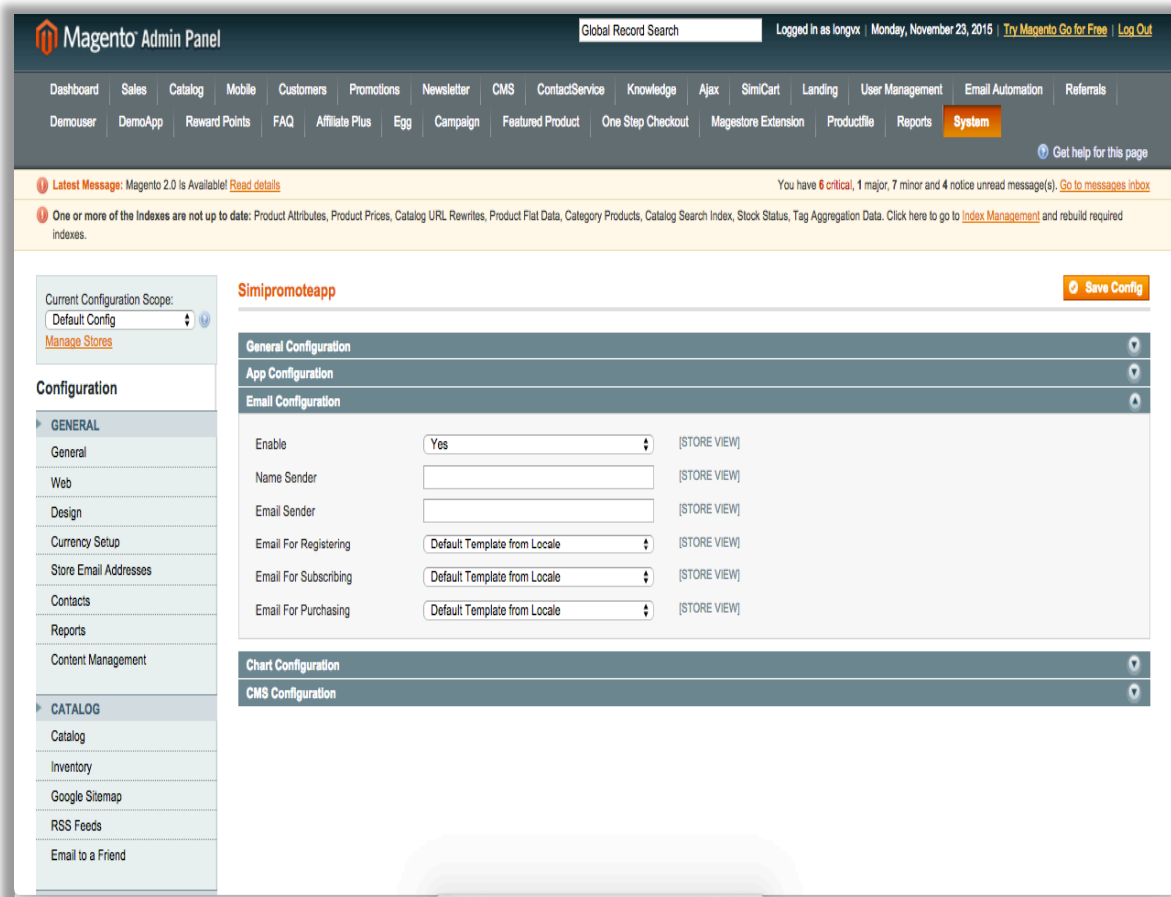
This guide will show you how to configure and manage information of this App Promotion extension in your Magento backend.

2. SEND EMAIL TO CUSTOMERS

2.1. General function

When customers install this extension into web store, it will automatically create 3 transaction emails for each event, including Register, Subscriber and Purchase order. Admin is able to configure receivers' name and email, or choose these 3 available mail samples on backend.

To do that, admin goes to **SimiCart** / **Promote App**/ **Settings** then choose **Email Configuration**.

Once you haven't filled in **Email Sender** or you haven't chosen template yet, the system will not send any email.

2.2. Send email when customers register

After your customers finish registering on website, there will be an email sent to them automatically with this default content:

Howdy,

Welcome you to join us!

But wait...

Your journey is almost done, only one more step to get a pocketful of great shopping moments with us. Yah, whether you want to shop in the palm of your hand, you are golden with our mega-convenient app.

By downloading our app, you can:

- Shop hundreds of products at your fingertips, literally.

- Never miss out the hottest products & best deals for mobile only by checking notifications.

- Order your goodies anytime and anywhere with a variety of payment methods.

- No need to keep checking your balance manually, mobile passbook will do that job.

Wait no more! Enjoy shopping with our app right NOW: Android and iOs

2.3. Send email to subscribers

When customers register to subscribe on your web store, they will receive an email with the content as below:

Howdy,

Thank you for stopping by!

We hope you've had an enjoyable time on your recent visit to our website. Found something you liked? Save it for later by adding it to your personal wish list or cart.

Still on the fence?

Any time you want to shop with us, let our app stays on your phone home screen and give you a pocketful of great shopping moments. Yah, whether you want to shop in the palm of your hand, you are golden with our mega-convenient app.

By downloading our app, you can:

- Shop hundreds of products at your fingertips, literally.

- Never miss out the hottest products & best deals for mobile only by checking notifications.

- Order your goodies anytime and anywhere with a variety of payment methods.

- No need to keep checking your balance manually, mobile passbook will do that job.

Wait no more! Enjoy shopping with our app right NOW: Android and iOs

2.4. Send email to customers who already purchased order

For any customers who place order successfully on your web store, they will receive an email with the content as below:

> Howdy,
>
> Thanks for your interest in our products!
>
> But wait...
>
> Is it hard for you to shop online by scrolling our website on your gadgets? It must be and it can be very time consuming. Yah, whether you want to shop in the palm of your hand, you are golden with our mega-convenient app.
>
> By downloading our app, you can:
>
> - Shop hundreds of products at your fingertips, literally.
>
> - Never miss out the hottest products & best deals for mobile only by checking notifications.
>
> - Order your goodies anytime and anywhere with a variety of payment methods.
>
> - No need to keep checking your balance manually, mobile passbook will do that job.
>
> **Wait no more!** Enjoy shopping with our app right NOW: Android and iOs

2.5. Report of emailing

> Admin go to SimiCart/ Promote App (New) then choose Reports to manage information of emailing. This report compromises 2 parts which are the total number of email sent and the open rate (%).

3. CREATE CMS PAGE

3.1. General function

The system will automatically create a CMS with this url path:

domain/mobile-application.html

Admin can edit content on the CMS menu.

3.2. How to configure

To upload images into CMS, admin need to go follow this path:

SimiCart -> Promote App (New) -> Settings -> CMS Configuration section
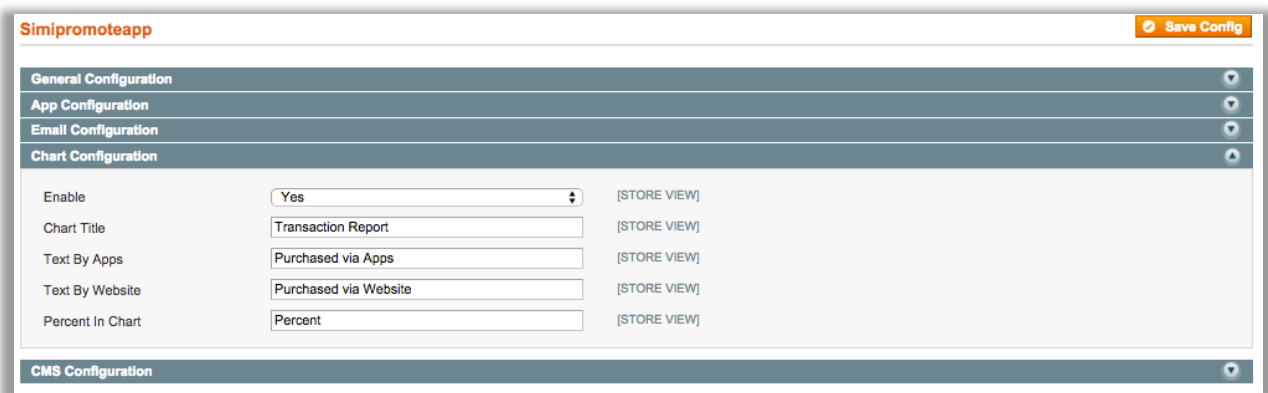
4. CHART ON APP TRANSACTION

4.1. General function

To view the chart displaying data of app transaction, you need to follow this path:

SimiCart -> Connector Settings -> App Transactions

4.2. How to configure

Admin is able to edit text displaying on the chart. Please follow this path:

SimiCart -> Promote App (New) -> Settings -> Chart Configurations section

Once you get there, I hope that you also have finished configuring the App Promotion in your Magento backend. If you need any assistance or have any concern, don't hesitate to let us know at support@simicart.com, we would be glad to assist!

Happy app promotion!

-----**The End**-----