

HOW TO
**SET UP A TRACKING PORTAL
IN OMNIPARCEL**



THE SEKO TRACKING PORTAL

The SEKO Tracking Portal Campaigns feature allows you, the retailer, to maintain valuable ecommerce traffic by diverting your customers from your branded tracking page back into your chosen page of your website. This is achieved by presenting advertising banners within the tracking page according to your chosen dates.

The screenshot displays the HELLOMOLLY tracking portal. On the left, a woman models a red off-the-shoulder jumpsuit. On the right, another woman models a white top and denim shorts. The central tracking information includes:

- Tracking: 4WE7114840
- Ship date: Tue 17/01/17 22:18, AUCKLAND, NZ
- Delivery date: Pending NSW, AU

The progress bar shows seven steps: 1. Allocate/Ready, 2. International Transit, 3. Customs Cleared, 4. Picked by Delivery Courier, 5. With Delivery Courier, and 7. Delivered. Below the progress bar, there is a promotional banner for HELLOMOLLY with the text "VISIT OUR new arrivals" and an image of a woman in a red dress on a beach.

To begin, log into your OmniParcel Account at <http://www.omniparcel.com> with the Username and Password provided by SEKO Logistics.



OmniParcel

Email address*

Password*

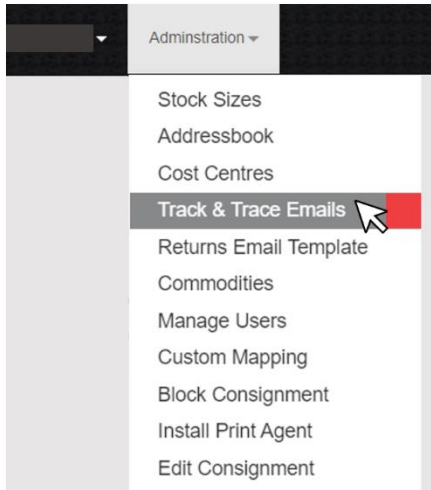
Remember me

LOG IN

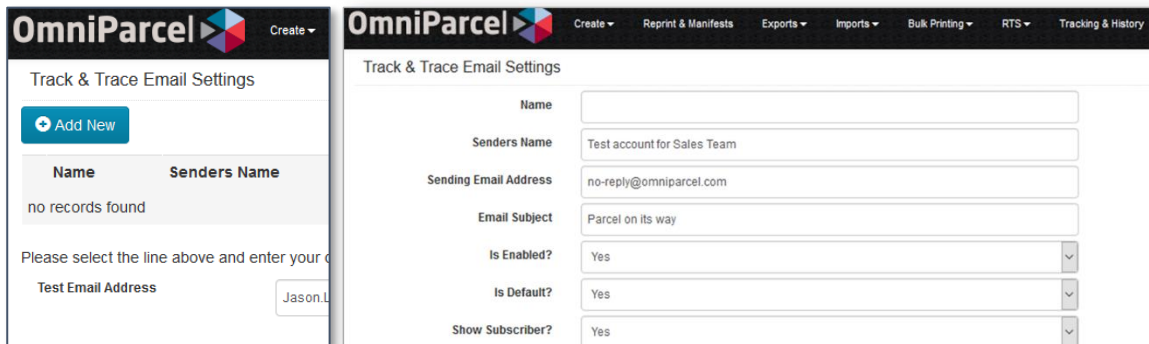
[Forgot password?](#)

HOW TO SET UP YOUR BRANDED TRACKING PORTAL

1. In the SEKO OmniParcel platform select Administration > Track & Trace Emails.



2. Click 'Add New' and fill in the fields as shown below. Please see the field information on the following page.

Two screenshots of the 'Track & Trace Email Settings' form in the SEKO OmniParcel platform. The left screenshot shows the 'Add New' button and a table with columns for 'Name' and 'Senders Name', with 'no records found' displayed below. The right screenshot shows the form fields filled out: Name (empty), Senders Name (Test account for Sales Team), Sending Email Address (no-reply@omniparcel.com), Email Subject (Parcel on its way), Is Enabled? (Yes), Is Default? (Yes), and Show Subscriber? (Yes).

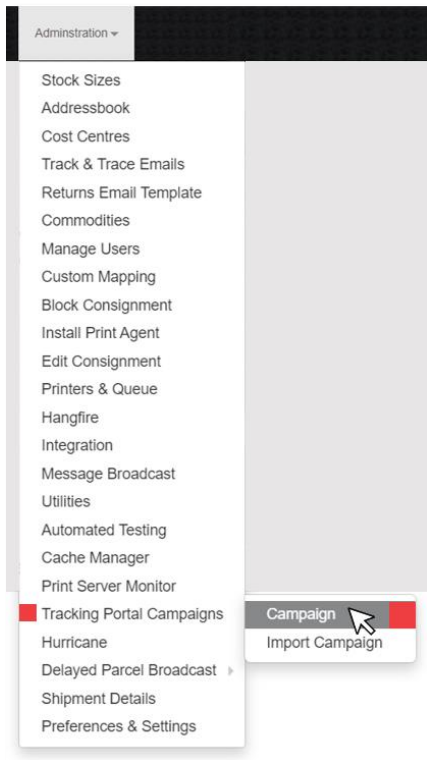
3. Once all fields are filled, click 'Save' and create a test consignment.

Field Name	Description	Mandatory
<i>Name</i>	The name you are giving to this template	Yes
<i>Sender's Name</i>	Name of the person sending the freight - usually your business name	Yes
<i>Sending Email Address</i>	A "from" email address for the email (to setup your personal email please contact your account manager) default is noreply@omniparcel.com	Yes
<i>Email Subject</i>	Subject of the email being sent	Yes
<i>Is Enabled?</i>	Select 'Yes' – this will enable the tracking system	Yes
<i>Is Default?</i>	Select 'Yes' if this is the default template to be used	Yes
<i>Show Subscriber</i>	Select 'Yes'	Yes
<i>Email Notifications</i>	Changes the time when the email will be sent to the customer	Yes
<i>Email Body</i>	The body of the email	Yes
<i>Logo Image</i>	The company logo which will be used in ASN/Tracking Portal. Logo recommended height is 50PX and width is as per the design of logo but recommended max width limit is 350PX	No
<i>Logo Click Link</i>	This is the URL where users will be directed to when they click on the company logo	No
<i>Social Media Links</i>	Your company social media links	No
<i>Custom Domain Name</i>	This feature allows you to place a service link on your site, e.g., http://track.yourcompany.com	No
<i>Full Page Background Image</i>	This is the main background image to be used in the Tracking Portal background (1400 X 800px recommended size) JPG or PNG	No
<i>Full Page Background Colour</i>	Hexadecimal colour that is to be used for the full background	No
<i>Main Display Grid Width</i>	Pixel width of the main information section to be used on tracking portal (Recommended 800)	No
<i>Main Display Grid Background Colour</i>	Hexadecimal colour that is to be used behind all text	No
<i>Chat Script Code</i>	If company wants to use own Chat Script – contact IT Support	No
<i>Simple Tracking Portal</i>	If 'Yes' is selected – campaign will be removed	No

HOW TO SET UP TRACKING PORTAL CAMPAIGNS

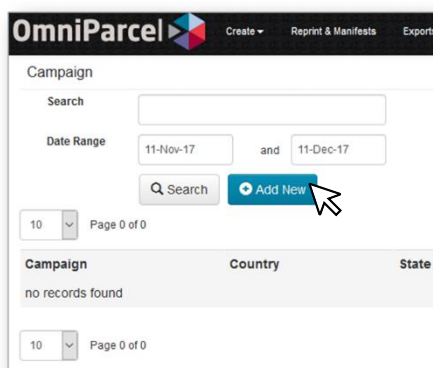
By setting up a campaign you will be setting up a sliding image / banner add that can be activated to sit in the lower section of the tracking page. In this section you will learn how to set up your campaign and image.

1. Select Administration > Tracking Portal Campaigns > Campaign, from the main menu.



You will now see the 'Campaigns List' where, once set up, all campaigns for this site will be displayed.

2. To set up a new campaign select the 'Add New' button.



Campaigns can be deleted from this page at any time. A red 'trash' button will appear next to each campaign.

- Give your campaign a name and fill in the fields and 'Save'.

Country This is the country where you choose to have this campaign displayed.

State You may also set it to State specific.

Start & End Dates The campaigns will be displayed on the dates listed.

Cost Centre ID You may create a different campaign for each cost centre. Please select all if all are required.

The new campaign will now be displayed on your Campaign page.

- Campaign Image – click on the campaign name and then click 'Add Image' on the following page.

10 Page 1 of 1 1

Campaign	Country	State	Start Date	End Date	Created Date
test 1	AUSTRALIA	All	11-Dec-2017	21-Dec-2017	10-Dec-2017

10 Page 1 of 1 1

Campaign Images

Description

no records found

Add Image

The image loaded in this section will appear as a banner add as shown below ('Advertisement').

Unlimited images may be selected at any time. Images will be displayed by rotation.

5. Fill in the required fields and select your image. 'Save'.

Campaign Image

Description

Active

Click Url (i.e. www.google.com)

Image No file selected.

Click URL: This is the destination URL that a customer is sent to when clicking on the advertisement. On the tracking portal, when a customer clicks on a campaign image, it will redirect to the given URL.

The image may be edited (click on the image name) or deleted at any time on this page.

Campaign Images			
Description	Click Url	Active	
Omni Returns	https://www.omniparcelreturns.com/index.php/bookreturn	<input type="checkbox"/>	<input type="button" value="Delete"/>
Sexy Logistics Logo	http://sexylogistics.com/	<input checked="" type="checkbox"/>	<input type="button" value="Delete"/>

IMAGE SPECIFICATIONS

Recommended resolution: 700 x 300px

If the image is larger, OmniParcel will resize and crop it to the required size, so it's better to provide images with the above dimensions.

Recommended file size: between 100 - 150KB

Larger image file sizes will increase the load time of the tracking page.

6. Your Campaign

After creating campaigns and uploading campaign images, advertisements will be shown in the OmniParcel Tracking Portal. Your advertisements will be shown only in the following conditions:

- UTC date is within Campaign Start Date and End Date
- Consignment's Country is consistent with the campaign's Country
- Consignment's State is consistent with the campaign's State
- Consignment Site ID is consistent with the Site ID of the campaign
- Only active campaign images will be shown

REPORTS

Customers can download the tracking portal campaigns Click Report from the main menu, Reports > Tracking Portal Stats.

