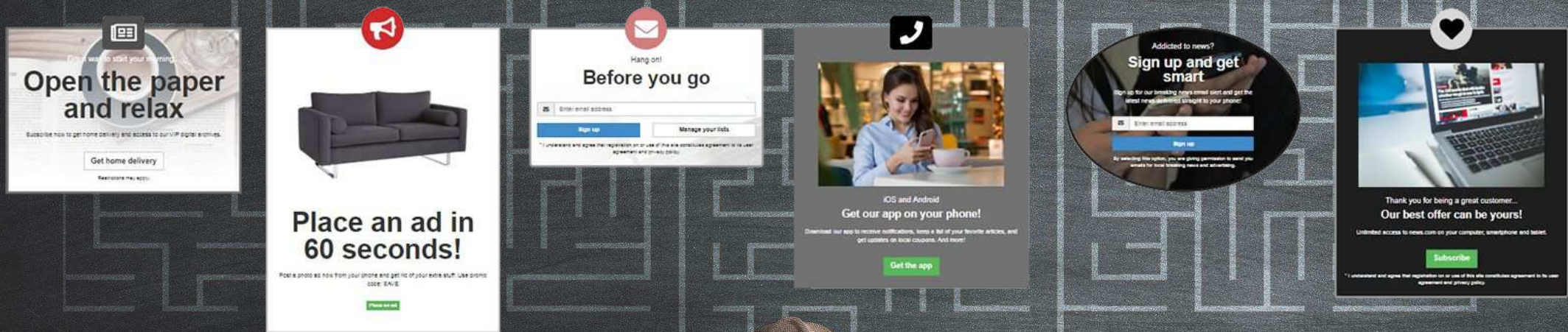


Drive your users to action with our all-new Promo Designer block



Thursday, September 13th, 2018

TN TownNews.com

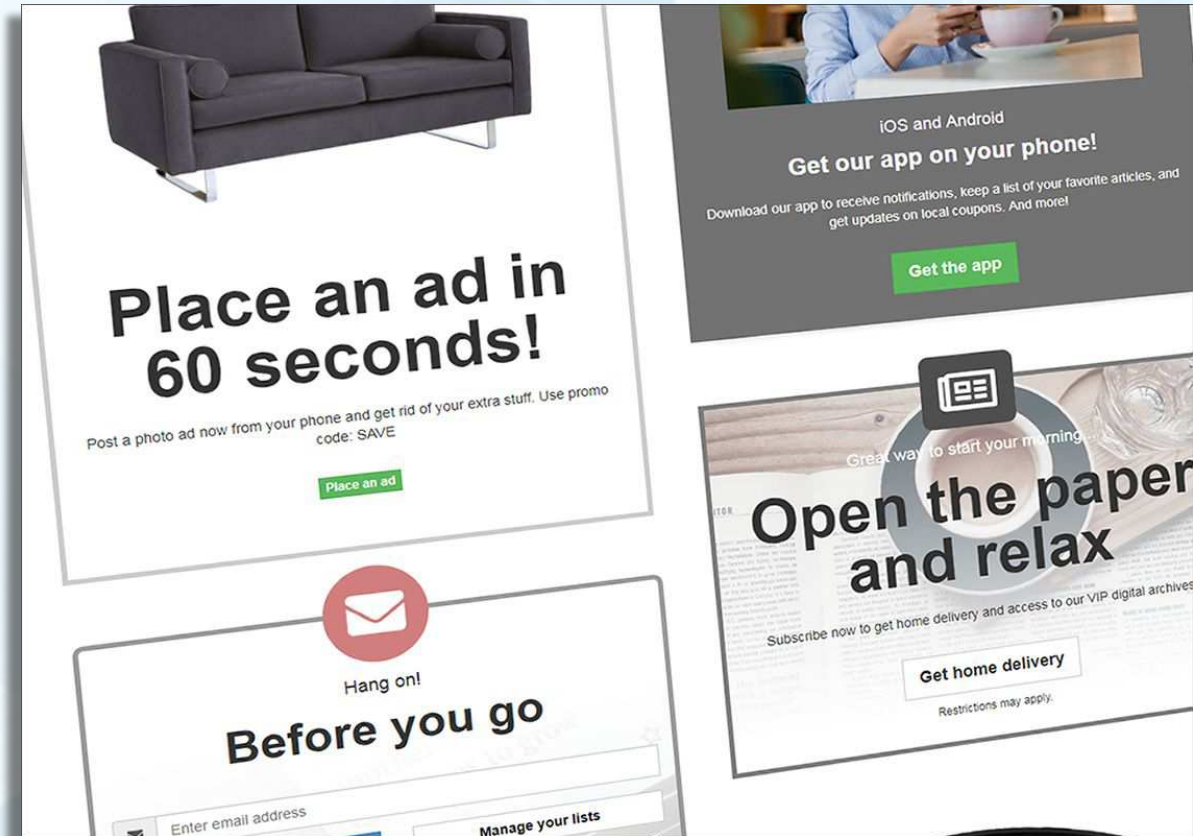
Agenda

- Promotional offer ideas
- Step-by-step directions
- Tracking and personalizing offers
- Plus: New features of the recently redesigned BLOX Now App



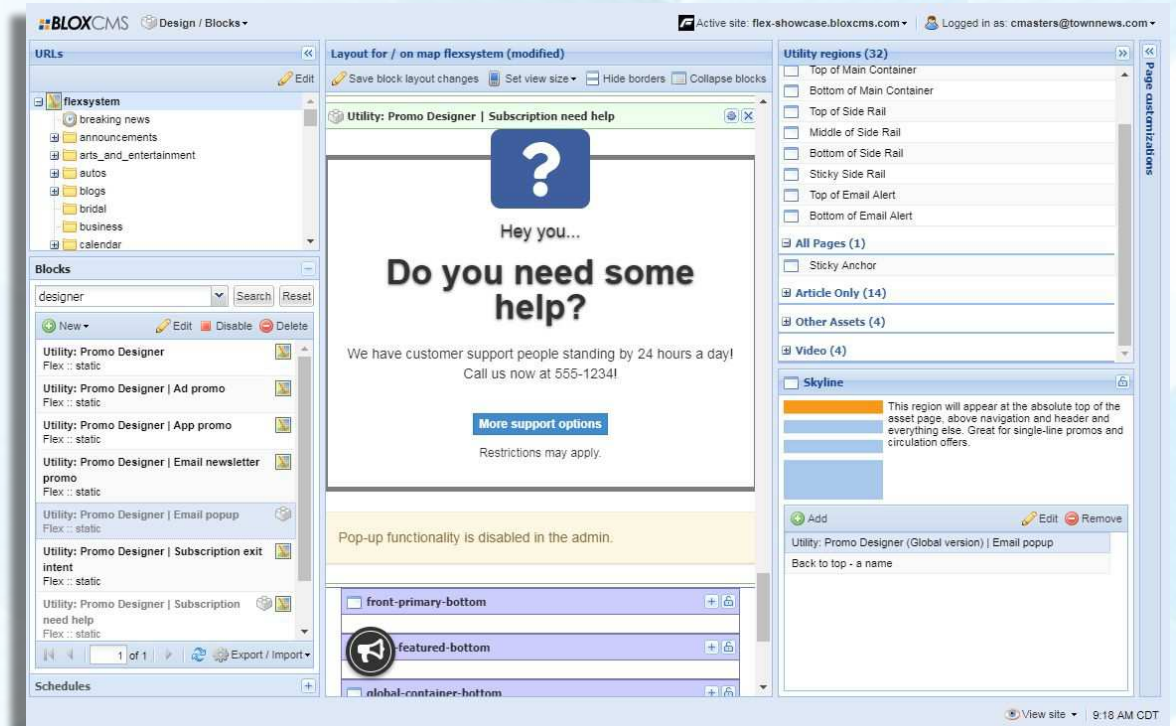
Why we created this feature

- Highly-requested
- Customizations or third-parties
- Elegant solution
- More enhancements coming soon
- Let us know what you think!



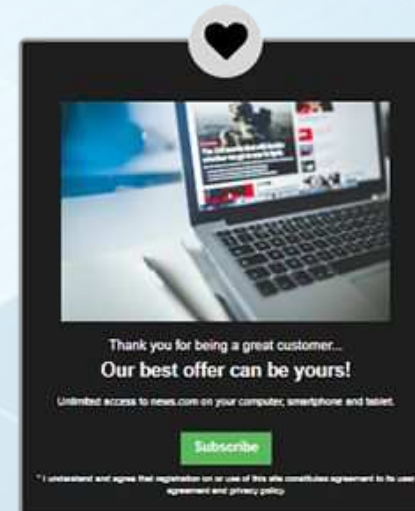
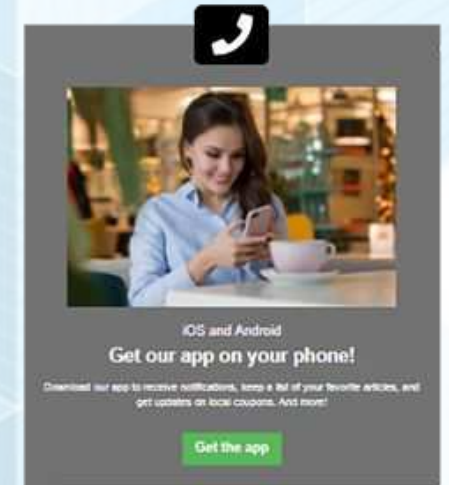
How to use the promo designer block

- Add to any section or page type
- Use Utility Regions or front/index regions to target those pages
- Block will display in the admin even if it is a popup
- Only one popup trigger per page
- Note: Code for additional blocks will still be on the page



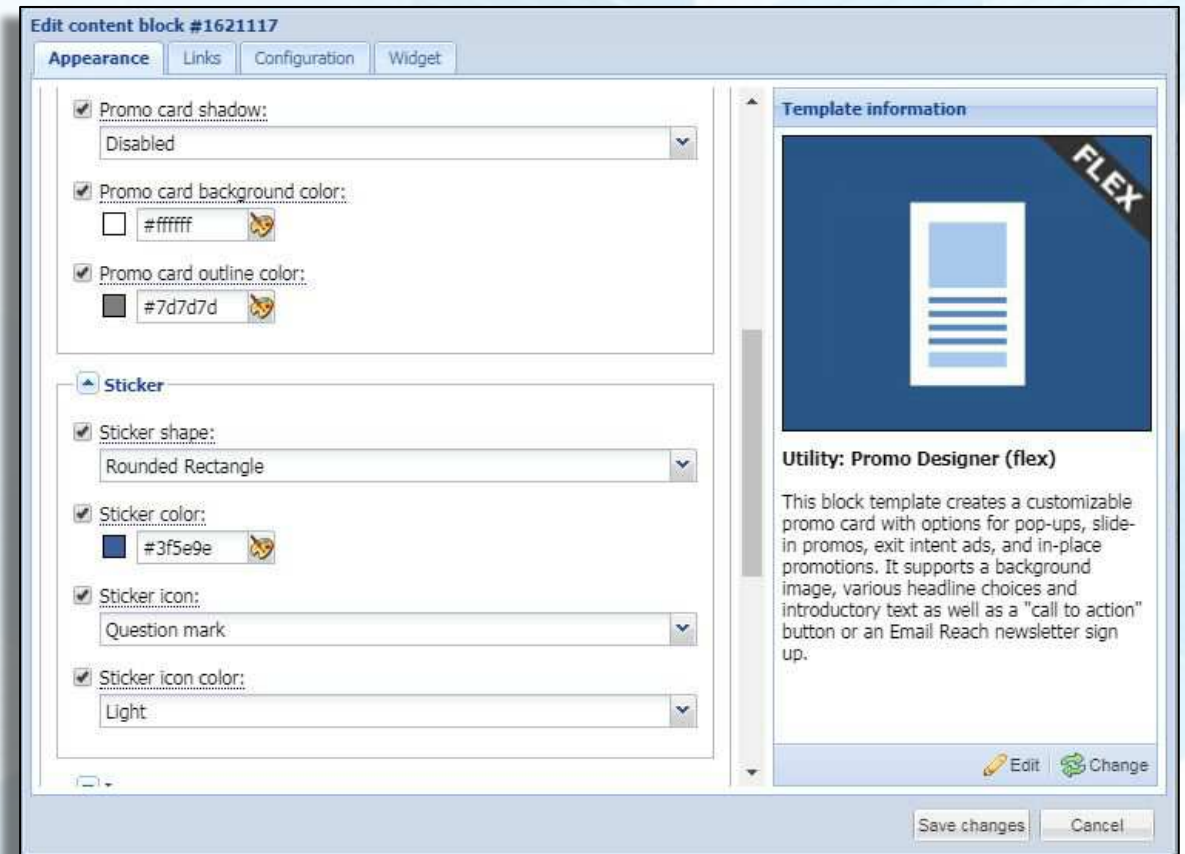
Create interactive promos, messages, and more

- Subscription offers
- Promo codes
- Email Reach sign-ups
- New services
- Classified ad orders



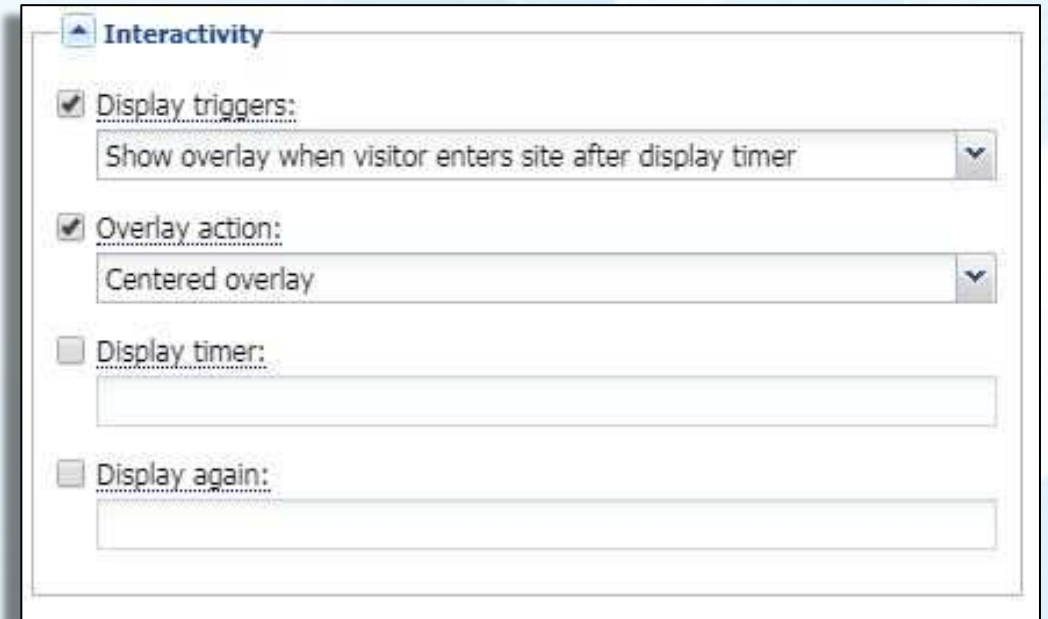
Change the shape, design, and action

- Card shape
- Card colors
- Custom sticker
- Background image
- Text areas
- Action button



A variety of interactivity types and behaviors

- Enter the site after X seconds
- Show intent to leave the site
- Reach the end of the content
- Control how often a user sees the promo with “display again” rate

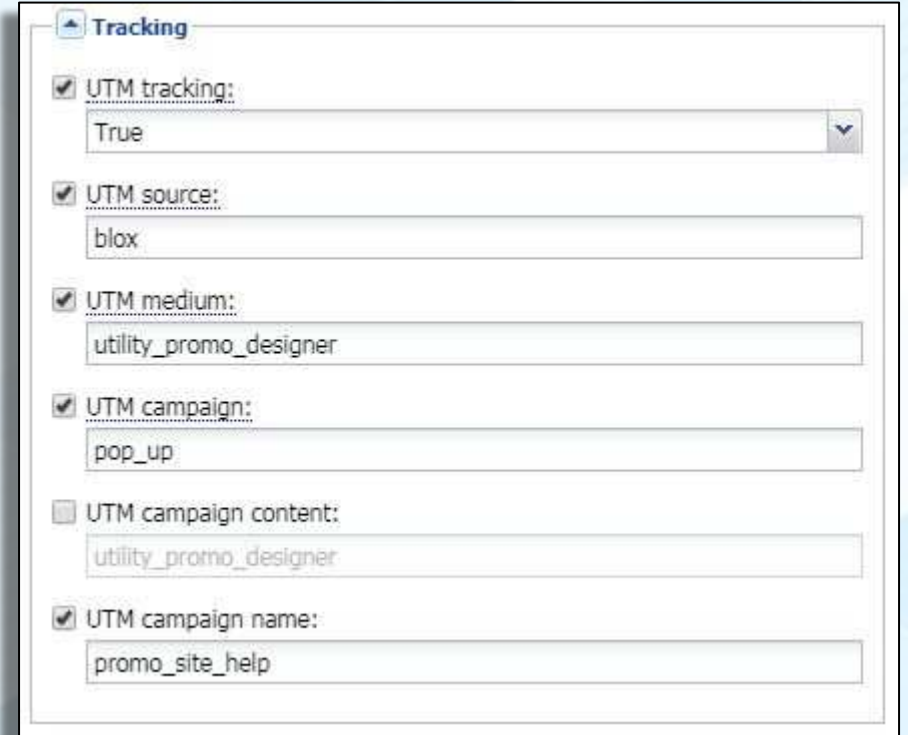


The screenshot shows a settings panel titled "Interactivity". It contains four sections, each with a checkbox and a dropdown or text input field:

- ☒ **Display triggers:**
Show overlay when visitor enters site after display timer
- ☒ **Overlay action:**
Centered overlay
- ☐ **Display timer:**
[Empty text input field]
- ☐ **Display again:**
[Empty text input field]

Google Analytics campaign tracking

- A/B test to compare your promos
- Individual UTM tracking settings
- Change “campaign name” to track different blocks
- Create conversion goals and compare success

A screenshot of the Google Analytics Tracking settings interface. The window is titled "Tracking" and contains several checkboxes and text input fields. The "UTM tracking:" checkbox is checked, and the dropdown menu shows "True". The "UTM source:" checkbox is checked, and the text input field contains "blox". The "UTM medium:" checkbox is checked, and the text input field contains "utility_promo_designer". The "UTM campaign:" checkbox is checked, and the text input field contains "pop_up". The "UTM campaign content:" checkbox is unchecked, and the text input field contains "utility_promo_designer". The "UTM campaign name:" checkbox is checked, and the text input field contains "promo_site_help".

Tracking

- ☒ UTM tracking:
True
- ☒ UTM source:
blox
- ☒ UTM medium:
utility_promo_designer
- ☒ UTM campaign:
pop_up
- ☐ UTM campaign content:
utility_promo_designer
- ☒ UTM campaign name:
promo_site_help

Target groups of users with iQ Engage

- iQ Engage customers can use audience targeting to reach specific groups of users
 - Non-subscribers
 - Users not signed up for email newsletters
 - Sports-lovers, local users, etc.



The screenshot shows a window titled "Audience targeting" with a blue icon of a person. It contains two sections, each with a checkbox and a text input field. The first section is labeled "Show to audience (Comma separated list):" and the second is labeled "Hide from audience (Comma separated list):". Both input fields are empty.

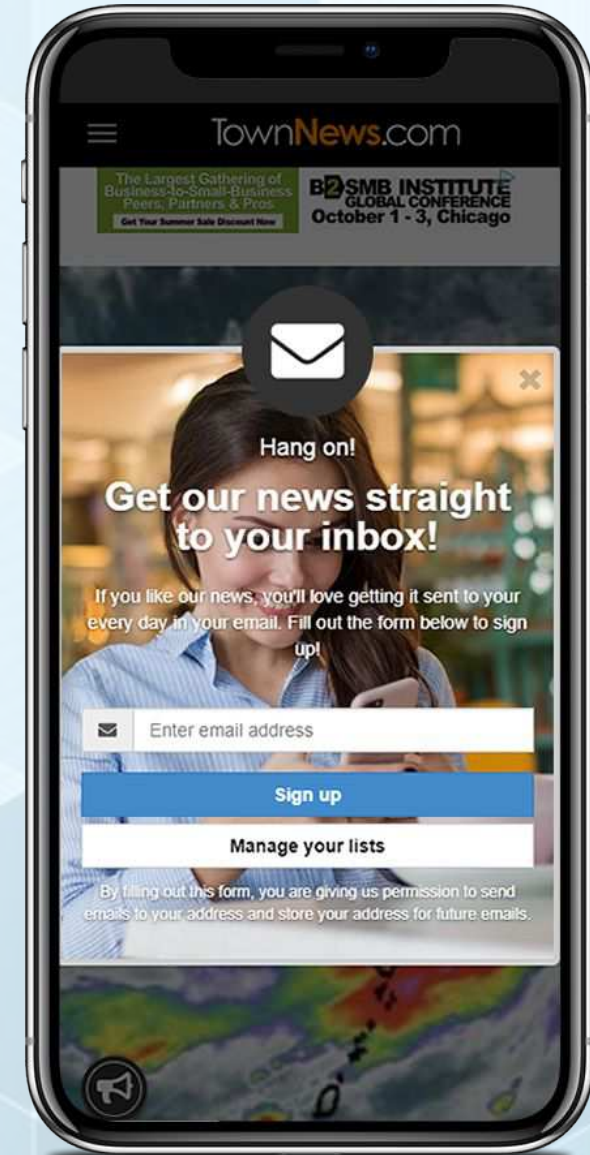
Audience targeting

☐ Show to audience (Comma separated list):

☐ Hide from audience (Comma separated list):

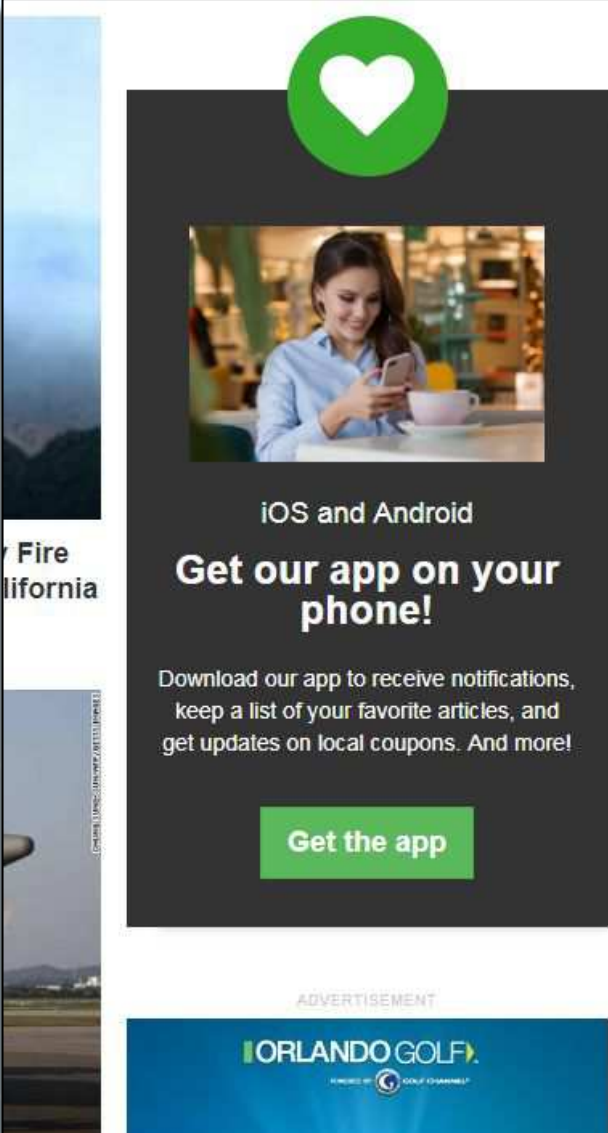
Example: Email Reach sign up

- Add block to article page with 2-second delay
- Promote a single list (by list ID) or multiple lists
- Use article-only Utility Regions
- Show popup every 720 hours (30 days)



Example: Get the app

- Turn off “interactivity”—block will show as a normal in-page block
- Link to a static page showing all of the different types of apps you have
 - OTT
 - Native apps
 - Alexa
 - Podcasts, etc.



The advertisement is a vertical rectangular block with a dark grey background. At the top center is a green circle containing a white heart. Below this is a photograph of a woman with long brown hair, wearing a light blue button-down shirt, sitting at a table and looking at her smartphone. To the right of the photo is a white coffee cup. Below the photo, the text "iOS and Android" is written in a small, white, sans-serif font. Underneath that, the phrase "Get our app on your phone!" is written in a larger, bold, white, sans-serif font. Below this, a paragraph of white text reads: "Download our app to receive notifications, keep a list of your favorite articles, and get updates on local coupons. And more!". At the bottom of the dark grey section is a green rectangular button with the white text "Get the app". Below the dark grey section is a thin white horizontal line. At the very bottom is a blue rectangular section. On the left side of this blue section is the "ORLANDO GOLF" logo in white, with a small green and yellow icon to the right. Below the logo, in smaller white text, it says "POWERED BY GOLF CHANNEL".

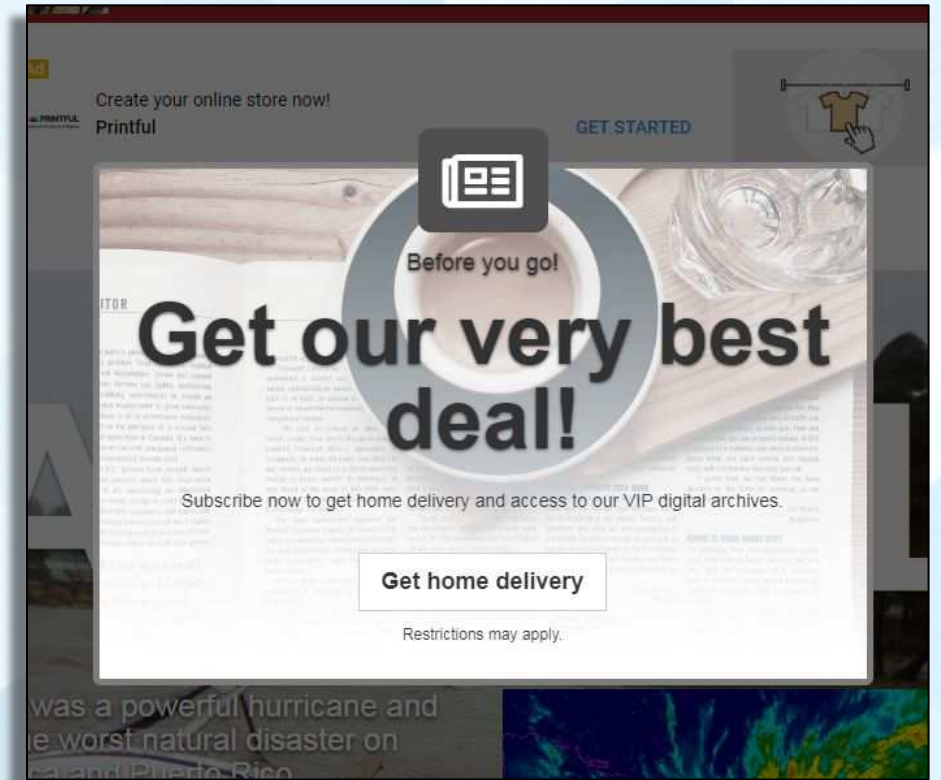
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ADVERTISMENT

ORLANDO GOLF
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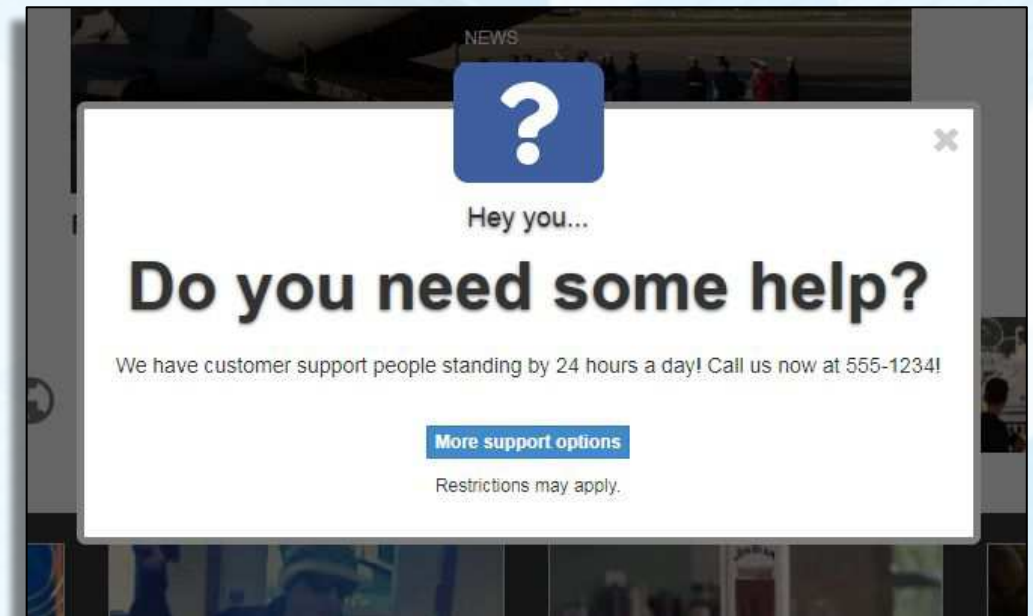
Example: Exit intent re-engagement

- Ask users to subscribe or perform an action before they leave your site
- Re-engage users with your brand
- Promote a special section, email sign-up or special subscription offer
- iQ Engage customers can target by interests



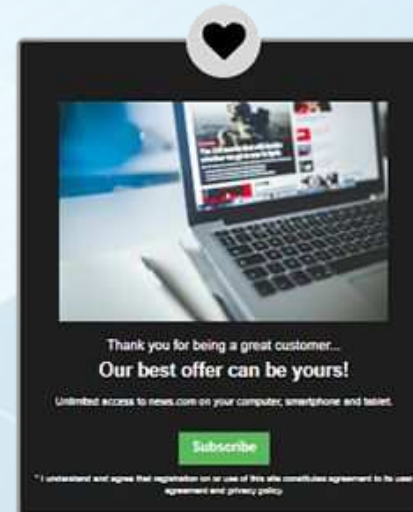
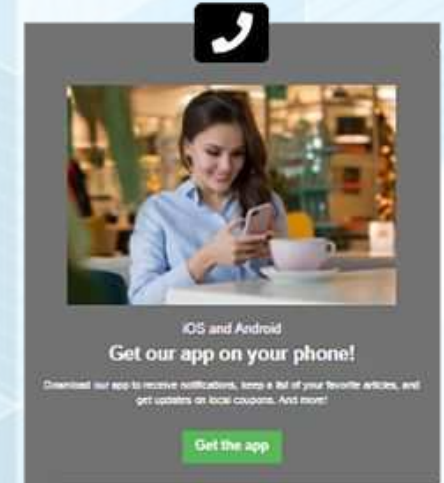
Example: Exit intent before subscribing

- Offer additional help for users when they show exit intent on a subscription sign-up page
- Could mean they are having second thoughts or running into difficulties



Best practices: More tips and tricks

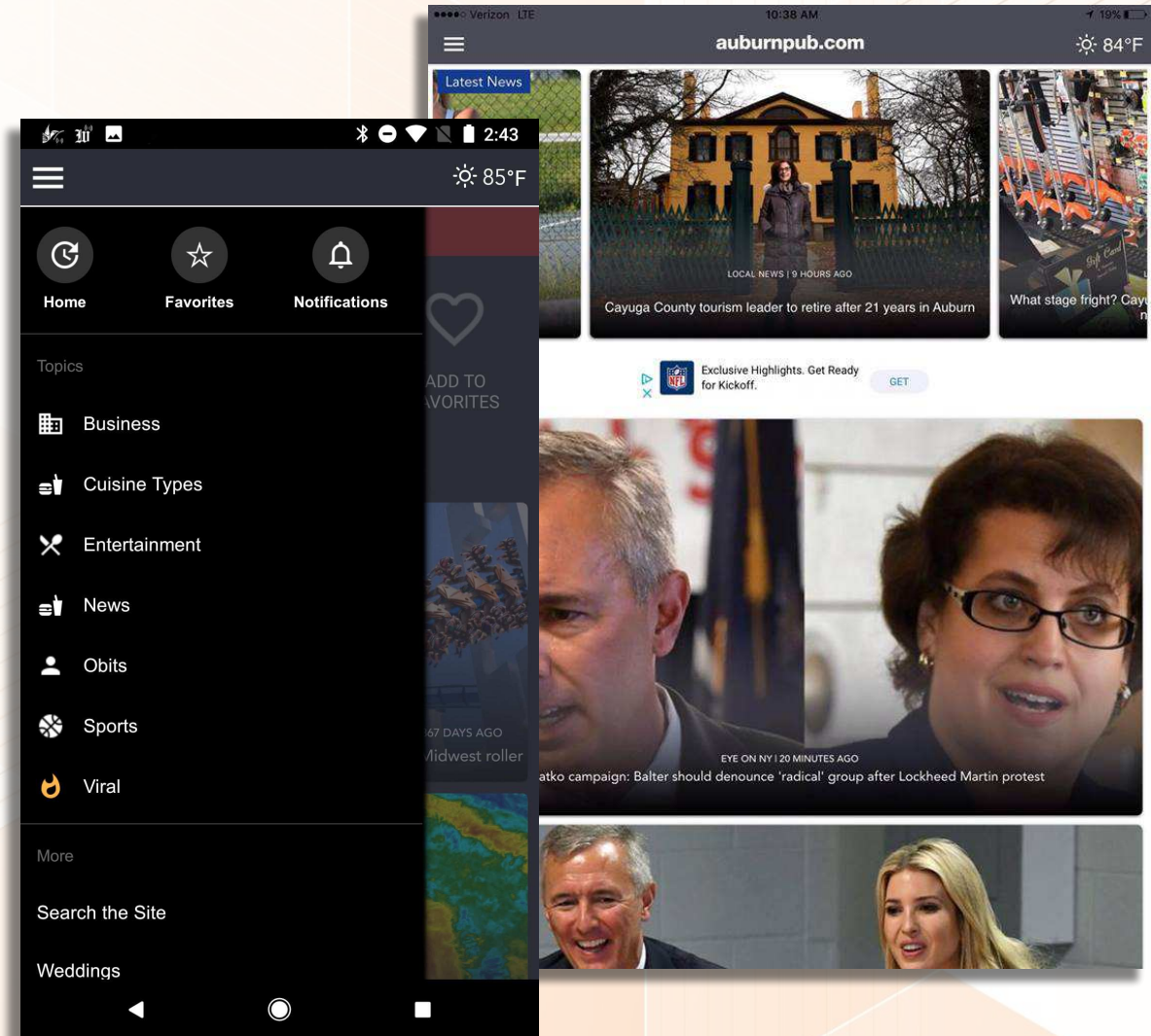
- A promo will be seen again if the user switches to another device
 - Set “display again” timer for longer time periods
- Always check mobile!
- Overlays that are used for advertising purposes may not be Better Ad Standards compliant



Recently redesigned BLOX Now App

New revenue opportunities, design updates and improved functionality

- New, modern design
- Side-to-side article swiping
- Interstitial ads and new ad sizes
- Custom push notifications
- Color updates and customizations
- Custom sub-sections



The screenshot displays the BLOX Now App 2.0 interface, which is a visual editor for creating and managing website layouts. The interface is divided into several main sections:

- Layout for /nowapp on map flexsystem:** This section shows a preview of the website layout. It includes a sidebar on the left with a list of utility regions (0) and a main content area. The main content area is divided into several blocks, each with a title and a preview image. The blocks are:
 - more-links:** Search the Site, Weddings, Anniversary, Subscription Services, Online Services, Place Classified Ad, Weather.
 - topics:**
 - breaking_news:** Now: Breaking News. Vertical: Photos: RAGBRAI rides through Monona County.
 - pinned_content:** Now: Pinned Content. Mary Barra appointed as General Motors CEO. Cruises could be...
 - asset_feed:** Now: Summary | Asset feed. A few of our favorite Yellowstone National Park photos.
- Page customizations:** This section allows users to customize the page's appearance. It includes a "General design" section with options for background color, text color, header color, header text color, menu color, and menu text color. There are also sections for Navigation, Advertising, Weather, and Paywall.
- Utility regions (0):** This section is currently empty, but it is used to manage the layout's utility regions.

The interface also includes a "Save block layout changes" button and a "View site" button. The bottom right corner shows the time as 3:54 PM CDT.

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Software notes and service alerts for BLOX Total CMS.

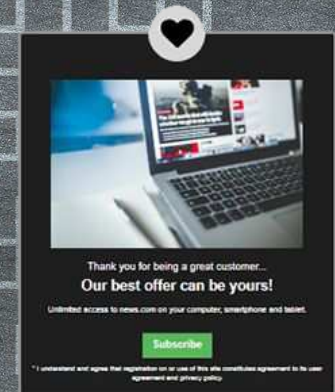
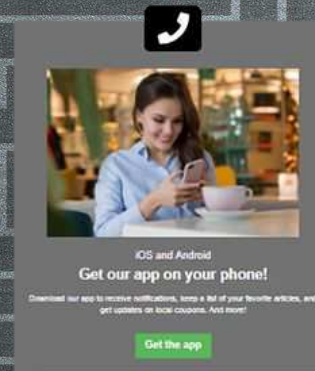
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