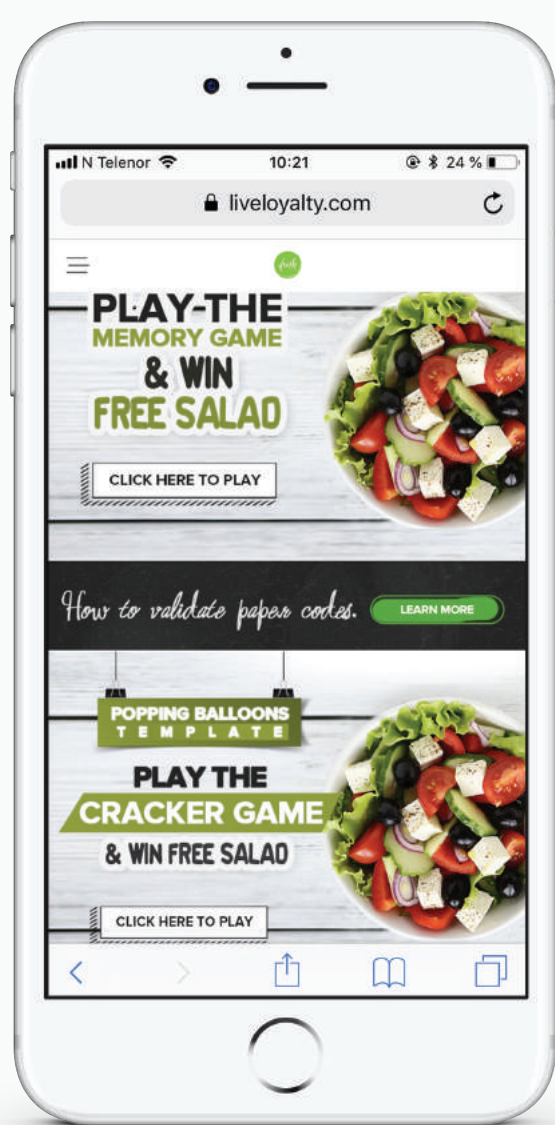The Fast Track Campaigns product has been designed to make it easy to do one-off **digital campaigns**. Before you can start communicating with customers, some preparations are required.

Domain/URL

-> Fast track campaigns is a landing page where customers order your content.
 The default link is liveloyalty.com/land/(your chosen suffix)
-> To have a simple URL to communicate to consumers and one that clearly relates to your brand, we recommend you purchase your own domain
-> Here is all your IT team needs to know to configure this:
 kb.liquidbarcodes.com/campaign-operations/customized-urls/
-> If you want to use the default link, send us you desired link suffix

Dashboard access

-> Use the dashboard to manage your campaigns and see statistics
-> Once you confirm your campaign plans, we create your dashboard user(s)
-> Log in and familiarize yourself with the dashboard via:
 dashboard.barcodes.no

Contractual

-> Before the campaign starts, we need a signed contract. We create a draft contract on top of our standard General Terms and Conditions.
-> As we collect personal data, we are required to sign a Data Protection Agreement (DPA). We have a DPA template you can use.

Stores list

-> If you import stores list, you get better statistics.
 We can store a wide range of information per store, but the required information per store is: **Store ID, Store name, Store location** (longitude/latitude).
-> We also strongly recommend to include any information on **clusters/concepts/regions/districts** etc. if you have such tags on the stores. This allows you to look at performance by clusters/concepts/regions/districts. Each store can have multiple tags.
-> Read more and download example file:
 kb.liquidbarcodes.com/campaign-operations/stores-list/

STORE ID

STORE NAME

STORE LOCATION

DECIDE ON MECHANICS

-> See our separate guides on campaign ideas
 kb.liquidbarcodes.com/campaign-operations/
-> Once you have chosen your mechanic(s), products, discounts, main prize, volumes of prizes etc. you prepare the campaign specific material
-> The campaigns will require creatives and you must clarify in store handling
-> You find list of image requirements on the above page
-> In store handling must be manual since the Fast Track Campaigns product does not include POS intergation. In store handling can be solved by manually typing the discount on the POS or displaying a Promotion ID in the webapp to scan or punch at the POS.
-> Once this is ready, you create the campaign in dashboard

MARKETING PACKAGE

You will need to produce a solid **marketing/media package** - how will you promote the campaign in-store, and across medias - e.g. social media. This is all on your side.

Once this has been completed, you can distribute the landing page link to customers.