

# POS Advertising

User guide

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# 1 Introduction

**You just bought a YUMI, a look into the future, the terminal that transforms cashless/electronic payment into a whole new shopping experience. With exclusive apps and features, YUMI connects your online and offline channels, but first, you need to know how to use it in order to access its full potential.**

**This document is a “User Manual Guide” and describes the functionalities of the POS ADV application of the YUMI and how to use it.**

The advertisement functionality consists in displaying advertisements on terminals during standby mode of the terminal and is interrupted in case of card insertion, loading of software, entering a menu, starting a transaction, ... Advertisements consist only of images that are introduced in the interface “Advertisement GUI”. That interface allows you to create and manage an advertisement “campaign”.

An advertising campaign is defined by following elements:

- The set of advertisements (images) to be displayed.
  - The resolution of the advertisements to be displayed must be 720×1280 px. If the resolution is different, the picture will be automatically set in the expected resolution and you picture will be pixelized or stretched and distorted.
  - The maximum size of the pictures is 500 kB after compression.
  - The format of the image is JPG.
- The sequence of displaying these advertisements.
- The duration of displaying each advertisement.
- The begin date and the end date of the campaign.
- The advertisement category of the campaign. So, this campaign can only be displayed on terminals that accept this advertisement category.
- A list of addressed terminals (useful if you want to display different campaigns on your different YUMI terminals).

The advertising GUI allows the management of internal advertisement campaigns. The functionalities provided are the following:

- Consult an advertisement campaign
- Create an advertisement campaign
- Update an advertisement campaign
- Suspend an advertisement campaign (temporary)
- Close an advertisement campaign (permanent)

The above functionalities will be described in the remainder of this document.

# 2 How to login?

After having signed the agreement with Worldline, you will receive your username via e-mail. This mail will also contain a personal link to set your initial password.

The chosen password must:

- Have a length between 10 and 20 characters.
- Contain at least 1 uppercase letter, 1 lowercase letter and 1 digit.

After choosing such a password you can login via <https://merchant-extranet.sips-atos.com/portal/home>

## 2.1 LOGIN



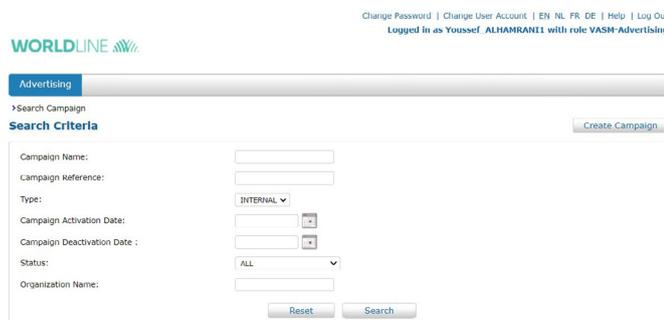
- 1 Enter your username & password.
- 2 Click the Login button.

## 2.2 CHOOSE YOUR ACCESS POINT & ROLE (OPTIONAL)



This is an optional step, in case you have multiple user roles. For advertising, select the "VASM-Advertising" role.

## 2.3 ADVERTISING HOME PAGE



At the upper part of this screen:

- you can select your language.
- you find the link to change your password.
- you find the link to change your e-mail address.

# 3 How to create a campaign?

## 3.1 CREATE A CAMPAIGN

Change Password | Change User Account | EN NL FR DE | Help | Log Out  
Logged in as Youssef\_ALHAMRANI1 with role VASM-Advertising

WORLDLINE

Advertising

Search Campaign

Search Criteria

Campaign Name:

Campaign Reference:

Type: INTERNAL

Campaign Activation Date:

Campaign Deactivation Date:

Status: ALL

Organization Name:

Create Campaign

1 Click on the "Create Campaign" button.

WORLDLINE

Advertising

Search Campaign Registration

1. Campaign Details 2. Media for Campaign 3. Assign Terminals

Campaign Details

Campaign Name \*

Type \*

Level \*

Campaign Activation Date \*

Campaign Deactivation Date :

Organization Details

Organization Name \*

Comment:

Cancel Create

2 Populate the fields marked with a "\*".

- The campaign name is a name of your choice.
- The only option for the campaign type is "INTERNAL".
- The priority level can be 2 or 3. A campaign with priority level 2 will overrule a campaign with priority level 3.
- A campaign will be active from 05:00h of the activation date until 23:59h of the deactivation date. Thus, both campaign activation date and campaign deactivation date are included in the period of campaign.
- The organization name is a free text part of your choice.

WORLDLINE

Advertising

Search Campaign Registration

1. Campaign Details 2. Media for Campaign 3. Assign Terminals

Campaign Details

Campaign Name \* welcome022022

Type \* INTERNAL

Merchant Reference: 7648327

Level \* 2

Campaign Activation Date \* 2022-01-27

Campaign Deactivation Date : 2022-02-28

Organization Details

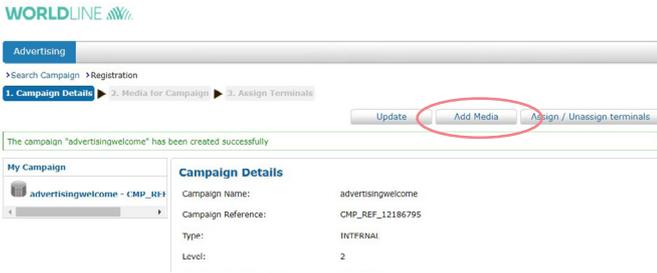
Organization Name \* Worldline

Comment:

Cancel Create

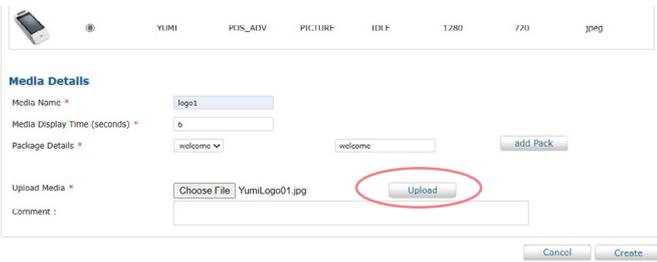
3 Click the "Create" button. You will see the campaign details.

### 3.2 ADD MEDIA



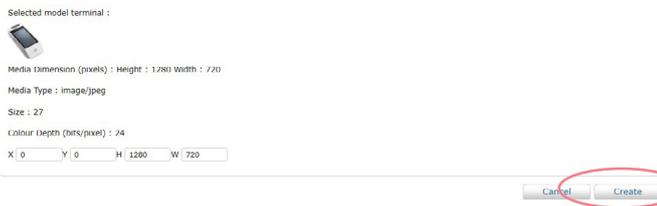
Click the "Add Media" button. You will be directed to the "Create Media" screen.

In the "Create Media" screen you can upload an image for your YUMI terminal by selecting it.



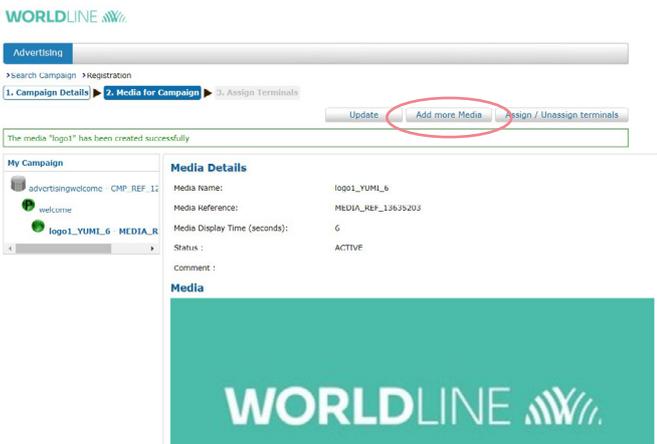
Populate the fields marked with a "\*". You will need to:

- 1 If this is a new campaign and you can't select a package name, you need to create a pack. Write a pack name (e.g. Welcome) and select "add pack". If it is an existing campaign you can select one in the package details drop down list.
- 2 Give a name to the media.
- 3 Enter the number of seconds you wish the media to be displayed on the terminal.
- 4 Choose the picture via the "Browse" button and press the "Upload" button afterwards.

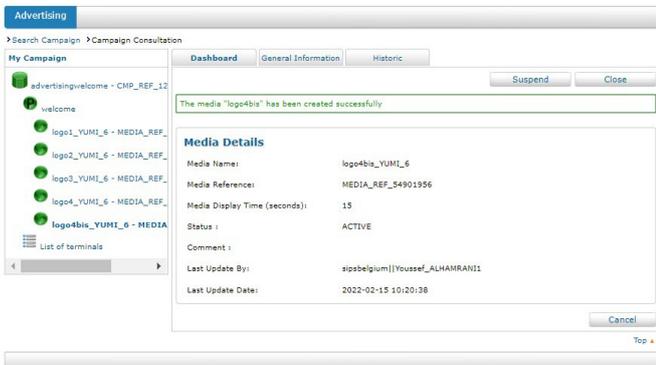


The resolution of the advertisements to be displayed depends on the chosen terminal type. The maximum size of the advertisements to be displayed depends on the chosen configuration and the resolution of the terminal model.

Click the "Create" button. You will see the "Media Details" on the screen.



You can now add more media in case you want to add multiple images to the campaign. For that put the cursor on the campaign and then choose "Add more Media" button.

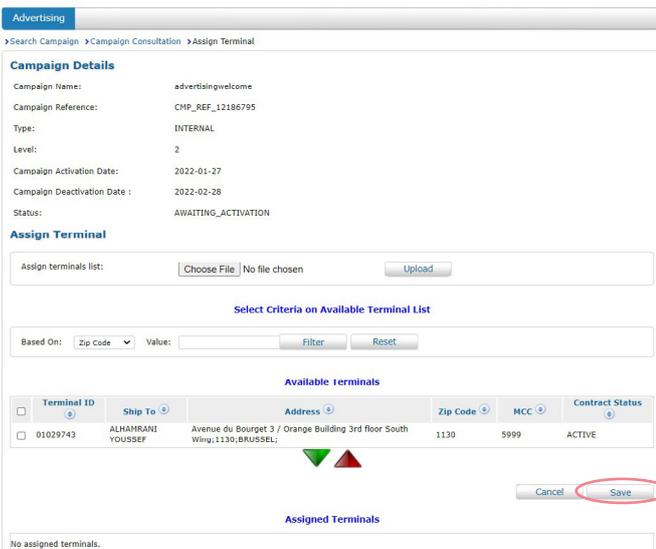


In this page the Media is displayed but also the original image and the frame to choose the place of the image you want to choose:

### 3.3 ASSIGN TERMINALS



Click the "Assign/Unassign Terminals" button. You are redirected to the "Assign/ Unassign Terminals" screen.



- 1 Select the terminals (on which the advertisements should be displayed) from the available terminals, using the checkbox on the left.
- 2 Use the green arrow to assign these terminals to the campaign and indicate activation and deactivation dates, which are first day and last day for terminal activity.
- 3 Push the "Save" button.

---

### Assign Terminal

Assign terminals list:  | No file chosen

Select Criteria on Available Terminal List

Based On:  Value:

Available Terminals

No available terminals.

Assign terminals by uploading your own list of terminals

In case the list of terminals under your control is very long, it could be cumbersome to select your terminals as described above.

You can also upload your own terminal list using a predefined file with the extension .csv. You choose the file in your directory and then upload it via the "Upload" button.

The file format of the terminal list to upload is described in the appendix of this document.

# 4 How to consult a campaign?

Change Password | Change User Account | EN NL FR DE | Help | Log Out  
Logged in as Youssef\_ALHAMRANI1 with role VASM-Advertising

**WORLDLINE**

Advertising

>Search Campaign

**Search Criteria** [Create Campaign](#)

Campaign Name:

Campaign Reference:

Type:

Campaign Activation Date:

Campaign Deactivation Date:

Status:

Organization Name:

Go to the tab "Advertising", where the Search Criteria will help you to find your campaign.

In case you want to see all the campaigns you have created, you can simply push the "Search" button.

In case you want to see a specific campaign, you have to provide one or more of the criteria present in the screen.

- The search result will contain all campaigns matching all of the criteria.
- The searching on campaign name and reference is not case sensitive. Specifying only a part of the name can be sufficient. The search result will return all campaigns containing it.
- The organization name is a free text part that can be used during the creation of a campaign.

## Campaigns 1 - 9 of 9

20 Campaigns Per Page

Reference	Name	Type	Status	Level	Activation Date	Deactivation Date	Active Medias	Assigned Terminals
CMP_REF_44350748	test1701	INTERNAL	AWAITING_ACTIVATION	2	2022-01-26	2022-01-31	1	0
CMP_REF_86581051	testgfbecs	INTERNAL	ACTIVE	2	2022-01-26	2022-01-31	4	1
CMP_REF_91243833	test23112021	INTERNAL	CLOSED	2	2021-11-24	2021-11-30	0	0

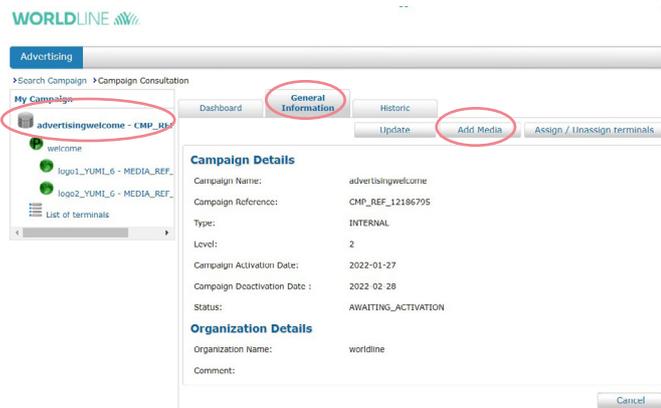
The result of the search appears in the grid. By clicking on the reference of the campaign, you can see all details of the campaign.

# 5 How to modify a campaign?

## 5.1 SEARCH THE CAMPAIGN

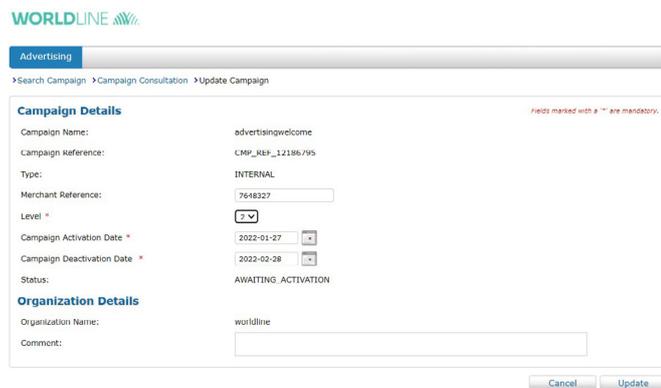
See chapter 4 page 9.

## 5.2 MODIFY THE CAMPAIGN



Modify the campaign details

- 1 Go to the campaign level (on the left).
- 2 Select the tab "General Information".
- 3 Push the "Update" button to modify the parameters of a campaign.

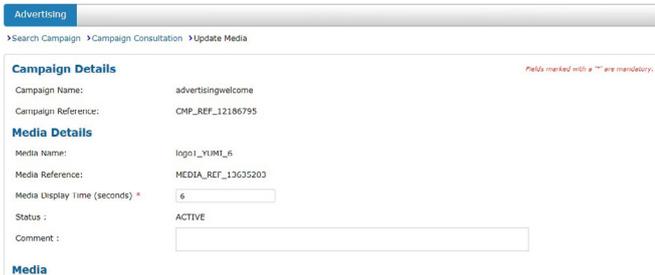


- 4 You can modify the
  1. Priority level.
  2. Activation Date.
  3. Deactivation Date.



Modify the media in a campaign

- 1 Go to the media level (on the left).
- 2 Select the tab "General Information".
- 3 Push the "Update" button to modify the parameters of the media.

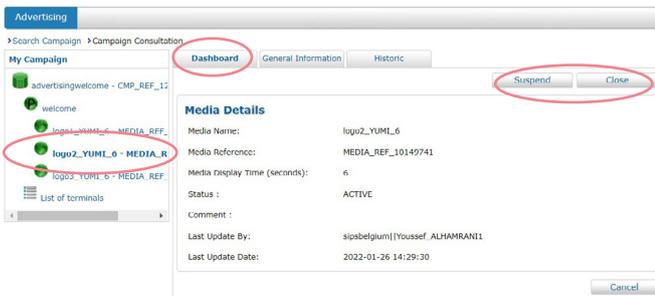


- 4 You can modify the:
  - Display time.
  - Media file in use.



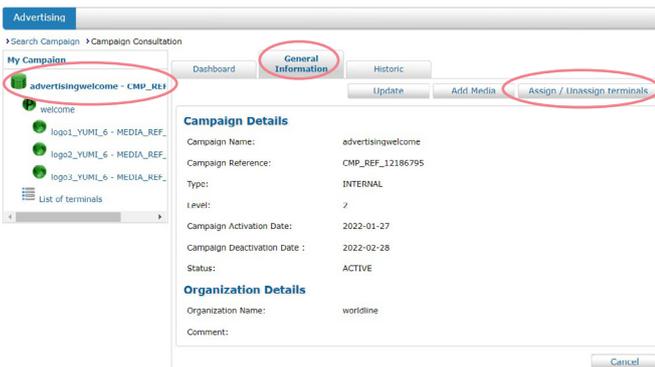
Modify the sequence of the media in a campaign

- 1 Go to the media level (on the left).
- 2 Select the tab "General Information".
- 3 Use the "Move Up" and "Move Down" buttons to change the sequence of display.



Suspend or close the media in a campaign

- 1 Go to the media level (on the left).
- 2 Select the tab "Dashboard".
- 3 Push the "Suspend" button to temporarily take the picture out of the campaign or the "Close" button to permanently take the picture out of the campaign.



Modify the assigned terminals in a campaign

- 1 Go to the campaign level (on the left).
- 2 Select the tab "General Information".
- 3 Push the "Assign/Edit Terminals" button.

### Assign Terminal

Assign terminals list:

Select Criteria on Available Terminal List

Based On:  Value:

Available Terminals

No available terminals.

Assigned Terminals

<input type="checkbox"/>	Terminal ID	Ship To	Address	Subscription Status	Activation date	Deactivation Date
<input type="checkbox"/>	01029743	ALHAMBANI YOUSSEF	Avenue du Bourget 3 / Orange Building 3rd floor South Wing;1130;BRUSSEL	ACTIVE	2022-01-27	2022-02-28

- 4 Use the green arrow to add terminals or the red arrow to remove terminals from the assigned terminal list.
- 5 Push the "Save" button. (Even in case you only removed terminals with the red arrow, it is necessary to push the "Save" button afterwards in order to register these modifications).

[Top](#)

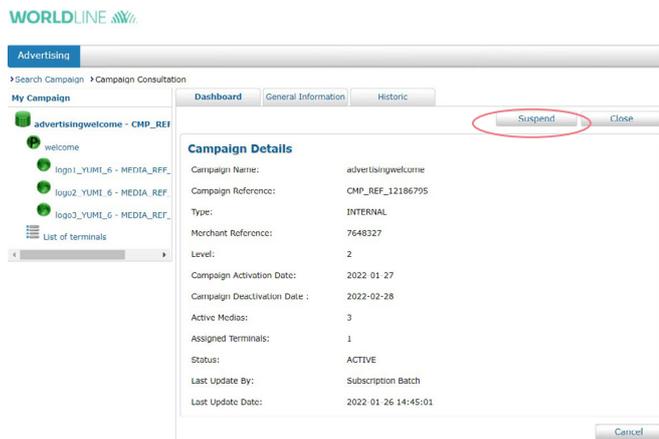
# 6 What are the options to end a campaign?

## 6.1 SEARCH THE CAMPAIGN

See chapter 4 page 9.

## 6.2 SUSPEND OR CLOSE A CAMPAIGN

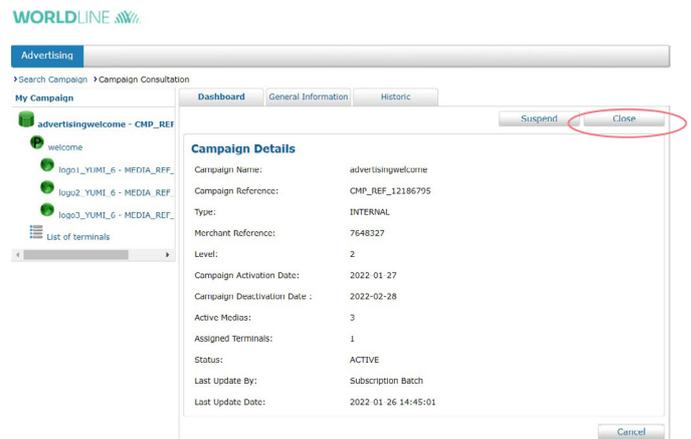
### Suspend



- 1 Go to the campaign level (on the left).
- 2 Select the tab "General Information".
- 3 Push the "Suspend" button.

A campaign which has a "Suspended" status can be activated again by means of the "Activate" button, which appears instead of the "Suspend" button after suspension.

### Close



To close a campaign, there are two methods:

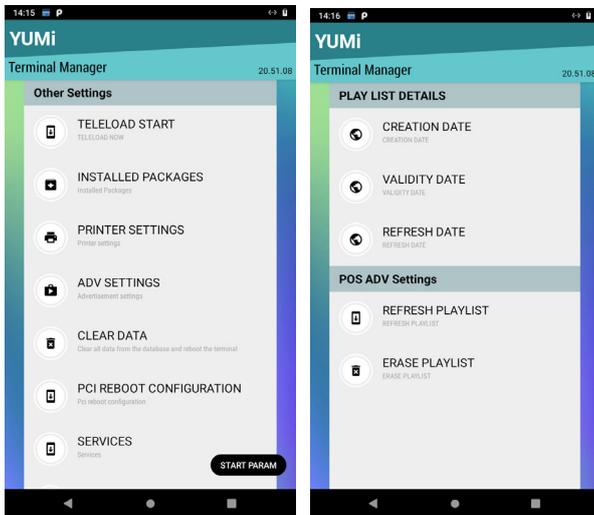
- Update the deactivation date of the campaign, via the "Update Campaign" screen.
- Use the Close button in "Campaign Detail" screen.

- 1 Go to the campaign level (on the left).
- 2 Select the tab "General Information".
- 3 Push the "Close" button.

A campaign which has a "Closed" status cannot be reactivated afterwards.

The campaign is not suspended/closed immediately. The terminal only connects to the server once a day. An immediate campaign suspension/closure can only be done manually on the device and should be done in addition to the suspension/closure in the web portal.

# 7 How to adapt the settings on a YUMI terminal



In order to verify that you have the latest campaign running on your terminal, you can consult the POS Advertising settings page on YUMI. This is also a good way for store personnel that do not have access to the Advertising GUI, to verify POS Advertising campaign details.

- 1 On the YUMI Home page go to "Terminal Manager".
- 2 Choose "ADV Settings".
- 3 The following information is shown:
  - Creation date: The date of campaign creation as done on the Advertising GUI.
  - Validity date: Date until when campaign is running as defined on the Advertising GUI.
  - Refresh date: Date when the last download of images was done on YUMI.
  - Refresh playlist: Allows you to refresh the playlist of images displayed on YUMI, according to the active campaign created on Advertising GUI.
  - Erase playlist: Allows you to delete the playlist of images displayed on YUMI.

# 8 Appendix: Layout of the terminal file to upload



Selected model terminal :



Media Dimension (pixels) : Height : 270 Width : 320

Media Type : Image/jpeg

Size : 5

Colour Depth (bits/pixel) : 24

X  Y  H  W

The predefined terminal file must be a .CSV file.  
The layout of the predefined file is

- A first line equal to "Terminal ID;Activation Date;Deactivation Date"
- other lines with 3 fields separated by ";"
  - the terminal ID
  - the activation date of the campaign on the terminal
    - format YYYY-MM-DD
  - the deactivation date of the campaign on the terminal
    - format is YY-MM-DD

Example:

```
Terminal ID;Activation Date;Deactivation Date
97979771;2014-03-01;2014-03-10
97979772;2014-03-11;2014-03-20
97979773;2014-03-21;2014-03-21
```

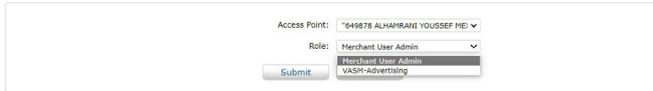


Using the "Export Terminal List" button you can save this terminal list to a .csv file. We are at the end of the document.

You can use this file later to import this terminal list for a future campaign.

# 9 User creation

## Access Point & Role Choice



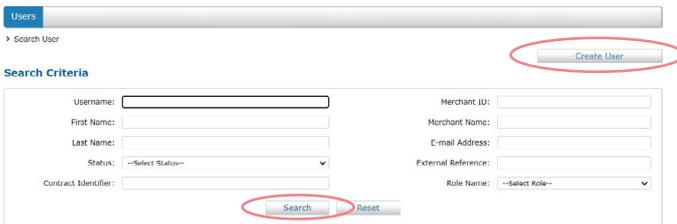
The role “Merchant User Admin” allows you to create a new user account for an employee and allows you to assign the role for campaign creation.

After log-on with your username and password choose your access point & role.

Choose “Merchant User Admin” and click “Submit”.

## WORLDLINE

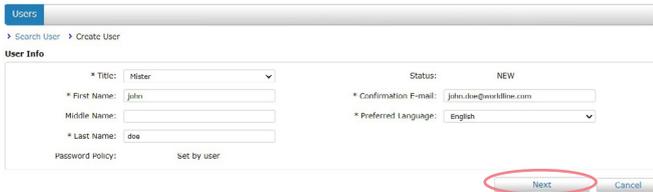
Password expiration: 2022-02-14



Filling out the “Search Criteria” fields, you are able to search for an existing user. Otherwise click on “Create User” button.

## WORLDLINE

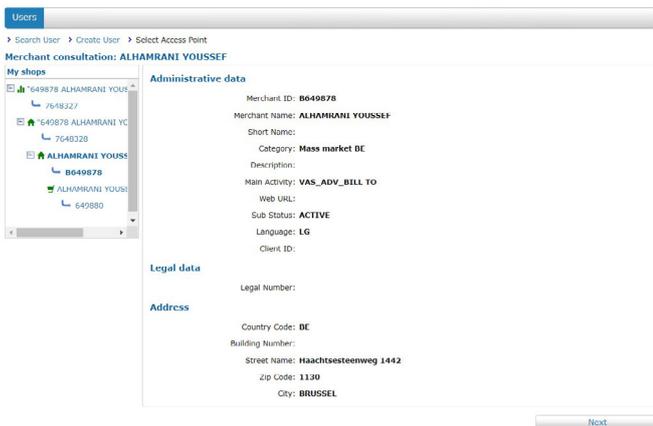
Password expiration: 2022-02-14



Fill out all the mandatory fields and then click “Next”.

## WORLDLINE

Password expiration: 2022-02-14



On that screen you can decide on which level you want to assign the role to the user by clicking on any node from “My shops” (on the left side). Click on “Next”.

WORLDLINE  Password expiration: 2022-02-14

Users

> Search User > Create User > Select Access Point > Add Role

Merchant Name: ALHAMRANI YOUSSEF  
Description:  
Merchant ID: 8649878

Roles

- Market Place Manager
- Payment Institution Manager
- Merchant Transaction Consultant
- Merchant transaction Creator
- Merchant Transaction Manager
- Merchant Transaction Refunder
- Merchant Admin
- Merchant Support
- Merchant Viewer
- Merchant Transaction Validator
- VASM-Advertising
- Merchant Fraud Admin
- Merchant User Admin
- Custom Pages

Confirm Cancel Back

Afterwards you select "VASM-Advertising" role. Click on "Confirm".

WORLDLINE  Password expiration: 2022-02-14

Users

> Search User > Edit User

Access Point/Role pair successfully added

Confirmation e-mail with URL to set password has been sent successfully

Send Activation Link Block User Assign Role

User Info

\* Username: john\_DOE Status: Awaiting Password  
\* Title: Mister \* Confirmation E-mail: john.doe@worldline.com  
\* First Name: john \* Preferred Language: English  
Middle name:  
\* Last Name: doe

User Contact

Address Type: --select address type--  
Sub-Type:  
Contact:

Assigned Access Point/Role Pairs

Access Point	Role	Merchant ID	Action
UNIT/756548024	VASM-Advertising	8649878	Update Remove Access Point

Edit User Cancel

After that, you will see the screen shown on the left.

Confirmation e-mail with request to set a password has been sent to the user.

In order to assign another role to the same user (eg. "Merchant User Admin"), click on "Assign Role".

The user receives after this first role added an email to activate his/her account.

You don't need to wait for the activation of the account. You can click the «Assign Role» Button at the top right to give a new role to a user.

Repeat the step from the sections above to assign the role.

Click "Next" and choose the Role "Merchant User Admin" and click "Confirm".

WORLDLINE  Password expiration: 2022-02-14

Users

> Search User > Edit User

Access Point/Role pair successfully added

Send Activation Link Block User Assign Role

User Info

\* Username: john\_DOE Status: Awaiting Password  
\* Title: Mister \* Confirmation E-mail: john.doe@worldline.com  
\* First Name: john \* Preferred Language: english  
Middle Name:  
\* Last Name: doe

User Contact

Address Type: --select address type--  
Sub-Type:  
Contact:

Assigned Access Point/Role Pairs

Access Point	Role	Merchant ID	Action
UNIT/756548024	VASM-Advertising	8649878	Update Remove Access Point
CG/756548022	Merchant User Admin	7648327	Update Remove Access Point

Edit User Cancel

Once the second role is assigned to the same user, you will see that information on the screen under "Access Point".

Your local point of contact can be found at: [worldline.com/merchant-services/contacts](https://worldline.com/merchant-services/contacts)

