

# New Features and Updates

## Last Update: 16.03.15

All capabilities described in this document, except those for which it is mentioned otherwise, require Zapp of version 270/192



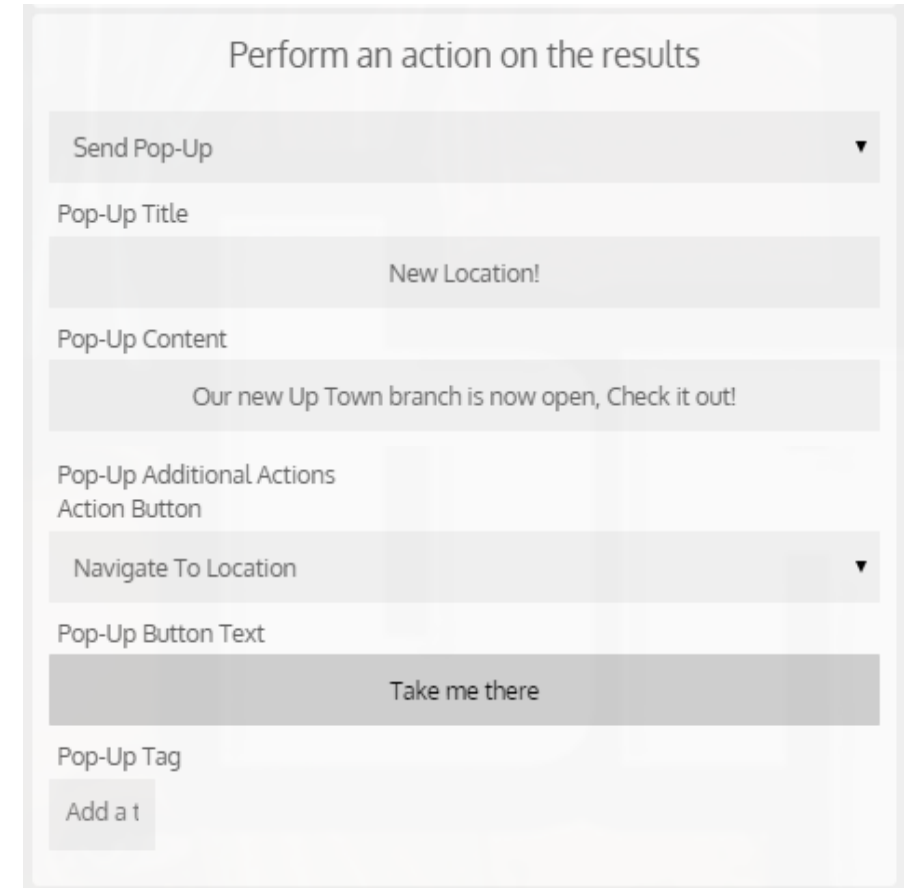
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# Pop Up

Send Pop up messages to your clients through the control Panel!

- This new exciting features enables you to send messages with any content you wish and an action button to your choice!
- The last message sent will always be the one presented (once the client opens the App)
- The Message is presented only upon App opening (and not while App is running open on the device)
- After pressing the Close or Action button on the Pop Up it will no longer be available for view in the App



Perform an action on the results

Send Pop-Up ▼

Pop-Up Title

New Location!

Pop-Up Content

Our new Up Town branch is now open, Check it out!

Pop-Up Additional Actions  
Action Button

Navigate To Location ▼

Pop-Up Button Text

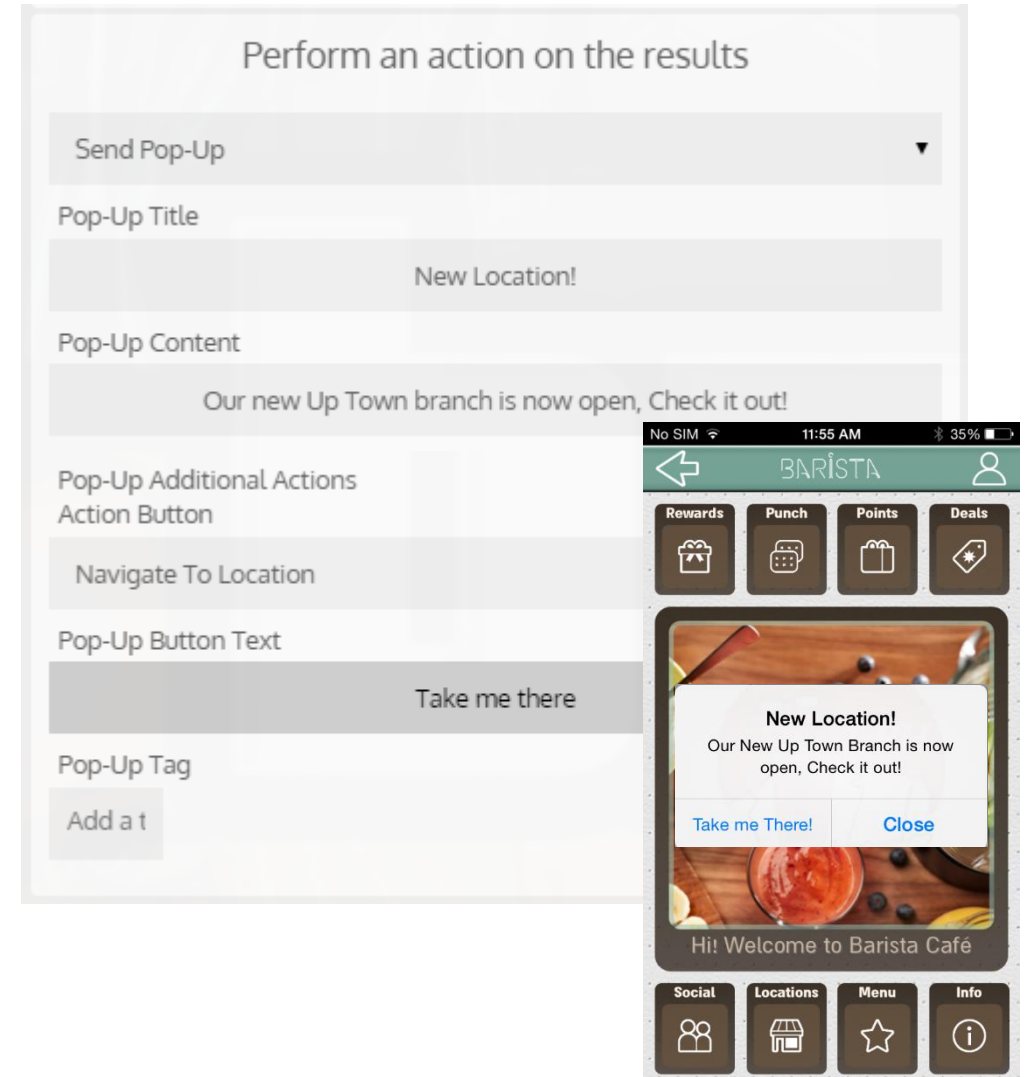
Take me there

Pop-Up Tag

Add a t

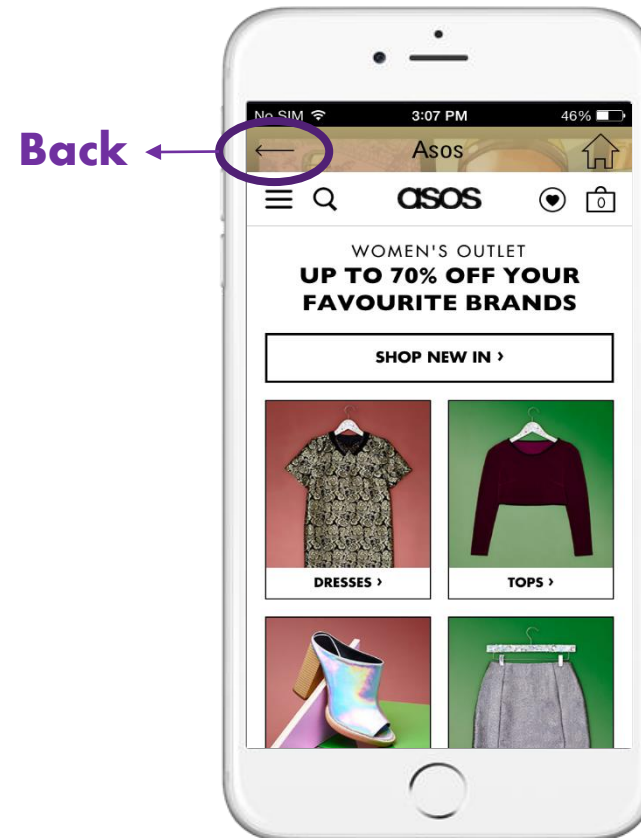
# Pop Up | How To

- Search the client/clients group you wish to send the message to
- In 'Perform an action on the result' select : Send Pop-Up
- Insert the Pop-Up's Title and Content
- Choose an action for the Pop Up's Action Button (all actions are available) and a fitting Text
- The right hand button on the Pop up will always be a 'Close' button



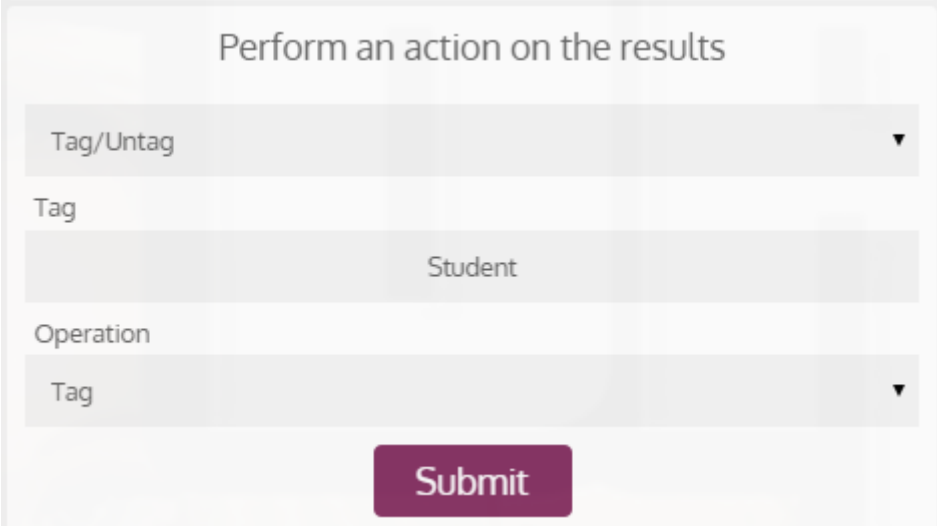
# Web View Integration

- Web Views are now fully integrated in the App enabling to use the App's Back button to navigate inside the web view



# Tags

- A Tag option was added as an action to perform on a user
- Go to Dashboard-> Find Customers/Filter Customers -> Search/Filter the relevant client/clients group
- In 'Perform an action on the result dropdown menu select "Tag/Untag"
- Insert the wanted Tag
- Select an operation: Tag



The screenshot shows a web form with the following elements:

- Title: Perform an action on the results
- Dropdown menu: Tag/Untag (with a downward arrow)
- Text input field: Tag (containing the text "Student")
- Dropdown menu: Operation (with a downward arrow)
- Submit button: Submit

# Tags & Special Displays

- You can use tags to display special things to special people! Adjust the welcome screens displays according to Tags
- Tag the welcome screen as you tag the user:
  - A user with Tag A will only see welcome screens with tag A or without a tag. (He will not be able to see screens with tag B!)
  - A user / welcome screen are **NOT** limited to one tag only- both can be tagged with few tags
  - If a welcome screen is tagged, only users with that tag will be able to see it (User with no tags will be able to see only welcome screens with no tags)

Welcome Messages ✕

Title  
Special Deal For Students! (26 / 30)

Requires joining the club?  
Yes ▼

Item's Status (hidden items won't be published)  
Publish ▼

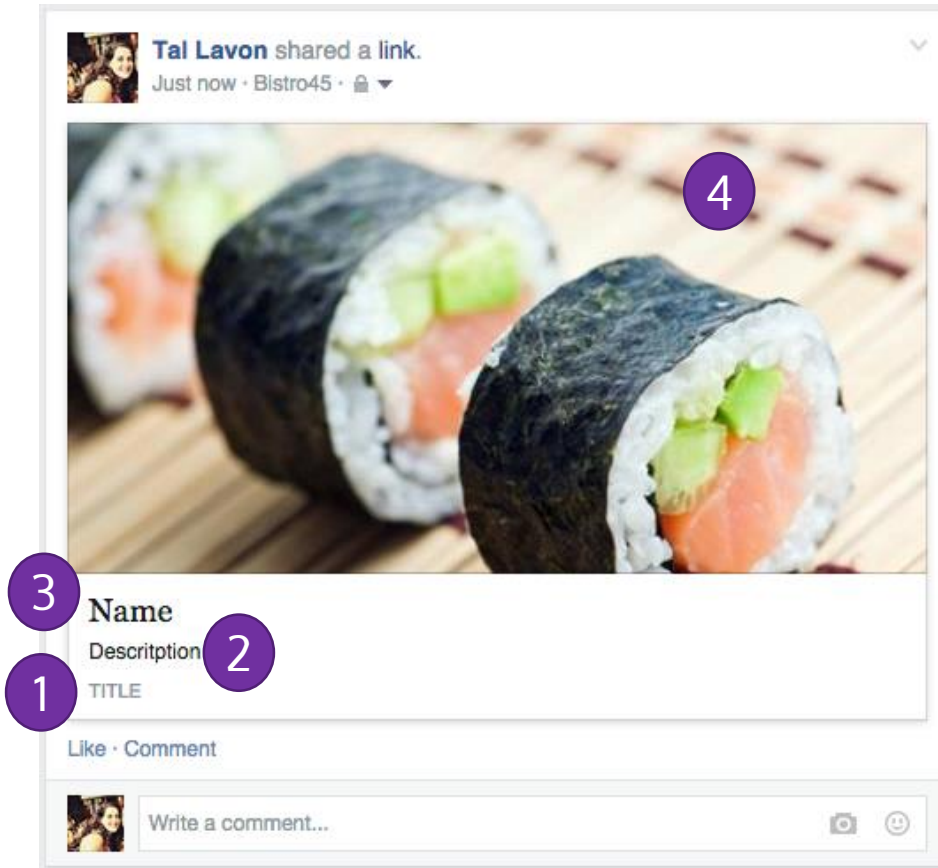
Type and hit enter  
Student tags\_placehol

Action Button ▼

Save

# Share Content

- The Share Content Action button enables to share any content you choose from any action button in the App!



Action Button  
Share Content

Share Post Title  
The post title 1

Share Post Description  
The description of the post 2

Share Post Link  
The link shared – destination when clicking the post

Share Post Name  
3

Share Post Picture  
Select an Image for your post  
Choose Image 4

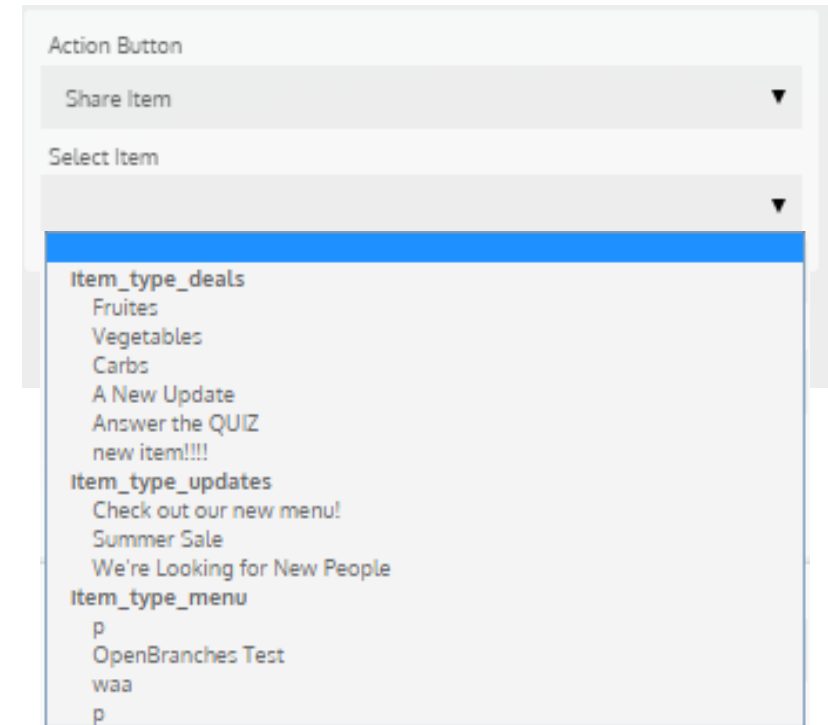
Filter by Tag  
Add a t

Save



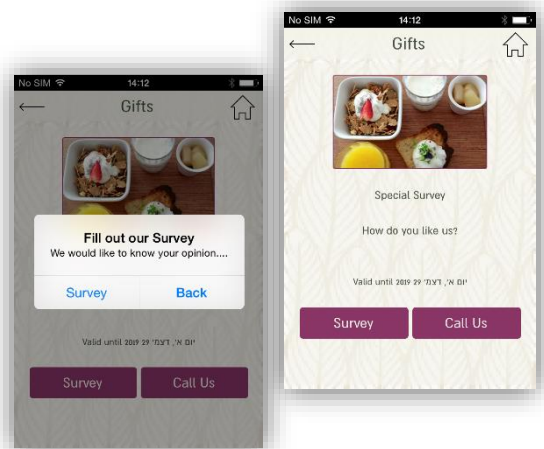
# Share Item

- Share item to your choice from any place in the App by adding a share item as an action button
- Currently the action will share the image of the selected item only, the text and link are the same ones used on the default share button



# Generic Actions in the Redemption Screen

- Two action buttons were added to The gift redemption screen:
  - Right button- performs any action to your choice
  - Left button - performs redemption+ any action to your choice
- Pop-up – Add popup text (freely) to the left button announcing the user when clicking it that it also performs redeem action

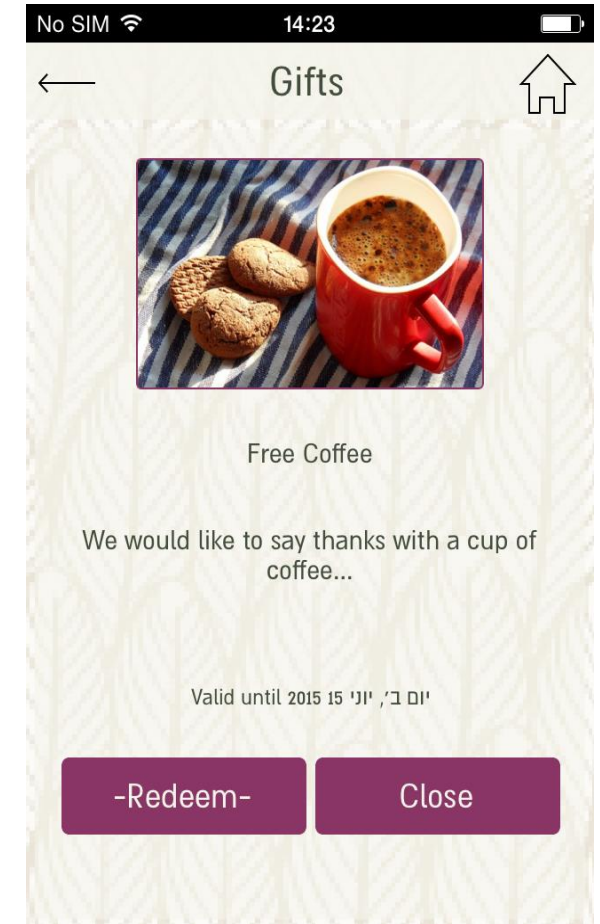


Left Button
Survey
Left Button Action Action Button
Open App Screen
App screen to open
Survey
Redeem Action Popup Title:
Fill out our Survey
Redeem Action Popup Content:
We would like to know your opinion....
Right Button
Call Us
Right Button Action Action Button
Call Us
Phone Number
123456
Back
Save

# Generic Actions in the Redemption Screen

- Default values - if nothing is selected in the action buttons the default will be as in the Image on the right
- Example for usage: Use the gift platform to send any item you wish to specific users without publishing for all.

For example, send a survey to specific segment of your users- create a "gift" linking to the survey from it's left action button. Pressing the right button will lead them to fill out the survey and also trigger "redeem" so that it will move to archive. Send it to specific type of users



# HTML View in Registration Form

- New HTML field was added to the registration form available fields.
- This field allows you to implement html content in the registration form such as free text or an image.
- Can be used for example as an explanation of the next fields, short terms of use, Implementing a logo or a photo in the registration form, etc.

**Edit Field** ✕

📍 Edit a Registration Form field

Field Type  
HTML View ▼

Title 1 Optional description 2

Insert HTML Here: 3

Allow updating the field after registration  
Yes

Required  
No

Item's Status (hidden items will not be published)  
Publish

**Registration Form**

1 Title 3  
HTML content

2 Optional description

Job  
▼

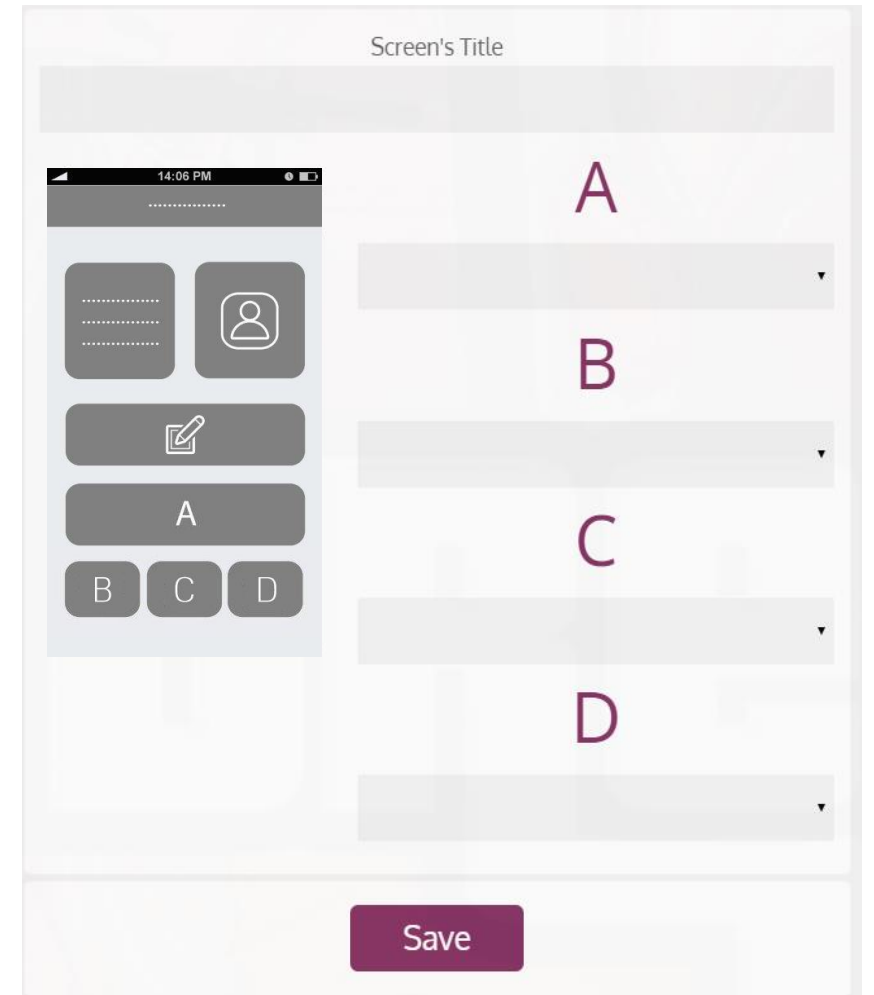
Company  
▼

I agree to the terms of use \*   
Agree to [Los Pollos Hermanos's and Keeprz Terms of use](#)  
This is non-updatable

First Name  
\_\_\_\_\_

# New Generic Screen for Client's Profile

- A new generic layout is available for the Client's Personal Profile
- This layout enables to select an Action for the second wide tile making four different action buttons available for your choice
- In this layout the wide tile marked with the letter 'A' will always be presented with text (instead of icon or image)

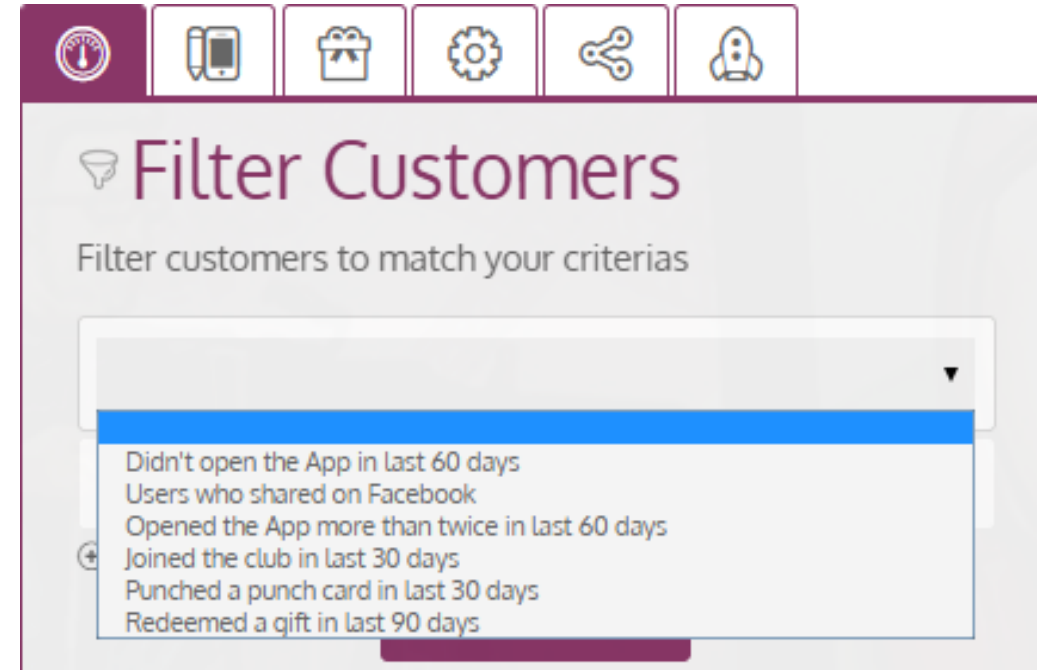


# Navigate to Location

- New option added to Action Button: Navigate to Location
- When the business has more than one location, pressing the button will lead to the location list screen
- When there is only one location it will automatically open the navigation application (Map/Waze etc.)

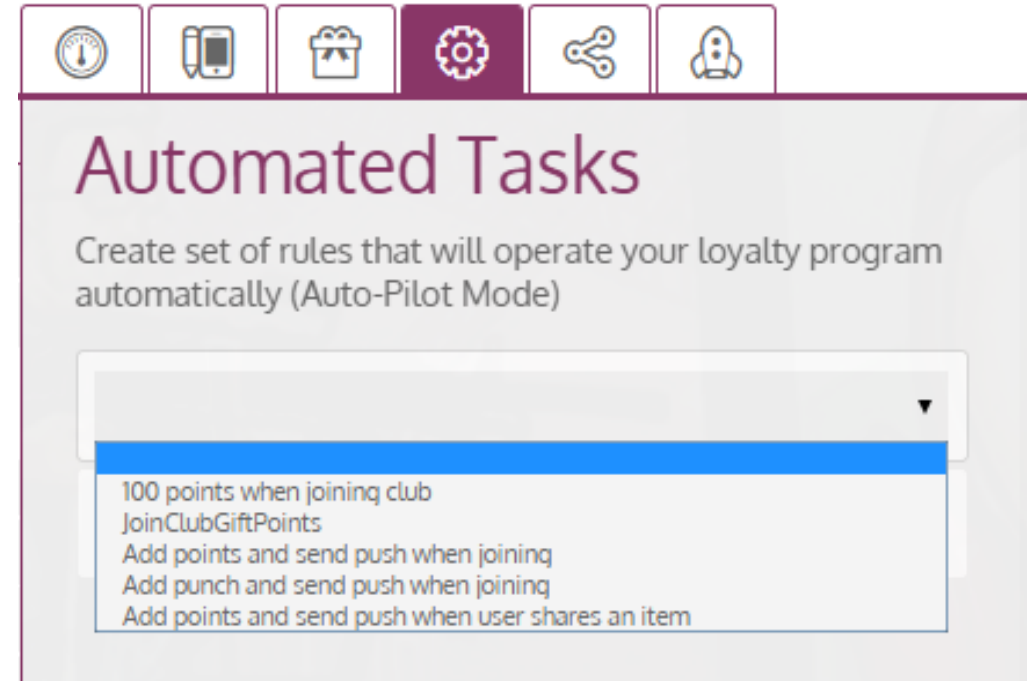
# Filter Rules Presets

- Commonly used Filter Rules are now available as presets
- Select the preset rule from the drop down list at the top of the filter customers screen
- The filter fields will be filled automatically, if there is a specific asset to be added to the filter rule - add it manually



# Automation Rules Presets

- Commonly used Automation Rules are now available as presets
- Select the preset rule from the drop down list at the top of the Automated Tasks screen
- The automated task fields will be filled automatically, if there is a specific asset to be added to the automated task rule - add it manually





# Coming Soon....

- Performing Filtering and Automation Rules according to sum of purchases
- Expanding the capabilities of using Tags in the system
- QR functionality – new actions to be done using QR scanning
- SMS! Sending SMS to clients using Keeprz Management Panel