

Freed@

Live life smart

**Open your
business
to a new
digital market.**

Powered by

Telkom

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What is Freed@?

Freed@ is a first-of-its-kind portal bridging the gap between you and your future market by rewarding the consumer for engaging with content that you've produced - like surveys, ads and more. It is zero-rated for Telkom mobile users and available to everyone.

How does it work?

Producers can create/edit their company page at any time. The company page serves as their home page. Creating a company page is free.

You can create/edit the following on your company page:



Company Logo

What the company looks like.



Tags

To filter the search and assist in finding the business.



Company Address

Where the company is located.



Social Media Links

Links to the company social media pages.



Specials/Events

Add up to five specials or company events.



Company URL

Access to the company website.



Industry

Assists in filtering company offering.

Billing

The producer gets an opportunity to check their account overview and transactions. These will include transactions like funds used for creating adverts and surveys. However, these will only be reflected once a customer views an ad or completes a survey.

Each of these allows for ease of access to the company's information and more.



Account overview

How it works

Account overview:

Producers can view their total wallet amount and the secondary wallets that make up the total funds; this includes the following:



Unassigned budget

Funds not yet allocated to any ads or surveys.



Reserved video ad

Funds allocated to a video ad.



Reserved image ad

Funds allocated to an image ad.



Reserved survey

Funds allocated to surveys.

Uploading money:

Producers can upload money to Freed@ using their credit/debit card - this will take them to a secure payment gateway to complete the transaction. When the transaction is completed, the funds will reflect in the total wallet and the unassigned budget.

Request withdrawal:

Producers can request a withdrawal from support. A ticket will be created to assist the producer in transferring the funds to the producer's account. Only the unassigned budget can be withdrawn. If the producer wishes to withdraw all the funds, all ads and surveys need to be deactivated and removed.

Spend overview:

Bar graph with the monthly spend on ads and surveys.

Transactions:

A producer can select a specific period and divide the transaction in five categories: all transactions, image ads, video ads, surveys or deposits. Transactions are aggregated daily and displayed. A producer can download the transaction history as a PDF document.



Manage ads

How it works

Current adverts:

The current adverts page is used to view the current image and video ads published, producers can change the status of the ads to activate or deactivate the ads, change the budget and duration of the ads, and remove the ads. Five image and two video ads can be published at a time.

Upload an advert:

Uploading an advert takes six steps:



Upload your ad

Select uploading an image ad for R0,50 and a maximum of 1MB* or a video ad for R1,50 and a maximum of 3MB*.



About your ad

Fill in the name of the ad, describe the ad, select an industry and select tags.



Audience

A producer can opt to push the ads to every consumer or target according to the location (national or in kilometres, in increments of five), gender (all, male, female, other) and age (all ages, specific age from 18 - 65+).

The consumer will not pay to view the adverts.



Duration and budget

Select days of the week the ads must run, the start and end date and how much budget needs to be allocated to the specific ad. Potential views are then shown to the producer, according to budget allocated.



Quiz

The producer has to create a quiz question relating to the ad with one correct answer and three incorrect answers to ensure a captive audience base.



Summary

View all information to verify if it is correct and publish the ad.

*Sizes subject to change. Consumers do not pay or use data to use the platform, hence size restriction.

How it works

Creating an ad:

Creating an ad follows similar steps to uploading an ad, accept for two steps:



Select a template

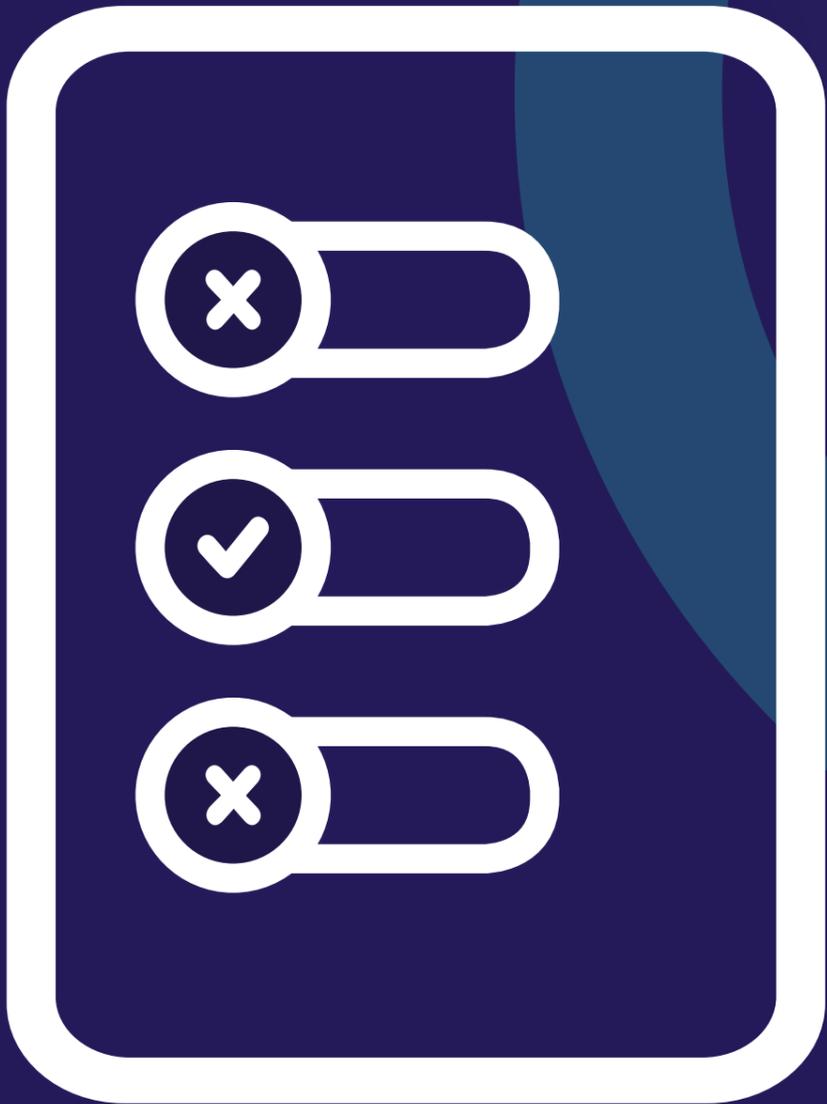
A producer can choose from two pre-made templates to create an advert.



Set up your advert

The producer can type a heading for the ad with 20 characters, extra information with 50 characters and change the font, size, and colour of the text. The producer can change the background of the advert to 12 pre-selected colours. The producer can select a stock image from the platform or upload their own image with a maximum size of 1MB*.

*Sizes subject to change. Consumers do not pay or use data to use the platform, hence size restriction.



Create surveys

How it works

A producer can create a 10-question multiple choice survey to gain valuable insights from consumers.

Producers navigate to “Manage surveys” tab on the left to create and view their current surveys. The current survey page is used to view the current survey posted, producers can change the status of the survey to activate or deactivate the survey, change the budget and duration of the survey and remove the survey.

A survey is created in five steps:



'About' survey

A producer names the survey and describes it using a maximum of 140 characters. They then select if they want the survey to be posted in their name or anonymously.



Survey questions

A maximum of 10 multiple choice questions with 140 characters and a minimum of two and maximum of four answers per question. Producers can store a survey as a draft to continue later.



Selecting audience

A producer can opt to push the survey to every consumer or divide the data according to location (national or in kilometres in increments of five), gender (all, male, female, other), race (asian, black, coloured, indian, white, other) and age (all ages, specific age from 18 - 65+).



Select duration and budget

Select days of the week the survey must run, the start and end date and how many surveys they want to push to consumers.



Summary

View all information to verify if it is correct and publish the ad.



Insight dashboard

How it works

Producers navigate to the reports and insights tab on the left to view the data from the company page, image ads, video ads, and surveys. All data is divided into age, race and gender. The information in the dashboard can be downloaded as a PDF document.

Company page data:



Company page views

Number of consumers that visited the company page.



Website visits

Number of consumers that click on the website link.



Google Maps clicks

Number of consumers that used Google Maps to find the store.



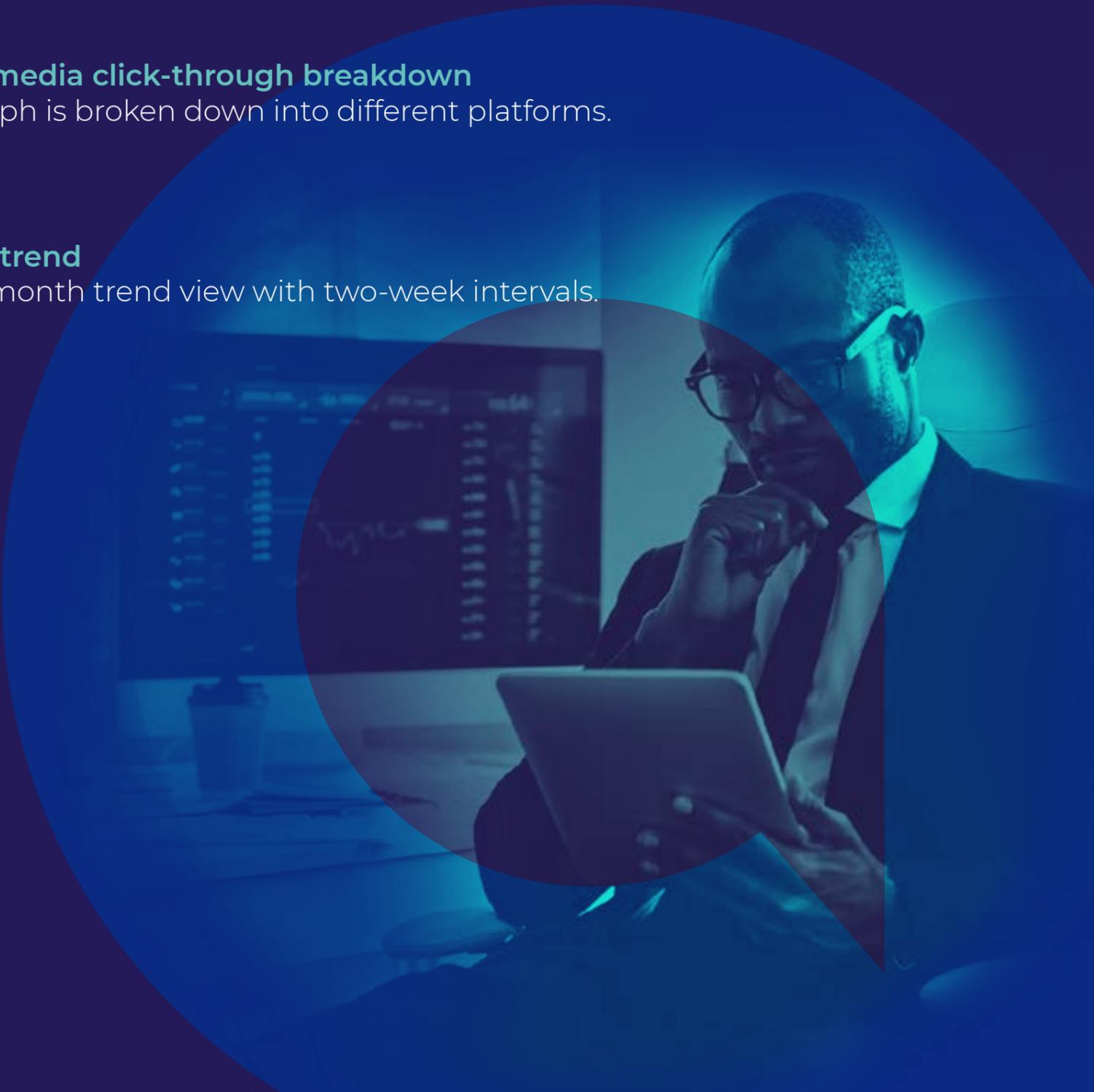
Social media click-through breakdown

Bar graph is broken down into different platforms.



Follow trend

Three-month trend view with two-week intervals.



How it works

Producers navigate to the reports and insights tab on the left to view the data from the company page, image ads, video ads, and surveys. All data is divided into age, race, and gender. The information in the dashboard can be downloaded as a PDF document.

Image and video ads:



Number of views

Number of consumers that viewed the ad.



Completion number

Number of consumers that watched the ad, rated the it and completed the quiz.



Drop-off number

Number of consumers that only viewed the ad and left.



Quiz question answers

Pie chart with percentage of correct and incorrect answers, as well as a bar chart with answers selected.



Thumbs up and thumbs down rating

Bar graph of consumers that rated the ad a thumbs up or down as well as the reason.

Surveys:



Surveys completed

Showcasing the total number of surveys completed.



Survey answers broken down per question

Showcasing the survey answers as a bar graph per question.



Producer support

How it works

The producer has access to two support pages namely: pre and post-login support pages.



Pre-login contact support

A producer can insert their email address and describe the query in 500 characters.



Post-login contact support

The contact support page can be found on the left tab of the producer portal. Producers can log a request that will be sent to a Freed@ support email address for assistance. Producers first have to select a relevant category they require assistance with.

The following categories are currently on the support page: Company page, Manage ads, Manage Surveys, Reports and Insights, Billing, My Profile, Other.



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