# Freed@
## Live life smart

# Producer
# User Guide

Powered by

**Telkom**

# What is Freed@?

Freed@ is the first of its kind lifestyle app that allows users to perform a range of activities in a fun gamified way. You, as a business, can create and upload your content onto the app to advertise your products and gain insights on your potential customers.

You can create your custom Company Page for users to view, image and video ads to advertise your business, and surveys to gather data on your target market. Freed@ incentivises users to interact with your content by giving them T-Coins, the Freed@ digital currency, when they view and complete your ads and surveys.

Users can redeem their T-Coins by entering competitions on the app where they stand a chance to win a prize. Sign up for free on the app and begin creating content to uncover the business value of this new and exciting app.

Access the app via Business.freedat.co.za

# 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 can be spliced into age, race, and gender. The information in the dashboard can be downloaded as a PDF document.

## Company page data:

**Marketing**
Promote your brand through creating custom ads.

**Data and Analytics**
Better understand your customers through data and analytics.

**Market Research**
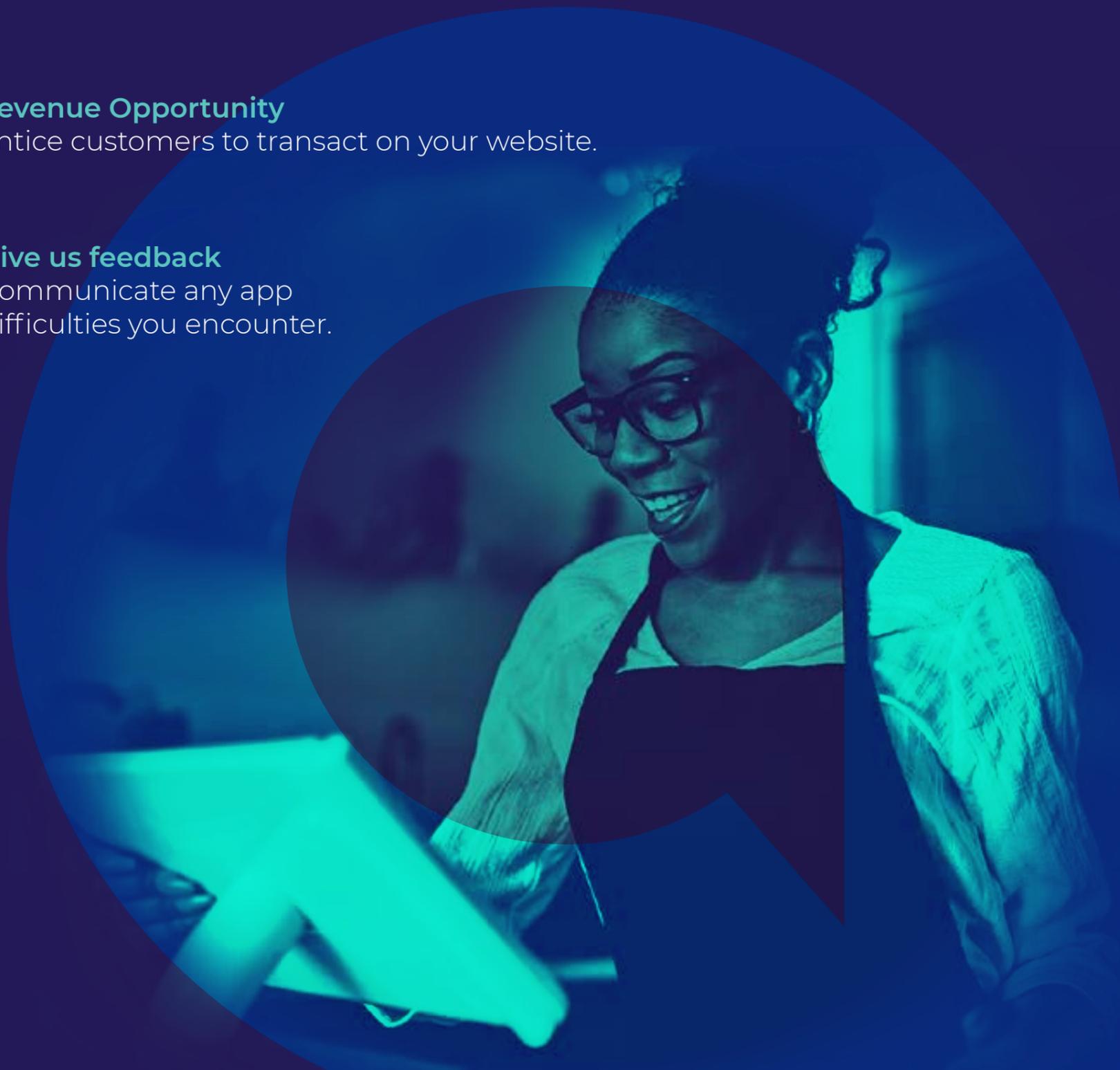Collect data on your target market through surveys.
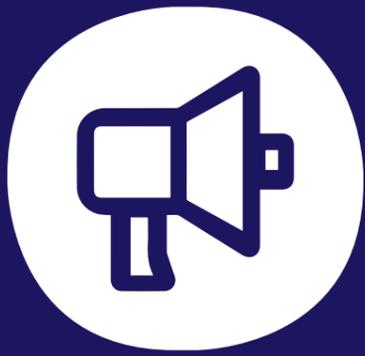
**Revenue Opportunity**
Entice customers to transact on your website.

**Give us feedback**
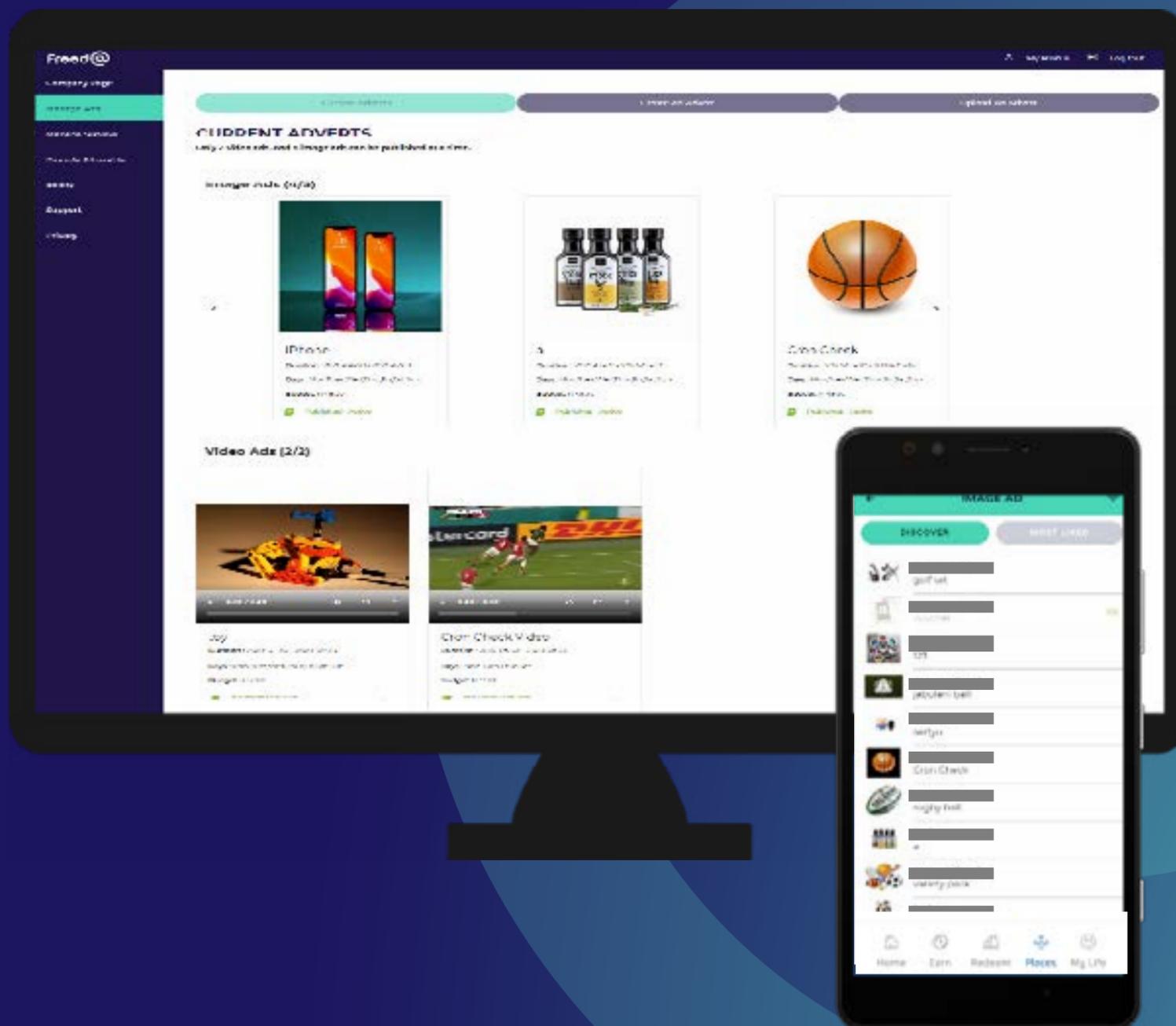Communicate any app difficulties you encounter.

# Marketing

Market your business by creating ads for users to watch and engage with. Users are incentivised to view your image and/or video ads, answer the related questions and rate the ads by earning T-Coins for completing ads. Your ad can be targeted to users based on their age, gender and location, allowing you to create relevant ads for your target audience.

**In order to take advantage of this marketing opportunity, you can:**

· Navigate to "Manage Ads" on the left menu

· In the "Current Ads" tab, view the image and video ads you last created

· Either create your ad on the app using the available templates or upload a pre-made ad

· To create an ad, select the "Create an Ad" tab and complete the steps

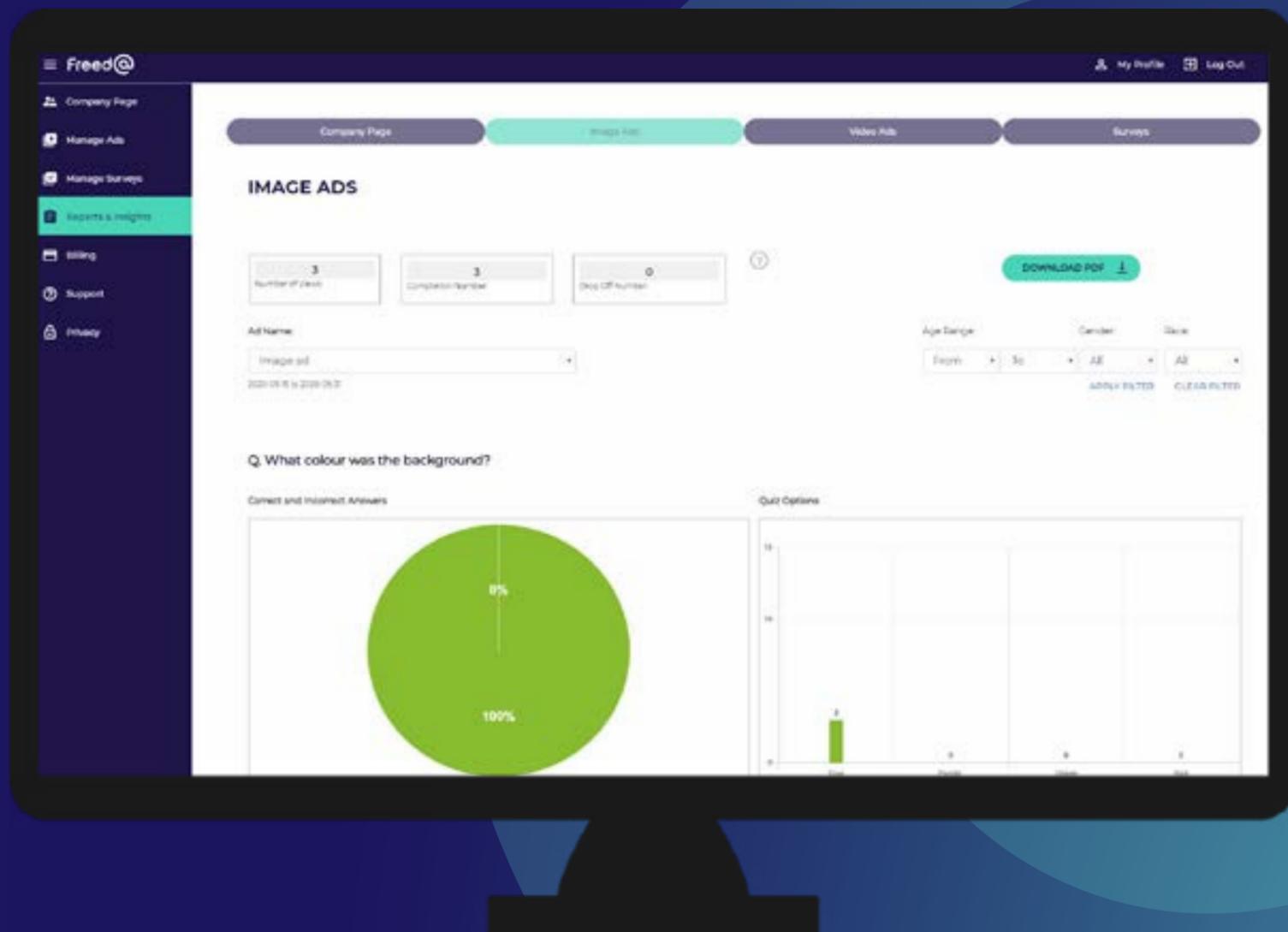· To upload an ad, select the "Upload an Ad" tab and complete the steps

# Data and Analytics

Receive insights on users' interaction with your content to better understand your customers. You can gain insights on your content by viewing statistics of how users are interacting with your Company Page, Image Ads, Video Ads and Surveys. View your data in prebuilt dashboards where you can filter for the content that is important to you.

**To view and download your insights, follow the following steps:**

- Navigate to "Reports & Insights" on the left menu

- Select the relevant tabs to view the statistics for your Company Page, Image Ads, Video Ads and Surveys

- Download each view by clicking the Download PDF button

- On each screen, select the relevant filters you want to apply, such as the ad or survey name and the demographics you want to see
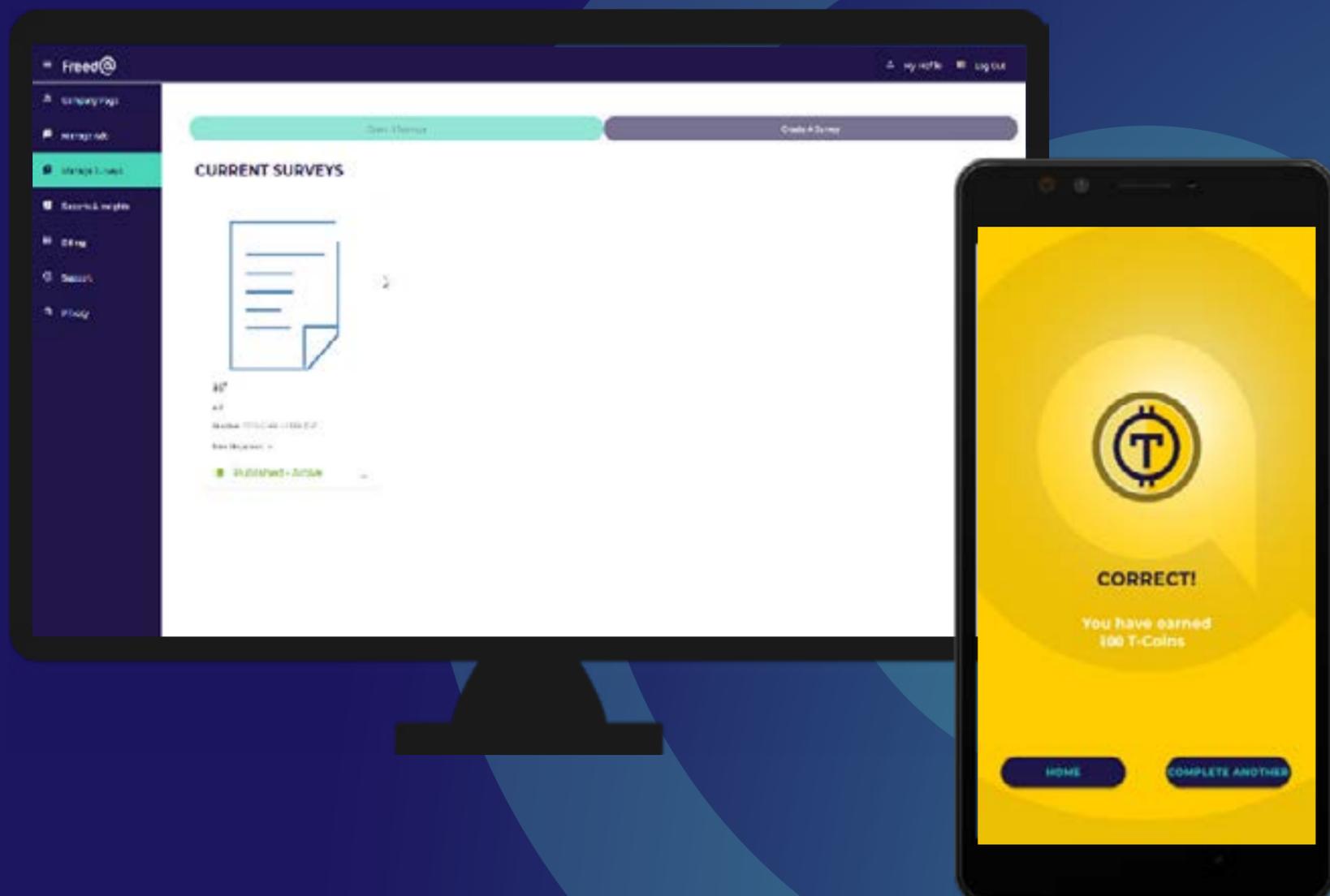
# Market Research

Create surveys to conduct your market research through this app to easily reach your required target market. Your survey can be targeted to users based on their age, gender, race and location, allowing you to gather relevant data from your target audience. Users are incentivised to complete your survey by earning T-Coins, to ensure many responses are received for your surveys.

**Follow these steps to create your survey:**

- Navigate to "Manage Surveys" on the left menu

- In the "Current Surveys" tab, view your created surveys

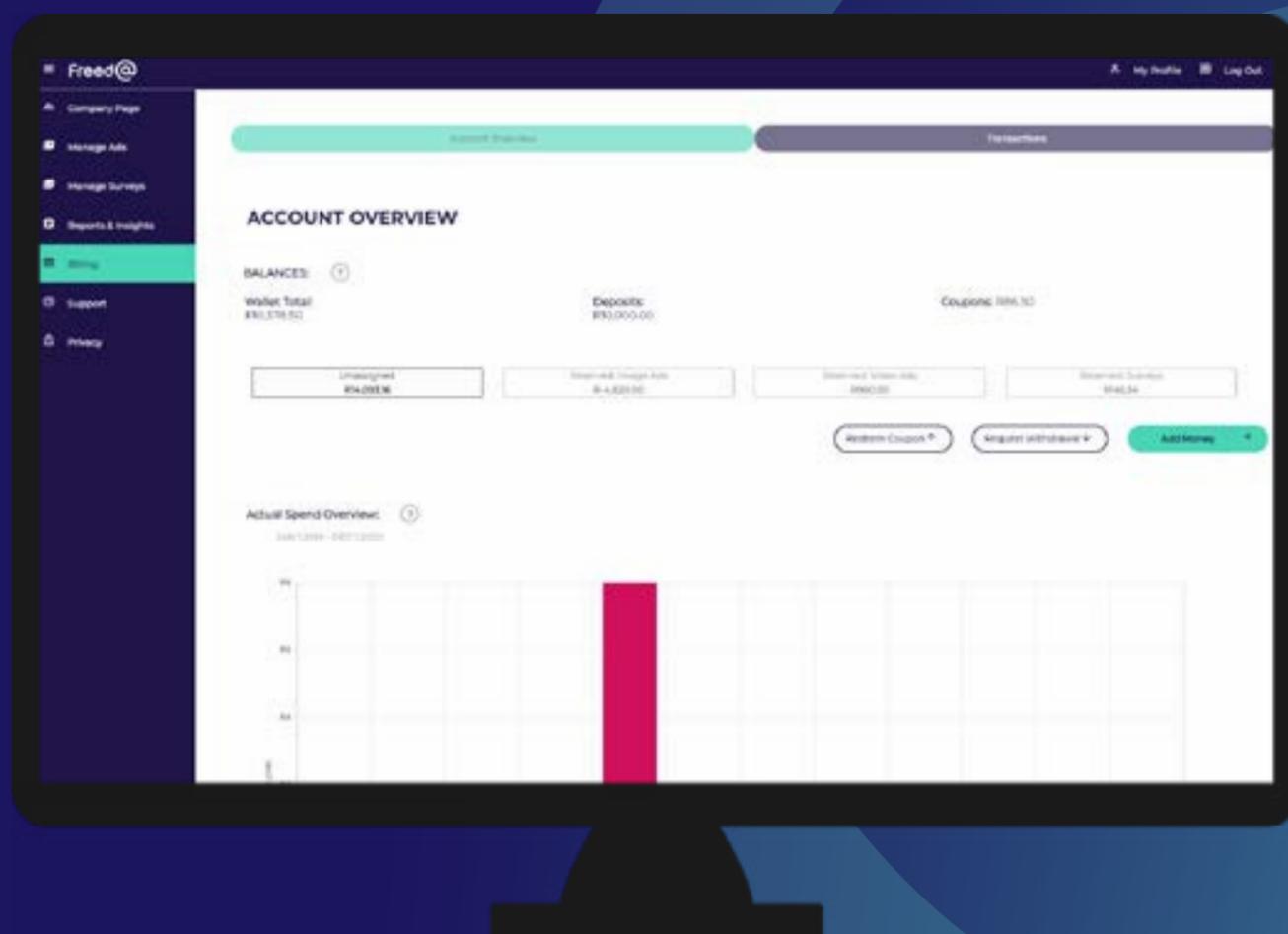- To create a survey, select the "Create a Survey" tab and complete the steps

# Manage your Spend

You can easily manage and control how much you spend on the app in the billing section. Load money into your wallet and reserve amounts for your image ads, video ads and surveys when you create them. After you have deleted your ads or surveys, any money remaining in the reserved amounts will be made available to reassign. You will be charged in real time to allow for continual monitoring of your funds. When a user completes your ad or survey, you are charged 50 cents for an image ad, R1,50 for a video ad, and R3 for a survey. If a user watches your image ad or video ad and does not complete the related questions, you are charged less.

**To manage your funds complete the following steps:**

- Click on "Billing & Subscription" on the left menu
- In the "Account Overview" tab, view your wallet balances, upload more money into your wallet by clicking the "Add Money" button and withdraw money by clicking the "Request Withdrawal" option
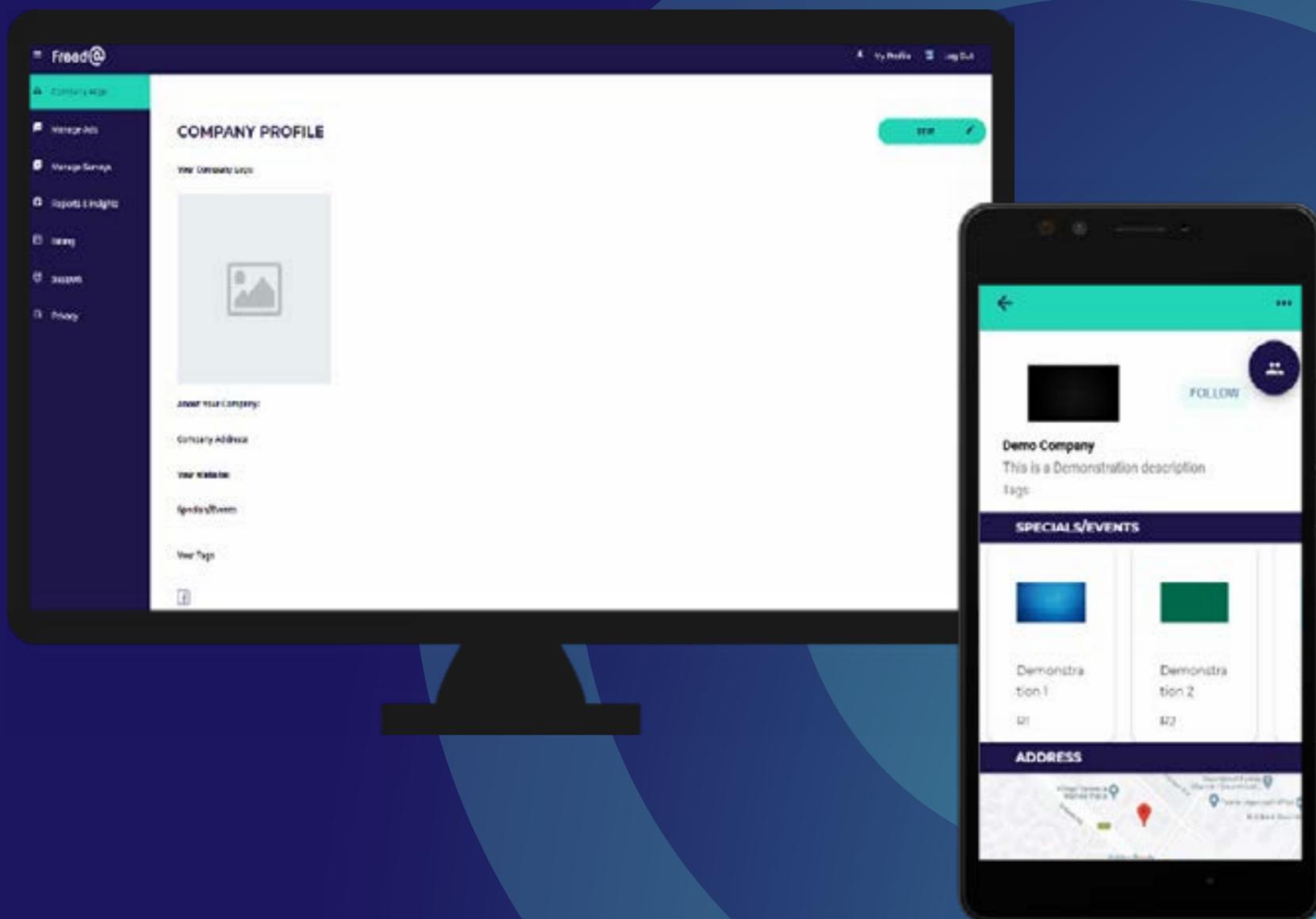- In the "Transactions" tab, you can view and download your previous transactions on the app

# Revenue Opportunity

You can gain extra revenue when users view your Company Page and navigate to your website or social media sites to purchase your products. When users view your company page they will be able to view any specials or events you have created, click through to your company website, view and navigate to your physical address, navigate to your social media pages, and follow you on the app to frequently view your page.

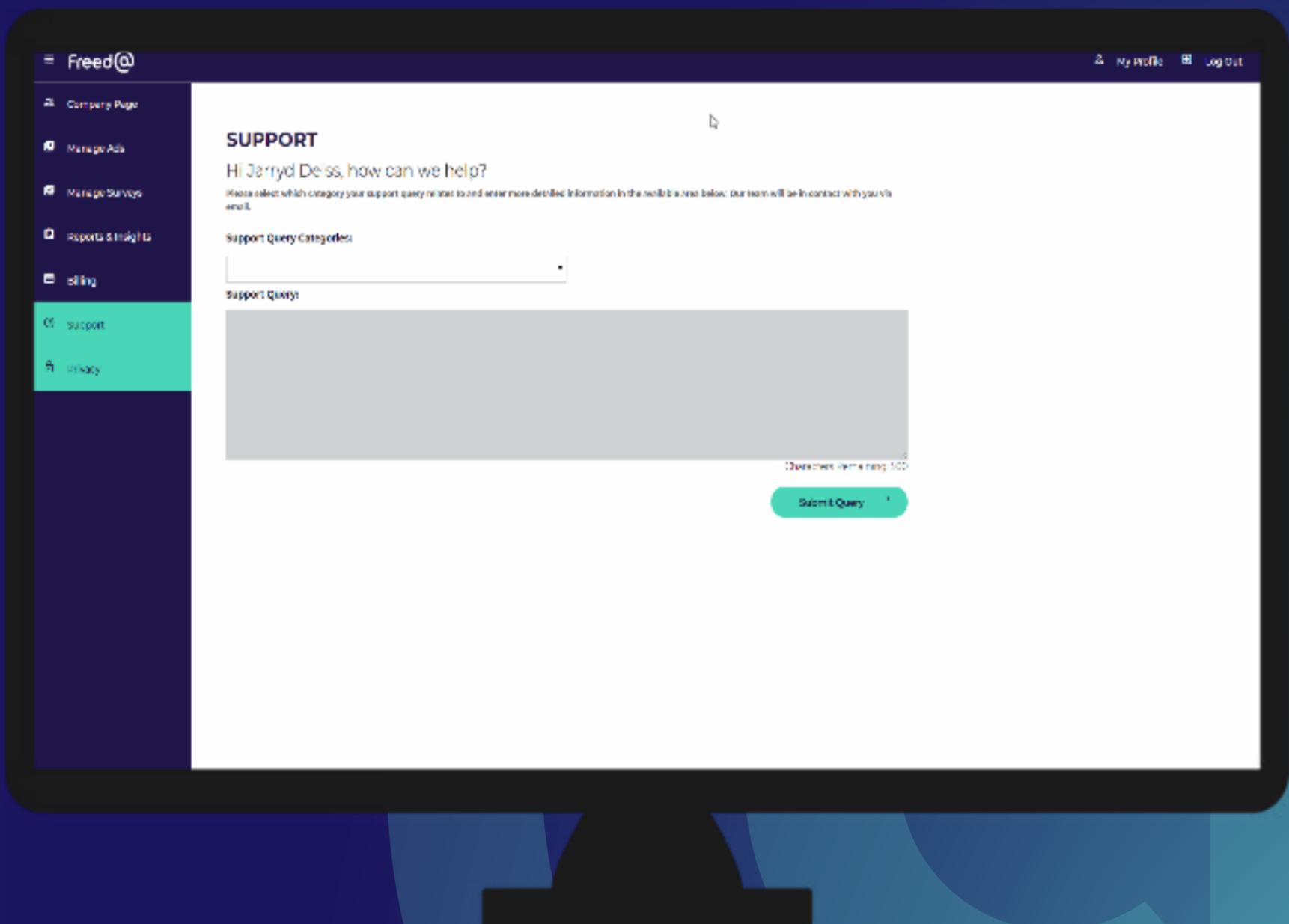**Set up your Company Page to increase your revenue earning potential by:**

- Clicking on "Company Page" on the left menu
- Completing all the fields

# Give us Feedback

Please explore the app and use all the functionalities mentioned above and give us your feedback on your experience. If you find any defects in functionality or don't like the user experience of anything, you can let us know by logging support messages. Navigate to support by clicking on "Support" on the left menu. When logging your support message, select the relevant category related to the functionality you are commenting on.



If you cannot submit a support message for some reason, contact us directly on Freedatsupport@Telkom.co.za