

MOBILEROADIE™

Welcome to Mobile Roadie Pro

mobileroadie.com

Welcome

The purpose of this manual is to acquaint you with the abilities you have as a Pro customer, and the additional enhancements you'll be able to make to your mobile app.

Getting Started

- You'll receive login credentials to access your own CMS, where you will be able to create, manage, and launch your Mobile Roadie apps.
- Updates you make in the CMS will update content and theming in your app in real time.
- An iPhone and Android app are included with the Mobile Roadie platform. Mobile Roadie is responsible for all tasks associated with submitting your app to the app stores and ensuring a smooth launch. If you have special requirements for launch, please discuss with our support team.

Accessing your CMS

The Mobile Roadie CMS, or Content Management System, is how you can setup and manage your apps. It is built and maintained by us, and the majority of the changes you make there will be updated immediately in your apps.

How do I access the CMS?

Visit <http://mobileroadie.com> and click "log in" in the top right of the site. Use the email address and password you used at sign up or that we've provided to you. You can reset your password if you've forgotten it from the login page, or ask us for assistance.

Where do I find things in the CMS?

Dashboard — Your landing page, this is where we guide you through remaining actions to launch your app! Once your app is live, this is where we'll give you tips on marketing your app.

Build — This area is where you add sections to your app, and populate those sections with content.

Design — This is where you configure the design of your app. If we're creating a custom theme for you, we'll handle the majority of this for you! This is also where you can choose the order of your section buttons in Arrange Sections. We also provide a [PDF guide](#) to understanding your Homescreen layout.

Manage — App Vitals control how your app is seen in the Apple and Google app stores. Please set this up as early as possible to avoid delays in launch.

Engage — Once your app is live, this is how you're promote your app and increase engagement with your users.

Analytics — Once your app is live, get important stats on how well it's doing in a variety of areas.

Receiving Help

Gold Support

Part of being a Pro means that we prioritize all of your support requests so you'll receive a response within 24 hours.

For receiving help, we recommend the following:

- Make use of tooltips and help areas right in the CMS.
- Click the "Help" tab from within your CMS to search our knowledge base, start a chat, or submit a support request.
- Access our Help Center directly to search our knowledge base or submit a support request, available at <http://support.mobileroadie.com>

Account Management

An account manager will be made available to Pro customers to assist with any upgrades or custom work requests. Please reach out to accounts@mobileroadie.com if you haven't yet been introduced.

iPad, Mobile Web & Add-Ons

iPad

The ability to create an iPad app is only available to our Pro customers. Interested in iPad? Contact your account manager or sales representative to discuss, and click the Upgrade button in your CMS when you're ready.

Once iPad has been purchased and added to the account, you can begin building your iPad app.

- Content will be automatically used from the Build section of your CMS. Some sections, such as Features, will require larger image assets. Some sections are not available for iPad at this time
- Visit Design > iPad to adjust Home Styles, Widgets (dynamic home screen navigation elements), Interior Navigation, and Backgrounds for sections. Existing theme data should carry over from your smartphone selections, but it's a good idea to visit these areas to make sure your iPad app looks the way you'd like it to.
- Visit Manage > App Vitals to upload an iPad Loader Image (2048x1536)

Submitting your smartphone apps will also submit for iPad. If your smartphone apps are already live, please let our Support staff know when you're ready to submit just your iPad app.

Mobile Web

In order to support devices other than iPhone and Android, we also generate a mobile-optimized website based on the content and theming you provide for your native Smartphone apps. All Pro customers automatically receive a complimentary mobile website for their app.

- To access your mobile website, log in to your CMS, and go to Manage > App Vitals to look for your Mobile Website URL. You can distribute this to Windows and Blackberry users, or provide a redirect from your existing site.
- You can also choose to turn off Mobile Web from this location by selecting "No" from Site Live and saving.
- Have a Google Analytics account? Provide the ID for the account here to track analytics for your mobile website.
- Visit Design > Mobile Web to adjust Home Styles and Backgrounds.

Other Feature Add-ons

The following add-ons are only available to Pro customers. Please contact sales@mobileroadie.com or your account manager to discuss pricing of these features and receive more information about them:

- Geofencing
- Interactive Maps
- In-App Purchases

Mobile Roadie Connect

Though we do some previewing in the Design area of the CMS, these aren't completely accurate nor do they represent the experience your users will have inside of your apps.

Because of this, we've created free apps for iPhone, iPad, and Android that will allow you to preview your apps right on your own device to see them how your users will see them. These apps are called Mobile Roadie Connect.

You can search for "Mobile Roadie Connect" within the iTunes App Store or Google Play Store on your device, or visit the links below:

- To preview your iPhone app on an iPhone or iPad — <https://itunes.apple.com/app/id418665943?mt=8>
- To preview your iPad app on an iPad only — <https://itunes.apple.com/us/app/mobile-roadie-connect-for/id529997945?mt=8>
- To preview your Android app on an Android device — https://play.google.com/store/apps/details?id=com.mobileroadie.app_1219

Or, use the links from <http://mobileroadie.com/apps/mobileroadie>

Categories & Web Views

Categories are a way of compartmentalizing content into separate buckets to organize your app. You can create categories to either be global, or just within a section.

For example:

Create categories named "Los Angeles" and "New York". Assign part of your photo content to Los Angeles and part to New York. When users visit the Photos section of your app, they'll select between Los Angeles or New York to see just photos from that category.

Or, a more complex example:

Create categories named "Los Angeles" and "New York". Add photo, video, and event content to each of these categories. When users visit the Photos section of the app, they first choose between Los Angeles or New York before proceeding to that set of photo content. Creating a category shortcut section to the Los Angeles category will prompt the user to choose between photos, videos, and events before proceeding to that content type within the Los Angeles category.

Category Basics

- Categories can be nested up to 3 levels deep. For example: Country > State > City. We refer to categories nested under a parent category as "sub-categories".
- Categories are created from Build > Categories in any added section that supports categories. Click the Add Category link.
- On Manage Content lists, use the All Categories dropdown to see JUST content in that section in that category.
- Any section with media can utilize categories, such as videos, photos, audio, news, events, locations, etc.

- The category view within the app can have a header image associated with it, and sub-categories can have category icons shown with their list. Access these options when creating or editing a category.
- Have some content in a category and some with no category? Users will have to access the non-categorized content only from the "All" option at the top of the category list.
- Deleting a category will remove the category from those pieces of content, putting it back at the root "all content" level. Removing all categories from that content type will put you back at a default all content view.
- Categories don't truly exist until you assign content to them.
- Content can only be assigned to one category at a time.
- There is no way to display multiple content types in a single category list.
- Because we can't offer duplicated sections, categories and category shortcuts are excellent ways of having multiple chunks of the same type of content as navigable sections within your app.

Categories are an advanced concept, so please don't hesitate to reach out to our support staff with questions, or get advice on a "site map" for your app from your account manager. Here's our support article on the subject: <https://mobileroadie.zendesk.com/hc/en-us/articles/200091226-Categories>

Category Shortcuts

Go to Build > Add New Section to point to any category within the app as a section with a navigation button, making it easy to point your users to a specific group of content.

Please keep in mind that you'll have to specify a single content type within a global category. You can have as many Category Shortcut sections within your app as you'd like.

Web Views

Web views offer a flexible way to include non-native or pre-existing web content within your app.

Pro customers can add Web View sections to their apps from the Build > Add New Section area of the CMS.

Use these to point to any web URL, which we recommend be optimized for mobile. You can have as many web view sections in your app as you'd like.

Other Benefits of being Pro

Enhanced Push Notifications

Send push notifications to your app users from Engage > Push Notifications.

As a Pro customer, you can also schedule pushes to be sent in the future, geo-target them to recipients in a certain location, as well as link the push notification to in-app content or web content.

Gauge the success of your push notification campaigns by seeing how many messages were received, and how many were tapped on.

Enhanced Analytics

Pro customers get the default graphs of app downloads, downloads by platform, popular sections, and email subscribers. You can also receive weekly email updates with particularly important app stats.

In addition you get access to the following graphs: app download sources, app gallery views, total audio streams, top audio streams, video plays, most watched videos, page views, comments breakdown, unique visitors, user demographics, share types, social networks, session time, popular content, popup promos sent, badges, push notifications, polls, QR codes, music sales conversion rate over time, stats per audio track, top tracks, and hits to links.

You can also export all this data as CSV files, select date ranges, etc. Access all of this from the Analytics menu in your CMS.

Design Tools

All Mobile Roadie customers get access to pre-made themes, color scheme customization, stock navigation buttons and icons, fonts, stock header bars, and stock section backgrounds.

As a Pro, you also get access to additional Pro themes, Pro buttons and icons (and ability to upload your own), additional badge themes, app pre-roll video, iPad & mobile web options.

Marketing Tools

All Mobile Roadie customers get an app gallery listing, mailing list management, javascript popup to encourage app downloads from websites, and ability to reward engaged users with badges.

Pros also get the PhotoCards section, Popup Promos, Features section, Polling section, Golden Ticket campaigns, QR Code Unlock, Social Share or Email Unlock, and Sonic Notify.

Banner Ads

As a Pro, you're able to use your own banner ad network account. Select from our pre-implemented networks like AdMob, iAds, Ad Marvel, Ad Tech, and RevMob. Have another one you'd like to use? Make a request from the Manage > Ads page in the CMS or contact our Support team.