



WOM Channel Viewer

Usage Documentation



December 2021

Integrating the WOM Channel Viewer

Welcome to WOM Channel Viewer installation and how-to guide! The WOM Channel Viewer enables you to display user-generated product recommendations anywhere on your website. Here's how to get started:

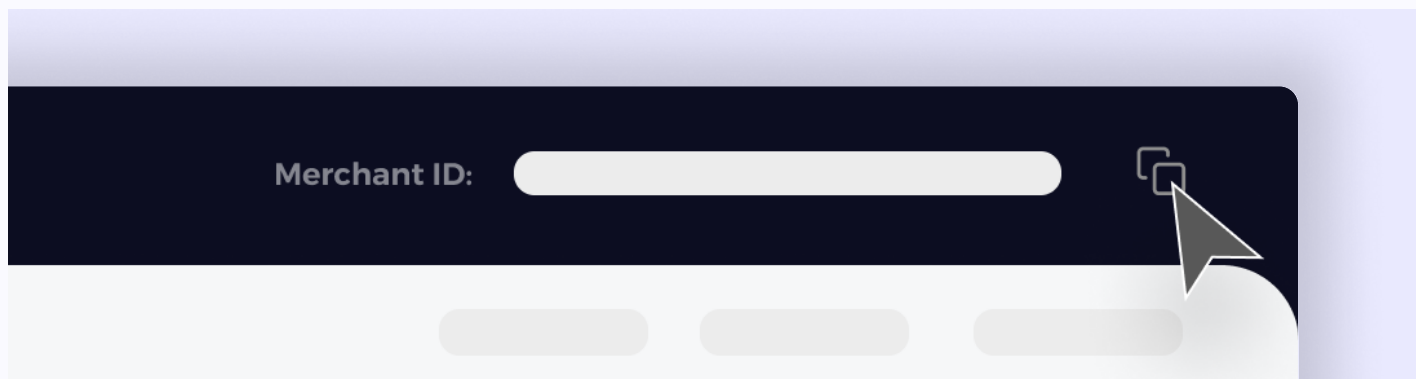
STEP 1: SIGN UP FOR A WOM CAMPAIGN MANAGER ACCOUNT

The WOM Campaign Manager is your control center for the WOM Channel Viewer and the other Tools in the WOM Marketing Toolkit.

Create an account at <https://cm.womprotocol.io> or login if you already have an account. The registration process is simple.

STEP 2: FIND YOUR MERCHANT ID

Once you are logged in to your WOM Campaign Manager account, you can see your Merchant ID in the upper right-hand corner.

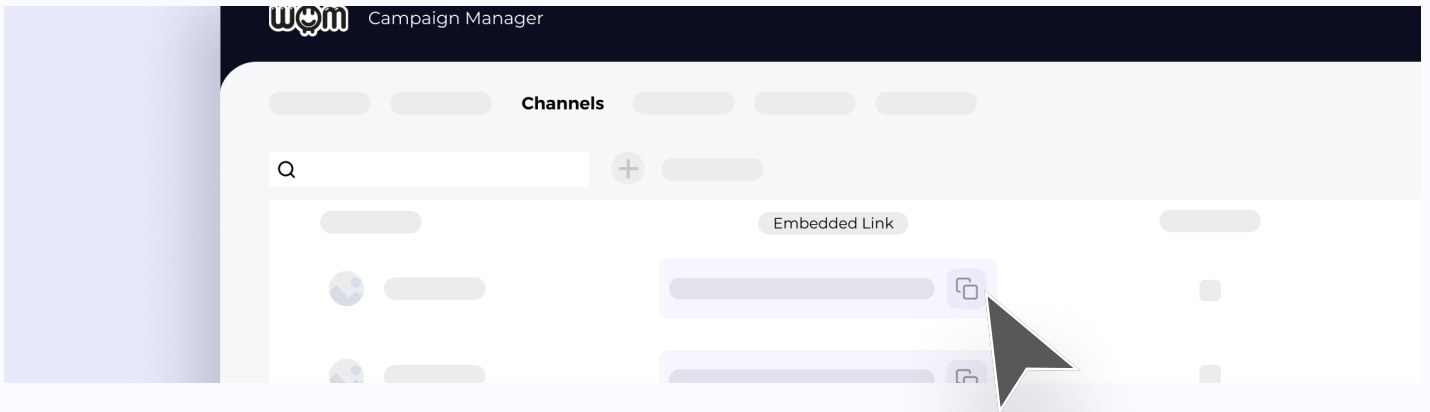


This value is the link between your organisation and the videos. You will need to copy your Merchant ID into the JavaScript in Step 4.

STEP 3: CREATE A CHANNEL

Go to the "Channels" tab and create a channel. In a later step you will choose which videos to display in the Channel Viewer via this channel. For now you will need to copy

the Channel ID into the JavaScript in Step 4. Give your channel a descriptive name and make the channel “private” for now as you complete the setup.



STEP 4: INSERT SCRIPTS

The Channel Viewer uses JavaScript to deliver the functionality. This requires you to include a script tag, an initialization script, and an additional HTML element into your web page. The script tag and initialization script should be inserted in the same place you normally insert any other JavaScript. Typically, this is in the <HEAD> section of the page.

The script tag insertion is simple. Insert:

```
<script src="https://channel-viewer.womprotocol.io/static/js/wom.js"></script>
```

CODE

Within the <BODY> you will need to insert a DOM Container to the HTML:

```
<div id="wom-channel-viewer-plugin " style="width: 285px; height: 700px; />
```

CODE

This will show within your page as a 285 × 700 pixel window with the Channel Viewer embedded.

NOTE: Recommendation videos are currently limited to portrait orientation and dimensions.

The following initialization script will need to be adjusted based on the channel:

```
CODE
<script>
document.addEventListener("wom-channel-viewer-init", function () {
  var params = {
    merchantId: "<YOUR MERCHANT ID>",
    selector: "#wom-channel-viewer-plugin",
    channelId: "<CHANNEL ID>",
    color: "red",
    textColor: "white",
  };

  var result = window.womChannelViewer.check(params);
  result.then(values => {
    // Values is an Array ([ isSuccess: boolean, message: string ])
    if (values[0].isSuccess) window.womChannelViewer.init(params);
  }).catch(err => {
    /**
     * This can happen if:
     * there were no videos returned
     * there was a problem with the plugin
     */
    console.error('ERROR', err);
    /**
     * Here you can decide to hide the html element
     */
  })
});
</script>
```

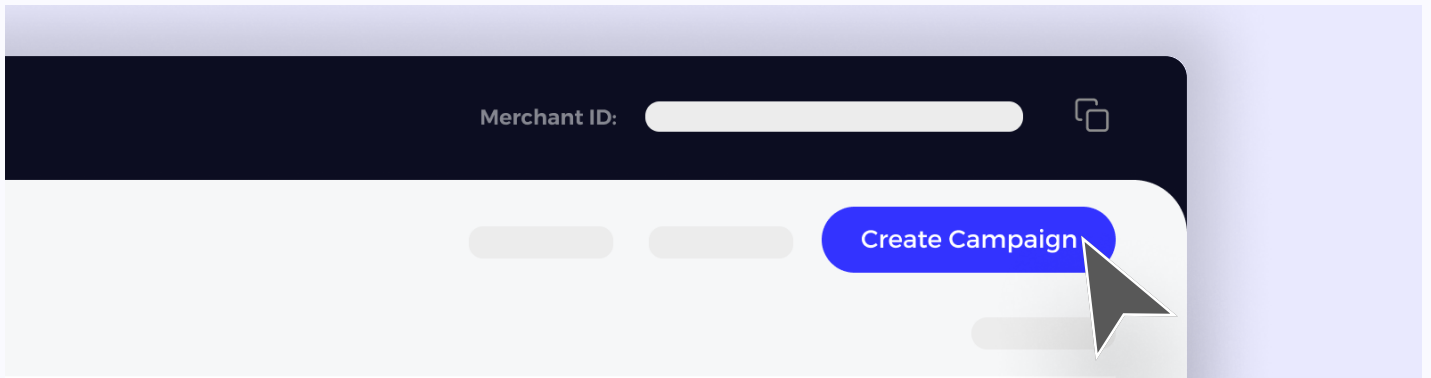
STEP 5: CREATE A CAMPAIGN

Choose videos to display in the Channel Viewer by creating a campaign. Once you have selected videos and created a campaign, the videos will populate in the Channel Viewer.

The videos are played in order based on engagement metrics, with the most engaging videos played first. If a visitor watches all the videos available, the system will replay the videos in order from the beginning.

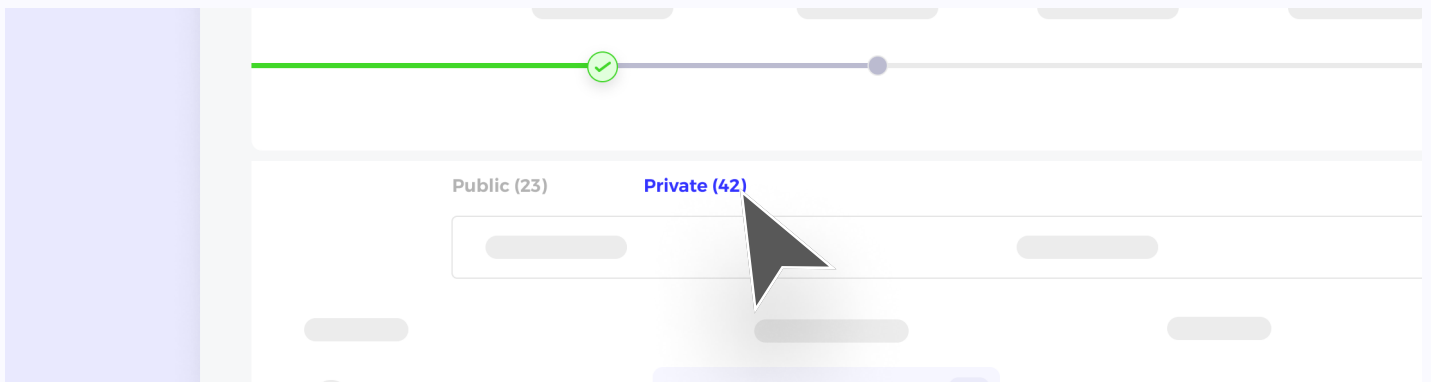
HOW TO CREATE A CAMPAIGN

1. In the Campaign Manager, click “Create Campaign”.



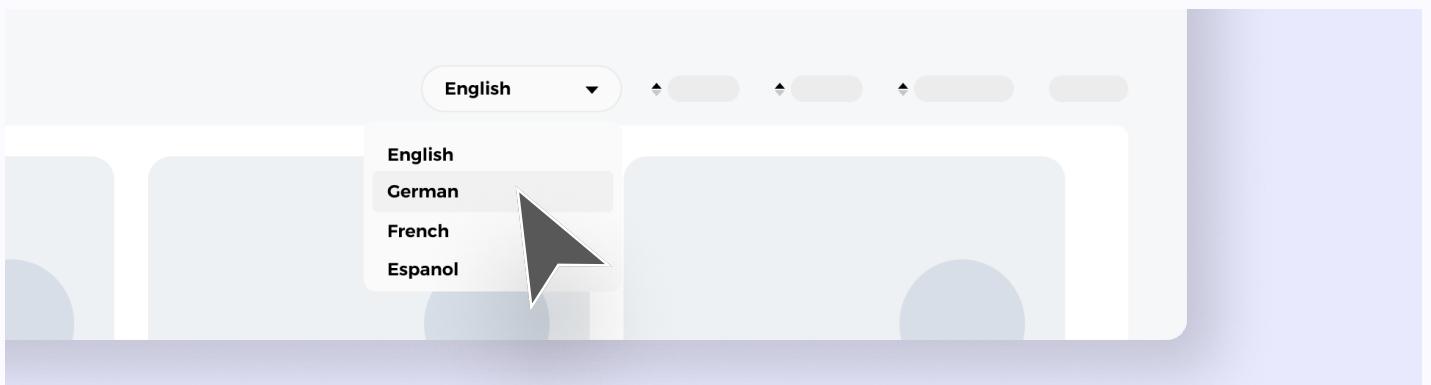
2. Give your campaign a name.

3. Select the channel(s) to include in the campaign. These will be listed in the “Private” tab as shown below.

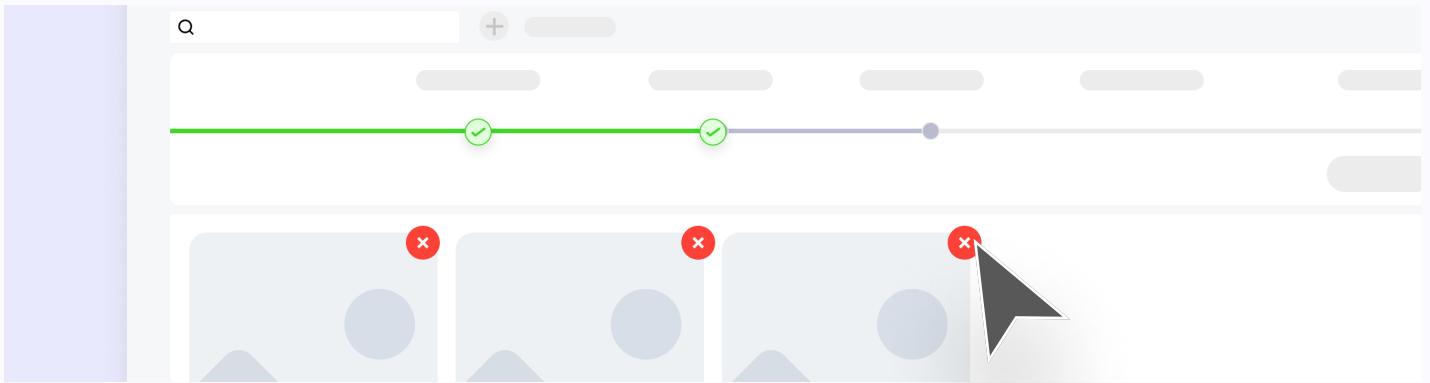


4. Search for your target videos.

5. Use the language selector to filter videos by your target language. You can choose multiple languages simultaneously. If you want to target two separate language groups, create separate channels for each.



6. Preview and select videos as desired.



7. Configure the campaign by the following parameters:

| OVERRIDES

Generally a user does not see the same content twice. Overrides allow you to increase the possibility that a user sees your content multiple times. For example, if your customer has already seen a video once and you set the override to two, the system

will think that they have seen the video -1 times and will show them the video twice more before it considers that your customer has seen the video.

Please note that if you select only one video for the channel, in this example your customer will see the video twice in a row. If you have selected several videos, the playlist will play through completely before your user sees the video again.

The default value is zero.

| COUNTRY

Content is biased to your customers' countries.

For example, if your user lives in the US, they will see content from creators in America first, followed by English-speaking content (or whatever language you choose) from creators in other parts of the world.

The default value is blank which means users will see the content in engagement order only.

| MUST WATCH

This function is similar to Overrides, except it sets a user's view count for a video to zero rather than overriding the number of times a user has already seen a video. This results in all users seeing the content again, regardless of how many times they have seen it before.

For example, if your customer has seen a video 20 times, turning on Must Watch will show the video to the customer one more time.

The default value is off.

| OTHER PARAMETERS

You can ignore the following parameters as they do not apply to campaigns used with the Channel Viewer:

- Boost Content
- Boost Creator
- Hashtags
- Language
- Creator
- Age

DATES & BUDGET

The final attribute to configure is the start date, end date and the budget for the campaign. The start time for all campaigns is 00:00 UTC. The end time for all campaigns is 23:59:59 UTC. We are unable to calculate the cost per view or the cost per click for campaigns at this time as the overall performance is determined by your configuration, however we can estimate that the cost per view will be in the region of \$0.005 USD.

NOTE: If a budget for a channel viewer is exhausted, the channel will return an empty playlist.

Once you have completed this section, press the publish button. If the start date for your campaign is in the past, the campaign will immediately activate, otherwise it will activate at the selected date at 00:00 UTC.

FEEDBACK

If you have any questions or issues with the WOM Channel Viewer, please reach out to us at support@womprotocol.io and we'll respond as quickly as possible.

Please feel free to reach out to us regarding any other questions, including how you can leverage the other WOM products in the WOM Marketing Toolkit for your business.

DISCLAIMER

The BULLZ publishing system has some controls in place to prevent malicious or obscene content. The WOM Authentication system also filters recommendations based upon positivity, therefore negative recommendations are filtered out. However, the WOM Protocol and BULLZ app do not guarantee quality or subject matter of any user-generated content.



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