



TRACK RESOLVE
VALIDATE

DON'T LET THE ON-GROUND
DEFECTS, DISRUPT YOUR
PLANS

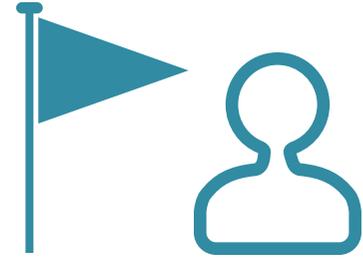
"GET THE PERFORMANCE" !!



Upload Campaign

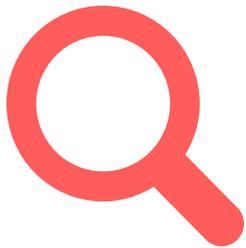


Auto-Match Location Photos



Field Team with App tracks and Reports online

HOW IT WORKS



Quality Analysts validate defects



SMS Alerts to Client/Agency



Watch defects being resolved, revalidated on dashboard/Kiosk

- Manage Stringer
- Task Manager
- Task Transfer/Duplication
- Task Unassign/Update Amount
- Task Pause/Continue
- Upload Images
- Manage Image Quality
- Manage Site Rating
- Add Campaign
- Add Site
- Edit Site
- Download OOHtificates
- Campaign Reports
- Search Code

Select State Name

Select District Name

Select City Name

Location

Select Media Name

Height

Width

Media Type

Start Date

End Date

Frequency

Visit Time

Image No file chosen

UPLOAD PLAN ON PORTAL TO TRACK

Manage Stringer

Task Manager

Task Transfer/Duplication

Task Unassign/Update Amount

Task Pause/Continue

Upload Images

Manage Image Quality

Manage Site Rating

Add Campaign

Add Site

Edit Site

Download OOHtificates

Campaign Reports

Search Code

Select State Name

Select District Name

Select City Name

Location

Select Media Name

Height

Width

Media Type

Start Date

End Date

Frequency

Visit Time

Image

- Select Frequency--
- Select Frequency--
- S(Single)
- D(Daily)
- TW(Twice Week)
- THW(Thrice Week)
- W(Weekly)
- FN(Fortnightly)
- M(Monthly)

mkt.ppt uniploe Blank.ipca Show all

SET THE FREQUENCY OF TRACKING

bookmyooh.com/stringer_demo/taskmanager

Total Campaign 32

Show 10 entries

Search:

S.No.	Assets	Task	Task Assign	Task Pending	Task Create	Task Assign	CSV	Mail
1	32	32	32	0	Create Task	Assign Task	Download with TaskCode	✉
2	15	71	71	0	Create Task	Assign Task	Download with TaskCode	✉
3	129	315	297	18	Create Task	Assign Task	Download with TaskCode	✉
4	43	86	86	0	Create Task	Assign Task	Download with TaskCode	✉
5	18	36	36	0	Create Task	Assign Task	Download with TaskCode	✉
6	7	140	80	60	Create	Assign	Download	✉

TASKS ARE CREATED AND ASSIGNED TO FIELD STAFF

 **meghna sahu**
Online

- All Conversations
- Dashboard
- Actionable Report
- Manage Client
- Manage Campaign
- Manage Stringer
- Task Manager
- Task Transfer/Duplication
- Task Unassign/Update Amount
- Task Pause/Continue
- Upload Images

Task Manage Transfer/Duplication of Campaign

Admin Panel > Task Manage Transfer/Duplication of Campaign

Select Campaign :-

Select Stringer From :-

Select Option :-

Select City :-

Select Stringer To :-

Select Task Type :- Date Wise Code Wise

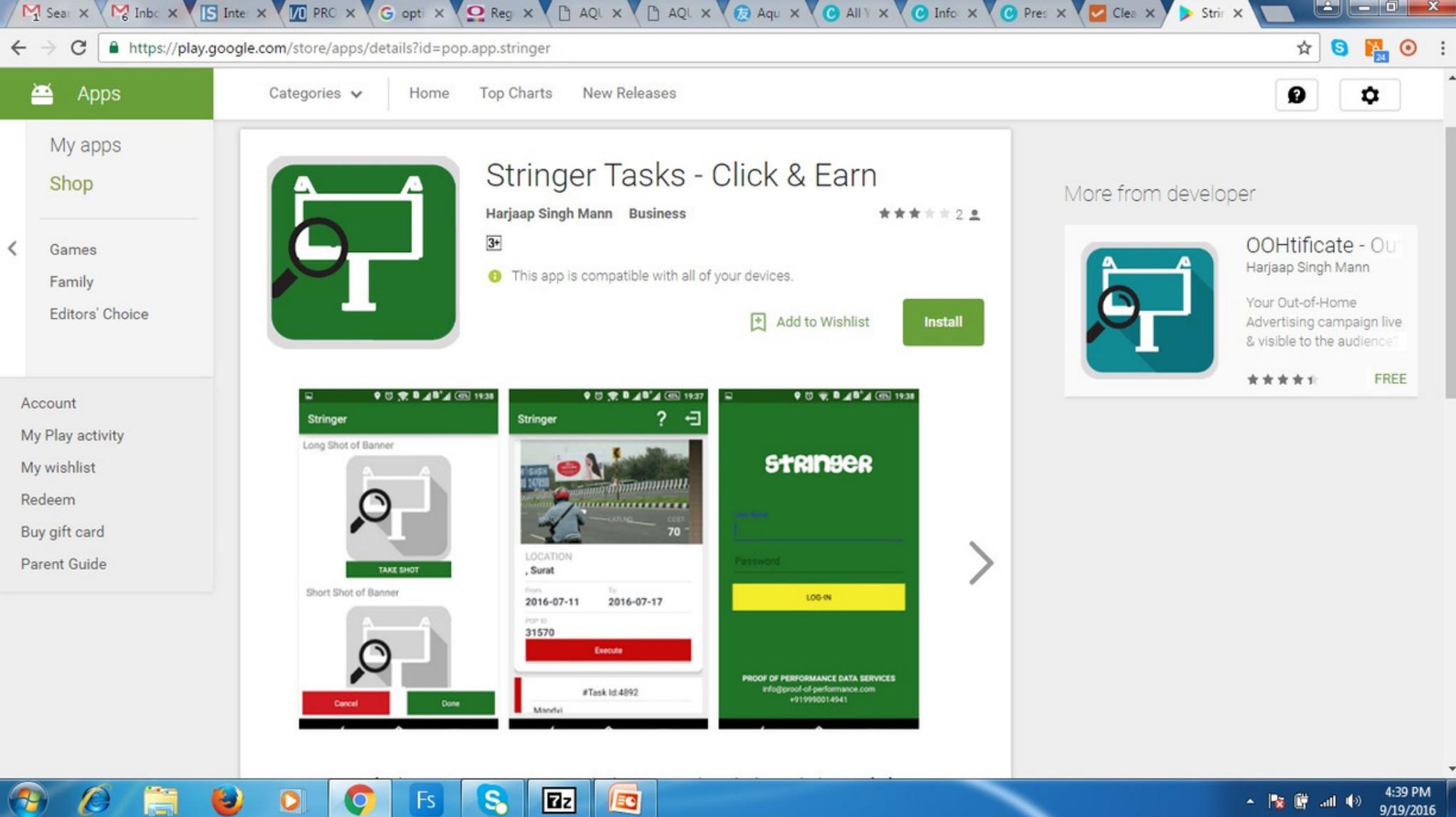
Select Task :-

Reason :-

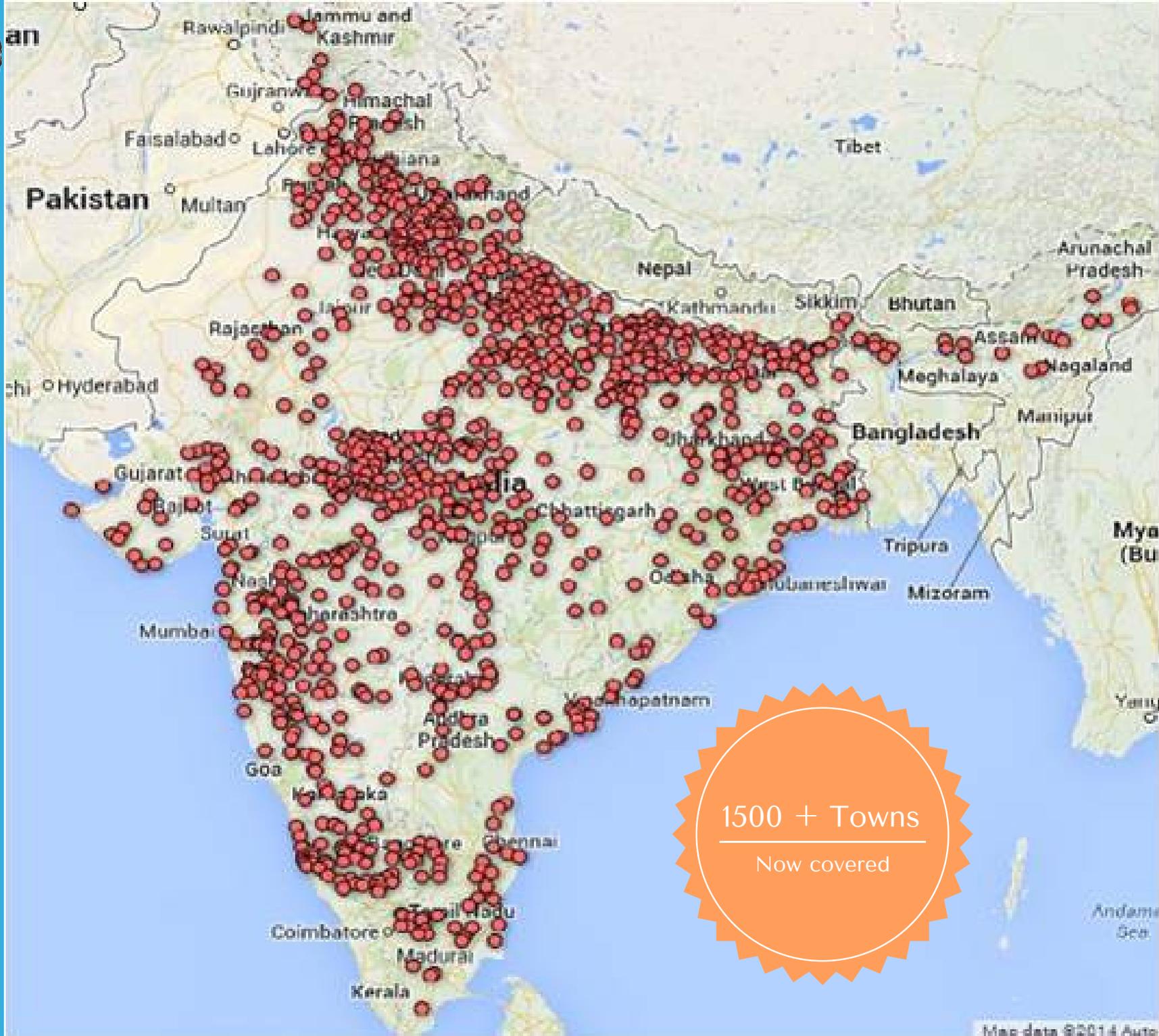
Submit

mktg.ppt uniploe_Blank.jpeg Show all

WE HAVE YOUR BACK. TASKS ARE DOUBLE ASSIGNED WHERE NEEDED



FIELD STAFF USES APP, UPLOADS TAMPER-PROOF, GEO-TAGGED, TIMESTAMPED IMAGES





meghna sahu
Online

- All Conversations
- Dashboard
- Actionable Report
- Manage Client
- Manage Campaign
- Manage Stringer
- Task Manager
- Task Transfer/Duplication
- Task Unassign/Update Amount
- Task Pause/Continue
- Upload Images

Campaign Report

Admin Panel > Campaign Report

S.No.	Campaign Name	State	City	Images	Quality Report	Payment	Stringer Report	Rejected Images Quality Report
1	 Current Status Map Conversations	1	1	32/32	Download	Download	Download	Download
2	 Current Status Map Conversations	1	4	15/15	Download	Download	Download	Download
3	 Current Status Map Conversations	1	5	129/129	Download	Download	Download	Download
4	 Current Status Map Conversations	1	1	43/43	Download	Download	Download	Download
5	 Current Status Map Conversations	3	3	18/18	Download	Download	Download	Download
6	 Current Status Map	1	4	7/7	Download	Download	Download	Download

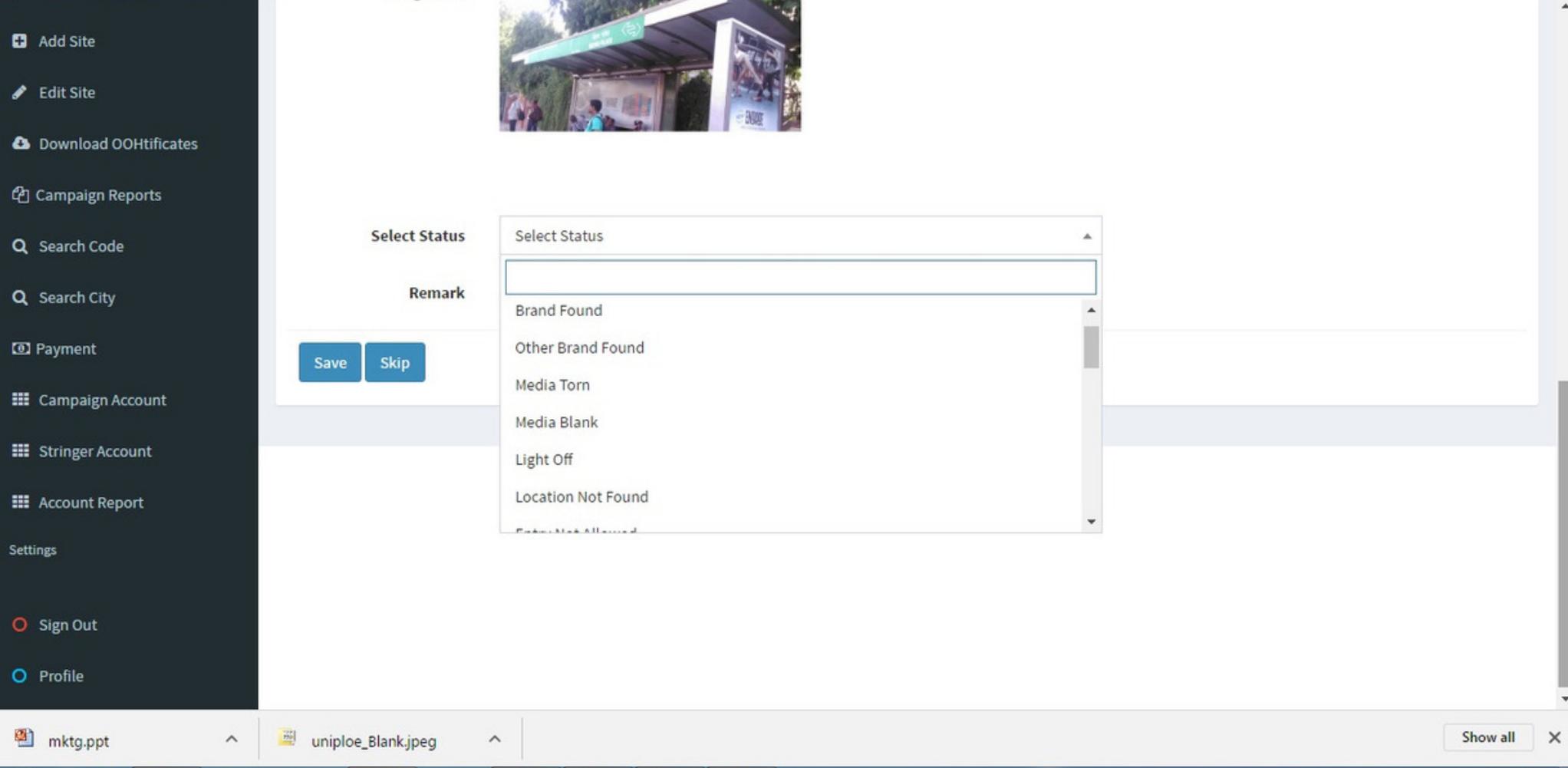
mktg.ppt

uniploe_Blank.jpeg

Show all

X

ALL YOUR CAMPAIGNS CAN BE VIEWED IN THE PANEL



QUALITY ANALYST REVIEWS AND TAGS DEFECT

City Name	Total Sites	Assigned	Pending	Received	Live	Queue	Total Defect	Total Defect UnResolved	Brand Found	Media Blank	Location Found But Image Not Found	Media Torn	Other Brand Found	Site Found But Size Different	Flex wrinkled	Site found but area name differs from actual	No Image	
Creative found at a new location																		2
Total Sites Done																		612
Total Sites Defect																		134
Total Issues :-																	67	
Total Unresolved Issues:-																	52	
Total Resolved Issues:-																	15	
Agra	10	120	0	17	17	--	4	--	13	4	--	--	--	--	--	--	--	--
Aligarh	10	120	0	18	18	--	--	--	18	--	--	--	--	--	--	--	--	--
Varanasi	10	120	0	15	15	--	4	--	11	1	--	2	1	--	--	--	--	--
Unnao	10	120	0	10	10	--	7	1	3	--	--	--	7	--	--	--	--	--
Shahjahanpur	10	120	0	0	0	--	--	--	--	--	--	--	--	--	--	--	--	--
Baghpat	10	120	0	6	6	--	1	--	5	--	--	1	--	--	--	--	--	--
Bahraich	6	72	0	0	0	--	--	--	--	--	--	--	--	--	--	--	--	--
Ballia	10	120	0	5	5	--	4	4	1	1	--	--	3	--	--	--	--	--
Balrampur	10	120	0	0	0	--	--	--	--	--	--	--	--	--	--	--	--	--
Banda	10	120	0	10	10	--	2	2	8	--	--	--	2	--	--	--	--	--

AGENCY CAN DRILL INTO A CAMPAIGN & VIEW UNRESOLVED DEFECTS

Conversation

Previous Conversion

Download Conversation

UserName:akshay@pop.com

Date Time:2016-09-19 12:20:37

Task ID:12242

Message:Media Blank

Write Your Message

Choose File No file chosen

Submit

**AGENCY CAN SUBMIT
REMARKS, PHOTO AND
MARK DEFECT RESOLVED**



Mail ▾



18 of 5,389



COMPOSE

Daily Report _uttarpradeshaug-16 Inbox x



- Inbox
- Starred
- Sent Mail
- Drafts
- Categories
- Accounts
- Notes
- More ▾

? Proof Of Performance < @proof-of-performance.com >
to me ▾

+ 9:15 PM (19 hours ago) ☆



📁 Categorize this message as: **Personal** ▾

[Never show this again](#) x

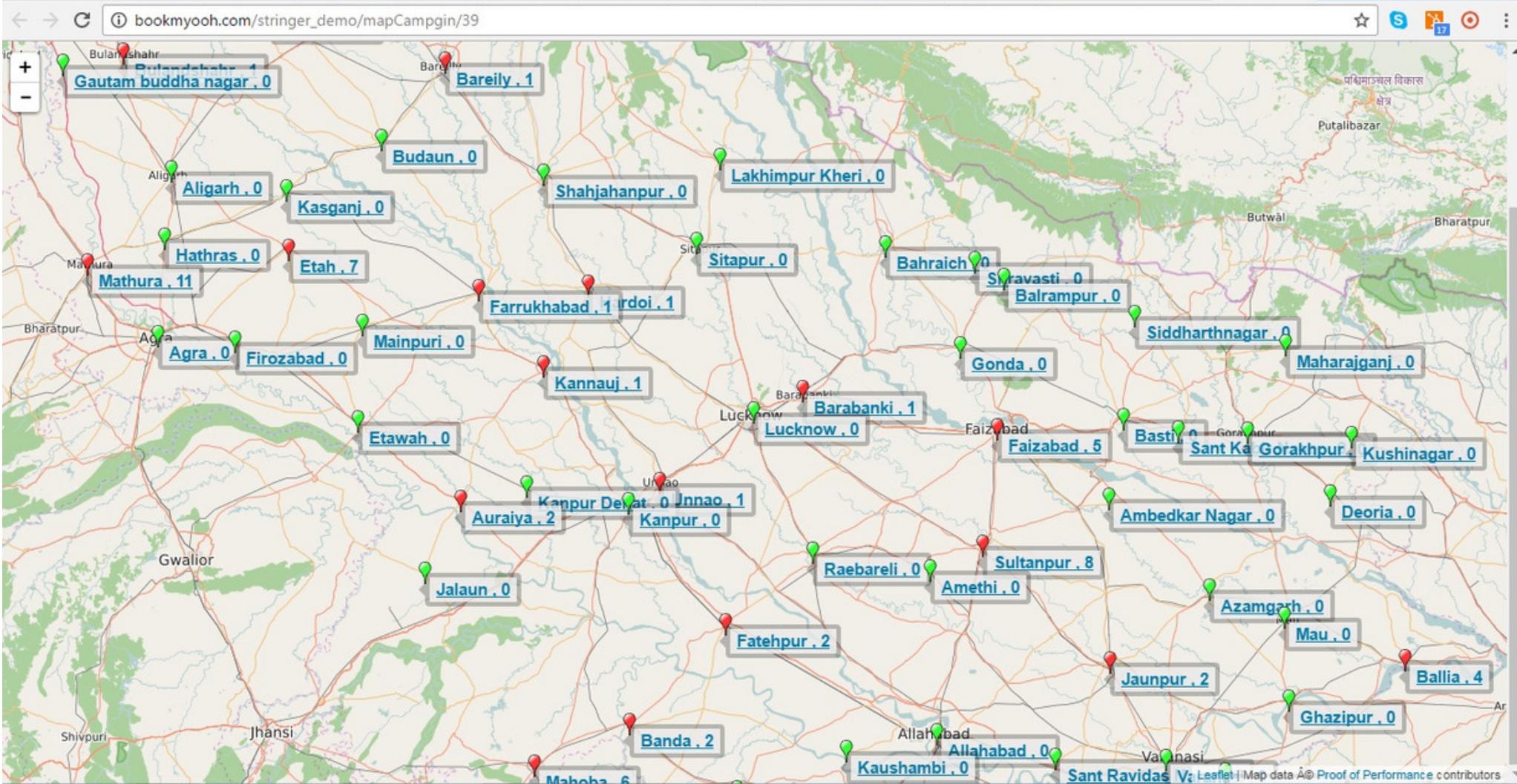
Dear,

Following are unresolved cases in the campaign: _uttarpradeshaug-16

4 Hours	12 Hours	72 Hours	3-5 Days	5-10 Days	Above 10 Days
0	0	19	0	0	26

You may login to your control panel and view the conversation. Agency can resolve the cases by clicking on the resolve button.

UNRESOLVED ISSUES ARE ESCALATED BY MAILS AND SMS



**AUTO-REFRESHING
SCREEN SHOWS STATUS**



Select Clients
currently in beta

**KIOSKS GIVE UPDATED
STATUS EVERY 5 MINUTES**



OTHER MODULES



MEASURE THE IMPACT

PoP uses data like traffic counts, visibility index, driving patterns, costs etc to rate your plan and provides inputs for benchmarking with your other media spends



YOUR BILL SETTLEMENTS

Since the system knows when the defect was detected, when the agency clicked on resolve and uploaded new photos and if the validation supported that, the system calculates the actual payable amount. Pay for what you got !!



PROPENSITY FOR DEFECTS

Extensive PoP data and algorithms will know where defects are likely to occur and will automatically increase the tracking of those areas or sites. Like we said, we have your back

NOT JUST PROOF OF PERFORMANCE, NOW MAKE SURE YOU GET THE PERFORMANCE

COMMERCIALS

RS 350/- PER SITE PER VISIT

AT LEAST ONE VISIT A WEEK RECOMMENDED

**RESOLVED DEFECTS WILL BE AUTOMATICALLY
RE-VISITED AND BILLED**

**FOR SELECT CLIENTS - GET A FREE TOUCHSCREEN KIOSK IN
YOUR OFFICE, AND WATCH YOUR CAMPAIGN HEALTH,
ACROSS THE COUNTRY, REFRESHED EVERY FIVE MINUTES,
FOR THE CAMPAIGN DURATION**

CALL NOW : +91.9990014941 OR EMAIL : HSINGH@PROOF-OF-PERFORMANCE.COM

ABOUT US

**WINNER : THE ECONOMIC TIMES
POWER OF IDEAS INITIATIVE.
2010**



INCUBATEE, CIIE, IIM-AHMEDABAD



*Centre for
Innovation
Incubation and
Entrepreneurship*

THE ECONOMIC TIMES 15 HOT STARTUPS OF 2015

INVESTEE : YOURNEST ANGEL FUND