

# Marketplace Production Guidelines & Process Overview

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September 19, 2011

## Introduction

### The Who

Magnify360 provides e-tailers & large online marketers with a full-service solution to optimize profits by driving better clicks and conversion.

- Experts at PPC, Affiliate & Display Traffic Acquisition
- Patented Technology on Optimizing User Experience on Landing Pages, Websites, and eCommerce Sites

### The Why

Marketers want a turnkey solution to rapidly push out new ideas, tests, and designs and find out if they have a positive or negative impact on conversion rates for all their traffic.

- Clients need to increase conversion rates
- Online marketing costs are increasing
- Profits are being squeezed
- Difficult to make and test changes on most websites
- Want to optimize all types of traffic (paid search, display, affiliate, organic)

### The How

#### What is a Microsite?

A microsite is a web page that we design to test a specific concept for our clients. We typically produce microsites in sets of four, we test the different designs against each other to see what produces the most activity. These pages link to the main website.

#### What is Dynamic Overlay (DYNO)?

- Allow the creation of microsites
- Proprietary technology to change clients' websites
- Javascript Based, more specifically jQuery
- Embeds into websites with "universal library" and "DYNO commands" (2 lines of JavaScript)
- Changes existing pages and content to improve conversion rates magnify360 is an innovative web optimization company offering metrics-driven web design solutions designed to improve user experience and website effectiveness for e-commerce and acquisition-based companies

Unlike traditional web design, we combine our Playbook, Competitive Marketplace, and Testing Platform, to drive measurable web design and optimization success for all of our clients.

### Common Terms

**Microsite:** a unique user experience served by m360, developed using the DYNO product / library

**Control:** the client's original webpage experience, used as baseline

**Testing:** the period when a new microsite is being tested to find out its performance relative to control

**Optimized:** the set of microsites that have beaten the control and are used to serve production traffic

**Performance / Lift:** the measurement of increase in revenues compared to the control

## Scope of Consulting Services

As part of the magnify360 design marketplace you will be participating in Landing page & Website production. Produced pages are based on a supplied PSD and instructions. The Scope of the Services and Deliverables (Tickets) will be available within JIRA which is the platform we use to manage our design projects. Tickets must be worked on in order of Priority and date. Ticket created are identified by magnify360.

Consultant must log all work in JIRA for all Tickets that Consultant is working on. Specifics on the JIRA workflow and additional details are provided later in this document.

## Payment and Schedule for Consulting Services

Consultant will be paid according to the Payment Structure defined in the Marketplace Payment Structure. magnify360 will send out bimonthly reports (the "Payment Report") summarizing the completed Tickets and Payments to Consultant for a given period.

## Getting Started in the Marketplace

Upon acceptance to the design marketplace you will be issued a login and password to JIRA. JIRA is the ticketing platform we use to manage and track our design projects. Details on how to use this tool are outlined in the following sections.

## Production Ticket Types

Each production project includes the development of One primary microsite with Three variations (4 total). Microsites can be: Dialog (HTML), Dyno (JS), or Static (HTML). Successful completion of the project includes passing cross-browser QA, and having clean, efficient code.

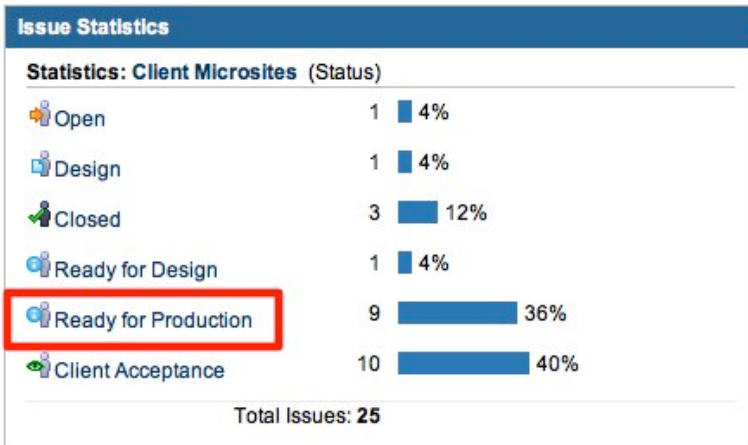
## JIRA Workflow

This section outlines the step by step process for accepting and completing a ticket within Jira. *\*Special Note - You may only work on two production tickets at any time.*

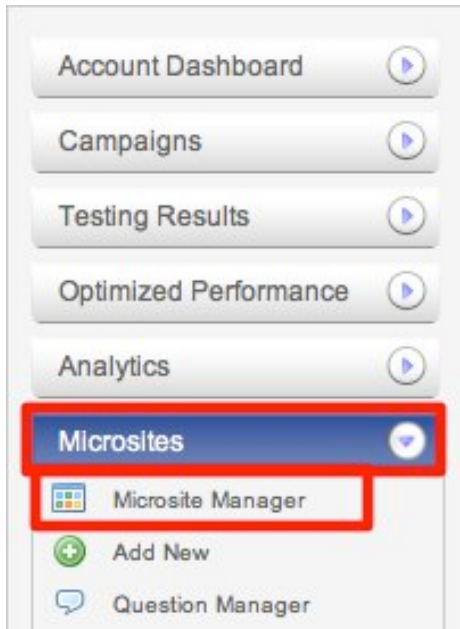
**Under no circumstances should you ever make changes in control. Always create a copy of the microsite and work with in the copy.**

## Accepting a New Ticket

1. When a Campaign Manager creates a new production ticket it's sent into the "Ready for Production" bucket in the unassigned state. Assign it to yourself, and read all the information PSD's, guidance.



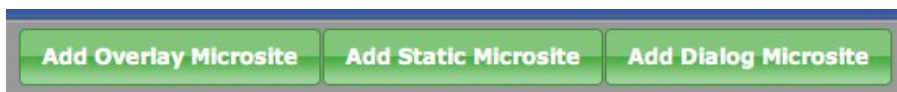
2. Log into <http://my.magnify360.com>
  1. Click on the "Microsites" submenu, then click on the "Microsite Manager"



3. Find the client in the drop down menu on the top right side in my.magnify360



4. Click on the appropriate "Add" button in the upper right of the content area. Options include Overlay, Static, and Dialog. The microsite type should be included in the JIRA ticket.



## For Overlay / Static Microsites

1. Fill in the microsite name in the "Name" field. This will be the name of the JIRA ticket.

2. Scroll to the bottom of the page, and fill in the other fields.
  1. For overlay microsites, the "Target URL" field is the base URL which should also be on the JIRA ticket.
  2. For overlay/static microsites, select the "Campaign" in the drop down and then check off the "active" checkbox.
3. Add/Edit the source code in the "Source Code" field.
4. When you would like to save your work (it's a good idea to save often), click the "Save as Draft" button.
5. Click the "Preview" button to preview your work and when finished, click the "Publish" button.

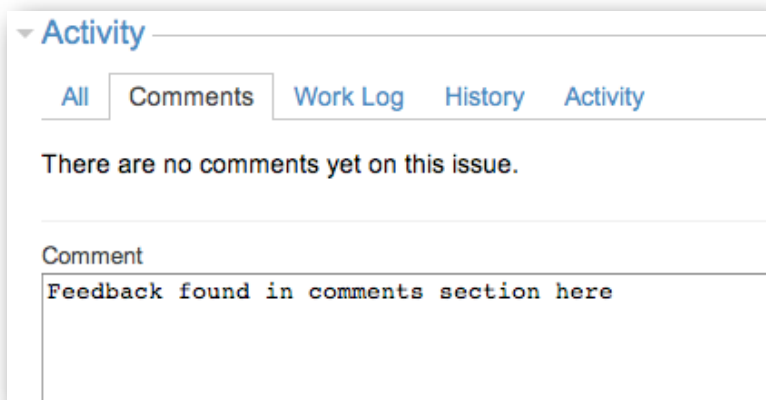
## For Overlay Microsites

1. There is a function selector drop down, which are built in functions that wrap common edits into a single line of code.

## Production Review Process

### Internal Review - list the possible outcomes from internal review

1. Once the microsite is completed the Campaign manager reviews the work and checks to see if it matches specification, checks for typos, etc.
2. If project fails the ticket will be sent back to the producer with details on the required edits as a comment within the ticket. A redline of the comp may also be provided in certain circumstances.



3. Refer to the 'Completing a Project' steps mentioned above and repeat the process.

### Client Acceptance

1. When the ticket has "Passed Internal Review", then the PSDs will be sent to Client for review.
2. All clients get a maximum of two revisions per ticket. If client has feedback the comments are added to the ticket and the ticket is re-assigned to designer for re-work and the process is repeated.
3. Once the ticket has "Passed Client Acceptance", it will then be marked "Closed" which means the project has been successfully completed and removed from the queue. *\*Special Note - Tickets are paid out based on their closed status.*

## Final Notes

### Don't get sloppy.

There is a significant difference between marathons and sprints. Quality matters. We will track number of tickets failing QA. Producers who consistently fail QA will receive a warning with subsequent removal from the marketplace.

### Ask questions.

Once you've accepted a ticket, if any instructions are not clear, ask your Campaign Manager. There is never an unnecessary question. Move on to the next ticket until you get a response.

### Order

Work on the highest priority tickets first. It will keep our internal production flow in order. Work on the oldest tickets first, seen by Creation Date. Likely if they weren't created today, they have the highest priority. Stale tickets, which have not been touched in 24 hours are the highest priority. Also, if you do not work on a ticket for that same given period of time you will be notified via automatic email.

### Timing

Tickets must be started within **24 hours** of assigning the ticket to yourself. Do not let your status of the ticket remain "In Production" for more than **48 hours**. Longer than this could result in your ticket going stale, and having the project reassigned.

### Support

Welcome to the Marketplace! We are here to support you as you go. JIRA related questions and concerns can be relayed to [matt@magnify360.com](mailto:matt@magnify360.com), which is also a Gchat protocol IM. Availability for Matt is 9am to 6pm; PST, Monday through Friday.