

Visit Myrtle Beach Amplified Marketing Programs (AMP)

Marketplace User Guide

General

Any questions regarding the application or accounts can be directed to Johanna Hodge at johanna.hodge@visitmyrtlebeach.com.

How to Create an Account

In order to participate in the Visit Myrtle Beach partner program, partners must register in the Marketplace to view programs and place orders. If you do not have a username and password or have misplaced your credentials, please contact johanna.hodge@visitmyrtlebeach.com. A system administrator will ensure your partner business is added within the application and will send a registration invitation link to you via email. From there, you will be able to create a password for your account and enter your organization's contact information.

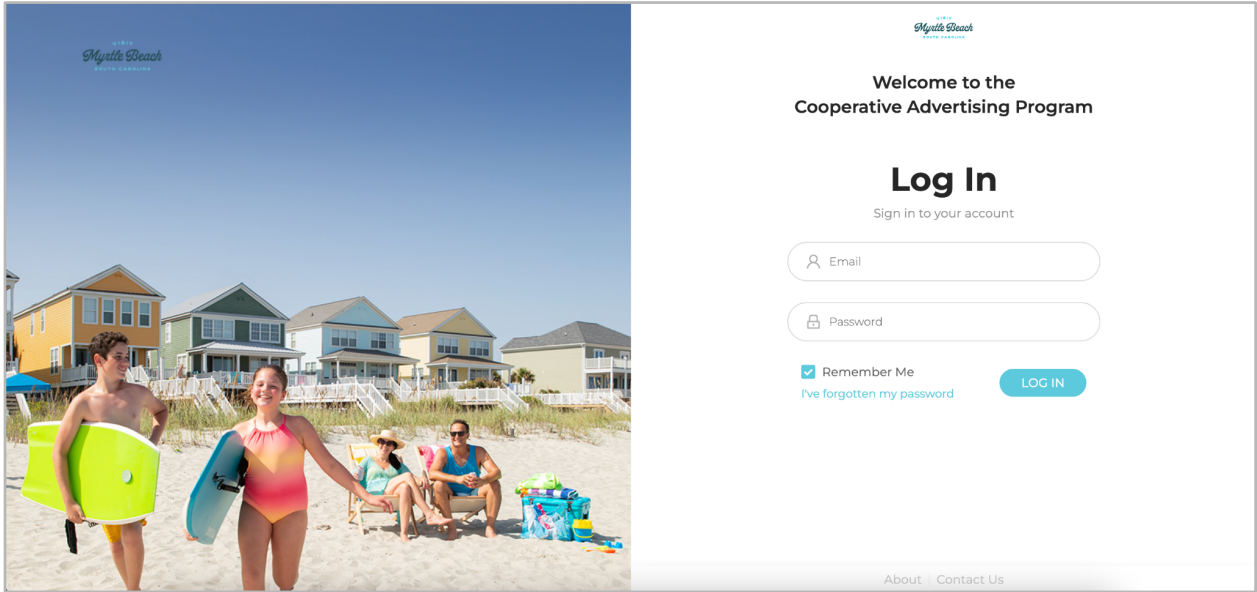
How to Log In

To sign in to the application, visit coop.visitmyrtlebeach.com and enter your login information.

If you forget your password, you can reset it by selecting "I've forgotten my password." You will receive an email with a link to enter a new password.

How to Navigate the Marketplace Application

The following is a description of each application tab and its functionality.



1. Programs

- a. The "Programs" tab lists all programs available for purchase. You can search by program name, program group, status, start date and end date. There will be a message at the top of the page advising whether the application is currently accepting orders or detailing the next time it will be enabled for ordering.
 - i. Within the A La Carte program group, you may select one or multiple programs to add to your cart. Note that you must purchase one of the tiered programs to be eligible for the A La Carte programs.
 - ii. Tiered program groups will be listed in bold text with each included program listed in subsequent blue text on a gray field. Tiered program groups are all-inclusive and require purchase of all included programs.
 - iii. You can use the checkboxes to select the programs and bulk add to your cart.

The screenshot displays the 'Cooperative Advertising Program' interface. At the top, there is a navigation bar with the Myrtle Beach logo and user information for Anna Lowry and Test Partner. Below the navigation bar, there are tabs for PROGRAMS, ORDERED PROGRAMS, METRIC REPORTS, ORDERS, ACCOUNTING, and PARTNER ACCOUNT(S). The main content area is titled 'Programs' and contains a message indicating that programs are available for purchase. Below the message, there are search filters for Program Name, Program Group, Partner Type, Start Date, and End Date. A table lists the available programs, categorized into TIER 1 - SPRING and TIER 2 - SPRING. Each program row includes a checkbox, the program name, run date, partner type, and rate. At the bottom, there is a 'Total' section showing a total of \$ 0.00 and 'Save' and 'Continue' buttons.

Program Name	Run Date	Partner Type	Rate
TIER 1 - SPRING			
<input type="checkbox"/> Cross-Device Programmatic: Travel Intenders	03/01/2023 - 04/30/2023	Partners	\$ 4,600.00
<input type="checkbox"/> Cross-Device Programmatic: Sequential Brand Retargeting	03/01/2023 - 04/30/2023	Partners	\$ 4,600.00
<input type="checkbox"/> Cross-Device Programmatic: Brand CTV Retargeting	03/01/2023 - 04/30/2023	Partners	\$ 3,780.00
<input type="checkbox"/> Mobile Display: Past Visitor Targeting	03/01/2023 - 04/30/2023	Partners	\$ 5,060.00
<input type="checkbox"/> TripAdvisor: Contextual Display	03/01/2023 - 04/30/2023	Partners	\$ 5,520.00
<input type="checkbox"/> Email Publisher: eTarget Dedicated - March	03/15/2023 - 03/31/2023	Partners	\$ 2,300.00
<input type="checkbox"/> Email Publisher: eTarget Dedicated - April	03/15/2023 - 03/31/2023	Partners	\$ 2,300.00
TIER 2 - SPRING			
<input type="checkbox"/> Cross-Device Programmatic: Travel Intenders - Spring 2023	03/13/2023 - 04/30/2023	Partners	\$ 7,667.00
<input type="checkbox"/> Cross-Device Programmatic: Sequential Brand Retargeting - Spring 2023	03/13/2023 - 04/30/2023	Partners	\$ 4,053.00
<input type="checkbox"/> Email Publisher: eTarget Shared - March 2023	03/13/2023 - 04/30/2023	Partners	\$ 425.00
<input type="checkbox"/> Email Publisher: eTarget Shared - April 2023	04/13/2023 - 05/31/2023	Partners	\$ 425.00
Total			\$ 0.00

- b. Before registration opens, you can browse the application to see what programs are offered, view the program descriptions and save programs to your order.
 - i. To learn more about an individual program, click on the blue text to view the program overview page. Here you will see information such as estimated start and end date, space deadline, materials deadline, rate, estimated impressions, maximum participants and program descriptions. You can open and save a PDF version of the program overview by clicking on the red PDF icon in the bottom right corner of a program overview page.
- c. During the registration window, you can save orders to your cart, click "Continue" in the bottom right corner, add/confirm your contact information and check out.
 - i. A program is available to be purchased until the Space Deadline. After the Space Deadline has passed, that program will not show in the program listing page.



Home > Programs > Confirm Order

Order Programs

Confirm ALL partner contact information is up-to-date before clicking "Submit Order."

Partner Business Addresses

Refresh

Address 1

Business Name
12334
Myrtle Beach, SC, 29572

Program Name	Rate
Mobile Display: Past Visitor Targeting	\$ 5,060.00
TOTAL	\$ 5,060.00

Submit Order

Add New

Marketing Contact Information

This contact will receive alerts to submit materials, approve copy, etc.

Address 1

First Last
alowry@mmgy.com
(555) 555-5555
12345
Myrtle Beach, SC, 29572

Add New

Billing Contact Information

This contact will receive all invoices and payment alerts.

Address 1

First Last

- d. You will receive a confirmation email that your order request was successfully submitted for review, but your order is not final until the system administrator completes the program assignments after the registration window (space deadline) ends. At that time, you will receive another email that will outline which programs you have been accepted into and if you were waitlisted for any programs. Then you will log in to the application to confirm your order and accept terms. This happens in the "Orders" tab. If you do not have any changes to your order, click the blue "Continue" button, read the terms and select "Accept." At this point your order is official. An invoice will be automatically sent to your billing contact.

2. Ordered Programs

- a. In the "Ordered Programs" tab, you can view all of the programs that you are currently participating in or have participated in previously. You can search by program name or filter by program status. Programs appearing in red require your attention and action, such as submitting materials, or reviewing and approving creative.

The screenshot shows the 'Ordered Programs' page within the 'Cooperative Advertising Program' interface. The page header includes the Myrtle Beach logo, the program name, and user information for Anna Lowry and Test Partner. The navigation menu includes PROGRAMS, ORDERED PROGRAMS (selected), METRIC REPORTS, ORDERS, ACCOUNTING, and PARTNER ACCOUNT(S). The main content area features a heading 'Ordered Programs' and a notice: 'Items in red require your attention and action. Items in black are pending our action.' Below this is a search and filter section with a search box for 'Program Name', a 'Filter by Status' dropdown, and a 'Filter by Program Group' dropdown. A table lists the programs with columns for Program Name, Program Group, Current Status, and Due Date. Five programs are listed in red, indicating they require attention, while one is in black, indicating it is pending action.

Program Name	Program Group	Current Status	Due Date
Cross-Device Programmatic: Brand CTV Retargeting	Tier 1 - Spring	Waiting on Materials	01/26/2023
Email Publisher: eTarget Dedicated - April	Tier 1 - Spring	Waiting on Materials	01/26/2023
Cross-Device Programmatic: Travel Intenders	Tier 1 - Spring	Waiting on Materials	01/26/2023
TripAdvisor: Contextual Display	Tier 1 - Spring	Waiting on Materials	01/26/2023
Cross-Device Programmatic: Sequential Brand Retargeting	Tier 1 - Spring	Waiting on Materials	01/26/2023
Email Publisher: eTarget Dedicated - March	Tier 1 - Spring	Ordered Program Complete	

- b. You can click into each program to view more specific information about that program, including the description, materials, creative and revision history.

- c. If action is needed to submit materials, click into the program and then click on the “Materials” tab. Here you will see directions to submit the required materials. Note some fields have character counts or image guidelines that must be followed. You might receive automated email reminders from the application if you have not submitted materials and the materials deadline is approaching.



← Ordered Program Detail

↓ Materials

General | **Materials** | Revision History

1 Please submit your materials for this program here. Materials marked with a red star are required.

300x250 Banner Image or Large High-Quality Image

+
Select Image

Please upload a high-resolution photo of your property. Must be JPG or GIF format. Recommended image specs for a 300x250 banner are 300x116 pixels You may also upload a large image here for us to crop and use in each banner size)

160x600 Banner Image:

+
Select Image

Please upload a high-resolution photo of your property. Must be JPG or GIF format. Recommended image specs for banner are 160x245 pixels

300x600 Banner Image:

+
Select Image

Please upload a high-resolution photo of your property. Must be JPG or GIF format. Recommended image specs for banner are 300x245 pixels

728x90 Banner Image:

+
Select Image

Please upload a high-resolution photo of your property. Must be JPG or GIF format. Recommended image specs for banner are 229x90 pixels

Business Name:



This is how your property name will display in the advertisement.

Headline:



Grab the users attention here EXAMPLE: Voted Best beach rentals 46 characters max (includes spaces)

Description/Offer:



Best assets of your business or a great offer Direct Response Messaging Highly Encouraged 55 characters max (includes spaces)

CTA:



Call to Action Convince users to interact/click on your banner. EXAMPLE: Book Now 20 charcters max (includes spaces)

Website Link:

Enter the link to your website or promotion. 500 characters max

Date	User	Note	Remarks
 No Data			

Save

Submit

- d. You will receive an automated email notification when the system administrator has uploaded creative for your approval. To review and approve creative, click into the program and then click on the “Creative” tab. The creative section is where the system administrator will upload the creative files or share a URL to view the creative, and further instructions may be included. You might receive automated email reminders from the application if you have not reviewed and approved the creative and the creative deadline is approaching.
 - i. Click the blue “Approve” button to signify creative has been reviewed and approved.
 - ii. If the creative requires changes, click on the red “Disapprove” button and input feedback on required edits.

The screenshot displays the 'Cooperative Advertising Program' interface. At the top, the Myrtle Beach logo is on the left, and the user 'Anna Lowry' is on the right. Below the logo, the navigation menu includes 'PROGRAMS', 'ORDERED PROGRAMS', 'METRIC REPORTS', 'ORDERS', 'ACCOUNTING', and 'PARTNER ACCOUNT(S)'. The current page is 'Ordered Program Detail', with sub-tabs for 'General', 'Materials', 'Creative', and 'Revision History'. A 'View Creative' button is visible. Below this is a table with the following data:

Date	User	Note	Remarks
12/12/2022 10:43:57 AM	Anna Lowry	Admin submitted creative for approval	

At the bottom right of the page, there are two buttons: 'Disapprove' (red) and 'Approve' (blue).

3. Metric Reports

- a. In the "Metric Reports" tab, you will see reports for the programs you have participated in. You will receive an email notification if a report has been added with a link to view.

PROGRAMS ORDERED PROGRAMS **METRIC REPORTS** ORDERS ACCOUNTING PARTNER ACCOUNT(S)

Home > Metrics

Metrics

● The following metric reports have been submitted for this partner account.

Report Type	Report Dates	Report Name
Consolidated	06/07/2022	Summary for May 2022 to June 2022
Monthly	06/07/2022	Summary for June 2022

< 1 >


- b. The reports will be listed in order of most to least recent. You can click on a report in the list to view the data such as impressions, partner clicks, click rate, media investment, etc. Metrics will vary based on the program. You can download a copy of the report by clicking on the green Excel spreadsheet icon or the red PDF icon in the top right corner of the report page.

PROGRAMS ORDERED PROGRAMS **METRIC REPORTS** ORDERS ACCOUNTING PARTNER ACCOUNT(S)

Metric Report

← Metric Report

● The following metric report has been submitted.

ID: 246  

Date: 06/07/2022 03:44

User: Coop partner 2



Visit Myrtle Beach
Cooperative Advertising Program
Summary for June 2022



International Group	test1	test2	test3	test4	test5
Polaris program -5	89	99	1	198.00	9.00
Total		99	1	198.00	9.00

Additional Files

DigitalGlobe_QuickBird_60cm_8bit_RGB_DRA_Boulder_2005JUL04_8bits_sub.r_1.jpg

4. Orders

- a. In the "Orders" tab, you can access a record of all your orders that have been placed via the application with details including the order ID number, order date, order status, a downloadable invoice PDF for approved orders and the invoice date.

The screenshot shows the 'Orders' page within the 'Cooperative Advertising Program' interface. The page header includes the Myrtle Beach logo, the program name, and user information for Anna Lowry and Test Partner. A navigation menu at the top contains 'PROGRAMS', 'ORDERED PROGRAMS', 'METRIC REPORTS', 'ORDERS' (highlighted), 'ACCOUNTING', and 'PARTNER ACCOUNT(S)'. Below the navigation, a breadcrumb trail shows 'Home > Orders'. The main content area features a heading 'Orders' and a light blue informational box stating: 'All orders, and their status, for this partner can be found below. Click on any order for more details.' A dropdown menu is set to 'All'. Below this is a table with the following data:

Order Number	Order Date	Status	Invoice	Invoice Date
4388	12/12/2022	Waiting On Completion	↓ Invoice	12/12/2022

At the bottom right of the table, there is a pagination control showing '< 1 >'.

- b. You can click into each order to view the order detail page that lists the individual programs and costs. You can also view the order's history such as the date it was submitted, the date the system administrator approved it, the date you confirmed the order and the date the order was completed.

Myrtle Beach COOPERATIVE
SOUTH CAROLINA

Cooperative Advertising Program

Anna Lowry
 Test Partner

PROGRAMS ORDERED PROGRAMS METRIC REPORTS **ORDERS** ACCOUNTING PARTNER ACCOUNT(S)

Home > Orders > Order Detail

Order Detail

1 The following order has been confirmed by you. You can submit your materials for your approved programs on your "Ordered Programs" screen. Any programs highlighted in grey are waitlisted and do not appear on your invoice.

[←](#) Order No. 4388

[Programs](#) | [Contact Info](#) | [Revision History](#) [↓ Invoice](#)

Program Name	Amount
TIER 1 - SPRING	
Cross-Device Programmatic: Travel Intenders	\$ 4,600.00
Cross-Device Programmatic: Sequential Brand Retargeting	\$ 4,600.00
Cross-Device Programmatic: Brand CTV Retargeting	\$ 3,780.00
Mobile Display: Past Visitor Targeting	\$ 5,060.00
TripAdvisor: Contextual Display	\$ 5,520.00
Email Publisher: eTarget Dedicated - March	\$ 2,300.00
Email Publisher: eTarget Dedicated - April	\$ 2,300.00
Total	\$ 23,100.00

5. Accounting

- In the "Accounting" tab, you can access all transactional information including date, transaction amount, transaction type, notes and total pending balance.

The screenshot shows the 'Accounting Listing' page within the 'Cooperative Advertising Program'. The page header includes the Myrtle Beach logo, the program name, and user information for Anna Lowry and Test Partner. A navigation bar contains tabs for PROGRAMS, ORDERED PROGRAMS, METRIC REPORTS, ORDERS, ACCOUNTING (selected), and PARTNER ACCOUNT(S). The main content area features a title 'Accounting Listing' and an informational message: 'See below for all financial transactions for this partner. For specific order details, click on the corresponding order in the "Orders" tab and then click on "Revision History:"'. Below this, the partner name is listed as 'Test Partner'. A table displays two transactions:

Pay Date/Order Date	Transaction Amount	Transaction Type	Notes/Order Description	Total Pending Balance
12/12/2022	\$23,100.00	Deposit	Invoice #4388	\$0.00
12/12/2022	\$23,100.00	Withdraw	Order Confirmed #4388	\$23,100.00

At the bottom right of the table, there is a pagination control showing '< 1 >'. Below the table, the 'Remaining Balance' is stated as '\$0.00'.

6. Partner Account(s)

- In the "Partner Account(s)" tab, you can edit your contact information by clicking on the pencil icon under the action column.

The screenshot shows the 'Partners' page within the 'Cooperative Advertising Program' interface. The page header includes the 'Myrtle Beach SOUTH CAROLINA' logo, the program title, and user information for 'Anna Lowry' and 'Test Partner'. The navigation menu includes 'PROGRAMS', 'ORDERED PROGRAMS', 'METRIC REPORTS', 'ORDERS', 'ACCOUNTING', and 'PARTNER ACCOUNT(S)'. The main content area features a 'Partners' title, an 'Add Partner' button, and a notification: 'You have access to the following partner accounts. Be sure to keep all contact info updated at all times in order to receive automated reminder emails and to avoid program interruption.' Below this is a search bar for 'Search Partner Name' and a dropdown for 'Select Program Type'. A table lists the partner accounts with columns for S No., Partner Name, Program Type(s), Account Manager(s), Status, Last Update Date, and Action. The table contains one entry for 'Test Partner' with a pencil icon in the Action column. A pagination control shows '1' of 1 items.

S No.	Partner Name	Program Type(s)	Account Manager(s)	Status	Last Update Date	Action
1	Test Partner	Partners		Enabled	01/04/2023	