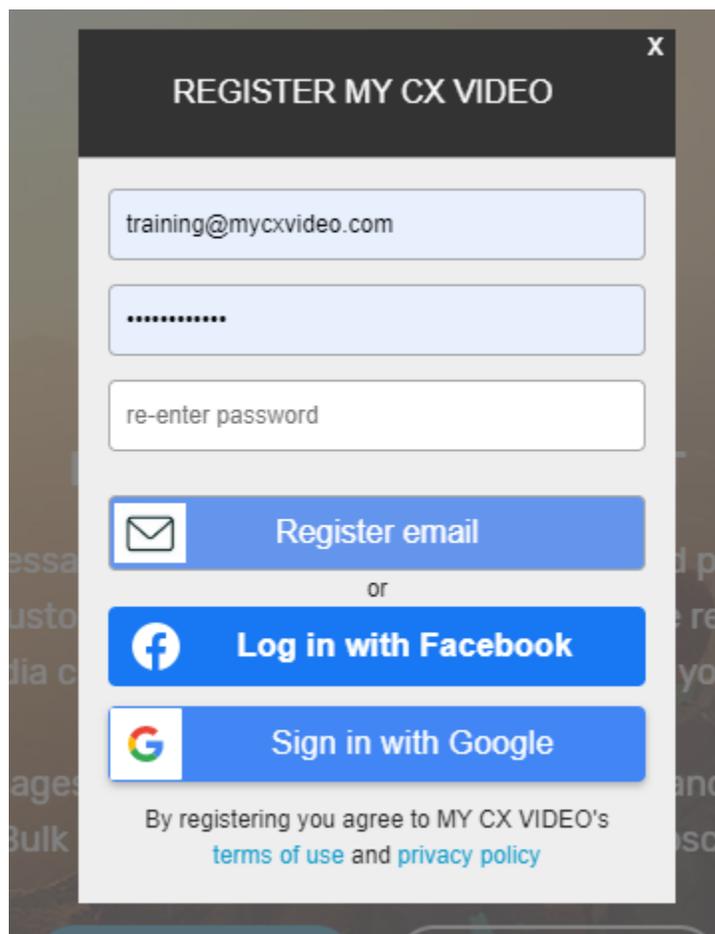


## A. GETTING STARTED

### 3.1 Sign-Up & Logging On

Sign Up for MY CX Video by registering your email address or using existing Facebook / Google accounts.

A screenshot of a mobile application registration screen titled "REGISTER MY CX VIDEO". The screen features three input fields: the first contains the email address "training@mycxvideo.com", the second is a password field with masked characters, and the third is labeled "re-enter password". Below these fields are three blue buttons: "Register email" with an envelope icon, "Log in with Facebook" with the Facebook logo, and "Sign in with Google" with the Google logo. A small "or" is centered between the "Register email" and "Log in with Facebook" buttons. At the bottom, there is a line of text: "By registering you agree to MY CX VIDEO's [terms of use](#) and [privacy policy](#)".

Email Sign Up:

1. Enter email address,
2. Enter Password
3. Re enter password

Facebook Sign Up:

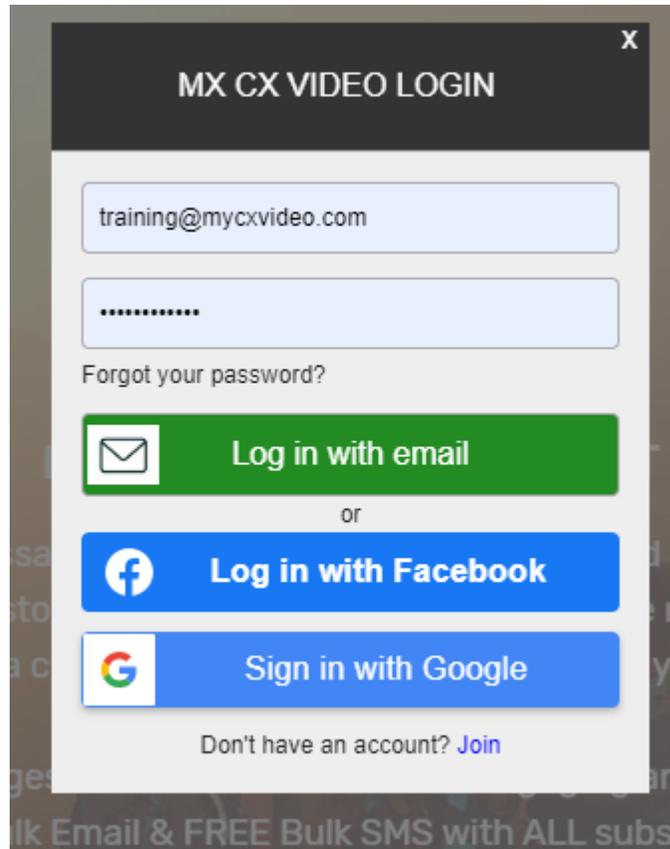
Sign up using your current Facebook account details. Click on the Log in with Facebook button, MY CX Video will connect with your Facebook account and register with My CX Video immediately.

Google Sign Up:

Sign up using your current Google account details. Click on the Log in with Google button, MY CX Video will connect with your Google account and register with CX Video immediately.

The [privacy policy](#) and [terms or use](#) can also be accessed by clicking on the links provided at the bottom of the register box.

Log Into MY CX Video:



#### Email

1. Enter our email address (the system should remember your email from last log in)
2. Password should be remembered
3. If the password gets forgotten or lost you can set a new password by clicking on the [Forgot Your Password](#) link provided
4. Check your email, a temporary email will be sent to you from MY CX Video.
5. Use the temporary password to log in.
6. Update password in your account.

If you do not have an account click on the [Join](#) link provided.

Log in with Facebook and Google Accounts:

This option uses current Facebook and Google account log in details to connect with MY MX Video and log you in immediately. This allows for sharing video from MY CX and other accounts to be quick and easy.

## 3.2 Account Settings

Set account details, change passwords assign user roles, update phone contacts and addresses.

### 3.2.1 Change account password

Enter your existing password, a new password and confirm the new password by entering it a second time, then click CHANGE PASSWORD.

Old Password ⓘ  
 New Password ⓘ  
 Confirm New Password ⓘ

Forgot your password?

CHANGE PASSWORD

If you registered using Facebook or Google Authentication you will need to click the **Forgot your password** to receive your password via an email sent to your registered email address.

### 3.2.3 Set display username

You can set your own display name; this name appears in the top nav bar with your avatar.

Display Name ⓘ  
 Email Address ⓘ  
 Mobile (International dialing code) ⓘ

MY CX Training  
 training@mycxvideo.com  
 +6654345678

### 3.2.4 Set account name

The account name may be more formal than the display name and may be used as a sent from reference when sharing videos via email and SMS.

Account Name ⓘ  
 MY CX Training

### 3.2.5 User email address

The users email address cannot change, however you can invite a new email address to the account as a Campaign Manager and delete any users no longer required, please see section [3.2.9 People & Roles, Invite Users](#) for more details.

Display Name ⓘ  
 Email Address ⓘ  
 Mobile (International dialing code) ⓘ

MY CX Training  
 training@mycxvideo.com  
 +6654345678

### 3.2.6 Mobile

The full international dialing number starting with + symbol is used to receive test SMS messages

### 3.2.7 Billing and Business Address

Enter address details, business and billing addresses can be the same or different. Mail is never sent by post to either address.

| Billing Address <span>ⓘ</span> | Business Address <span>ⓘ</span> <span>Use billing address</span> |
|--------------------------------|--|
| Training Centre                | Training Centre  |
| 2 Mount Road                   | 2 Mount Road   |
| Miami                          | Miami  |
| Florida                        | Florida  |
| USA                            | USA  |
| 5643                           | 5643   |
| Payer Email                    | Phone Number   |

### 3.2.8 Profile avatar image upload

Upload a profile image; this image is displayed next to the account name, on the header nav bar.

### 3.2.9 People & Roles, Invite Users

Send invites to colleagues, friends or partners collaborate. You can invite others to join your subscription to work on a campaign. Each invite is allocated a user role depending on the desired level of involvement you wish to allow. Once an invitee has completed their work on your campaign you have the option to delete them from your account or assign an alternative user role.

1. Enter the name of the person that you would like to invite
2. Enter their email address
3. Assign user roles and access permissions from options displayed in the drop-down box

## People & Roles

Invite people to join your user group.  
Simply enter their name, email address, allocate a role and send the invite.

[LEARN MORE](#)

**Invite Name** ⓘ

**Invite Email Address** ⓘ

**Invite Role** ⓘ

Subscription Mgmt

**Subscription Mgmt**

Campaign Mgmt

Production Mgmt

Publishing Mgmt

[SEND INVITE](#)

| DISPLAY NAME | ROLE                  | EMAIL ADDRESS          | CAMPAIGNS | DELETE |
|--------------|-----------------------|------------------------|-----------|--------|
| Guest        | Subscription Mgmt(Me) | training@mycxvideo.com | ALL       |        |

## **Account Role Descriptions**

Each of the MX CX VIDEO Account Role is summarized below, for a full list of features enabled or disabled for this Role Based Access (RBA) please refer to table 1. Role Based Access Features in appendix A.

### **Subscription Manager**

A *Subscription Manager Role* has access to ALL features withing the MY CX VIDEO subscription. This role should me limited to individuals that require access to the billing and transaction information, to create new campaigns and the ability to invite & allocate roles to others. At least one Subscription Manager is required and where there is a single Subscription manager; this cannot be deleted, use the Account Invite feature to assign an additional Subscription Manager to enable the existing role to be deleted.

### **Campaign Manager**

A *Campaign Manager Role* can create, change and delete ALL aspects of a campaign, including video templates selection, creation and customization. A campaign Manager can also perform ALL production and publishing activities to generate sample videos and process bulk or individual videos as described in the following section.

### **Production Manager**

A *Production Manager Role* can create & review sample videos, with access to the sample data sheets for bulk messaging and is able to launch the approved video templates and updates for publishing. This role does not have access to the publishing setup or publishing tools however the individual may be given access to the WEP APP publishing tools to send individual video messages (see WEB APP Access below).

### **Publishing Manager**

A Publishing Manager Role can setup publishing options, create SMS & eDM email templates, perform bulk-messaging activities, configure & use the WEB APP tools to send individual video messages. The publishing options and settings include the access to the Publishing WEB APP and API as follows.

#### *Publishing WEB APP Access*

The MX CX VIDEO publishing APP is a simple browser based web page which provides the easy to use tools to upload content and generate a single video which is then sent using you pre-set publishing options as an Email eDM &/or SMS messages. Access to this APP can be made public or pass-code protected by your Publishing Manager.

#### *Publishing API ACCESS*

The MX CX VIDEO publishing API is a simple HTTPS RestFull API which provides the integration tools to upload content and generate a single video which is then sent using you pre-set publishing options as an Email eDM &/or SMS messages. Access to this API is enable and pass-code protected by your Publishing Manager.

### 3.2.10 Subscription Plan

Current subscription plan and date of expiry for the most recently purchased plan. Subscription purchases expire 1 month from date of purchase. (See section 3.2.14 payments for more detail on subscription automatic renewal and payment options)

Subscription video balance – how much video credit is remaining on your subscription purchase

Top up video balance – how much video credit remains from your top up purchases.

**Subscription video credits expire at the end of a 30 day period, top up video credits do not expire and carry over to the next month until all video credits are used.**

## Subscription

Current plan is : **BUSINESS** expires on **September 27, 2020 19:59**

Subscription video balance is : **1000**

Top Up video balance is : **1000**

Transaction History

| Reference | Date                | Purchase | Price | Balance | Expires                  |
|-----------|---------------------|----------|-------|---------|--------------------------|
| 319011603 | 2020-06-27 20:01:23 | BUSINESS | 99.00 | 1000    | September 27, 2020 19:59 |
| 319011603 | 2020-06-27 20:01:15 | BUSINESS | 99.00 | 1000    | August 27, 2020 19:59    |
| 319011603 | 2020-06-27 20:00:44 | CREDIT   | 99.00 | 1000    | June 29, 2020 15:26      |
| 319011603 | 2020-06-27 19:59:39 | BUSINESS | 99.00 | 1000    | July 27, 2020 19:59      |

### 3.2.11 Transaction History

A history of payments made to MY CX Video, tracking account spend.

Reference – Payment reference number

Date – Date and time that payment was processed

Purchase – Subscription type

Price – Amount paid

Balance – Dollar value of credit remaining on monthly allowance

Expires – Date the credit expires

### 3.2.12 Subscriptions

Standard – Single user account, multi campaign. Brand up to 5 video templates and generate up to 100 unique videos (1 min max). Each standard purchase is valid for 3 months. SMS, Email and messenger services included.

Business – Multi-user account, with unlimited campaigns. Brand up to 10 video templates and generate up to 1000 unique videos (1 min max) per month. SMS, Email and messenger services included.

Premium Pro – Multi-user account, with unlimited campaigns. Multi-template campaigns generate up to 5000 unique videos (1 min max) per month. SMS, Email and messenger services included.

**\*\*All subscriptions are free of any fixed terms and can be cancelled anytime penalty free\*\***

The image displays three subscription options side-by-side, each in a light purple-bordered box. Each box contains the following information:

- Standard Subscription:** Priced at \$35, costing 35c/video. It is for a single user account with up to 5 video templates and 100 unique one-minute videos per month.
- Business Subscription:** Priced at \$99, costing 10c/video. It is for a multi-user account with unlimited campaigns, up to 10 video templates, and 1000 unique one-minute videos per month.
- Premium Pro Subscription:** Priced at \$399, costing 8c/video. It is for a multi-user account with unlimited campaigns, multi-template campaigns, and up to 5000 unique one-minute personalized videos per month.

Each card also features a 'Send for free via SMS, EMAIL or MESSENGER' note and two buttons: 'Subscribe' and 'Buy Now', both with icons for BANK, VISA, and Mastercard.

\*Additional videos generated after subscription limits will be charge per video, video duration and size may incur additional charges, please visit our pricing page for more details.

**Subscribe:** Select subscribe and log into PayPal for monthly automatic debits processed by PayPal.

**Buy Now:** For once off or self-managed payments using debit or credit card as a PayPal guest user.

**\*\*see more detail on payments in section 3.2.14 Payments\*\***

### 3.2.13 Top Up

Top up purchases are available to complete larger campaign requirements without needing to overspend. Remaining video credit top ups carry over to the next month until all credit purchases have been consumed.

**\$35**

Top-Up 100  
35c/video

---

TOP UP 100, add credit for 100 standard videos. Unused top up credit will be carried over to next month provided you continue your subscription\*\*.

**Buy Now**

BANK VISA

**\$99**

Top-Up 1000  
10c/video

---

TOP UP 1000, add credit for 1000 standard videos. Unused top up credit will be carried over to next month provided you continue your subscription\*\*.

**Buy Now**

BANK VISA

**\$399**

Top-Up 5000  
8c/video

---

TOP UP 5000, add credit for 5000 standard videos. Unused top up credit will be carried over to next month provided you continue your subscription\*\*.

**Buy Now**

BANK VISA

\*\*ALL Top-Ups can be applied to ANY subscription, unused Top-Up CREDIT will carry over into you next months subscription.

Buy Now: For once off or self-managed payments using debit or credit card or using your PayPal account.

**\*\*see more detail on payments in section 3.2.14 Payments\*\***

### 3.2.14 Payments

Payments to My CX Video can made with PayPal or credit/debit card.

SUBSCRIBE– monthly payments are automatically debited from a PayPal account. Subscribe to set and forget, monthly subscription renewals will be updated automatically.

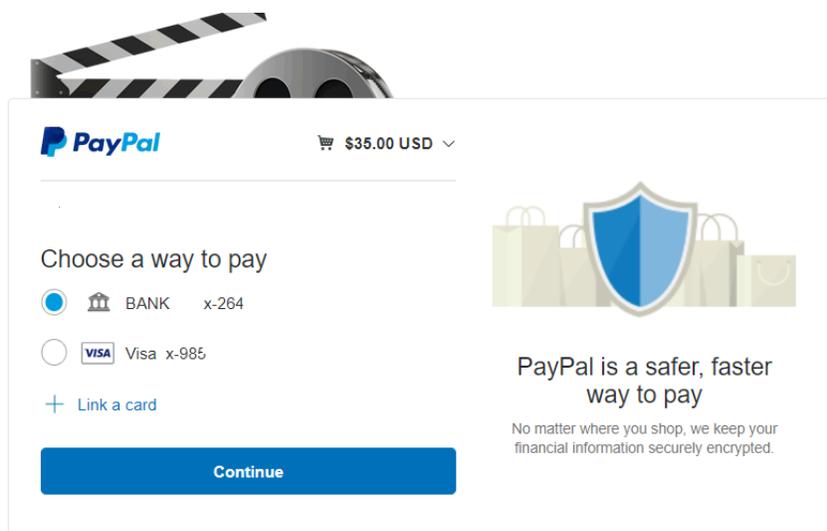
**Pay with PayPal**

With a PayPal account, you can be eligible for Refunded Returns, Buyer Protection and more.

Forgotten your password?

Stay logged in for faster purchases [?](#)

or



If you decide to terminate the subscription payments can be cancelled in PayPal.

For PayPal Here's how:

1. Log in to your PayPal account.
2. Click **Settings** near the top of the page.
3. Click **Payments**.
4. Click **Manage pre-approved payments**.
5. Click **Cancel** or **Cancel automatic billing** and follow the instructions.

**BUY NOW:** Credit/Debit card payments are self-managed. Select Buy Now and click on the grey button to Pay with a Card via PayPal as a guest. Automatic debits are not possible when paying by card unless you have a PayPal account which enables the option to Subscribe for monthly auto payments.

 \$35.00 USD

### Pay with PayPal

With a PayPal account, you can be eligible for Refunded Returns, Buyer Protection and more.

[Forgotten your password?](#)

Stay logged in for faster purchases [?](#)

**Log In**

or

**Pay with a Card**

 \$35.00 USD

### PayPal Guest Checkout

We keep your financial information securely encrypted.

Country/Region  
Australia



Card number

Expires  CVV

First name  Last name

**Billing address**



**PayPal is a safer, faster way to pay**

No matter where you shop, we keep your financial information securely encrypted.

### 3.3 Campaigns

The **CAMPAIGNS** page is the center for creating and managing all personalized video campaigns. Start new campaigns with preset templates or create your own. Extensive image, video and sounds libraries are available to enhance all personalized customer experience videos.

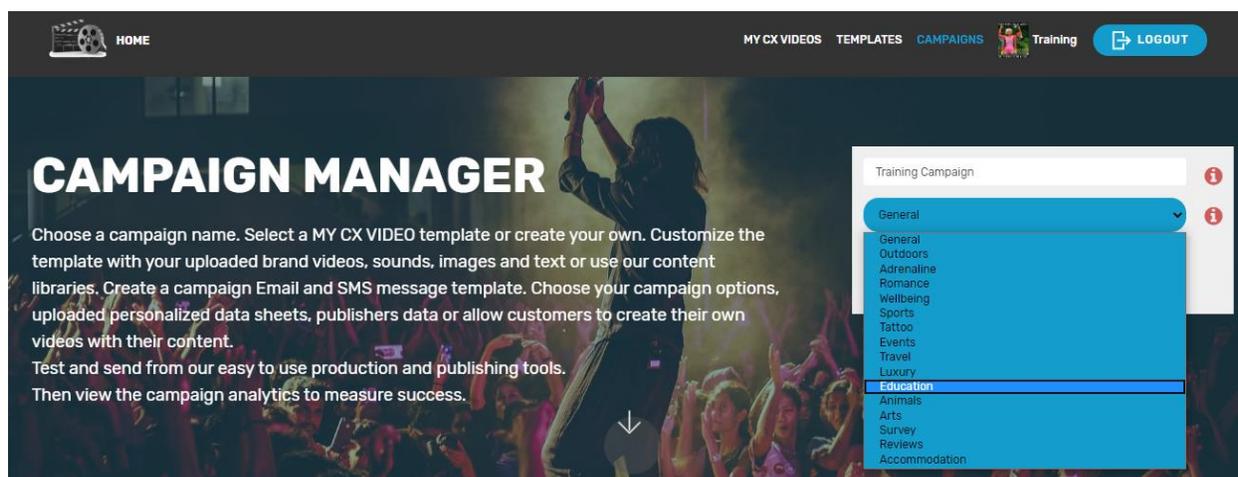
Campaign management includes unique content processing, publishing and distribution.

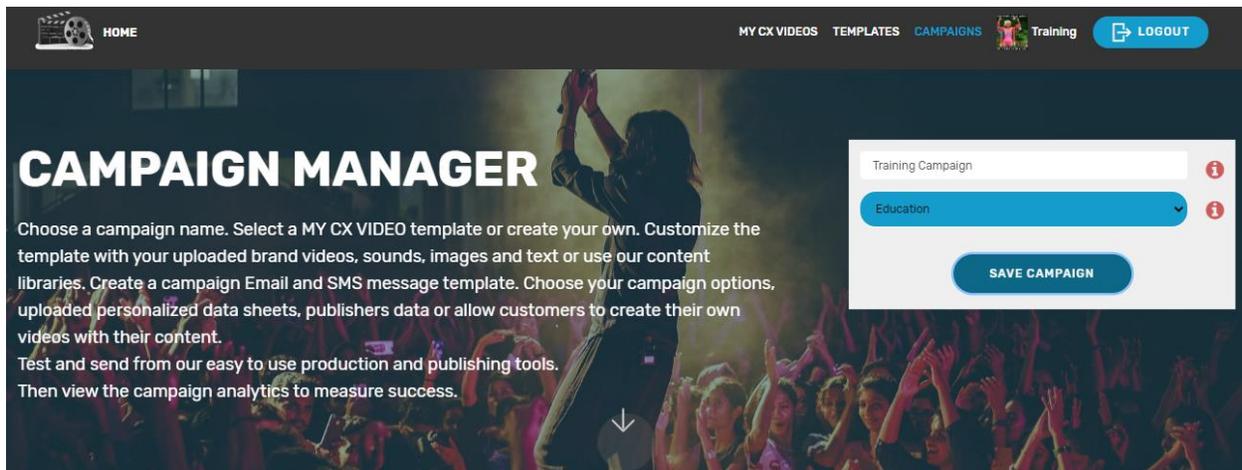


Click on the blue **GET STARTED** button to start your first campaign.

#### 3.3.1 Campaign Get Started

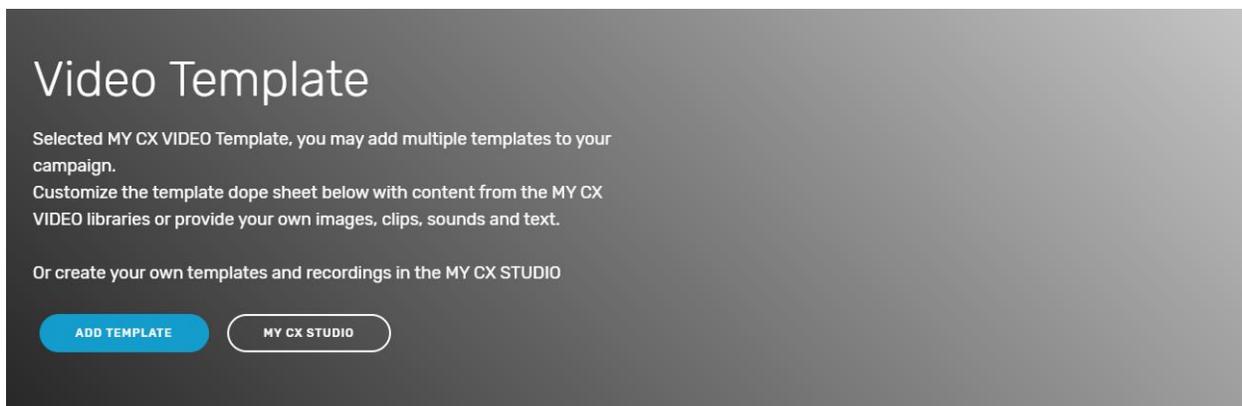
Name your campaign with a title and select a category that best suits your campaign subject from the drop-down box.





Click on the Save Campaign button to save and scroll down to continue.

### 3.3.2 Add Video Template to Campaign



Video templates simplify the video creation process by providing a ready to use storyboard of video clips and images that can easily be customized with the addition of unique data and content in just a few clicks. **(See more on templates in section 3.4 Templates and Dopesheet).**

### 3.3.3 Add Template

**MY CX VIDEO TEMPLATES**

Video templates form the structure of your video storyboard, you customize the content of the template with your story, your brand images, text and videos. Then you use your branded video template along with unique customer data, image and video to generate a one-off unique personalized video sent to them to share.

Enter a business, event or location to find a video template and create your very own MY CX VIDEO sent directly to YOU.

OR

Select a MY CX CATEGORY below to review and customize the available templates and start your CX video campaign.

Search

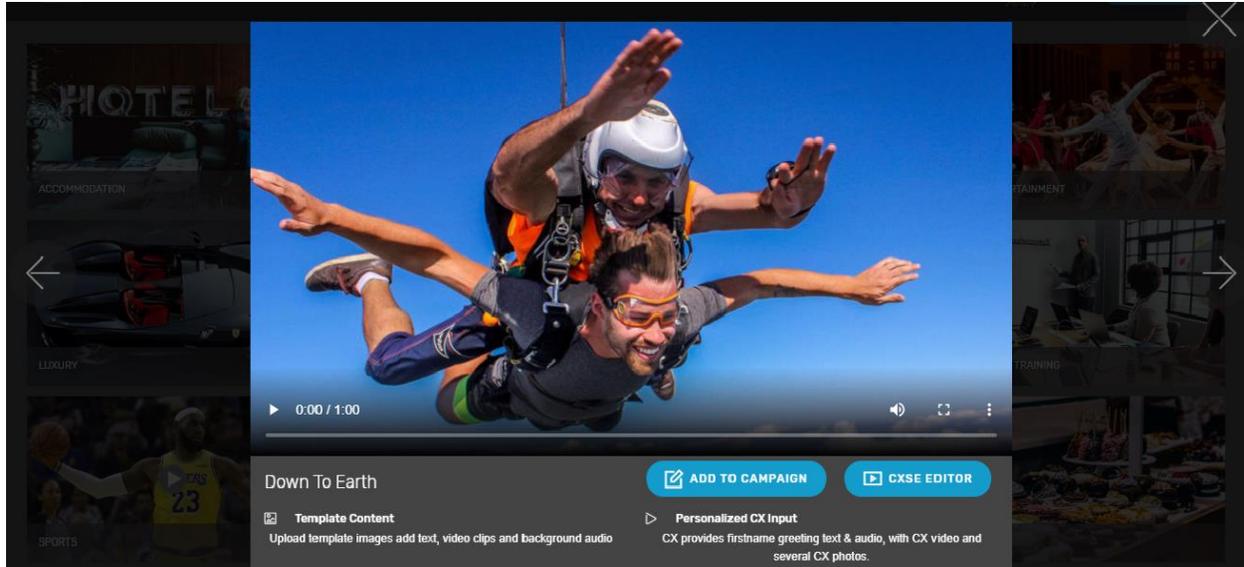
Templates selection is divided into categories, click on the category that relates best to the campaign theme to view templates with suggested content.  
**(See more on category descriptions in section 3.4 Templates and Dopesheet)**

Example: If a skydiving company is wishing to create personalized videos for their customers the Adrenaline category would be selected to find a suitable video template.



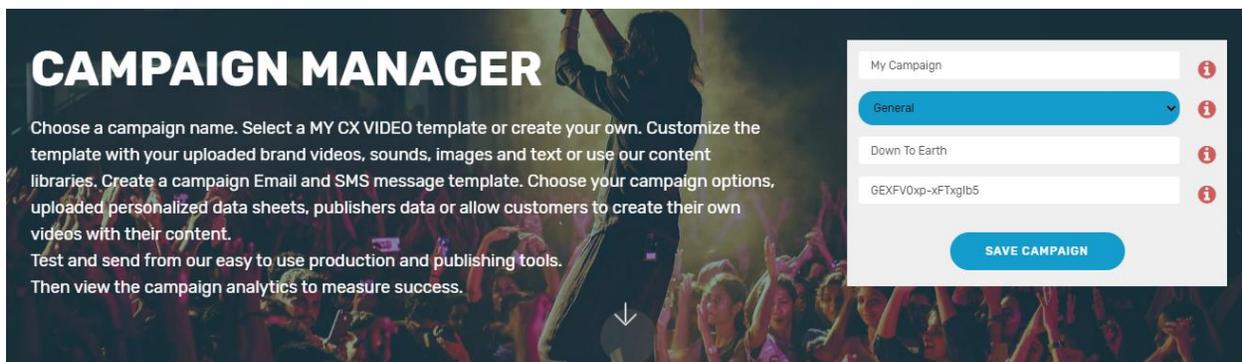
Select a category and use the left/right arrows to scroll through various template examples.

Chosen a template and click the blue ADD TO CAMPAIGN. Or select the CXSE EDITOR button to start editing straight away in the MY CX Sequence Editor.

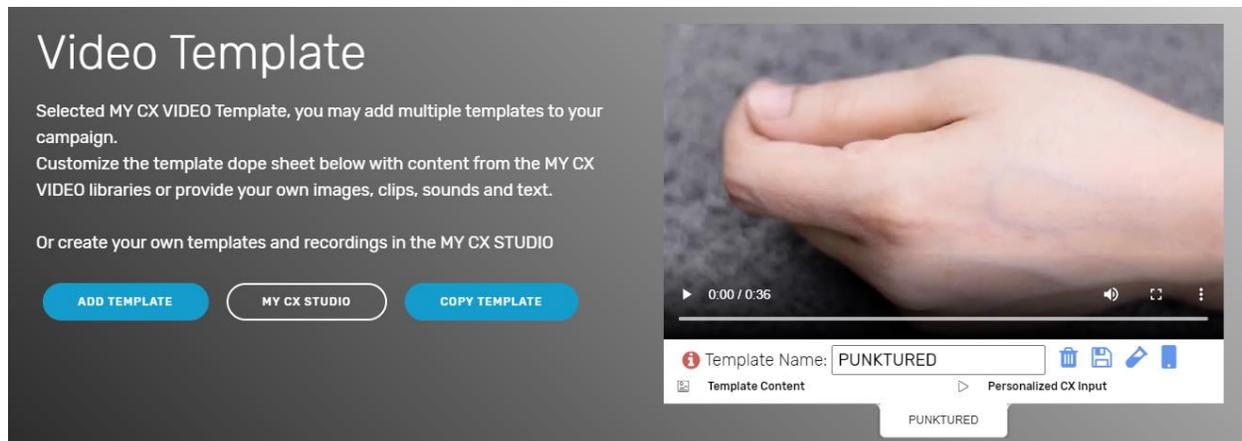


ADD TO CAMPAIGN: scroll up and find the template added to Campaign Manager.

CXSE EDITOR: please proceed to section 3.4 for user detail on this function.



SAVE CAMPAIGN: Saves current campaign data.

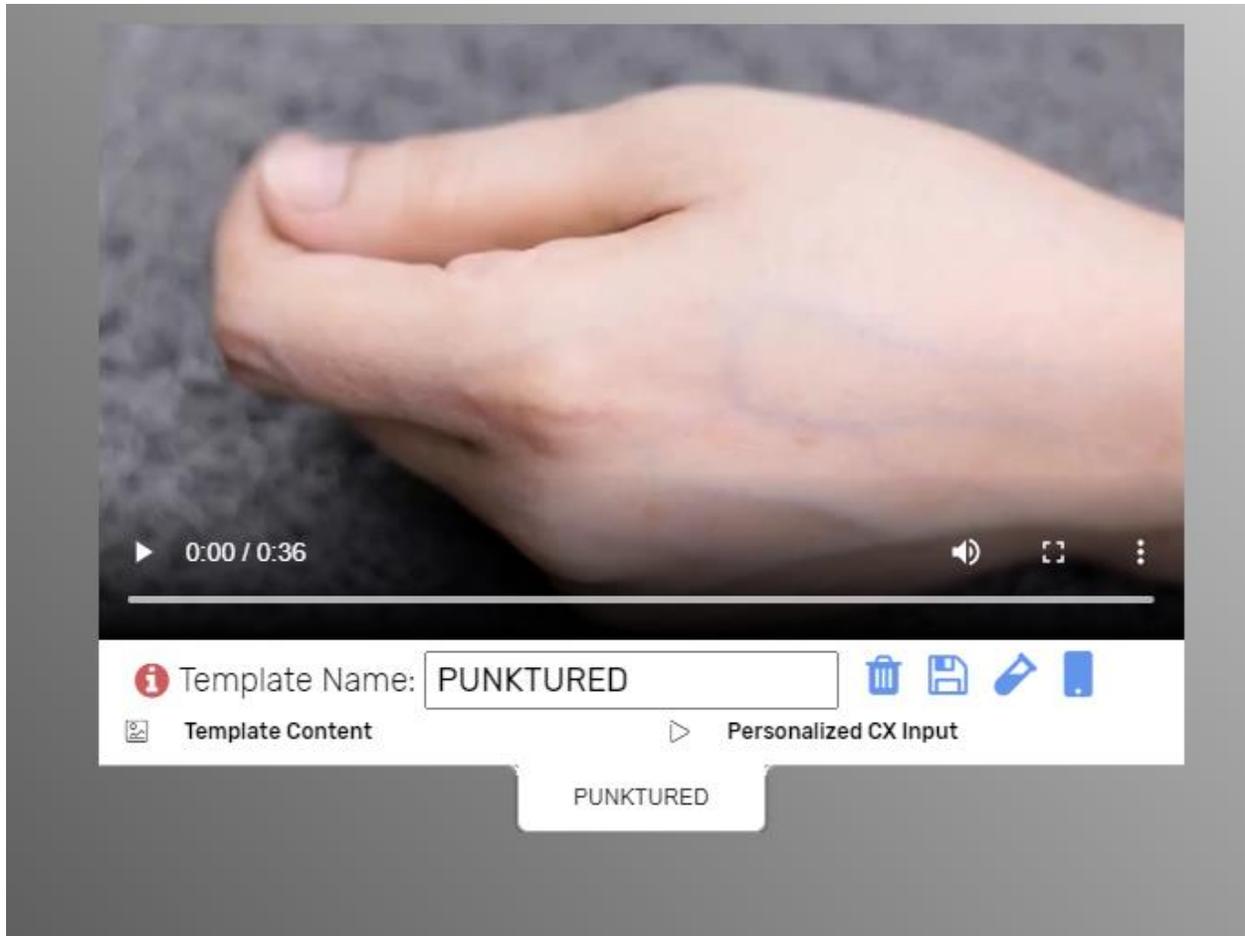


**ADD TEMPLATE:** Multiple templates can be added to the campaign, these display as tabs below the sample video viewing screen. As below the example shows tab 1: Down To Earth, tab 2: Elephant Park. Rename tab in the video text box if required.

**MY CX STUDIO:** Create your own template by selecting on the grey MY CX STUDIO button to enter the MY CX Studio Suite.

**(See more on MY CX STUDIO in section 3.8 Sequence Editor)**

**COPY TEMPLATE:** Adds an exact copy of selected template to the campaign. Rename tab in the video text box if required.



TEMPLATE NAME: Rename the template in the test box

TRASH CAN: Delete the template

DISK: Save updates.

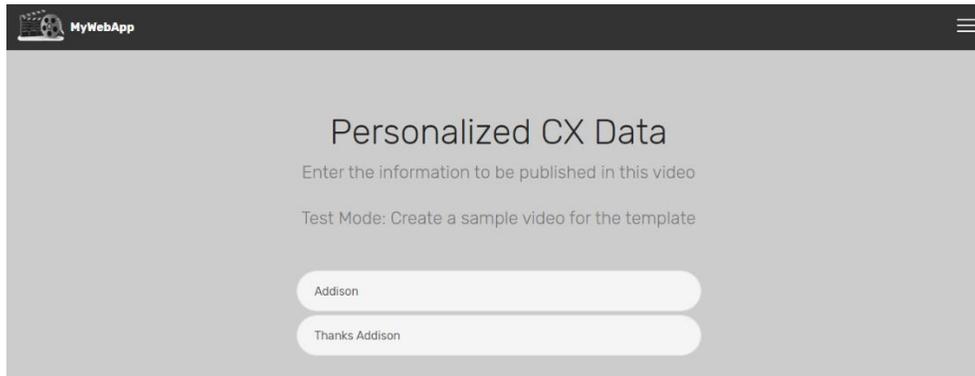
TEST TUBE: Test updates to dope sheet and create a sample video

MOBILE APP: Quick Test - Produce a sample video using the MY CX Video mobile app

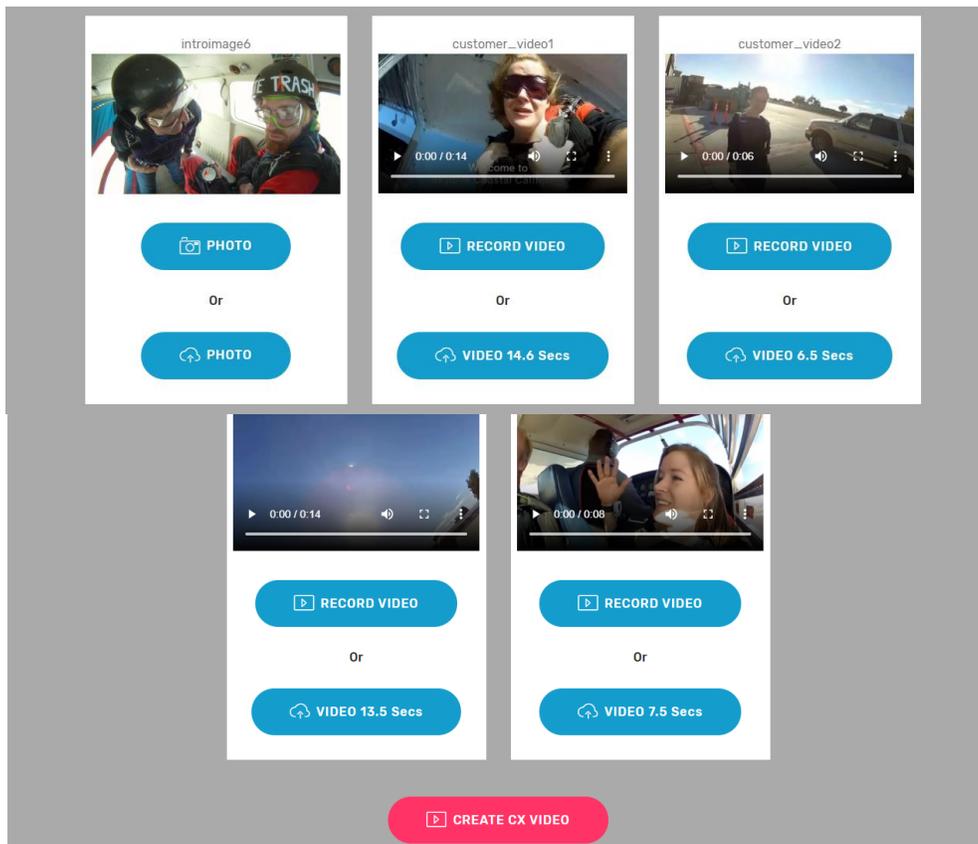
### 3.3.4 Create Sample Video

The MY CX VIDEO Web APP Pages is where you enter your unique customer data or upload unique content for one video. You will enter the recipients email and mobile number then complete the form with their details and content. Form more information on using the Web APP please refer to the section in this manual.

Enter data, add video and images to complete the template.



Personalized CX Data: add name and personalized greeting or message



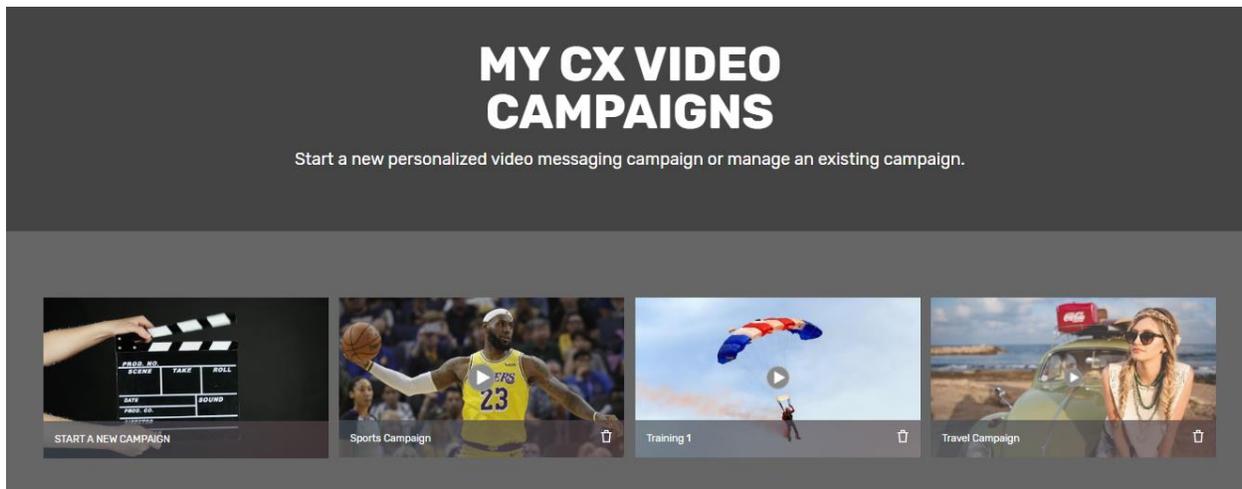
Personalized Images and Video: Upload or capture straight from device using the WEB APP.

CREATE CX VIDEO: Generate sample video

Close the web app and go back to your Campaigns on the main web page, press play to view the sample Video.

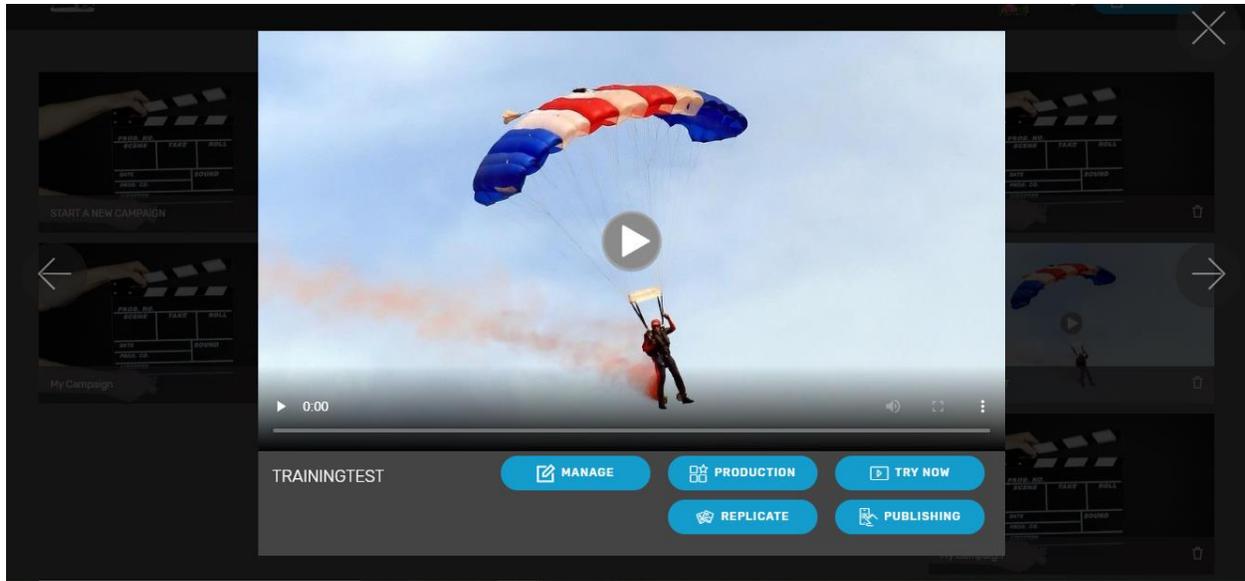
### 3.3.5 Campaign Management

Once the first campaign has been created a single click on the Campaigns tab will take the user to a feed of their current campaigns.



START A NEW CAMPAIGN: First option in the feed is start a new campaign. Following videos in the feed are campaigns that are currently being worked on along with completed campaigns. A trash can icon appears in the bottom corner of each video to easily delete any campaigns that are no longer relevant or needed in the feed.

Click on the video to open the campaign or use the trash can icon to delete the campaign.



**MANAGE:** Campaign manager where video templates can be customized in the template dope sheet. (See more in section 3.4 Templates & Dope sheets)

**PRODUCTION:** Process customized videos, generate and watch MY CX Video samples. Create, review launch. (See more in section 3.5 Production)

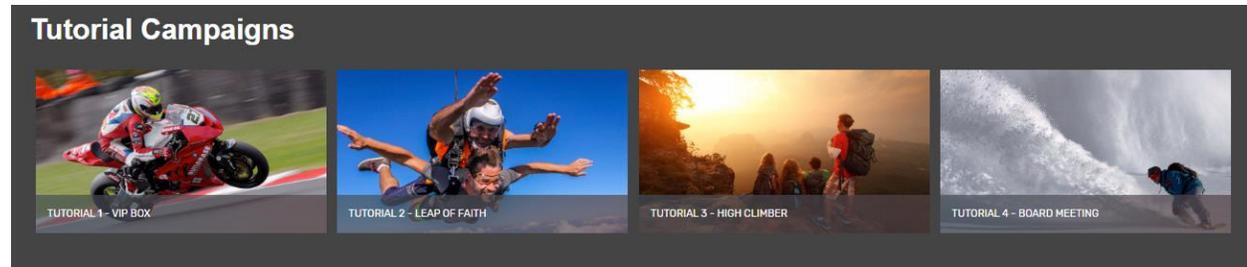
**PUBLISHING:** Publish and send personalized videos. (See more in section 3.6 Publishing)

**TRY NOW:** The TRY NOW takes user to the production WEB APP to generate a video, however a campaign must first be launched in the Production section and the WEB APP enabled for LIVE publishing. TRY NOW won't appear as a button unless the campaign is launched in Production.

**REPLICATE:** Replicates the template and adds it to the campaign, this allows the user to create slight differences and changes and adjustments to a template without having to start over. Rename the template accordingly in the campaign manager to keep track of replicated templated and slight changes.

### 3.3.5 Tutorial Campaigns

Tutorial videos on how to run and manage a MY CX Video campaign using video templates. (See more in section 3.10 Tutorials)



## **3.4 Templates & Dope sheets**

Templates are examples of personalized customer experience videos that can be easily customized to suit unique business branding and campaign requirements.

### **3.4.1 Template Categories**

Templates are categorized by theme. Category descriptions are as follows:

#### **Accommodation**

Boutique hotels and luxury stays.

#### **Adrenaline and Adventure**

Adrenaline and adventure style experiences. Capture breath taking moments that adventure seekers can share and remember forever. Perfect for skydiving, hot air ballooning, bungee jumping, hang gliding, white water rafting, rock climbing, abseiling, scuba diving, jet boating, quad biking, cave exploration, race car driving, deep sea fishing, whale watching, shark diving.

#### **Animals**

Animals touch the soul, highlight once in a life-time animal encounters with personalized video. One on one animal experiences, safari, horse riding, elephant/tiger/monkey sanctuary visits, dog/cat/horse competitor events, pet hotels, whale watching, turtle hatchings, farm visits, animal adoptions and new pets.

#### **Arts and Entertainment**

Plays and musicals, concerts, exhibitions, cabaret, circus, eisteddfods, comedy shows, dance displays.

#### **Custom Made**

Personalize it...custom made products. Unique customer experience videos that highlight special customized products. Document the unique creation process of one of a kind items. Surfboards, golf clubs, bikes, auto, marine, art, special furniture jewelry, and couture pieces.

#### **Luxury**

Personalized luxury experiences, a day at the spa, a classic car, luxury dining and accommodation or even luxury shopping experiences. Clink the crystal champagne flutes and record moments of opulence with customized video to mark the occasion.

#### **Outdoors**

The great outdoors, activities that offer customer experiences to get in touch with nature, share the experience of freedom with audiences via personalized video. Hiking, boating, camping, fishing, trekking, biking, trails, adventure.

**Events**

Events to that get talked about! Personalize it and impress guests by snapping a photo or video footage of attendees having a great time. Add promotional content and special offers to maximize brand exposure, send personalized video on the spot for extra wow factor. Promotional parties, B2B industry events, concerts and showcases, conferences, conventions, hobby and special interest gatherings, awards events, weddings, milestone birthdays and parties.

**Education and Training**

Short term group or individual training and development environments aimed at targeting the customer experience market - provide a video showcasing the learning experience by including unique customer content of the development process. Fitness instructor training, dive courses, small group learn to dance/paint/create experiences, cooking schools, commercial product updates, seminars, team building activities, workshops.

**Sports**

Prestigious or unique sporting events and opportunities that attract a large audience or participant group. Aim to target the customer experience market by recording the event via personalized video. Capture the thrill of being part of special experience opportunities such as a box seat at the footy or a grid access pass at the Grand Prix. Capture the thrill of supporting a team, being part of the crowd at grand finals, auto sports, sports carnivals, championships, coaching clinics, athletics, surf lifesaving, surfing events and tournaments.

**Surveys**

Personalized customer experience surveys increase customer engagement with interactive videos. Personalized surveys maximize results with incentive driven behavior. Include special promotions and offers, increase brand awareness and gain vital customer feedback.

**Romance**

All products and services that offer romantic experiences for special moments that can be share with family and friends and kept as mementos marking the occasion with a lifetime highlight - provide a video capturing the event or participant experience & environment by including a photo of the 'special experience' to be easily shared on social media. Proposals, Engagements, Weddings, Sunset Cruises, Beach Front Dining, Beach Picnics, Helicopter Rides, Island Adventures, Sailing adventures.

**Review**

Incentivize positive reviews by highlighting customer experience by sending an outstanding follow up of a personalized video.

**Tattoo**

Tattoo shops and industry leaders stand out from the crowd by sending customers a personalized customer experience video.

**Travel and Tours**

Travel experiences and guided tours, hosted group travel itineraries or expeditions. Stand out by adding a personalized touch to unique travel experiences with customized video. Ideal for sailing/yacht trips, coach/bus tours, hiking/trekking expeditions, river cruising, live aboard diving, health retreats, train Journeys, safari, cycling tours, golf tours, sports travel groups and event travel groups.

### 3.4.2 Dope Sheet

The dope sheet lists the video content, some content is static and appears in all videos the template is used to generate, other content is dynamic and can be specified at the time of publishing. It is the dynamic content that makes a video personalized. Content types include images, clips & sounds specify content files such as jpg/png images, mp4 video clips or mp3/4 audio sound files. Text values such as a name or address, the text content also specifies the font value such as a name or address, the text content also specifies the font and color of the text.

| EDIT | TYPE  | NAME           | LENGTH     | LOCATION                                  | VALUE                                | CX INPUT |
|------|-------|----------------|------------|---|--------------------------------------|----------|
| ✓    | IMAGE | Poster         |            | CAMPAIGN/Images                           | 8L2bePqo.jpg                         | NO       |
| ✓    | CLIP  | master         | 36.28 Secs | CAMPAIGN/Clips                            | beach_holiday_greece_3998.mp4        | NO       |
| ✓    | SOUND | master         | 36.28 Secs | CAMPAIGN/Sounds                           | African-Mosaic_SIPML_T-0415.mp3      | NO       |
| ✓    | SOUND | greeting       | 2.6 Secs   | MYCXVIDEO/Sounds/Voices/au-jack-greetings | Bethany.mp3                          | NO       |
| ✗    | TEXT  | higreet        |            | CAMPAIGN/Fonts/ALPACA54                   | Hi                                   | NO       |
| ✗    | TEXT  | firstname      |            | CAMPAIGN/Fonts/ALPACA54                   | %Bethany%                            | YES      |
| ✓    | CLIP  | customer_video | 12.04 Secs | CAMPAIGN/Clips                            | samplecustomer.mp4                   | YES      |
| ✓    | SOUND | customer_video | 12.04 Secs | CAMPAIGN/Sounds                           | samplecustomer.mp4                   | YES      |
| ✗    | IMAGE | customer       |            | CAMPAIGN/Images                           | 73aa11d7-269b-4658-8cbd-71713c476421 | YES      |
| ✗    | TEXT  | thanks         |            | CAMPAIGN/Fonts/MyriadPro-Bold             | %Thanks {{firstname}}%               | YES      |
| ✗    | TEXT  | storeaddr      |            | CAMPAIGN/Fonts/MyriadPro-Bold             | %25 Cavill Ave Surfers Paradise QLD% | YES      |

thursday

**EDIT:** Enables editing to that row. Click on any row to edit. A tick will appear when updates have been completed.

**TYPE:** Content types include IMAGE/CLIP/SOUND files or a TEXT value with fonts & colors.

**LOCATION:** Indicates if a private content or shared MY CX Library content.

**VALUE:** Filename or value for this piece of content.

**CX INPUT:** Indicates if this piece of content may be changed/personalized at time of publishing a video. If YES the option to insert/upload unique content is provided.

**TAB:** Tabs appear at the bottom of the dope sheet for easy transition between template dope sheets attached to the campaign. Any campaign may contain multiple video template dope sheets.

### 3.4.3 Edit Dope Sheet

Content listed in the dope sheet can be edited. Click on the content line to edit, grey highlight indicates item selection. Replace any clip/sound/image or font from our content libraries.

NOTE: Image can only be replaced by image, one sound can only be replaced with sound etc.

## Video Template Dope Sheet

Customize this templates static content with your brands videos, images, text and audio or use our content library files. The unique CX INPUT rows can be set with default content for samples and later in the Production & Publishing sections you can generate and send unique CX videos using the App or bulk data sheet which replaces the CX INPUT values with your unique customer content values.  
Click a row on the dope sheet to get started.

| EDIT | TYPE  | NAME      | LOCATION                                  | VALUE                            | CX INPUT |
|------|-------|-----------|---|----------------------------------|----------|
|      | IMAGE | Poster    | CAMPAIGN/Images                           | xFTxglb5.jpg                     | NO       |
|      | SOUND | music     | CAMPAIGN/Sounds                           | Escape_SIPML_J-0102.mp3          | NO       |
|      | IMAGE | backimage | CAMPAIGN/Images                           | 76c48702873d09248c55ebc_1280.jpg | NO       |
|      | TEXT  | hi        | CAMPAIGN/Fonts/MyriadPro-Bold             | Hi                               | NO       |
|      | TEXT  | firstname | CAMPAIGN/Fonts/MyriadPro-Bold             | %Addison%                        | YES      |
|      | SOUND | greeting  | MYCXVIDEO/Sounds/Voices/uk-mike-greetings | Addison.mp3                      | NO       |



**VIDEO LIBRARY**

Select free CLIPS from the MY CX VIDEO library or upload to your campaign library to customize the template.

MY CX VIDEOS



**SOUND LIBRARY**

Select free SOUNDS including background music, greetings, names and phrases or record and upload your own.

MY CX SOUNDS



**IMAGE LIBRARY**

Select IMAGES for your templates from Pixabay 1.62M free pictures available here or upload your own photos.

MY CX IMAGES



**FONT LIBRARY**

Choose free TEXT fonts from our 10,000 or upload your own brand font files to customize your videos text.

MY CX FONTS

Don't show this page again

**VIDEO LIBRARY:** Pixabay video library, thousands of HD and 4K clips and video footage. Or upload your own to customize the video.

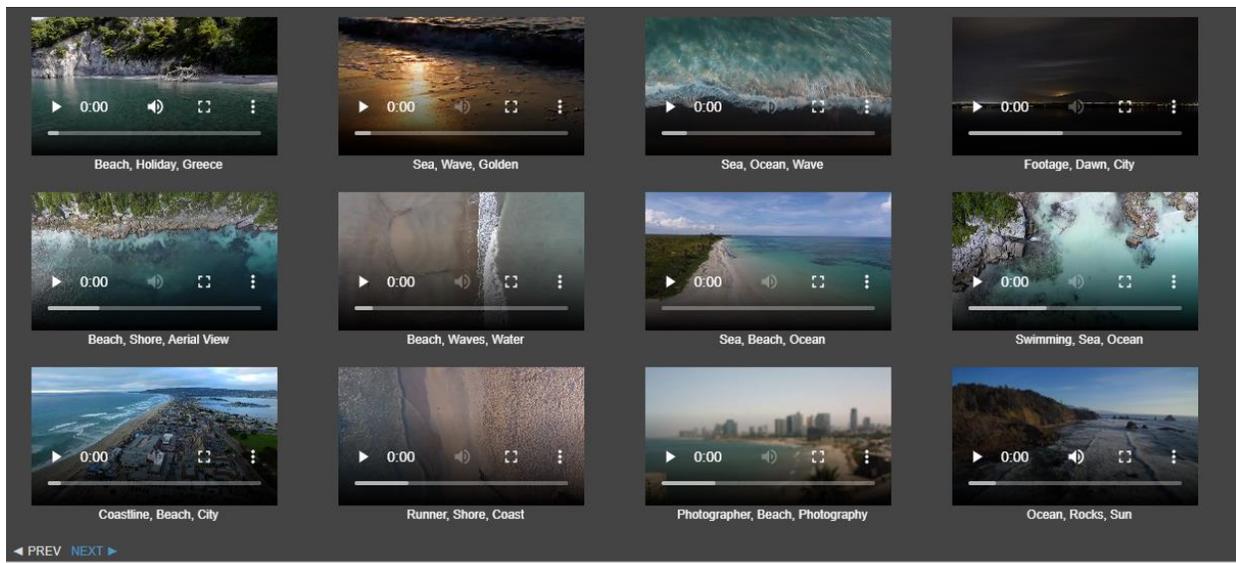
**SOUNDS LIBRARY:** Select free sounds including effects, voice, background noises, names and phrases or record your own sounds.

**IMAGE LIBRARY:** Pixabay image library 1.8 million images to choose from or upload your own.

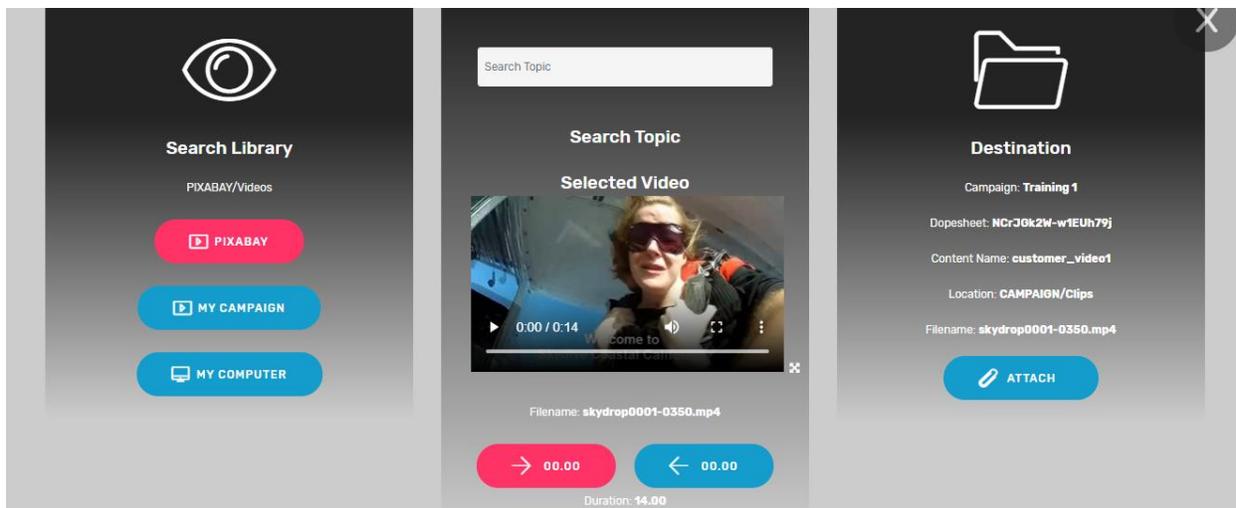
**FONT LIBRARY:** Choose from 10,000 texts or upload your own.

Don't show me this page again, tick box to set automation of skipping this pop up from appearing again.

**EDIT CLIP:** Select clips from the Pixabay library, previous campaign uploads or stored clips.



Clip viewing screen, a collection of videos as per selected search option. Use arrow keys in the bottom left corner to scroll through pages. Click on file name to select the video.

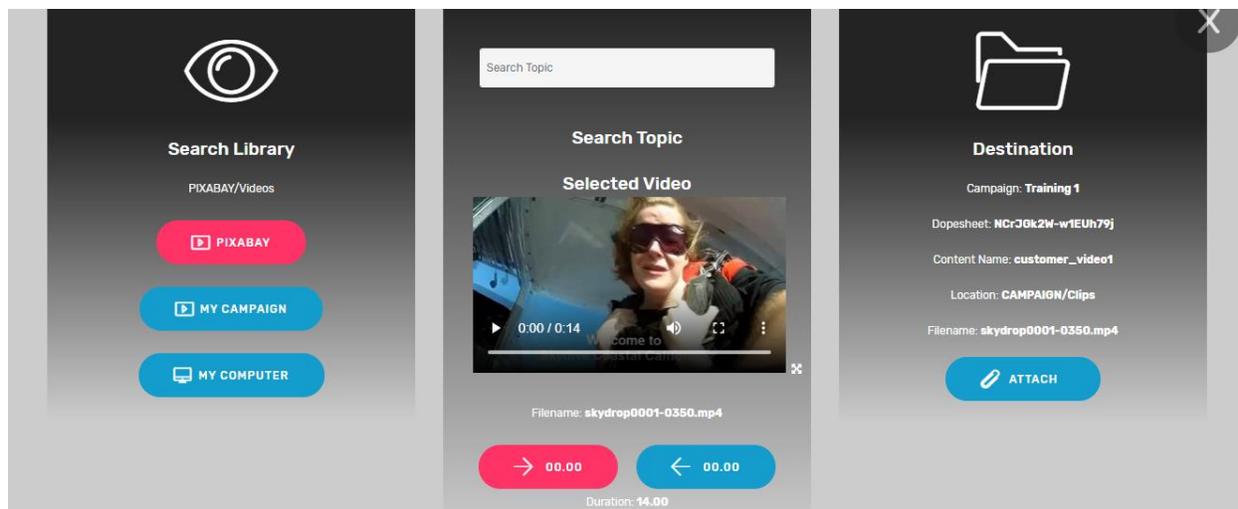


**SEARCH LIBRARY:**

**PIXABAY:** View and browse the Pixabay video library

**MY CAMPAIGN:** View clips previously uploaded to campaign.

**MY COMPUTER:** Search files stored externally i.e cloud storage, hard drive etc.



**SEARCH TOPIC:** Enter keywords into text box and press enter to view Pixabay video library.

**SELECTED VIDEO:** A viewing screen of selected video

**TIME SELECTION ARROWS:** The clip duration is noted, use arrows to select fragments of the clip.

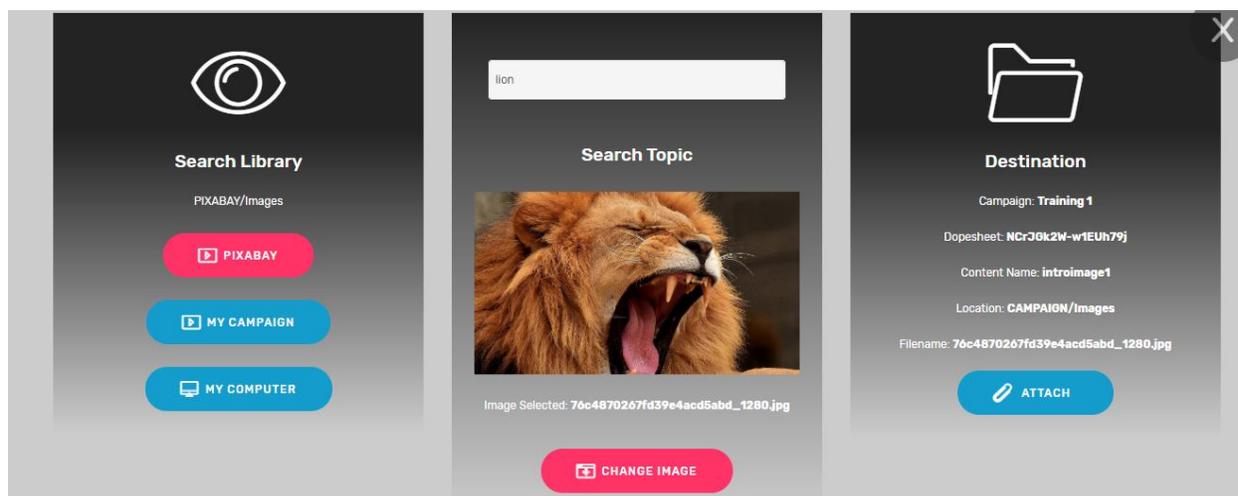
**DESTINATION:** Campaign name, dope sheet ID, content name, Location and file name.

**ATTACH:** Attach selected clip to dope sheet replacing previous clip.

**EDIT IMAGE:** Select from images powered by Pixabay, previous campaign uploads or stored images.



Image viewing screen, a collection of videos as per selected search option. Use arrow keys in the bottom left corner too scroll through pages. Click on chosen image to select.

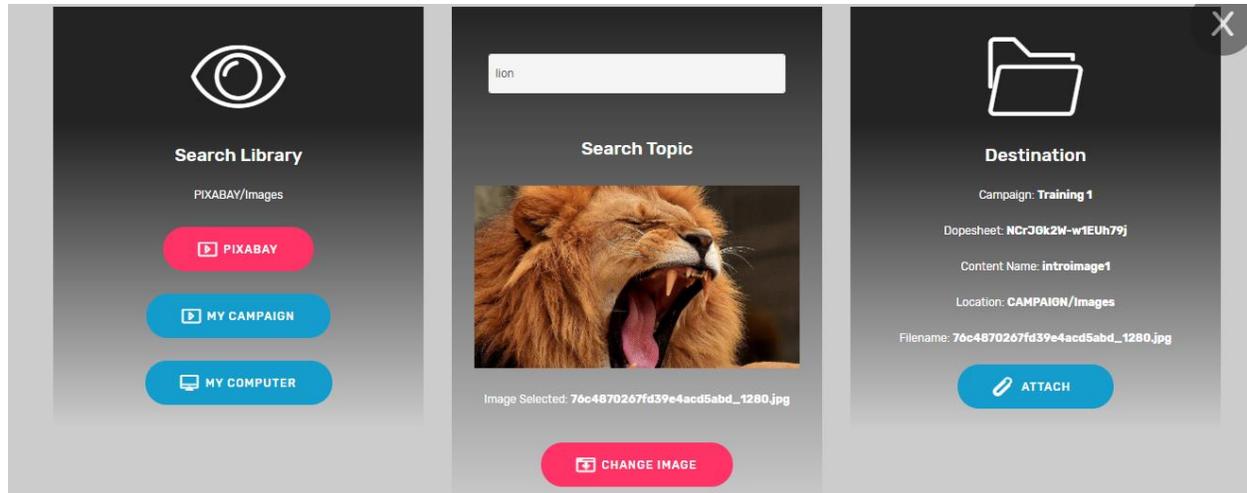


**SEARCH LIBRARY:**

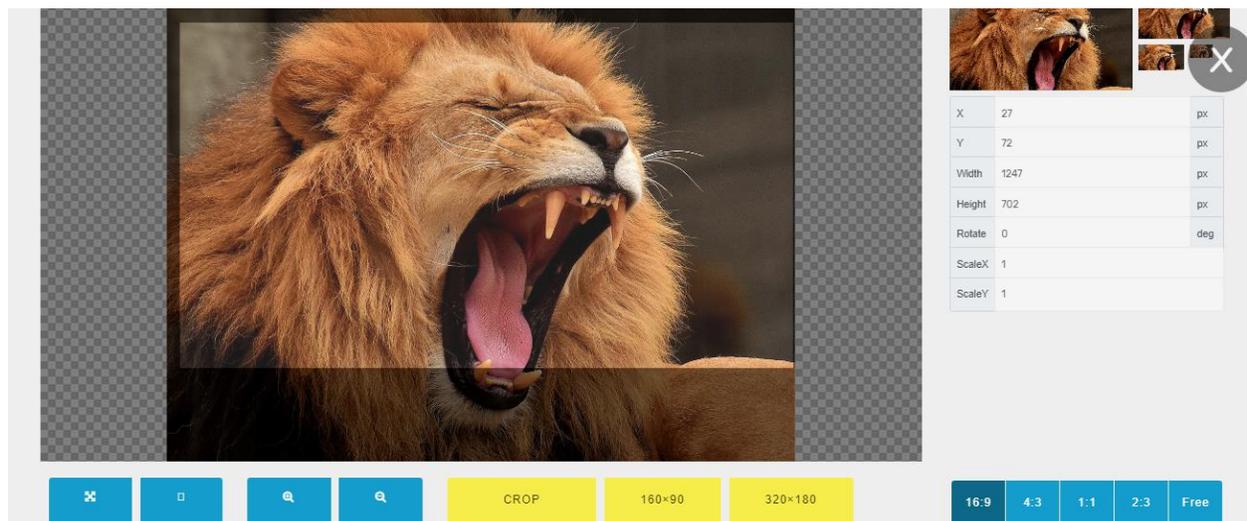
**PIXABAY:** View and browse the Pixabay video library

**MY CAMPAIGN:** View clips previously uploaded to campaign.

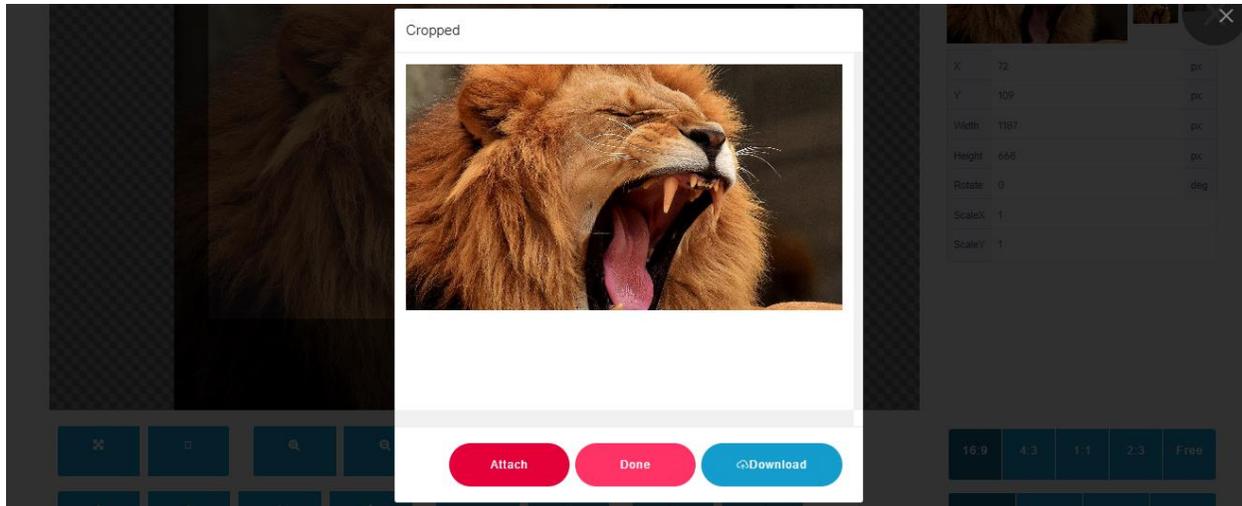
**MY COMPUTER:** Search files stored externally i.e cloud storage, hard drive etc.



**SEARCH TOPIC:** Enter keywords to search Pixabay library and press enter. Select image from the viewing screen at the top of the page by clicking on the chosen image.



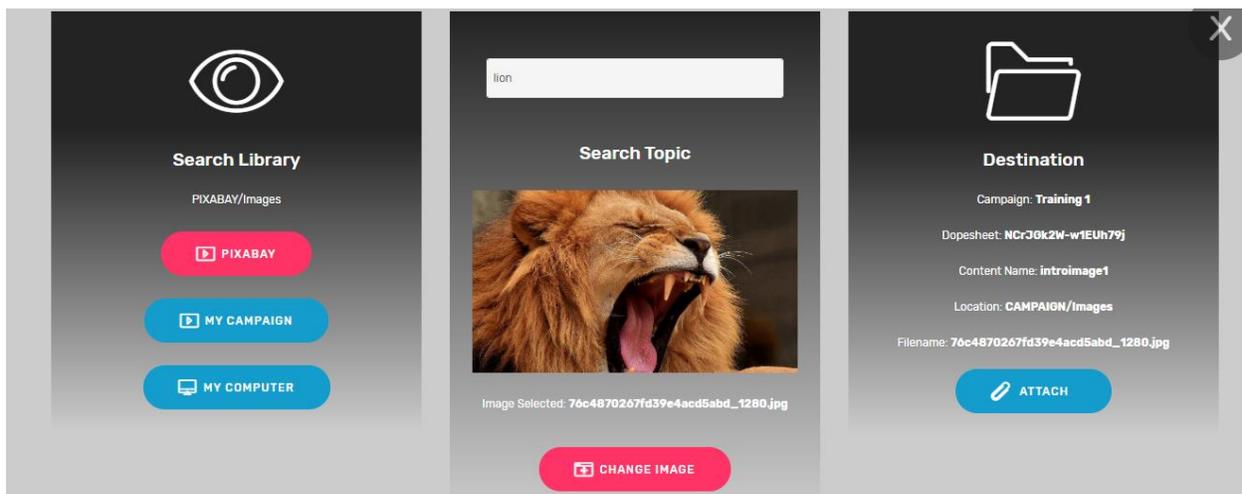
**CROP IMAGE:** Selected image is cropped to meet template size requirements.



**ATTACH:** Attach image directly to the dope sheet replacing previous image.

**DONE:** Select image and go back to image library.

**DOWNLOAD:** Download image to computer or device.



**SELECTED IMAGE:** A viewing screen of selected image.

**CHANGE IMAGE:** Re-enter image cropping tool.

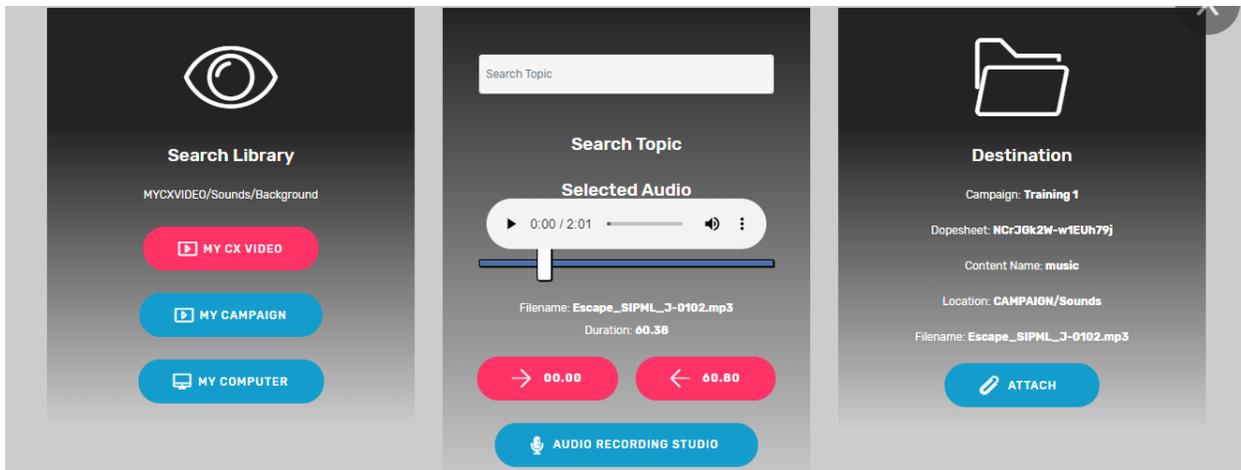
**DESTINATION:** Campaign name, dope sheet ID, content name, file location and file name.

**ATTACH:** Attach selected image to dope sheet replacing previous image.

**EDIT SOUDS:** Select sounds from the MY CX Video sound library, previous campaign uploads or stored sounds/own music. Click on file name to select the sound.



Sounds library, a collection of videos as per selected search option. Use arrow keys in the bottom left corner to scroll through pages.

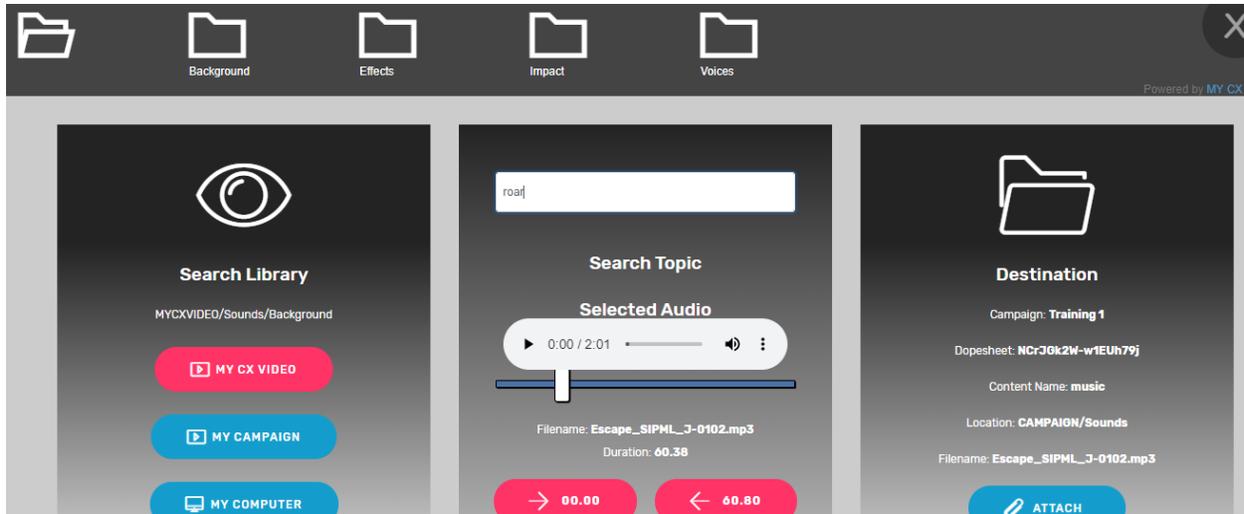


**SEARCH LIBRARY:**

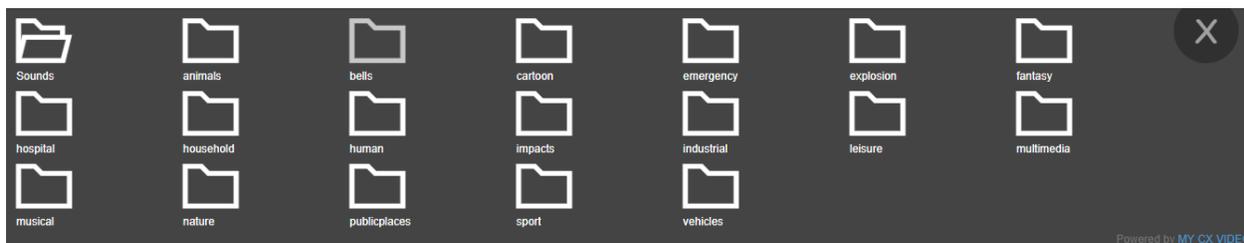
**MY CX VIDEO:** Browse the MY CX Video sound library

**MY CAMPAIGN:** View and test sounds previously uploaded to campaign.

**MY COMPUTER:** Search files stored externally i.e cloud storage, hard drive etc.



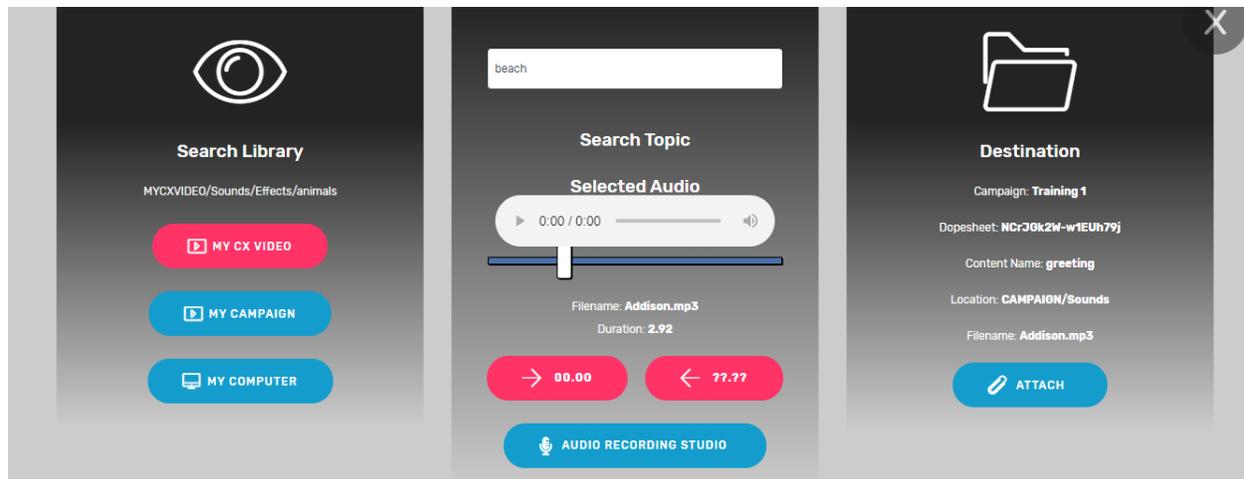
SEARCH TOPIC: Enter keywords to search the sounds library and press enter. Select from folders sorted by sound type, background, effects, impact and voices.



Select from sound category folders.



Press play to test sound and listen to sample. Click on file name to select the sound.



**SELECTED AUDIO:** A sample of the selected sound. Adjust volume using the blue volume sound bar.

**TIME SELECTION ARROWS:** The clip duration is noted, use arrows to select fragments of the sound file.

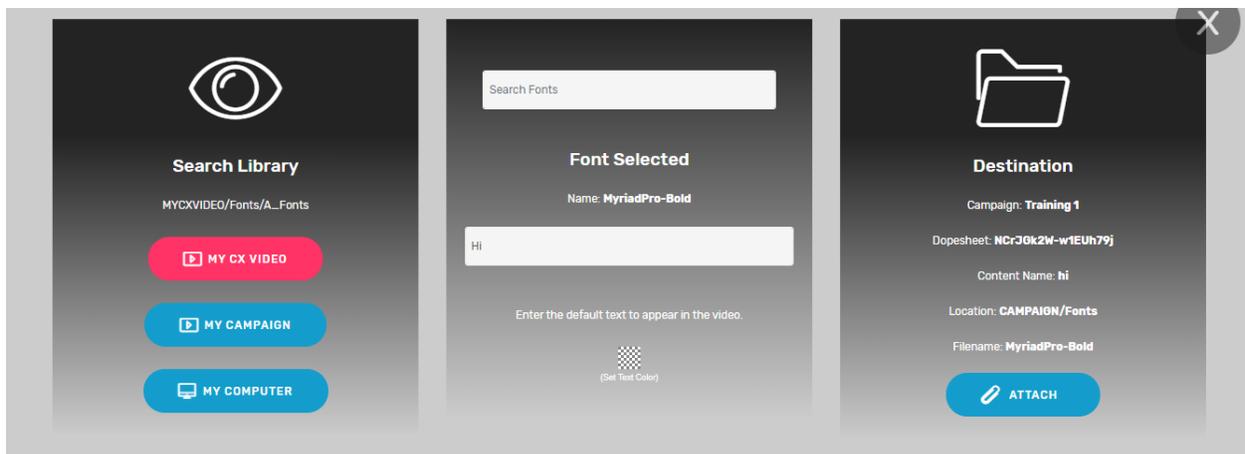
**DESTINATION:** Campaign name, dope sheet ID, content name, Location and file name.

**ATTACH:** Attach sound to dope sheet replacing the previous sound.

EDIT TEXT: Select from thousands of fonts..



Fonts library, a collection of fonts as per selected search option. Use arrow keys in the bottom left corner too scroll through pages.

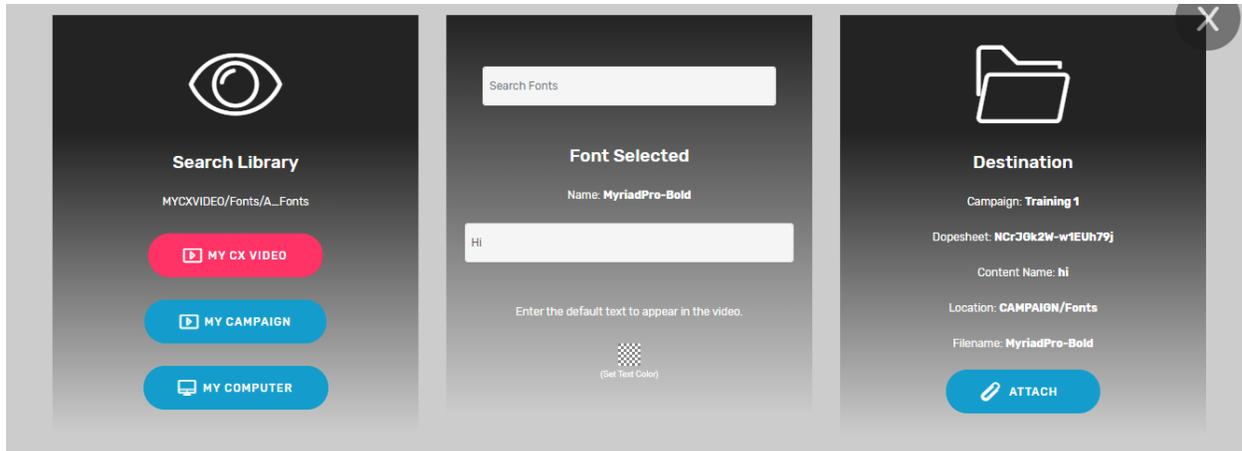


SEARCH LIBRARY:

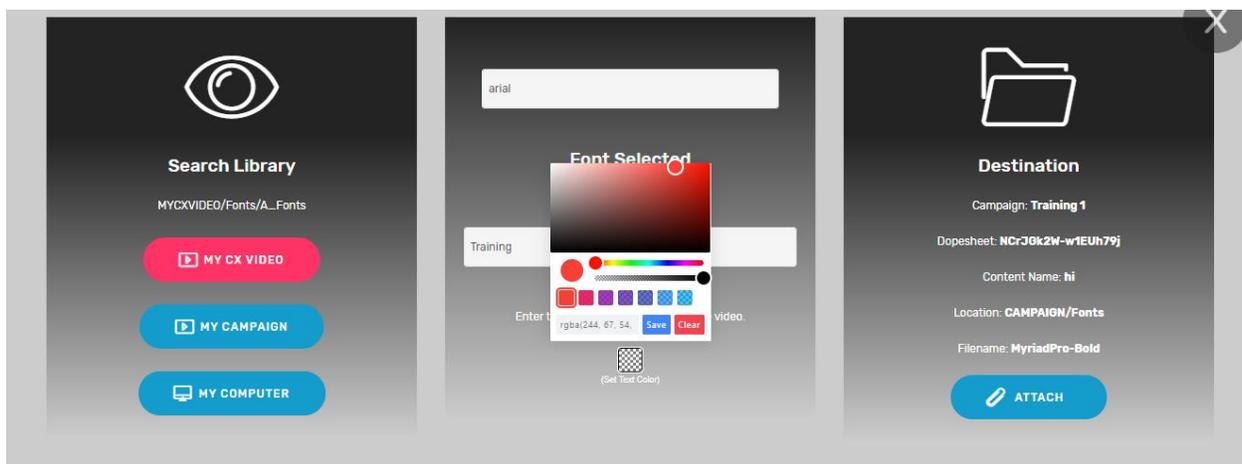
MY CX VIDEO: Browse the MY CX Video fonts library

MY CAMPAIGN: View fonts previously uploaded to campaign.

MY COMPUTER: Search files stored externally i.e cloud storage, hard drive etc.



FONT SELECTED: A sample of the selected font.



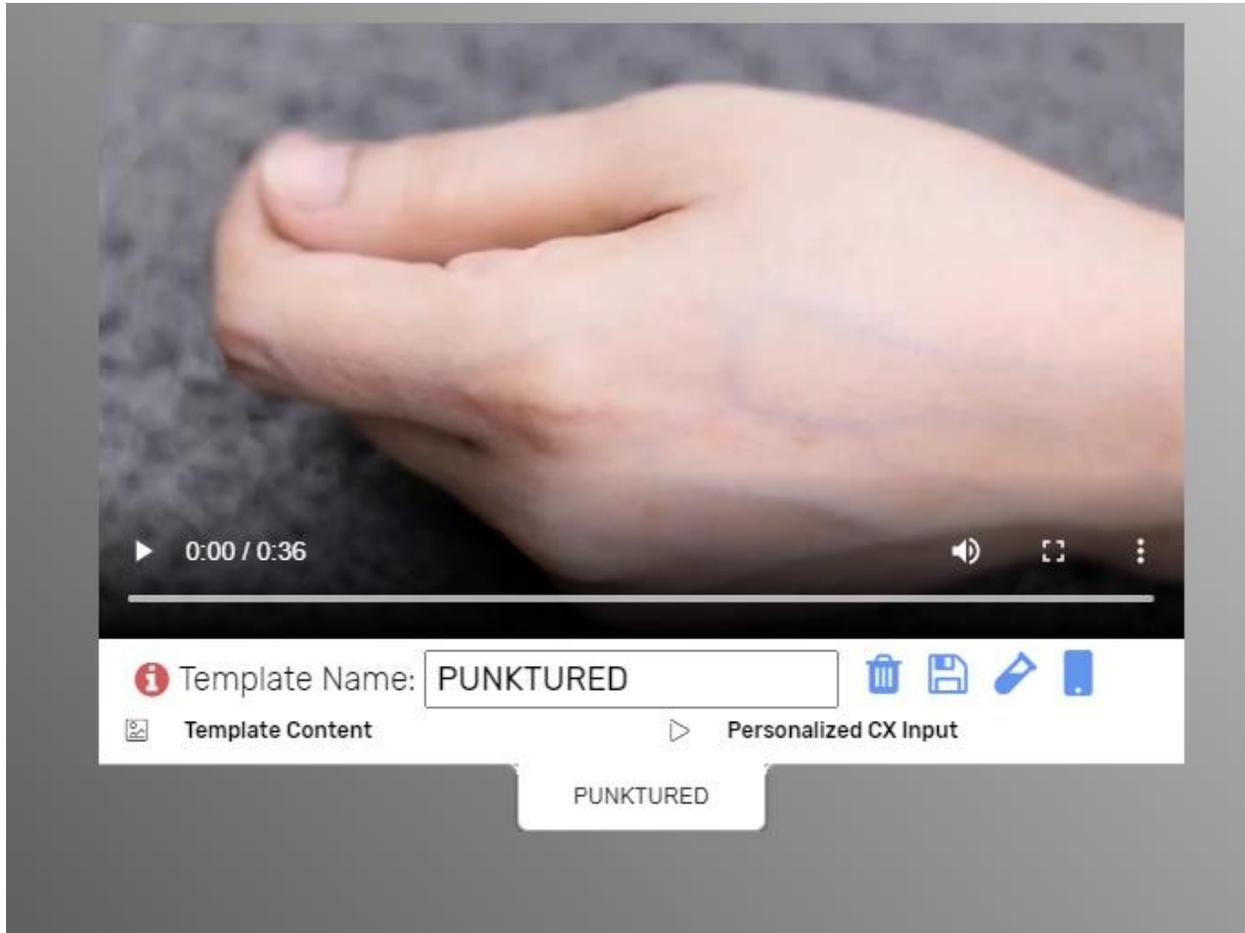
SELECT TEXT COLOUR: Color the text using the shade adaptor.

DESTINATION: Campaign name, dope sheet ID, content name, Location and file name.

ATTACH: Attach sound to dope sheet replacing the previous sound.

### 3.4.4 Test Dope Sheet Updates

Once updates have been made to the campaign template dope sheet test and view updated video.

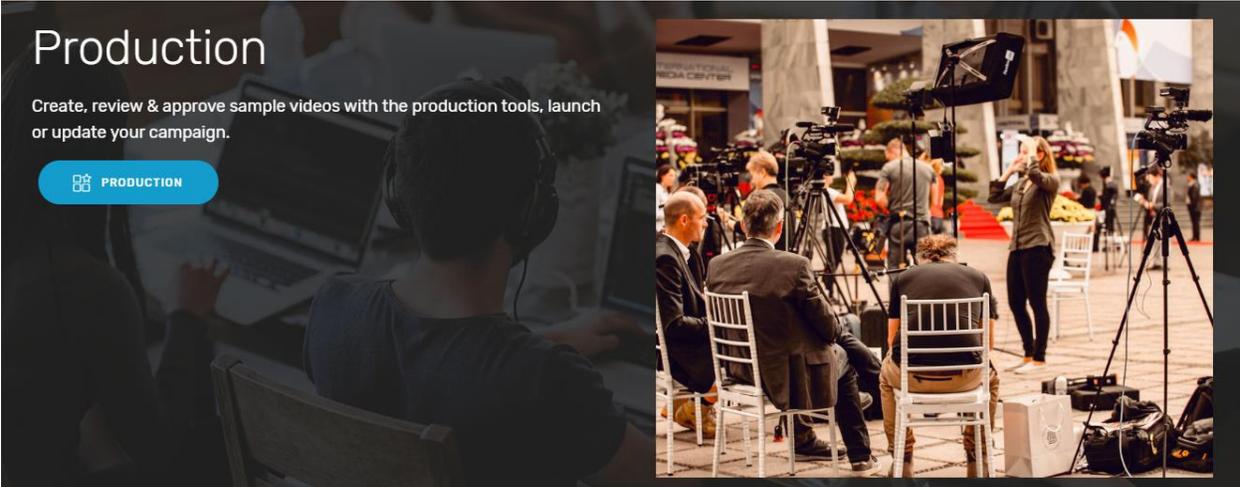


Test Tube: Run a test on updates to the dope sheet / video template.

Mobile App: Enter the mobile app to run a test via the mobile app ( see more in section 3.5 Production)

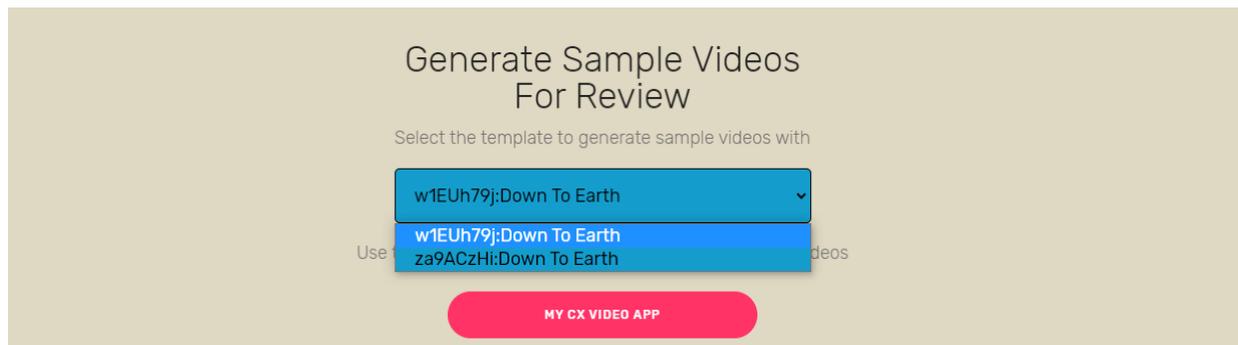
### 3.5 Production

Campaign production is the process for testing and generating video samples. Through testing allows for the best possible outcome. Once all tests and approvals in production have been completed the publishing process can commence.

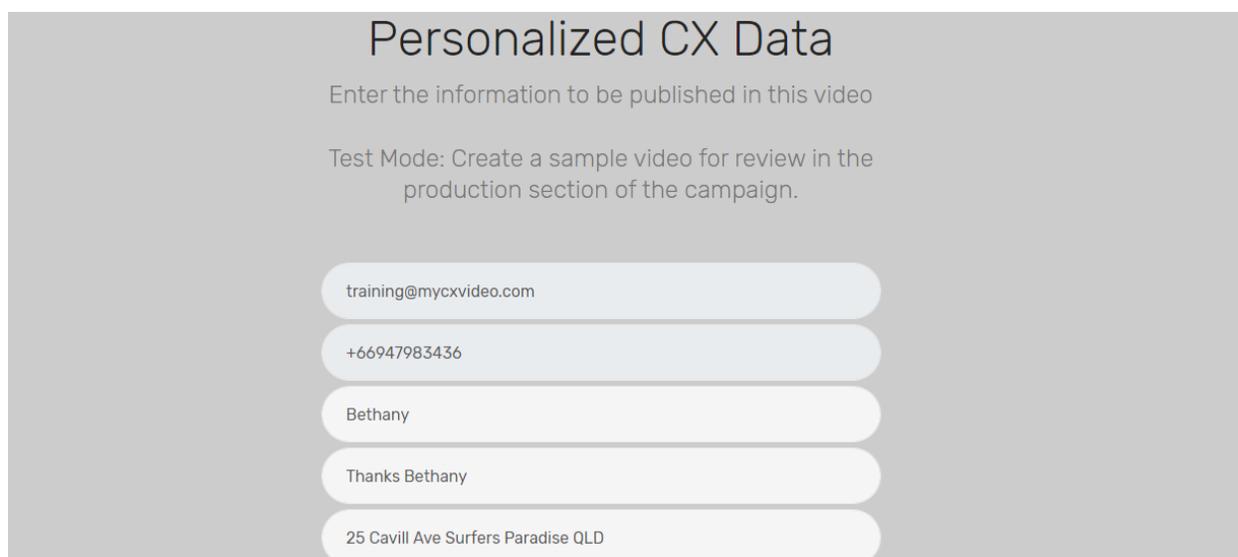


### 3.5.1 Generate Sample MY CX Video App

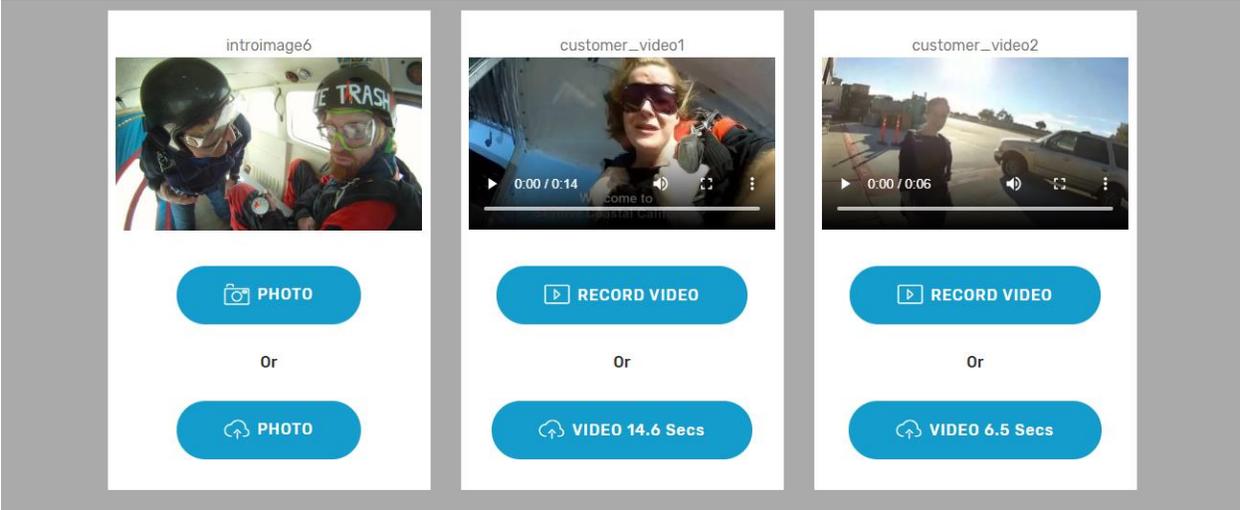
Test and review sample videos from any device in seconds. A streamlined process of select, enter/upload unique content and process for review in 3 easy steps.



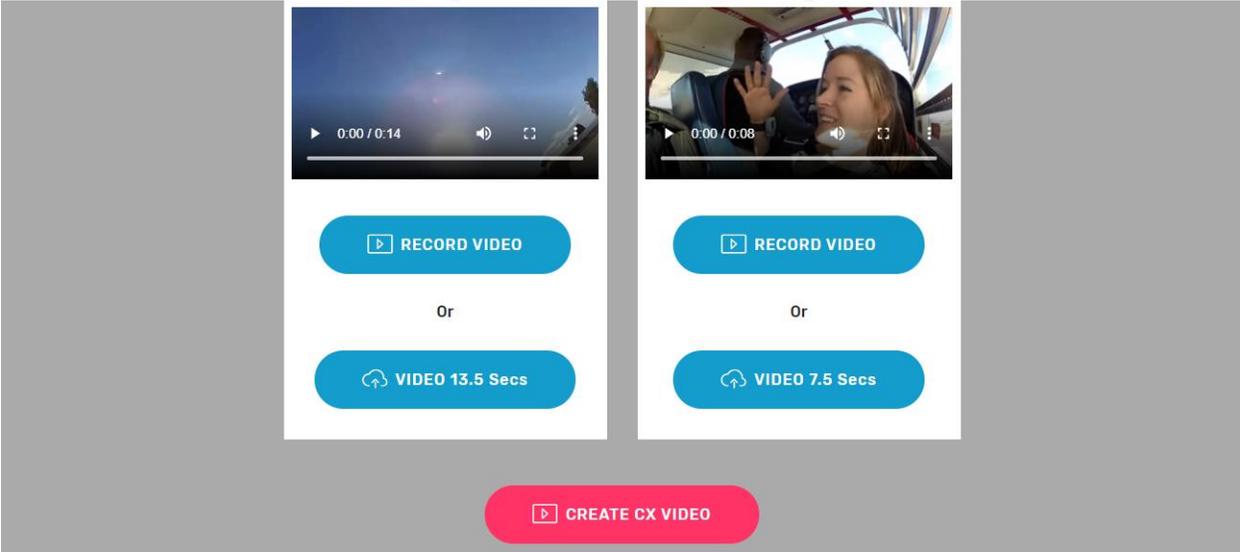
Select video template for testing and review from drop down box.



Check personalized data, name and greeting.



Upload or capture on the spot content from any chosen device.



Create CX Video: A video will be created for review and approval. Close the App and view the sample video in production (see section 3.5.3 Review Sample)

### 3.5.2 Bulk Data Production

Run a test on several samples at one time . Upload test data and test content in bulk. This allows you to view several variations of the campaign in test mode.

Or  
Complete & upload a sample CSV data sheet and upload CX content files.

↓ SAMPLE DATA    Choose Files No file chosen    ↑ CX CONTENT

Then generate multiple samples using a data sheet.

MYCXVIDEO-testsamplethursday.csv

GENERATE SAMPLE VIDEOS

**DOWNLOAD SAMPLE DATA:** Download sample data in the form of an excel spread sheet

|   | A             | B                      | C        | D        | E                  | F                  | G  | H | I | J | K | L |
|---|---------------|------------------------|----------|----------|--------------------|--------------------|--|---|---|---|---|---|
| 1 | sample_id     | email_address          | mobile_n | customer | customer_firstname | customer_thanks_te | storeaddr_text                               |   |   |   |   |   |
| 2 | MYCXSAMPLE-01 | training@mycxvideo.com | 6.69E+10 | samplecu | samplecu: Bethany  | 73aa11d7-          | Thanks Be 25 Cavill Ave Surfers Paradise QLD |   |   |   |   |   |
| 3 | MYCXSAMPLE-02 | training@mycxvideo.com | 6.69E+10 | samplecu | samplecu: Bethany  | 73aa11d7-          | Thanks Be 25 Cavill Ave Surfers Paradise QLD |   |   |   |   |   |
| 4 | MYCXSAMPLE-03 | training@mycxvideo.com | 6.69E+10 | samplecu | samplecu: Bethany  | 73aa11d7-          | Thanks Be 25 Cavill Ave Surfers Paradise QLD |   |   |   |   |   |
| 5 | MYCXSAMPLE-04 | training@mycxvideo.com | 6.69E+10 | samplecu | samplecu: Bethany  | 73aa11d7-          | Thanks Be 25 Cavill Ave Surfers Paradise QLD |   |   |   |   |   |
| 6 | MYCXSAMPLE-05 | training@mycxvideo.com | 6.69E+10 | samplecu | samplecu: Bethany  | 73aa11d7-          | Thanks Be 25 Cavill Ave Surfers Paradise QLD |   |   |   |   |   |
| 7 |               |                        |          |          |                    |                    |  |   |   |   |   |   |

Update the sample to include test email addresses, phone numbers, audio/photo/video files etc.

|   | A             | B  | C             | D                    | E                    | F         | G                   | H            | I                |
|---|---------------|--|---------------|----------------------|----------------------|-----------|---------------------|--------------|------------------|
| 1 | sample_id     | email_address  | mobile_number | customer_video_video | customer_video_audio | firstname | customer_image      | thanks_text  | storeaddr_text   |
| 2 | MYCXSAMPLE-01 | <a href="mailto:Tomp@yahoo.com">Tomp@yahoo.com</a>           | 61947983436   | tomvideo1.mp4        | tomaudio.mp4         | Tom       | 73aa11d7-269b-4658- | Thanks Tom   | 25 Cavill Ave Si |
| 3 | MYCXSAMPLE-02 | <a href="mailto:PammyA@hotmail.com">PammyA@hotmail.com</a>   | 66785693123   | pammyvideo1.mp4      | pammyaudio.mp4       | Pammy     | 73aa11d7-269b-4658- | Thanks Pammy | 25 Cavill Ave Si |
| 4 | MYCXSAMPLE-03 | <a href="mailto:Sam_panko@gmail.com">Sam_panko@gmail.com</a> | 63579434354   | samvideo1.mp4        | samaudio.mp4         | Sam       | 73aa11d7-269b-4658- | Thanks Sam   | 25 Cavill Ave Si |
| 5 |               |  |               |                      |                      |           |                     |              |                  |

Email Address: test email address

Mobile Number: test mobile phone number

Customer Video: test customer video file name

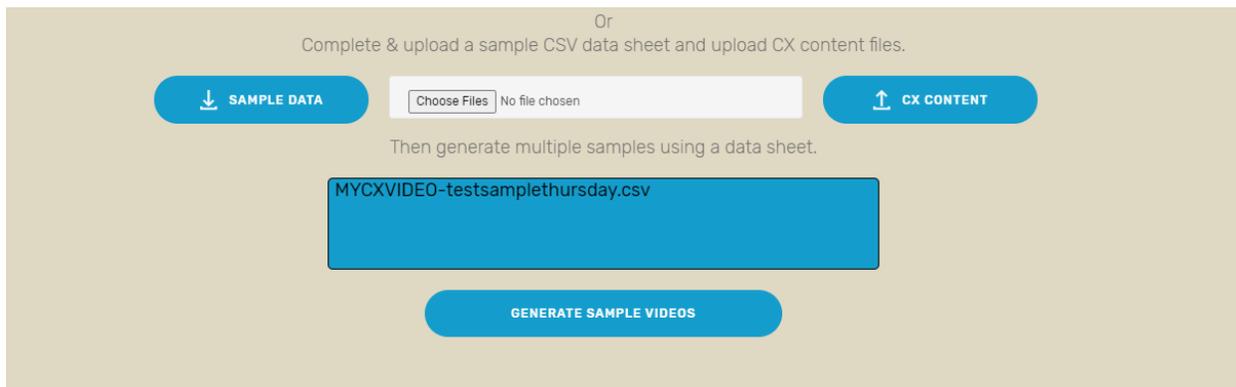
Customer Video Audio: test customer video audio file name

First Name: test customer name text

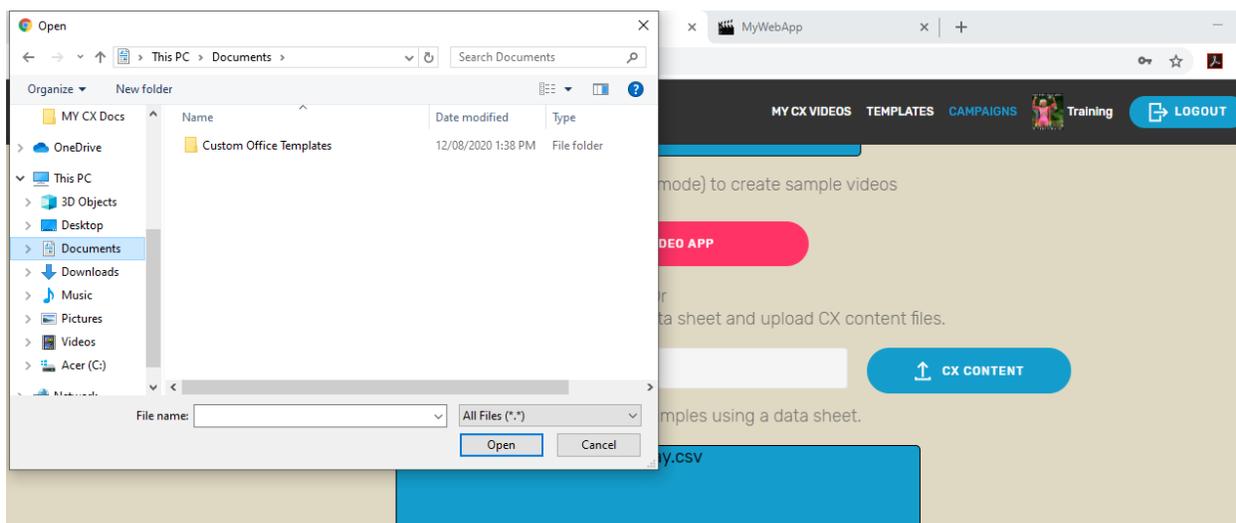
Customer Image: test customer photo file name

Thanks Text: thanks with test customer name

Store Address: business address – this field can be updated to show alternative text. e.g Email address etc



CHOOSE FILES: select excel data file

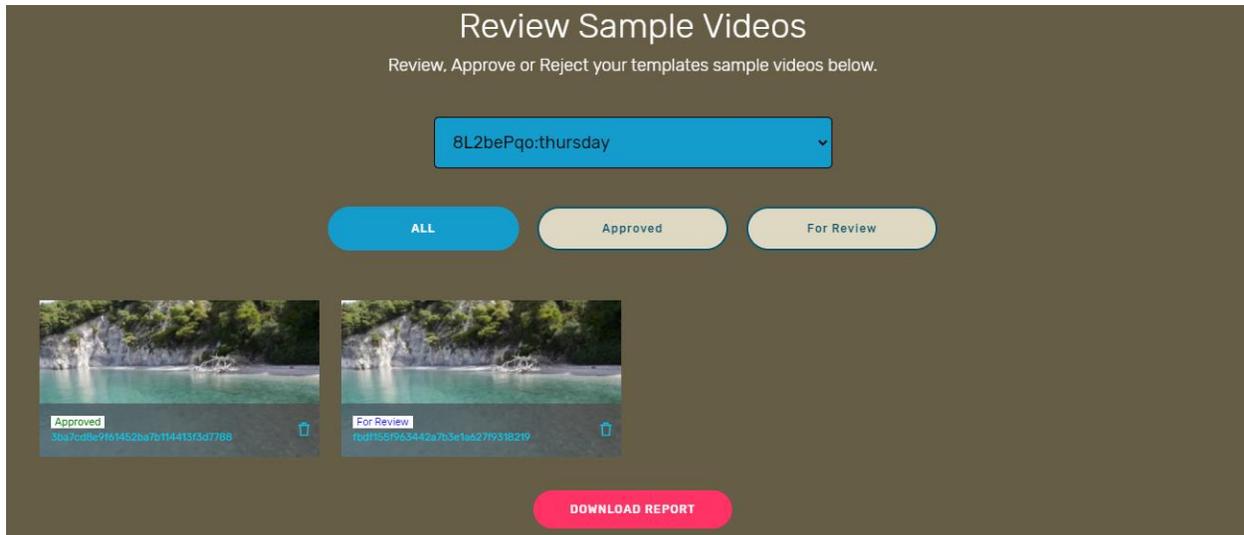


UPLOAD CX CONTENT: Upload the personalized content files i.e video and photo files as named and listed in the excel data file.

GENERATE SAMPLE VIDEOS: Generate a video sample for review

### 3.5.3 Review Sample

Review, approve and reject sample videos. Check that the sample is correct before publishing.



All: display all sample videos connected to this campaign

Approved: display all approved samples

For Review: display sample videos awaiting review

Download Report: download report of all reviewed videos in Microsoft Excel

### 3.5.4 Launch Control

Check list and prepare for campaign launch.

**Launch Control**

Campaign production launch control allows you to activate or disable this campaign at anytime. You can set an optional campaign end date below to automatically disable the campaign when you choose.

Any MY CX VIDEO template or template content changes you make will NOT go live until the reviewed changes are deployed here. When you launch or deploy updates a new master video is created for each template, the master video only contains the static content and not cxinput content. The compositing of a master video takes a short time to generate the video which then becomes active for publishing.

**LAUNCH CAMPAIGN**

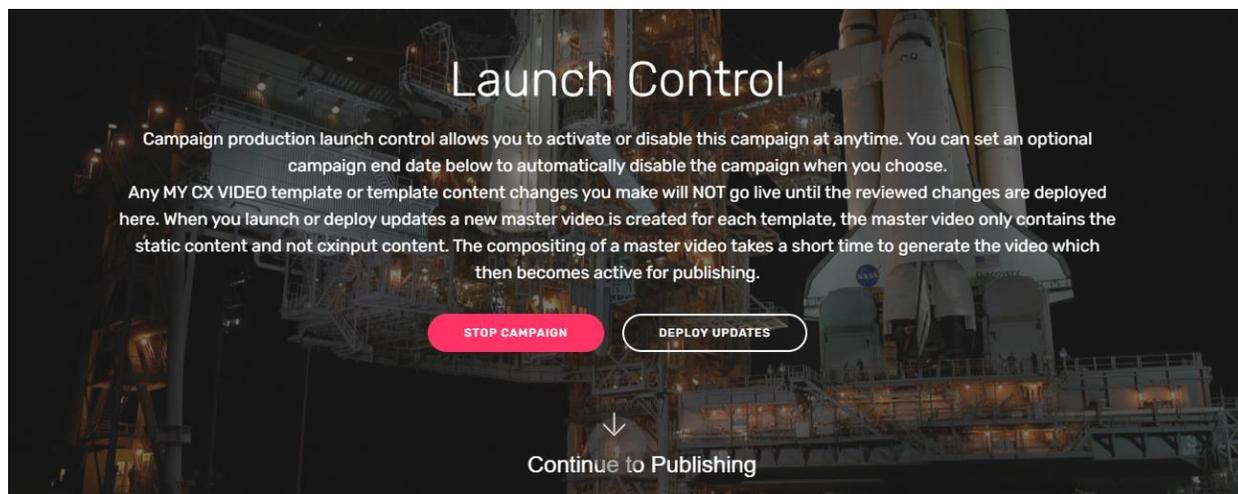
---

**Launch Control Checklist**

- 3 - ACCOUNT SETUP**  
 Confirm you have setup your account and subscription..  
**ACCOUNT CHECKED**
- 2 - CAMPAIGN SETUP**  
 Confirm you have campaign templates selected..  
**TEMPLATES CHECKED**
- 1 - SAMPLES APPROVED**  
 Confirm you have generated and approved sample videos.  
**SAMPLES CHECKED**
- LAUNCH**  
 Launch your campaign ready to use the publishing tools.  
**LAUNCH NOW**

Press the blue button to confirm completion of the 4 items on the check list:-

- ✓ Account Checked
- ✓ Templates Checked
- ✓ Samples Checked
- ✓ Launch Now



Stop campaign: Stop the Campaign

Deploy Updates: Any changes to the template/dopesheet need to be activated by selecting deploy updates.

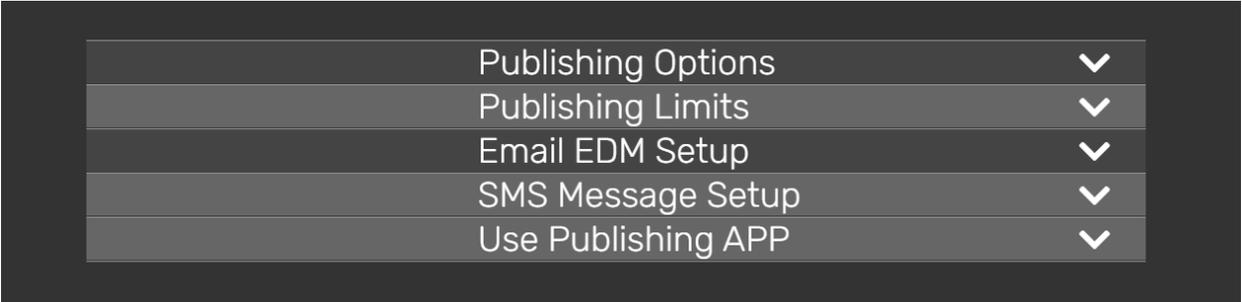
Continue to Publishing: Select CAMPAIGNS from the tool bar, find the campaign you are working on. Select the campaign and the continue to Publishing from there.

### 3.6 Publishing

Publish and send unique personalized customer experience videos. Select from publishing options which include email, SMS, MMS. Use the MY CX Video publishing tools to deliver outstanding customized content.

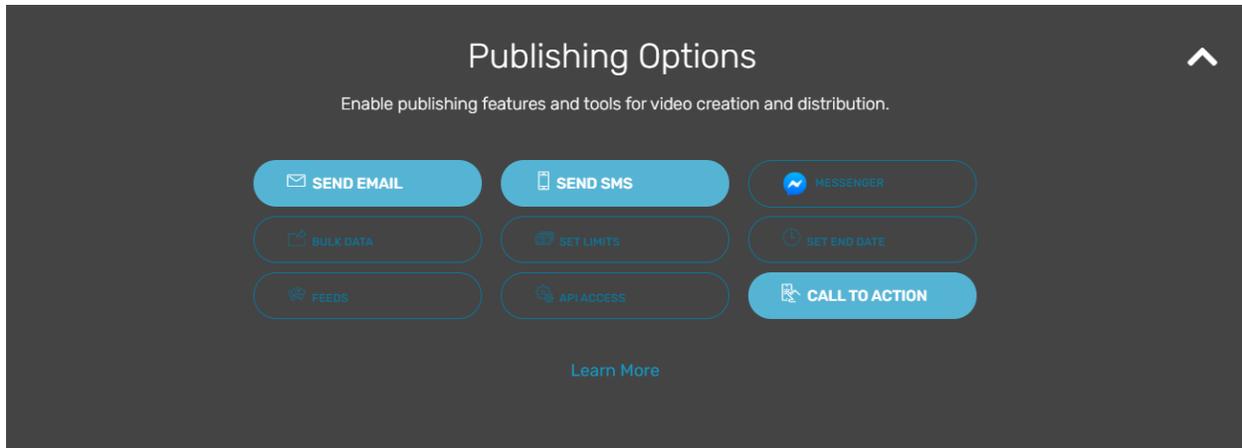


Click on drop down arrow to expand the section.



### 3.6.1 Publishing Options

Select options for publishing, click on enable/disable. Buttons will highlight in blue color to indicate enabled status.



Send Email: send CX video by email send link to personalized video.

Send SMS: send CX video by SMS, link to personalized video text message

Messenger: **xxxxxx**

Bulk Data: send in bulk as per data spreadsheet uploaded in production. (see more is section 3.5 Production)

Set Limits: set spend and video publishing limits on campaign

Limit Time: set limits for how long the campaign runs

Feeds: **xxxxxx**

API Access: Application Programming Interface **XXXX**

Call To Action: select call to action for easy video sharing and web page access

### 3.6.2 Publishing Limits

Set limits on publishing capabilities.

The screenshot displays the 'Publishing Limits' interface. At the top, it says 'Set a publishing limit hourly, daily, monthly or for the entire campaign.' Below this are four panels, each representing a different limit type. The 'Campaign Limit' panel is highlighted in blue.

| Limit Type     | Value | Unit      | Description  | Current Status |
|----------------|-------|-----------|--|----------------|
| Spend Limit    | 1000  | per month | Limit the number of videos that can be generated each month. | This Month: 0  |
| Daily Limit    | 100   | per day   | Limit the number of videos that can be generated each day.   | Today: 0       |
| Campaign Limit | 1000  | -         | Limit the total number of videos created for this campaign.  | Sofar: 0       |
| Unlimited      | 500   | per hour  | Unlimit your campaign for maximum exposure 500 per hour.     | Last 60mins: 0 |

**Spend Limit:** limit video publication to a fixed \$ amount per month

**Daily Limit:** limit the number of videos that may be published per day

**Campaign Limit:** limit how many videos can be published per campaign

**Unlimited:** unlimited – max exposure 500 published videos per hour

### 3.6.3 Email EDM Set Up

Set up email template for sending videos via email. Use the MY CX Video templates or create your own.

From Address Validated: from email field must be validated

Subject Line: email subject line to appear in receiver's inbox

Email Text Message: text to appear in received email. Edit email text content in HTML EDITOR.

Use DKIM: enable domain key identified mail to improve anti-spam / junk mail rating. This helps to prevent videos being sent to recipient spam or junk folders.

Data: press data key to display data, press data key again to hide data

### Data Dictionary

```

{{campaign}} = "Thursday"
{{category}} = "General"
{{template}} = "thursday"
{{account}} = "MY CX Training"
{{videolink}} = "https://mycxvideo.com/show/..."
{{firstname}} = "use cx input name/values"
{{variables}} = "use dopesheet name/values"

```

Verification : Success DKIM is ENABLED

```

b67reqhq...domainkey.mycxvideo.com CNAME rg76k4soazl7pgpktbvukj7tb67reqhq.dkim.amazonses.com
3qyziuffu...domainkey.mycxvideo.com CNAME ayo5cs6cnfyimkfdtod2jb33qyziuffu.dkim.amazonses.com
jsmvrxx5kb6t6nlite57wyguogwxxhoo...domainkey.mycxvideo.com CNAME jsmvrxx5kb6t6nlite57wyguogwxxhoo.dkim.amazonses.com

```

DNS DKIM is Verified OK, DKIM is ENABLED

HTML Editor: load email example 1, 2 or 3 or create your own email template using HTML.  
Always save EDM HTML, Click X to close after saved.

Save EDM: update and save

Test EDM: Send a test

### 3.6.3 SMS Message Set Up

Prepare a message to be sent via SMS, the message will include text and a link to the personalized customer experience video.



The screenshot shows the 'SMS Message Setup' interface. At the top, the title 'SMS Message Setup' is displayed in white on a dark grey background. Below the title, a subtitle reads 'Enter the SMS message to be sent when a CX video is generated.' The interface contains two main input fields: 'Sender ID' and 'SMS Message'. The 'Sender ID' field is a text input with the value 'MYCXVIDEO' and a red information icon to its left. The 'SMS Message' field is a larger text area containing the placeholder text: 'Hi {{firstname}}, your personal {{campaign}} {{template}} video, click {{videolink}}'. At the bottom of the form, there are three blue buttons: 'DATA' with a question mark icon, 'SAVE SMS' with a save icon, and 'TEST SMS' with a play icon. A white upward-pointing arrow is located in the top right corner of the form area.

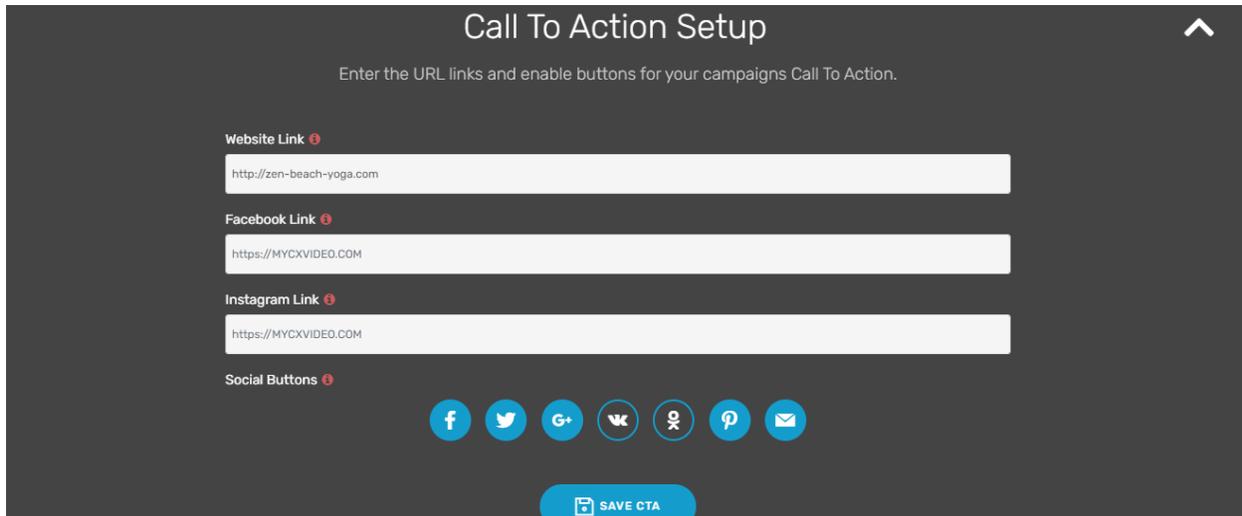
Data: data dictionary, click once to show data click again to hide

Save SMS: save updated to the SMS message.

Test SMS: send test via SMS

### 3.6.4 Call to Action

Set up call to action requests for maximum exposure via social media sharing options.



The screenshot shows a dark-themed interface titled "Call To Action Setup" with a back arrow in the top right. Below the title is the instruction: "Enter the URL links and enable buttons for your campaigns Call To Action." The form contains three input fields: "Website Link" with the value "http://zen-beach-yoga.com", "Facebook Link" with "https://MYCXVIDEO.COM", and "Instagram Link" with "https://MYCXVIDEO.COM". Below these is a "Social Buttons" section with icons for Facebook, Twitter, Google+, VK, a person icon, Pinterest, and Email. A blue "SAVE CTA" button is at the bottom.

Website Link: enter a web domain for a direct link to your website.

Facebook Link: enter your Facebook account domain for a direct link to your page.

Instagram Link: enter your Instagram account domain for a direct link to your page.

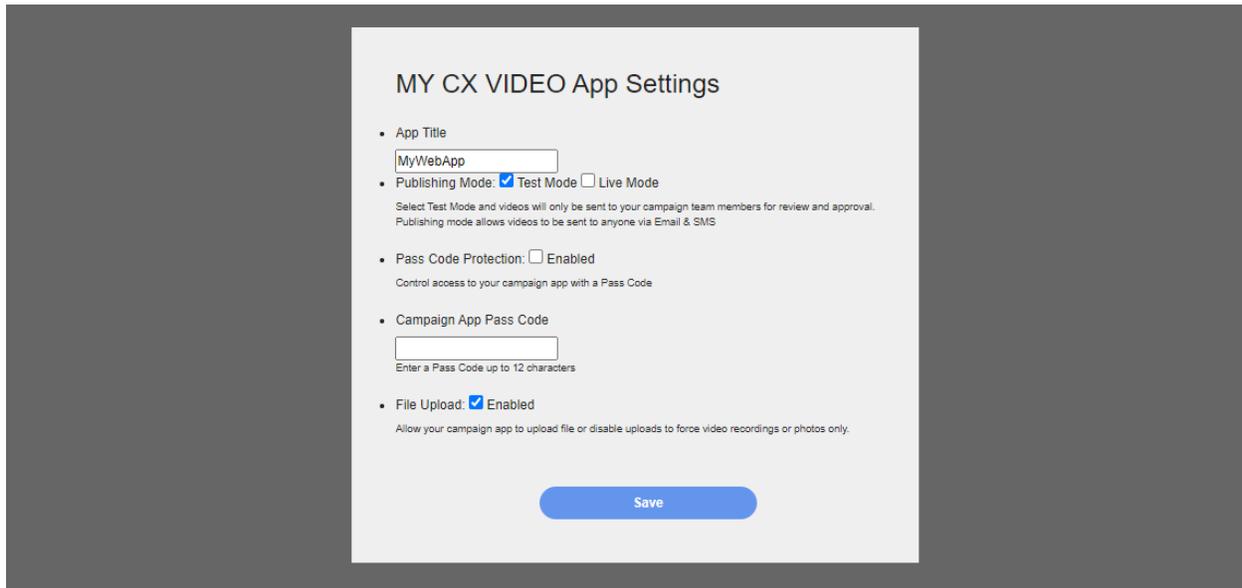
Social Buttons: Click on the social buttons to activate links to social media. Here the video recipient will be able to easily share the personalized video to their own social pages.

### 3.6.4 Use publishing APP

Publish videos using the My CX Video publishing app. This app allows for those on the ground to instantly snap a photo or film a clip and send a personalized video on the go. Once a Campaign, Production and Publishing set up processes are complete the app is the magic tool which seamlessly and efficiently sends MY CX Videos on the fly.



APP Settings:



The screenshot shows a settings page titled "MY CX VIDEO App Settings". It contains several configuration options:

- App Title:** A text input field containing "MyWebApp".
- Publishing Mode:** Two radio buttons: "Test Mode" (checked) and "Live Mode" (unchecked). Below this, a note states: "Select Test Mode and videos will only be sent to your campaign team members for review and approval. Publishing mode allows videos to be sent to anyone via Email & SMS".
- Pass Code Protection:** A checkbox labeled "Enabled" (unchecked). Below it, a note says: "Control access to your campaign app with a Pass Code".
- Campaign App Pass Code:** A text input field. Below it, a note says: "Enter a Pass Code up to 12 characters".
- File Upload:** A checkbox labeled "Enabled" (checked). Below it, a note says: "Allow your campaign app to upload file or disable uploads to force video recordings or photos only".

At the bottom of the form is a blue "Save" button.

App Title: Name the app as per your business or event name

Publishing Mode: test mode / live **mode (activate live mode when ready to publish and send in real time).**

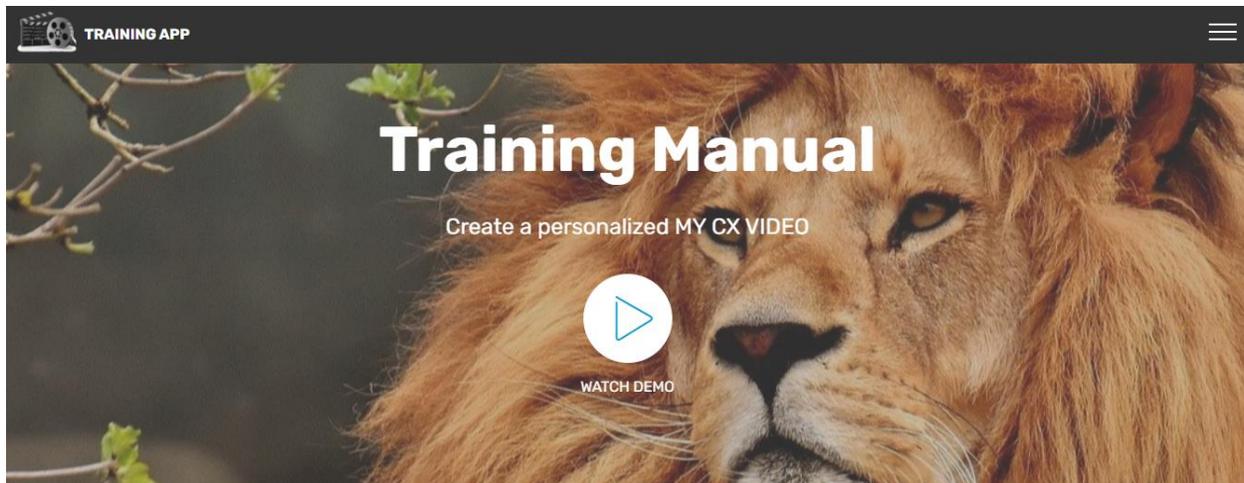
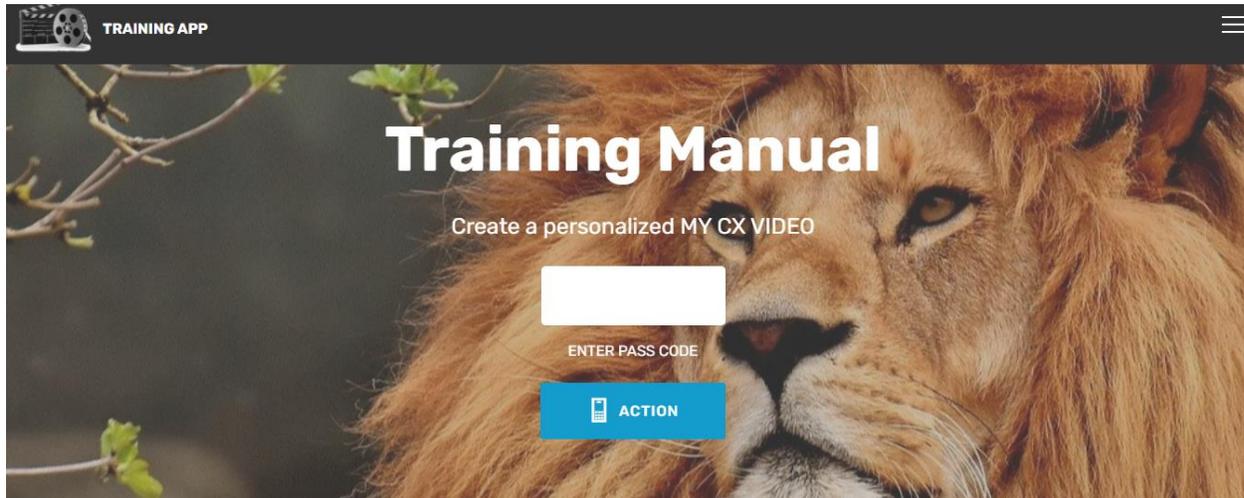
Pass Code Protection: enter a passcode for security

Campaign App Pass Code: **xxxx**

File Upload: enabled

Try This App:

Enter passcode and select ACTION

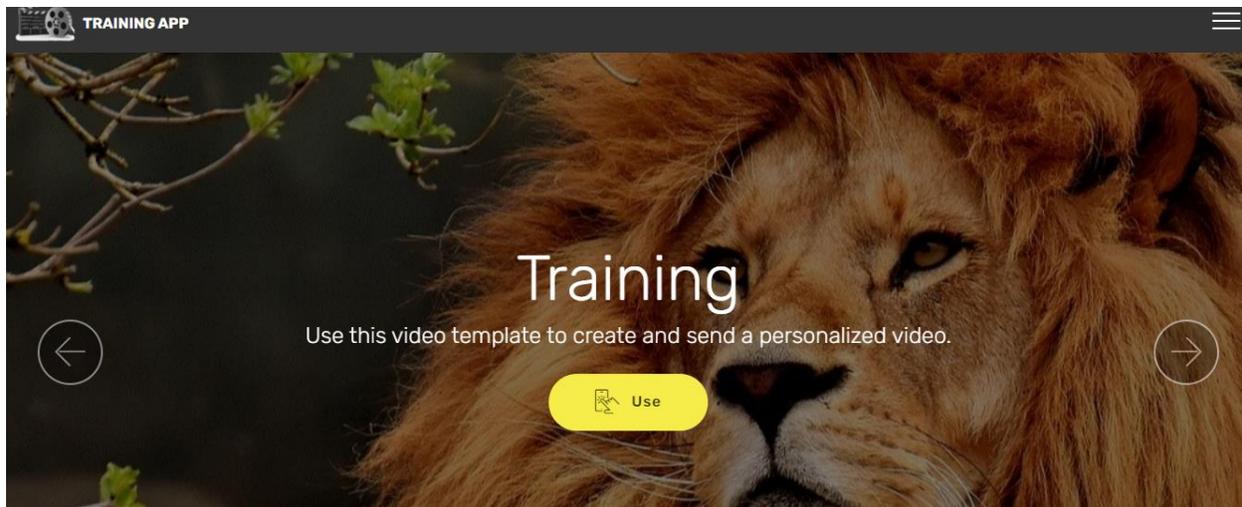


App Name: appears top left corner

Title: Campaign name appears as title on screen

Watch Demo: press play to view demo video

Scroll down to use the APP

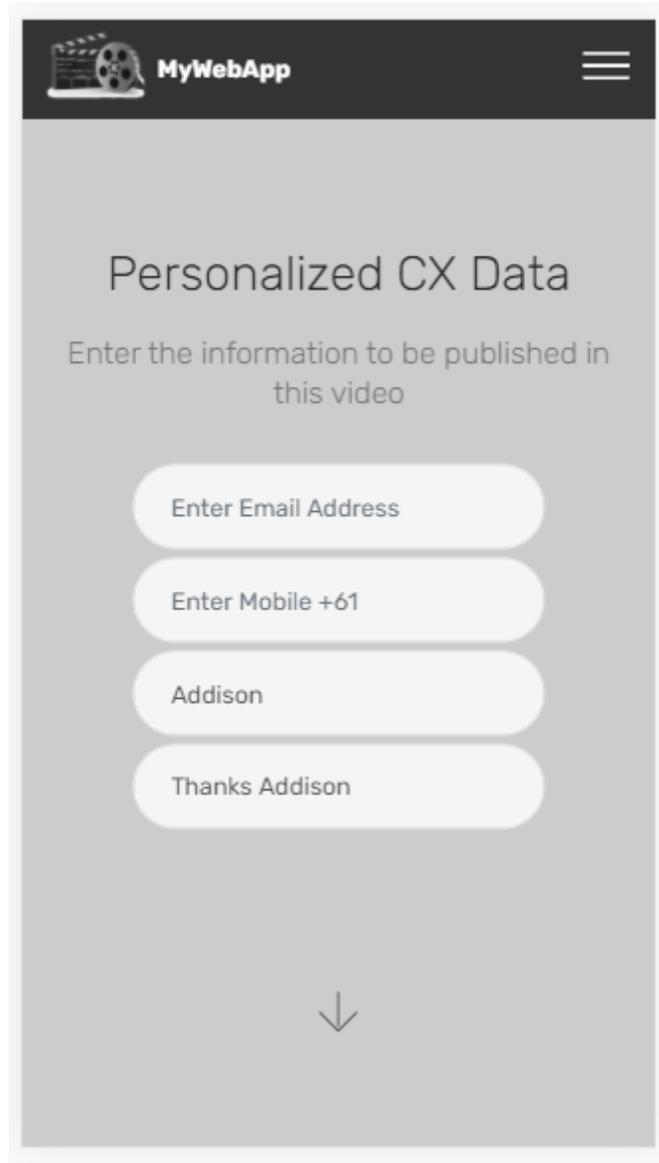


App Name: appears top left corner

Title: Template name appears as title on screen

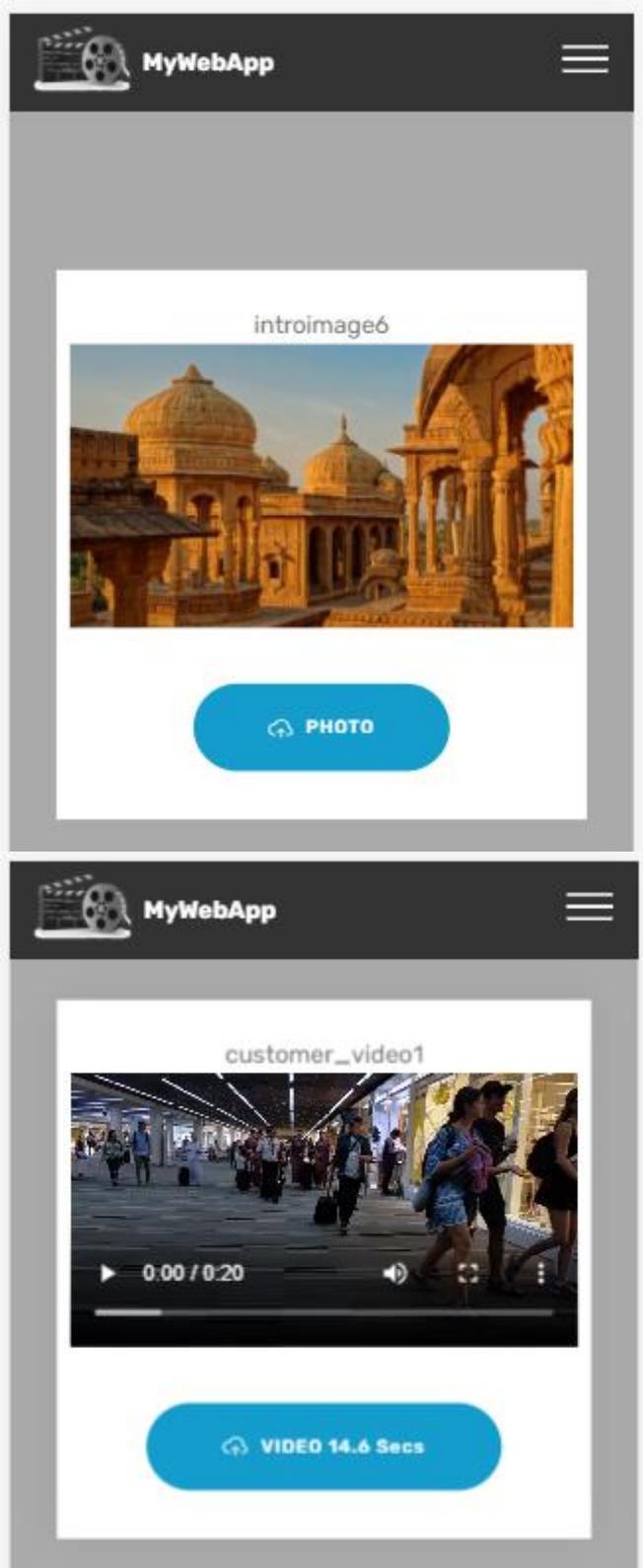
Arrow Keys: slide through template options

Use: Select USE to enter the APP



Enter recipients email address, phone, name, etc.

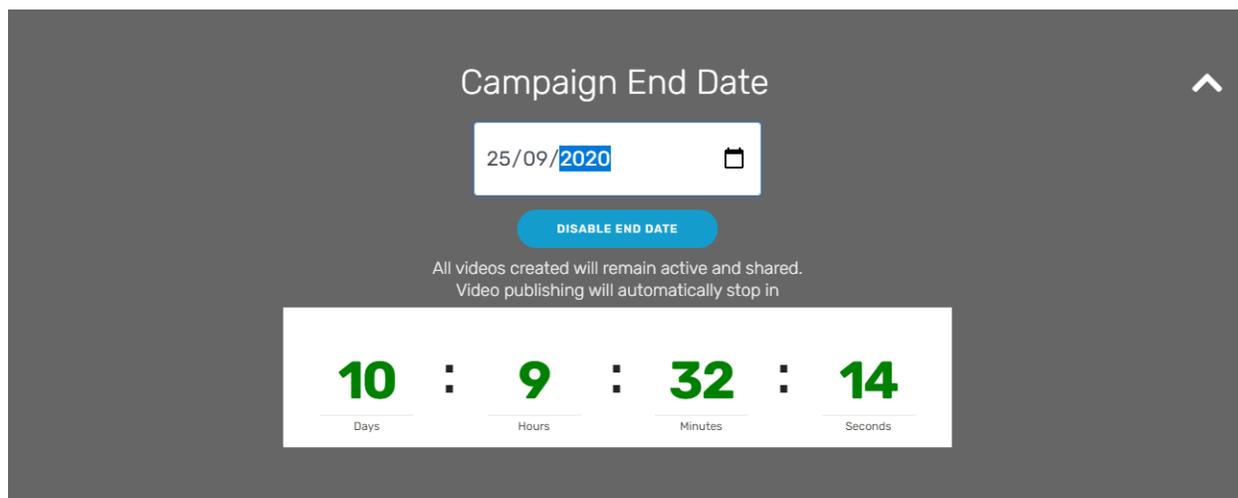
The complete the content upload of images and video for each personalized component of the video.



Upload photo/video or record photo/video on device.  
The click Create CX Video: to Create and send video

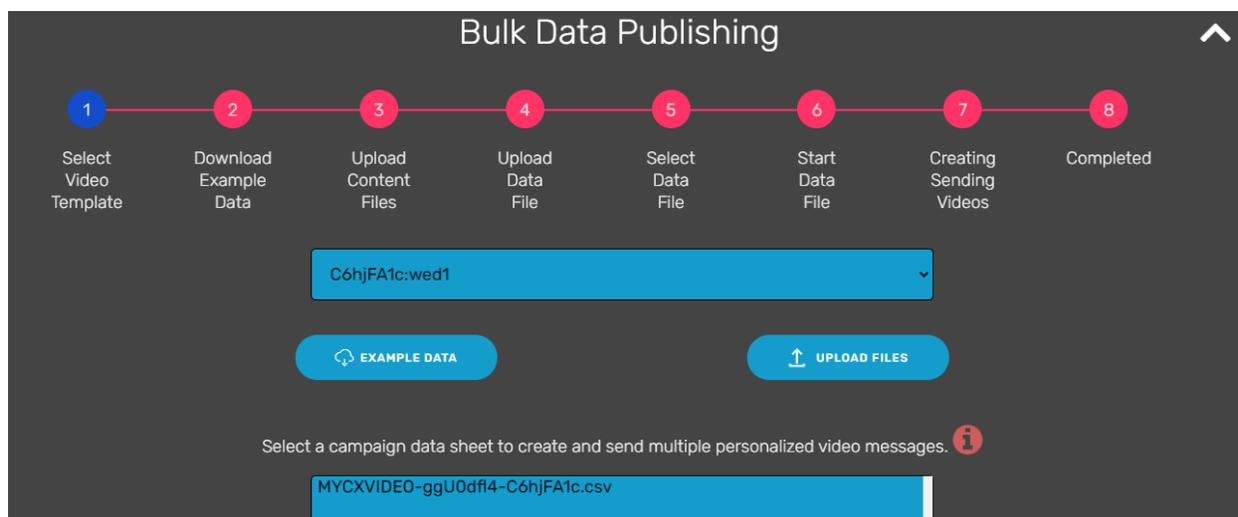
### 3.6.5 Campaign End Date

Set a date for your campaign to end automatically. **XXXX**



### 3.6.6 Bulk Data Publishing

Publish in bulk. Load unique customer data and send thousands of videos at one time. Follow steps 1 – 8.



1. **SELECT VIDEO TEMPLATE:** ensure that the template that you wish to publish has been selected.

## 2. DOWNLOAD EXAMPLE DATA: Download example data in the form of an excel spread sheet

|   | A             | B                      | C        | D         | E         | F         | G         | H         | I             | J                    | K | L |
|---|---------------|------------------------|----------|-----------|-----------|-----------|-----------|-----------|---------------|----------------------|---|---|
| 1 | sample_id     | email_address          | mobile_n | customer_ | customer_ | firstname | customer_ | thanks_te | storeaddr_    | text                 |   |   |
| 2 | MYCXSAMPLE-01 | training@mycxvideo.com | 6.69E+10 | samplecu: | samplecu: | Bethany   | 73aa11d7- | Thanks Be | 25 Cavill Ave | Surfers Paradise QLD |   |   |
| 3 | MYCXSAMPLE-02 | training@mycxvideo.com | 6.69E+10 | samplecu: | samplecu: | Bethany   | 73aa11d7- | Thanks Be | 25 Cavill Ave | Surfers Paradise QLD |   |   |
| 4 | MYCXSAMPLE-03 | training@mycxvideo.com | 6.69E+10 | samplecu: | samplecu: | Bethany   | 73aa11d7- | Thanks Be | 25 Cavill Ave | Surfers Paradise QLD |   |   |
| 5 | MYCXSAMPLE-04 | training@mycxvideo.com | 6.69E+10 | samplecu: | samplecu: | Bethany   | 73aa11d7- | Thanks Be | 25 Cavill Ave | Surfers Paradise QLD |   |   |
| 6 | MYCXSAMPLE-05 | training@mycxvideo.com | 6.69E+10 | samplecu: | samplecu: | Bethany   | 73aa11d7- | Thanks Be | 25 Cavill Ave | Surfers Paradise QLD |   |   |
| 7 |               |                        |          |           |           |           |           |           |               |                      |   |   |

Update the sample to include unique customer data. This detail includes email addresses, phone numbers, audio/photo/video files etc. The quality of the data entry will directly affect the end customer experience result. Take care of spelling and typing errors.

|   | A             | B  | C             | D                    | E                    | F         | G                   | H            | I                |
|---|---------------|--|---------------|----------------------|----------------------|-----------|---------------------|--------------|------------------|
| 1 | sample_id     | email_address  | mobile_number | customer_video_video | customer_video_audio | firstname | customer_image      | thanks_text  | storeaddr_text   |
| 2 | MYCXSAMPLE-01 | <a href="mailto:Tomp@yahoo.com">Tomp@yahoo.com</a>           | 61947983436   | tomvideo1.mp4        | tomaudio.mp4         | Tom       | 73aa11d7-269b-4658- | Thanks Tom   | 25 Cavill Ave St |
| 3 | MYCXSAMPLE-02 | <a href="mailto:PammyA@hotmail.com">PammyA@hotmail.com</a>   | 66785693123   | pammyvideo1.mp4      | pammyaudio.mp4       | Pammy     | 73aa11d7-269b-4658- | Thanks Pammy | 25 Cavill Ave St |
| 4 | MYCXSAMPLE-03 | <a href="mailto:Sam_panko@gmail.com">Sam_panko@gmail.com</a> | 63579434354   | samvideo1.mp4        | samaudio.mp4         | Sam       | 73aa11d7-269b-4658- | Thanks Sam   | 25 Cavill Ave St |
| 5 |               |  |               |                      |                      |           |                     |              |                  |

Email Address: customer email address

Mobile Number: customer mobile phone number

Customer Video: customer video file name

Customer Video Audio: customer video audio file name

First Name: customer name text

Customer Image: customer photo file name

Thanks Text: thanks with customer name

Store Address: business address – this field can be updated to show alternative text. e.g Email address et

3. UPLOAD CONTENT FILES: upload the video, image and audio files that correspond with the data sheet.
4. UPLOAD DATA FILE: Upload the data file
5. SELECT DATA FILE: Select campaign data sheet
6. START DATA FILE: **xxxx**
7. CREATE AND SEND: **xxxxx**
8. COMPLETED: **xxxxx**

**Bulk Data Publishing**

- 1 Select Video Template
- 2 Download Example Data
- 3 Upload Content Files
- 4 Upload Data File
- 5 Select Data File
- 6 Start Data File
- 7 Creating Sending Videos
- 8 Completed

Select a video template to use for bulk data processing

S7izG8Fd:Gap Year222

DOWNLOAD EXAMPLE DATA    UPLOAD CONTENT/DATA FILES

Select an uploaded data file to create to send multiple personalized video messages.

MYCXVIDEO-VS0GitrW-S7izG8Fd.csv

START NOW    START LATER    CHANGE SCHEDULE    CANCEL ALL    DELETE DATA

**Bulk Data Processing**

MYCXVIDEO-VS0GitrW-S7izG8Fd.csv

mm/dd/yyyy --:-- --

| Metric             | Percentage | Count |
|--------------------|------------|-------|
| Videos Created     | 0%         | 0     |
| Emails Sent        | 0%         | 0     |
| SMS Sent           | 0%         | 0     |
| Failed Data        | 0%         | 0     |
| Loaded In Progress | 0%         | 0     |
| Scheduled Pending  | 0%         | 0     |

[Learn More](#)

**Start Now:** start processing bulk videos

**Start later:** schedule a time / date to start publishing later

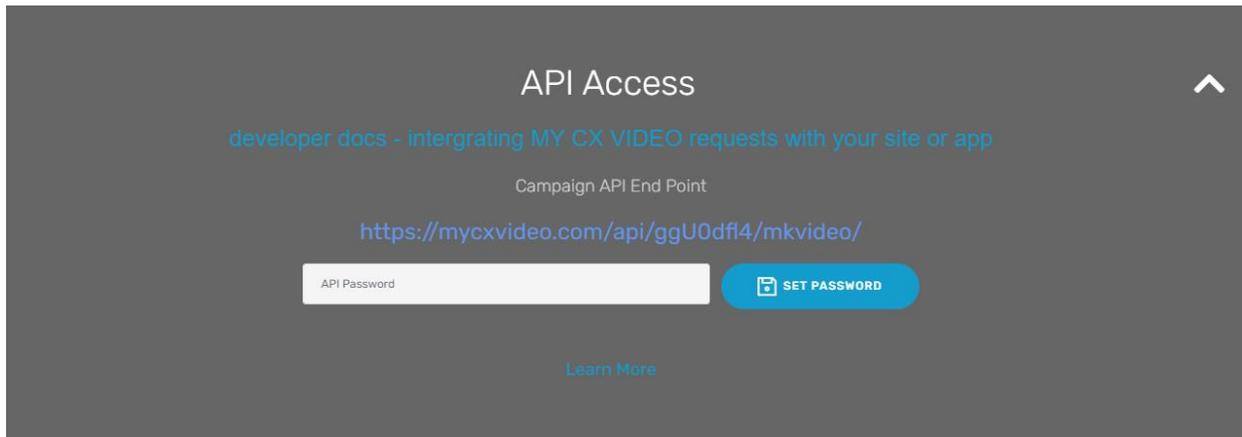
**Change schedule:** Update the publishing schedule

**Cancel All:** cancel all scheduled processing events for this campaign

Delete Data: delete uploaded data

### 3.6.7 Application Programming Interface

Download developer docs, for instructions on how to integrate MY CX Video with your website of app.

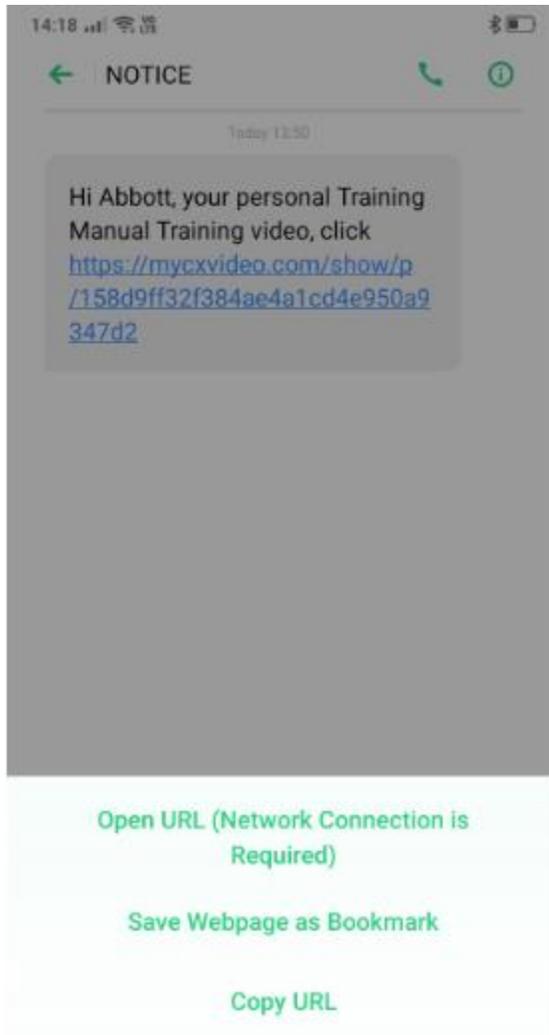


## 3.7 Receiving Email & SMS

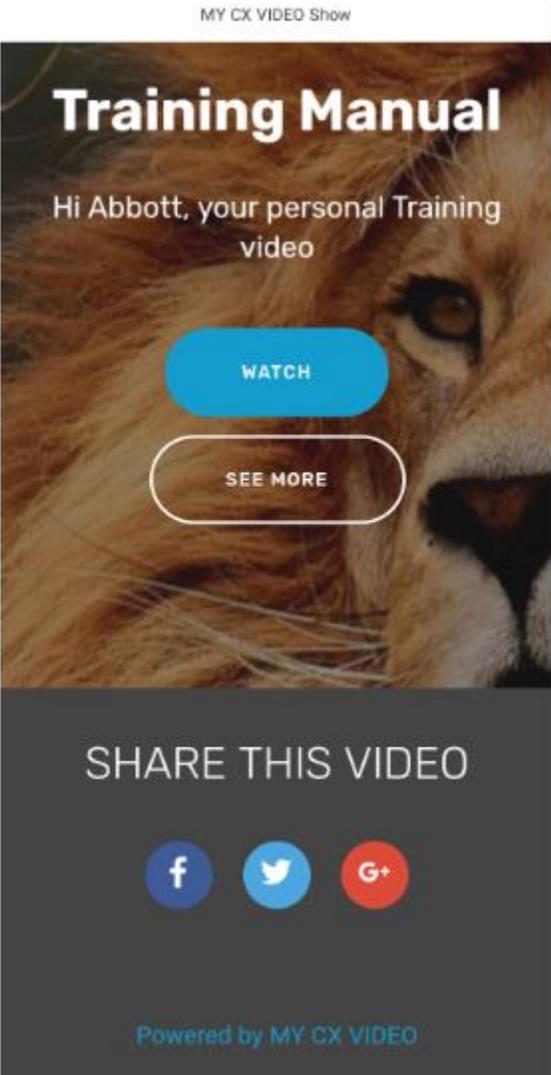
Recipients receive, view and share within seconds via SMS and email. Available to view on any device connected to the internet.

### 3.7.1 SMS

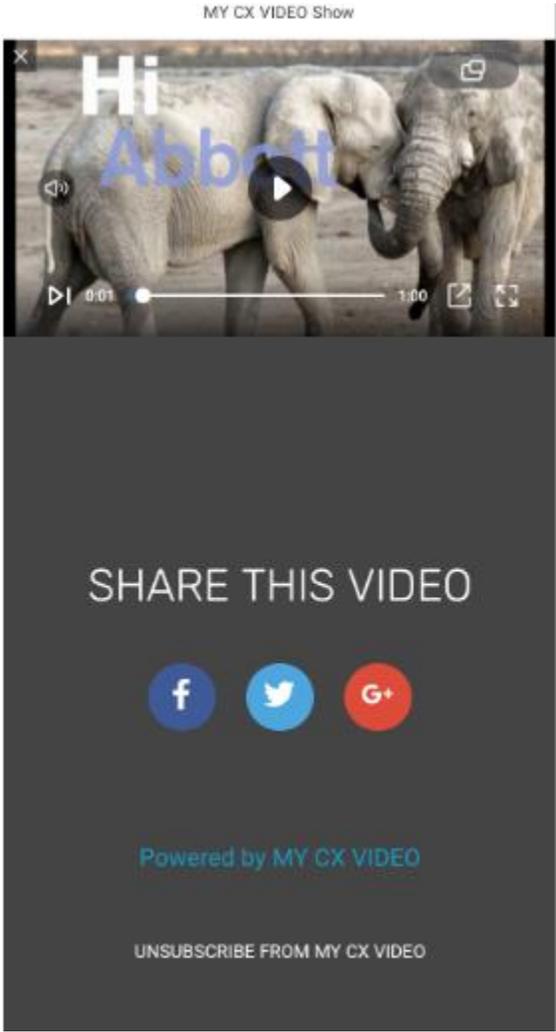
Open URL in text message



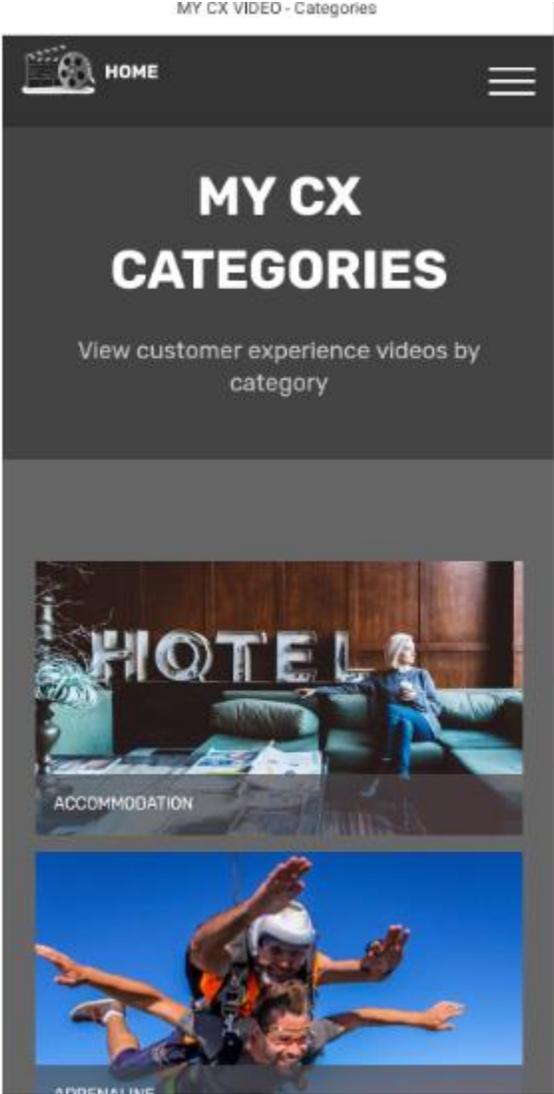
Select - Watch



Select - Play to view personalized CX video



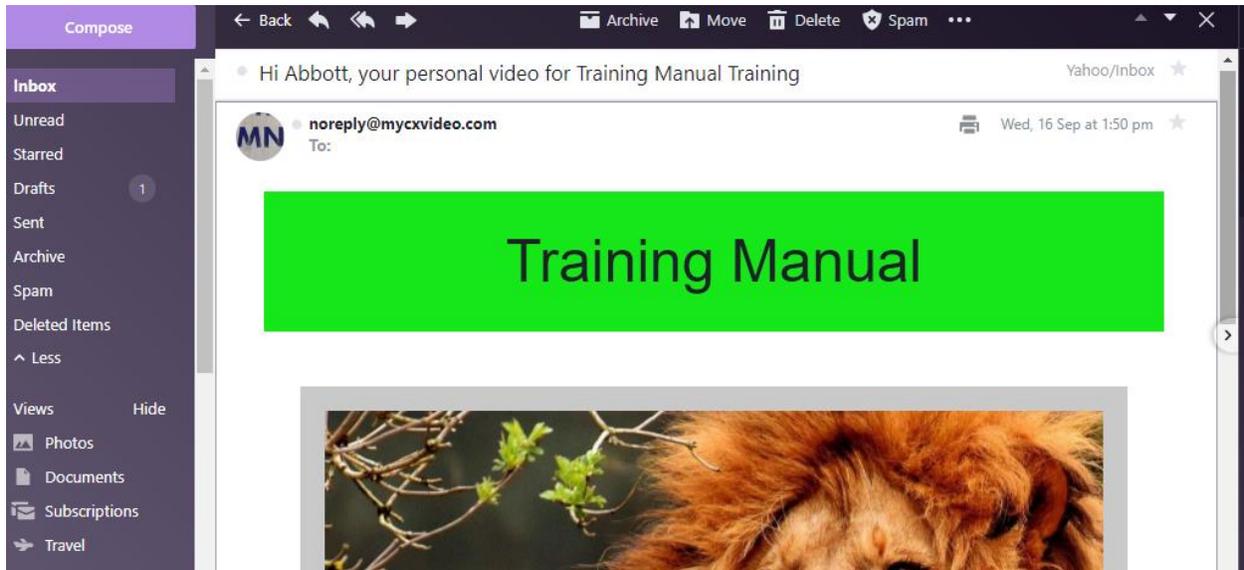
Share this video – recipient can share to their social pages



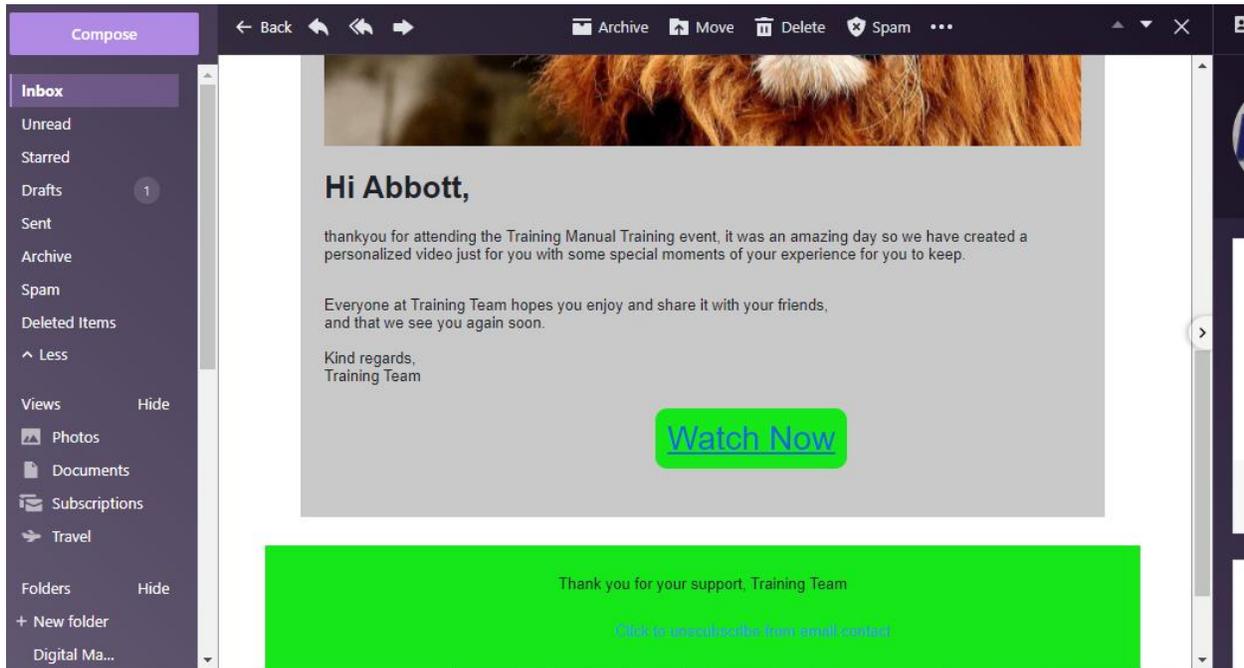
See More – view MY CX Videos created by others sorted by category.

## 3.7.2 Email

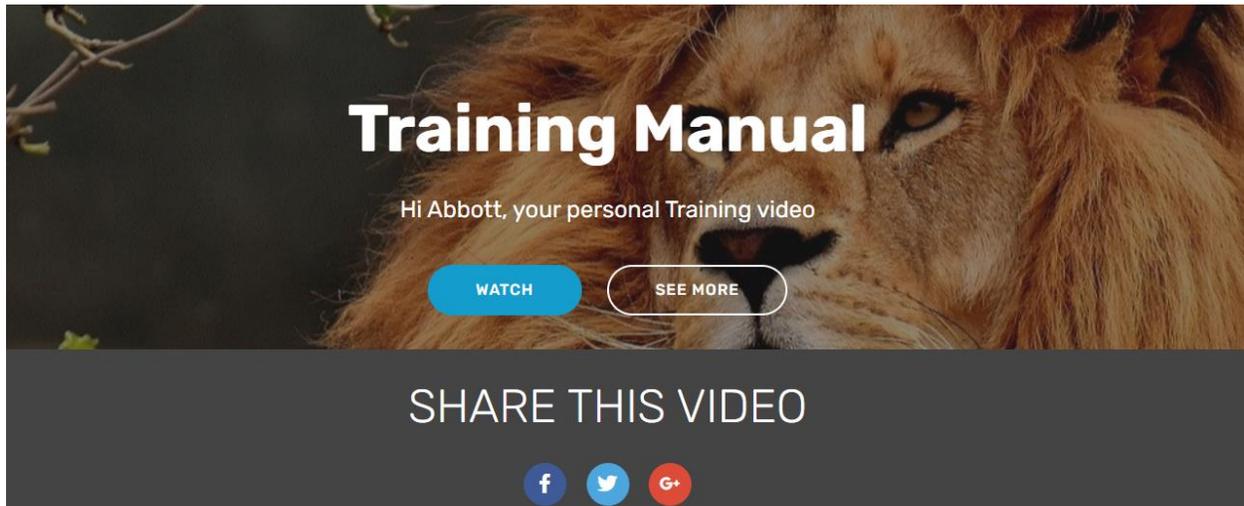
### Open email



### Select – Watch Now



Select – Watch



Select – Play



Share this video – recipient can share to their social pages

## 3.8 MY CX VIDEO Template Sequence Editor

| Edit Strip Content                       | Type   | Template Value | CX Input |
|--|--|----------------|----------|
| main SOUND music                         | Hot-Salsa_SIPML_T-0209.mp3                   |                |          |
| main CAMERA.backimg_camera.backimage     | 76c48702779d1974ecc15fbd_1280.jpg            |                |          |
| main CAMERA.backimg_camera.hi            | hi   |                |          |
| main CAMERA.backimg_camera.firstname     | Addison                                      |                |          |
| main SOUND greeting                      | Addison.mp3                                  |                |          |
| main CAMERA.introimg1_camera.introimage1 | 54c704cd2d7ed4944acd5c_1280.jpg              |                |          |
| main CAMERA.test_camera.introimage2      | 76c48702779d1974ecc058b0_1280.jpg            |                |          |
| main CAMERA.introimg3_camera.introimage3 | 76c48702779d1974ecc351bf_1280.jpg            |                |          |
| main CAMERA.introimg4_camera.introimage4 | 76c48702779d1974ecc65eb8_1280.jpg            |                |          |
| main CAMERA.introimg5_camera.introimage5 | 76c48702779d1974ecc15fbd_1280.jpg            |                |          |
| main CAMERA.introimg6_camera.introimage6 | 76c48702779d1974ecc55aba_1280.jpg            |                |          |
| main CLIP.customer_video1                | thailand_bangkok_airport.mp4                 |                |          |
| main SOUND customer_video1_audio         | thailand_bangkok_airport.mp4                 |                |          |
| main CLIP.customer_video2                | bangkok_thailand_travel.mp4                  |                |          |
| main SOUND customer_video2_audio         | bangkok_thailand_travel.mp4                  |                |          |
| main CLIP.customer_video3                | change_of_guard_buckingham_palace_parade.mp4 |                |          |
| main SOUND customer_video3_audio         | change_of_guard_buckingham_palace_parade.mp4 |                |          |
| main SOUND thankfor                      | ThankYouForJoiningUs.wav                     |                |          |
| main CLIP.customer_video4                | elephant001-0300.mp4                         |                |          |
| main SOUND customer_video4_audio         | elephant001-0300.mp4                         |                |          |
| main CAMERA.closeimg_camera.closeimage   | 76c48702779d1974ecc51bd_1280.jpg             |                |          |
| main CAMERA.closeimg_camera.closestext   | Thanks {{firstname}}                         |                |          |
| main CAMERA.closeimg_camera.finaltext    | Have an adventure today.                     |                |          |
| main SOUND greatday                      | HopeHadGreatDay.wav                          |                |          |

Please refer to the **MY CY VIDEO Template Sequence Editor Guide**. Template scenes are constructed with Edit Strips which contain video, audio or images and text. Key Frame animation may be applied for effects such as fade in and text motion. Each dopesheet content row may be set as static for every video or CX INPUT for personalized content.