

Cloud Services

Enhance your haptic communication digitally.
For free.



Scan to see what Cloud Services
can do for you.



The sky's the limit!

More than just a QR Code: with the new Cloud Services, you can measure the performance of your haptic advertising at any time, update your message, and use retargeting to engage your target groups again and again.

All Prodir models (except for DS5 and QS with metal clip) can be personalized with graphically optimized QR Code that links each of your pens to a dynamic landing page specifically designed for mobile devices and customized to your specifications. You can easily manage your landing page yourself via the Cloud Services dashboard.

And of course, you can do the same with notebooks from Mishmash by Prodir.

Finally your haptic advertising is trackable.

Track the ROI of your offline communication campaigns and integrate into your online campaigns. Cloud Services make it easy to access the data you need to optimize for higher conversions.

Designed for conversion: a mobile-optimized landing page.

Your Cloud Pen and Cloud Notebook take users directly to a fast-loading landing page with a compelling CTA. To turn your visitors into leads.

Integrated communication made simple.

Bring the analogue message of your writing instruments and notebooks into your digital ecosystem.

Reconnect with people who have engaged with your brand.

With easy integration for the Facebook, LinkedIn and Google tracking pixels, you can retarget those who scan the QR code on your pen or notebook.

Keep your storytelling up-to-date.

With the user-friendly admin dashboard you can quickly and easily keep your communication up to date, throughout the entire lifetime of your brand ambassadors.

Customization and security: Your goals, our mission.

Your landing page is highly customizable to merge seamlessly with your branding, and any detail can be adjusted down to the page URL. And with your page hosted in Switzerland – the country rated among the top 3 worldwide for security according to the Data Centre Risk Index – you can rest assured that your data is safe and fully GDPR compliant.



Connecting features

QR Code

Your Cloud Pens and Cloud Notebooks are connected through a QR Code, designed to aesthetically integrate with your logo and ultimately generate more scans. The QR Code is not only the most widely used and efficient technology for connecting your branded writing instruments, it's also vastly more environmentally sustainable when compared with any chip-based technology like NFC or RFID. What's more, the QR Code is yours: you can download it and apply it on other media, like your business card, your brochure - or on more Prodir pens, of course. Excluded is only the use on promotional writing instruments of other manufacturers.

Page look and feel

Customize any detail of your landing page. Choose your favourite font style from the built-in library or simply apply your own website font. Select the colour of your page background, personalize the style of your buttons, position your logo exactly where it should be. And of course, you can personalize the landing page address with your own domain.

Drag and drop

Easily insert and sort your content through a sharp, drag and drop interface.

Analytics

Track, monitor and optimize your campaign results. Understand the number of pen scans and clicks on your landing page buttons in order to identify and improve your top performing content.

Retargeting

With easy integration for Facebook, LinkedIn and Google tracking pixels, you have the ability to retarget those who have scanned your pen or notebook and reconnect with those who have engaged with your brand.

Video

Easily connect your brand ambassadors to your company or product video by inserting your YouTube or Vimeo link. Simply by inserting your YouTube or Vimeo link.

Visuals

Upload your campaign visuals and instantly get them optimized for mobile devices.

Locate your business

Locate your business and provide directions to your public via Google Maps.

Add contact

Enable the user of your Cloud Services to save your contact information with one tap.

Send email

Create a button enabling your customers and prospects to send you an email right away.

Call function

Insert a button with your phone number and invite your public to call you with one tap.

Social media

Promote your social media channels and invite people to follow your brand on (literally) any social platform.

Download app

Promote your mobile app and invite downloads from the Apple App Store and Google Play Store.

Download file

Brochures, press kits, pricelists, menus, environmental reports or any other kind of document can be easily uploaded and efficiently distributed via the landing page connected to your brand ambassadors.

Connect to Wi-Fi

Create a button that links to your Wi-Fi (for example, of your hotel) and safely share your Internet connection with your guests or customers.

Free of charge

The digital side of haptic advertising with Prodir is free. When you purchase our Cloud Pens or Cloud Notebooks, access to the web app with its unique features is already included in the price.

The app is user-friendly, it can be intuitively designed and managed. And if you're not doing the job yourself, your graphic designer or someone from your marketing department will have no problem (doing it).

The access is granted for a period of 12 months, but it can be easily extended for another 12 months - and even longer, if you want.

Would you like us to take care of the design?

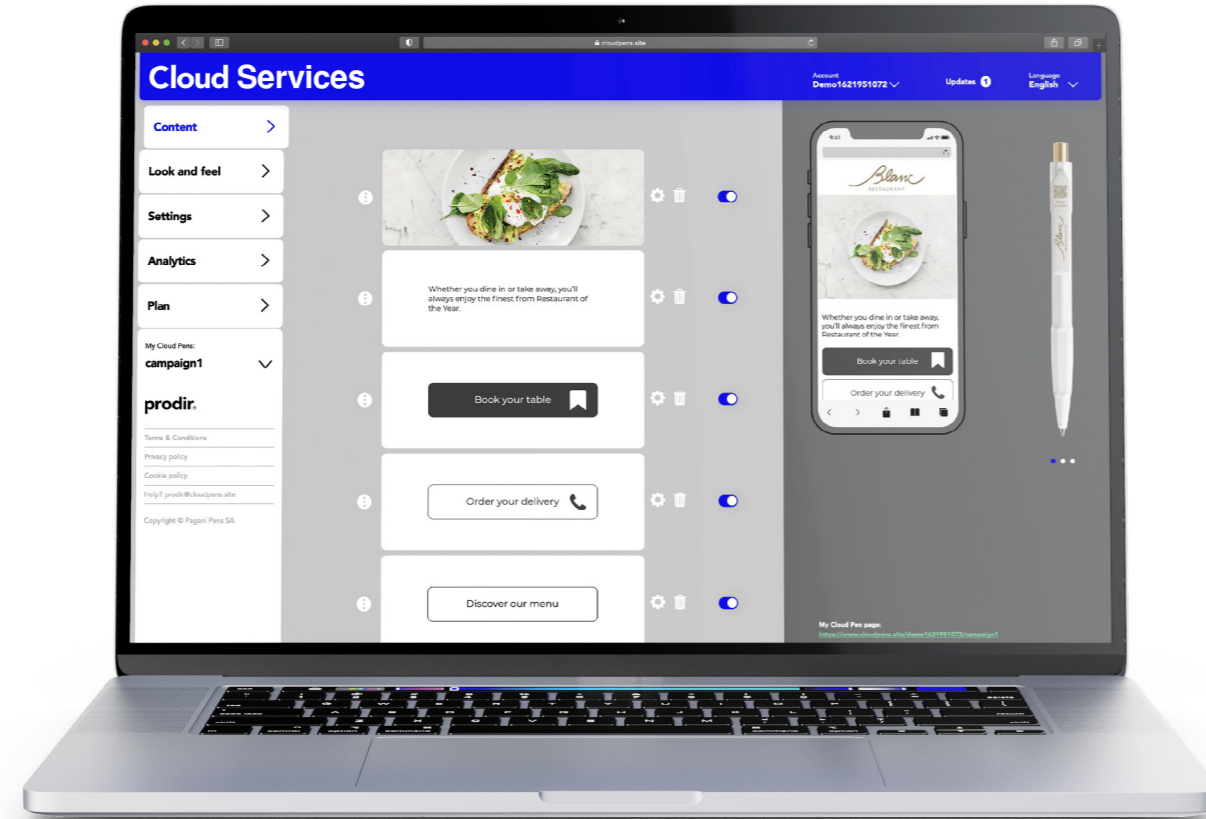
Customers who prefer our professional support in setting up, designing and redesigning the landing page can book the service they want in the admin-area of the app.

To cover our costs we're requesting a one-time fee of Euro 189.00.

The price includes a landing page created according to your ideas on the basis of a completed online form and the provision of content. Everything is done by experienced Prodir designers. And also here it's a breeze.

Access the demo account using the following credentials:

Website: www.cloudpens.site
Username: prodir@cloudpens.site
Password: demo1234



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