



Cosmetic Analysis  
Marketing Online Workshop

***„Efficient deployment and use of CA codes  
and lead generators.“***

A warm welcome!



# CA codes

*From the analysis of own products to CA codes.*

All functions can be found in the navigation under *Dashboard*.

Under the *My Products* tab, you can analyze as many products as you like.

Of course also your own products.

These product analyses will then be accessed later when creating the CA codes.



# CA codes

*Any number of CA codes for marketing activities around your product quality.*

You should definitely create a separate CA code for each marketing activity, eg.

- one for the packaging,
- one for the English website,
- one for the Spanish website,
- one for the flyer U.S,
- one for a FB action,
- one for the ad in AI, etc.



# CA codes

*Why separate CA codes should be created for each marketing activity.*

A CA code is an interactive link to your product analysis on [cosmeticanalysis.com](https://cosmeticanalysis.com).

CA codes can be used as a link for websites, webshops, social media promotions, etc.

The included QR code can be printed on packaging, flyers, posters, ads, etc.

Every click or scan of a CA code published by you will be recorded by Cosmetic Analysis.

The accesses can be evaluated by you.



# CA codes

*The individual functions:*

Click on the [Marketing](#) tab, then on [CA codes](#).

Here you will later see all the created CA codes and you can filter them according to the information in the purpose of use.

Now click on the link [Create CA code](#).

An input form will open.



# CA codes

## *Input form "New CA code"*

Click in the "Assigned product" field and the list of your products will open.

Select the product intended for the CA code.

Select the language for which you want to create the CA code. The CA code and your unlocked product analysis will later be displayed to the user in the selected language.

Describe the intended use, e.g. "Website Spain". Later you will be able to find the CA code via this.

This purpose will also be included in all leads you receive via a lead generator.



# CA codes

## *View of the CA code just created.*

First you will see the created properties of the CA code: "Assigned product" as well as "Language" and "Purpose".

Under "Location" you will find the link through which your unlocked product analysis can be accessed. This link is also embedded in the CA code shown below.

You can copy the link and embed it in your website, for example.

You can copy the CA code as HTML code and download it as a PDF and PNG file.

Under "Visits" you will later find all clicks and scans of this CA code. All information about date, time, place, etc. you can download here as Excel table and CSV.



# Lead generator

*Marketing area "Lead Generators"*

**The lead generators and the questionnaires are customizable and adaptable to your needs.**

To access the creation and management of the lead generators, click on the ***Marketing*** tab in the Dashboard and then on ***Lead Generators***.

All created lead generators will be listed here later.

Now click on the ***Create lead generator*** link.





# Lead generator

## *"New lead generator" input form*

**Name:** Provide an internal description here that is later comprehensible.

**CA codes:** Choose the codes from the list that you want to use for this action. If one of the selected CA codes is later called up by a customer, the questionnaire will be automatically displayed.

**Language:** Choose the language in which you want to create this lead generator. All texts of the lead generator will be automatically translated into all other languages.

The questionnaire will be opened as a popup when the product analysis is unlocked. You can make the settings for this afterwards.



# Lead generator

## *Lead generator: Popup settings*

**Headline:** Choose sensational wording here.

**Introduction text:** e.g. *"Nice that you are interested in the quality of our products. Would you like to try out the outstanding quality for yourself? Then please fill in the following questions. This will enable us to send you the product worth \$US 25 to try out. Thank you very much, your ..."*

**Popup link:** Here you enter a text that opens your questionnaire as a clearly visible link, e.g. *"Secure product sample"*.

In addition, you can set whether the questionnaire opens automatically after a few seconds.



# Lead generator

## *Lead generator: Form settings*

**Input fields:** Here you create the questions or input fields. Click on the pre-set fields for **Name** and **Email**. In the input form now displayed, you can customize the details of the fields. This input form will also be displayed when you want to create additional fields.

**Field name:** This is a form information and must be appropriately described.

**Type of input field:** Choose from the provided types.

**Placeholder text:** Appears in gray in the field and should indicate what input is expected here.

**Required field:** Check here whether input in this field is mandatory.



# Lead generator

## *Lead generator: Form settings, continued*

After creating the form fields you make the following settings:

**Recipient:** Enter one or more email addresses here to which the completed form should be sent.

**Labeling of the submit button:** If you wish, you can customize the labeling.

**Message:** Once the form is submitted by the customer, a message should be displayed to confirm the submission. Enter a custom message here.



# CA codes and lead generator

*Try it out*

Just try out all the functions.

You can delete all CA codes and lead generators at any time.

**Good luck!**

If you still have questions or wishes, feel free to contact us at any time.



# CA marketing

Utilize the future-oriented possibilities of the "Marketing" area at Kosmetikanalyse.

Demonstrate your good product quality prominently in your measures.

Consistently utilize all marketing channels, both online and offline.

Monitor the success of your marketing measures based on our evaluations.



Thank you!

**Your Günter Reichelt**

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