



Snap Retail Integration

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Introduction

SnapRetail offers targeted customer contact in the form of email and social media. Because The Edge is now integrated with SnapRetail, you can easily upload your Edge customer lists to SnapRetail for easy, consistent, and on-going customer promotions.

For more information about what SnapRetail can do for you, go to www.snapretail.com.

SnapRetail Free Trial

If you're new to SnapRetail and want to give it a try, get started by registering through The Edge:

1. Select **Customer ► Online Marketing ► Free Trial**. The **Register for Free SnapRetail Trial** window will appear.



Register for Free Trial

First Name

Last Name

Store Name

Store Phone #

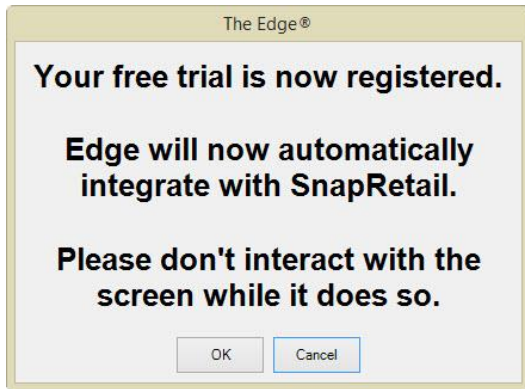
Email Address (ID)

Password

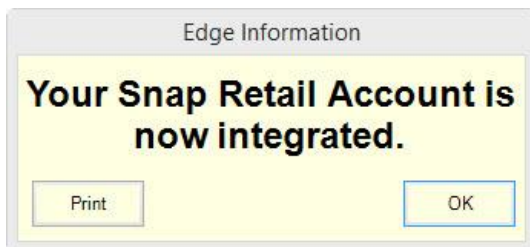
Confirm Password

The Edge will populate many of the fields based on your license. You may change them if you like.

2. In the **Password** field, create a password for your SnapRetail account.
3. To ensure accuracy, re-enter the same password in the **Confirm Password** field.
4. Make notes of the email address and password used here. They will be your SnapRetail credentials.
5. Select **OK**. The Edge will then automatically create your SnapRetail trial account and integrate it with your Edge license by automating a web browser window. Please do not interact with the web browser window; it will disappear once integration is complete. If an error occurs, the web browser window will remain visible so that you can take appropriate action.



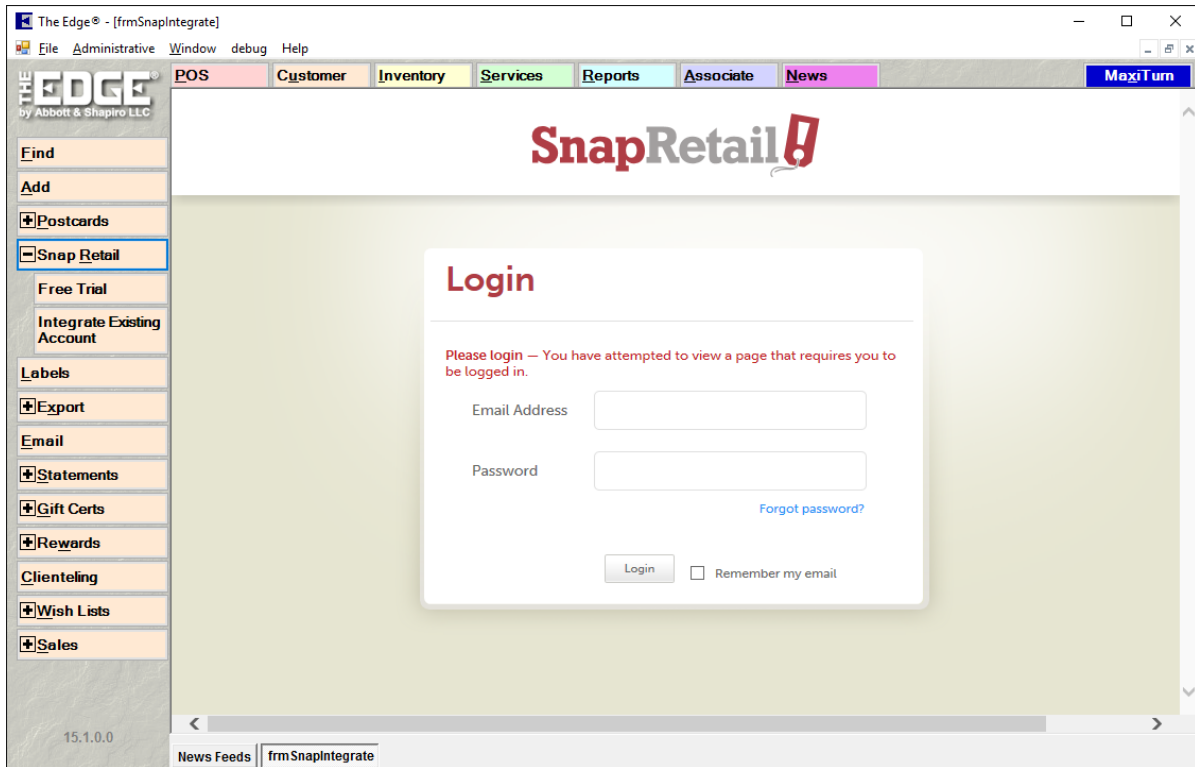
6. Select **OK**. Your account will be created and it will be integrated with your Edge license. When integration is complete, a confirmation window will appear.



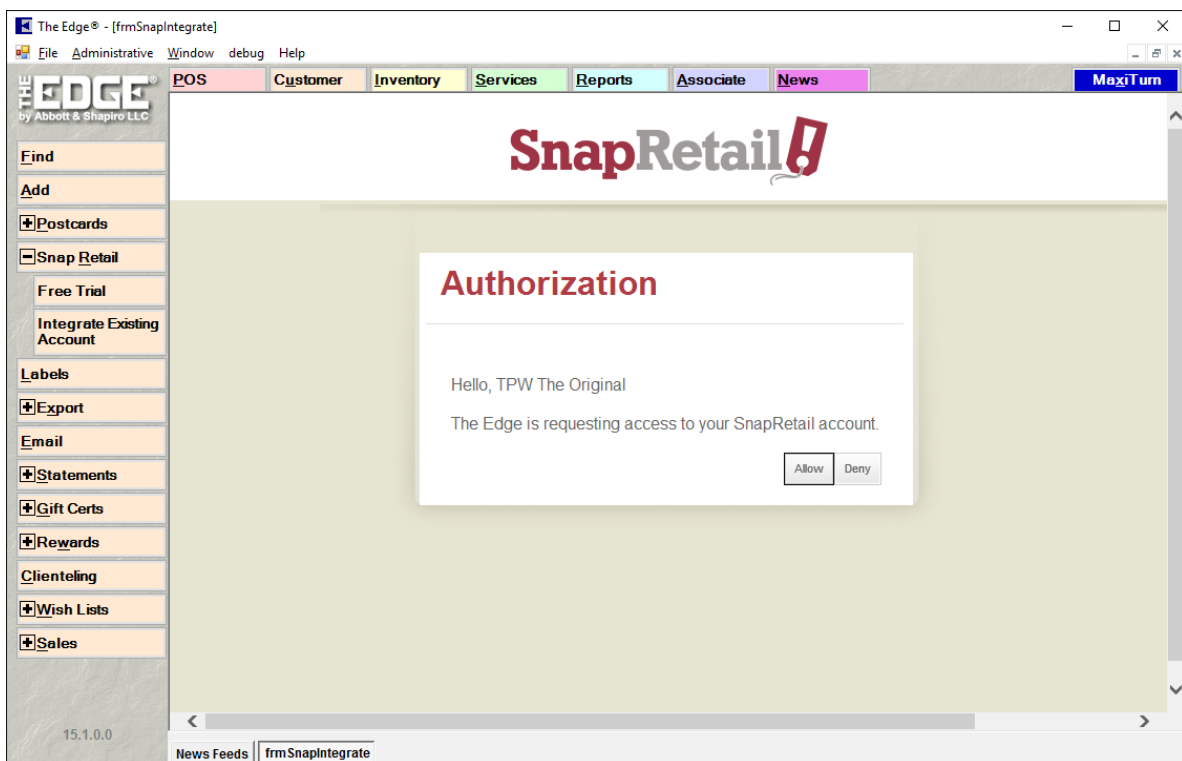
SnapRetail Integrating an Existing Account

If you already have a SnapRetail account, you need only integrate it with your Edge license:

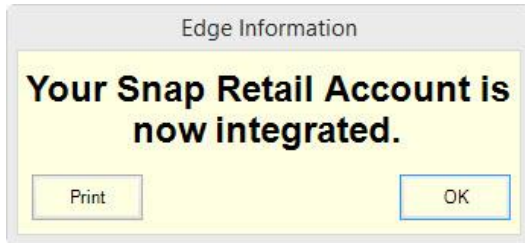
1. Select **Customer ► Online Marketing ► Integrate Existing Account**. You'll be prompted to log in.



2. Enter your credentials and select **Login**. You will be prompted to allow The Edge to access your SnapRetail account.



3. Select **Allow**. The connection will be confirmed.

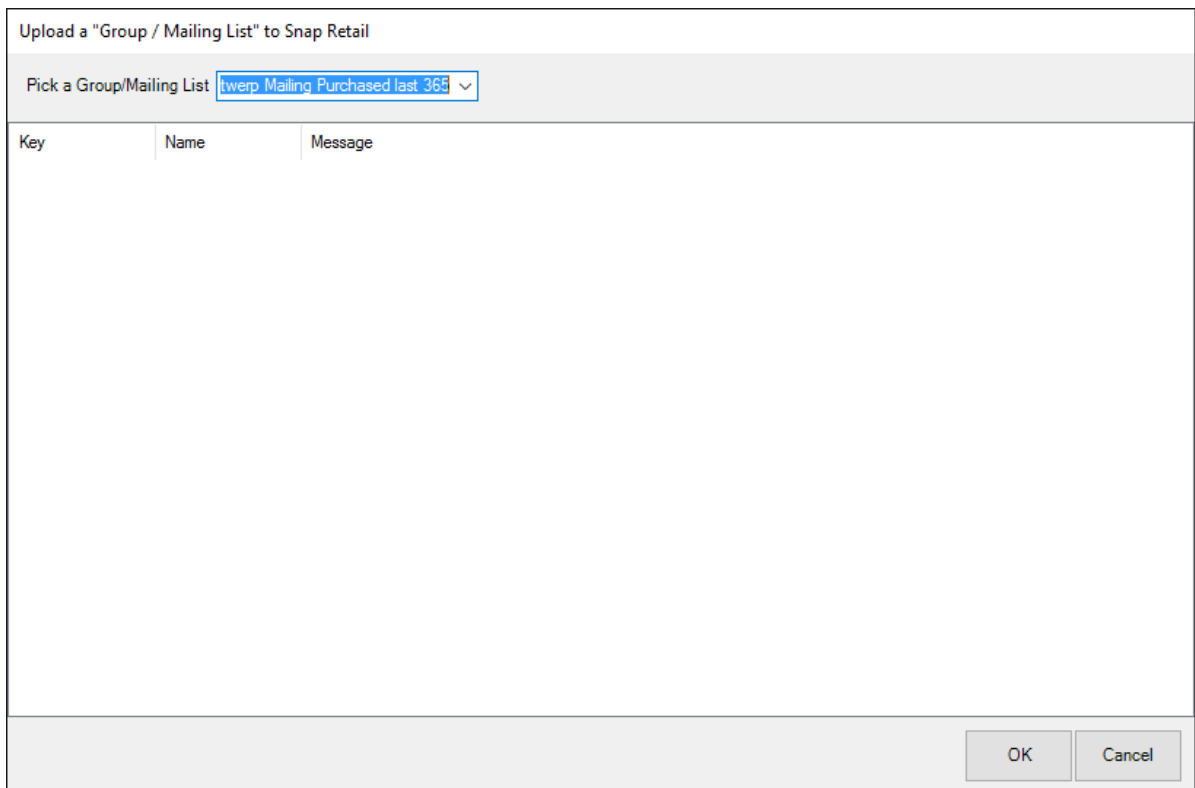


4. Select **OK**.

SnapRetail Uploading a Group

After integration is complete, you will be ready to upload an Edge customer list. If you do not have a list created, do so as described in The Edge User Guide in the section entitled Group/Mailing Lists. To upload a group or mailing list:

1. Select **Customer > Online Marketing > Upload Group**. The **Upload a Group/Mailing List to SnapRetail** window will appear.

A screenshot of a software window titled "Upload a 'Group / Mailing List' to Snap Retail". At the top, there is a label "Pick a Group/Mailing List" followed by a dropdown menu showing "twerp Mailing Purchased last 365" with a downward arrow. Below this is a table with three columns: "Key", "Name", and "Message". The table is currently empty. At the bottom right of the window are two buttons: "OK" and "Cancel".

Key	Name	Message
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2. Select a mailing list from the **Pick a Group/Mailing List** drop-down menu.
3. Select **OK**. The list view will report back upload steps and results.

Upload a "Group / Mailing List" to Snap Retail

Pick a Group/Mailing List

Key	Name	Message
001-02815	Ginger Bourbon	Multiple Emails.
	Summary	Ready to upload 8 emails
	Complete	Server reports "OK".

Changes to your customer data happen only in The Edge. To refresh your SnapRetail list, perform an upload. Make sure the list is accurate before a promotion goes out. As a guide, periodically refer to your SnapRetail calendar.



If you make changes to your data at the SnapRetail website, those changes will be overridden if you do an upload from The Edge.



SnapRetail uses the email address as the unique identifier. If multiple customers have same email address, only the first customer in the list will be uploaded. If a customer has more than one email address, it will upload only the first email address listed in the customer record.

SnapRetail Website

Once integrated, you may visit the SnapRetail website directly by clicking on the Website button located under **Customers > Online Marketing > Website**. The Website button takes you directly to the SnapRetail website.