

Echoss Platform PC Back-end User guide

12CM CHINA

2022. 12. 7

1 Merchant Registration

1

Brand Subscription

1. Enter URL: <https://wizard.echoss.cn>

After entering the page, click the **Brand Subscription (in red box)** button.

The screenshot shows the top navigation bar with the Echoss Stamp logo, a user profile icon, and links for 'Company Home', 'Social Media', and 'LOGIN'. The main content area features a large background image of a woman looking at her phone. The headline reads 'New O2O Ecosystem with echoss stamp' with the subtext 'Greater expansion of your customer engagement with echoss'. Below the headline are three buttons: 'Brand Subscription' (highlighted with a red box), 'Try Stamp card', and 'Contact us'. A video player on the right shows a woman at a counter with a '+More Videos' button below it.

Patent
pending

284



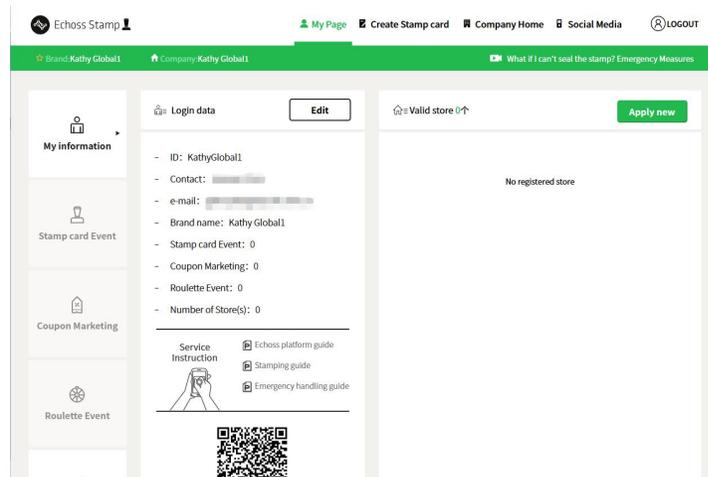
Stamping
per day

6mil.

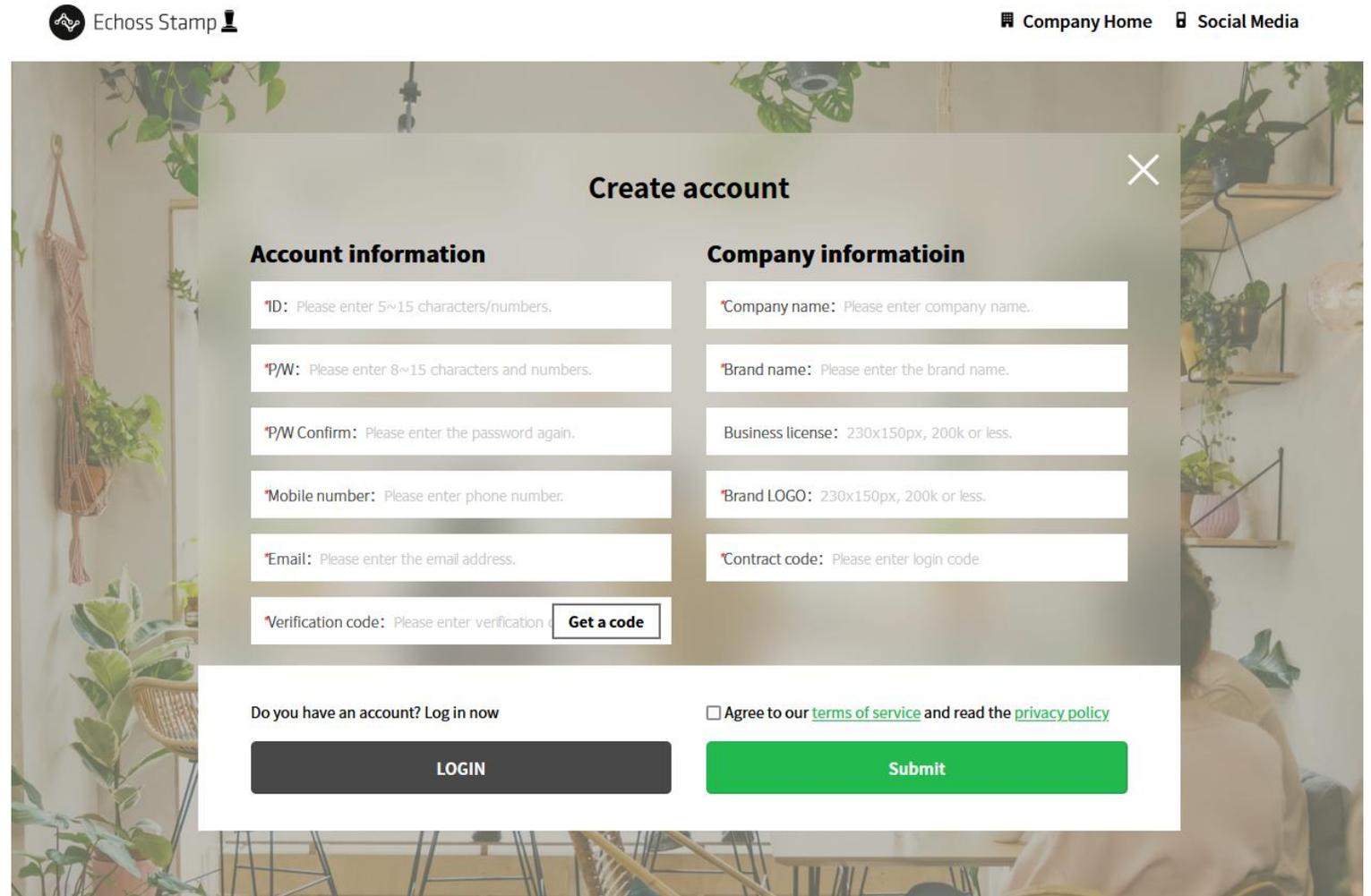
1

Create Account

2. After entering the Create account page, fill in the your information and submit it. After the review is passed, you can log in to the account and perform follow-up operations.



* Main page after Log-in



My Information

2

Apply New Store

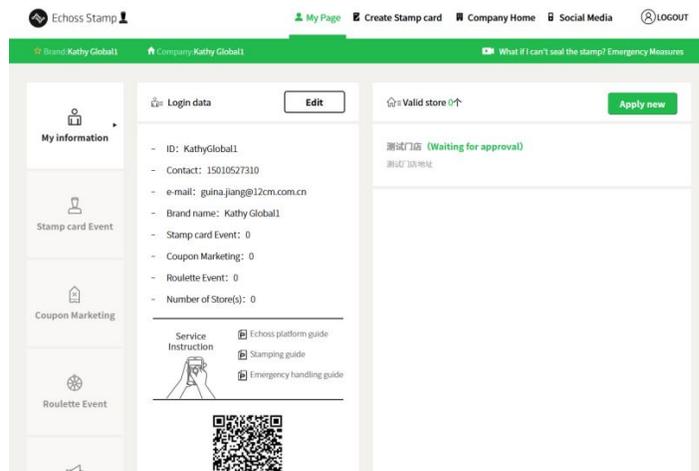
1. After logging in to the account, you enter the “My Information” page (in red box). You can view all your service stores information under the account on the right and click the ★ marked "Apply new" button to apply new store.

The screenshot displays the Echoss Stamp user interface. At the top, there is a navigation bar with the Echoss Stamp logo, a user profile icon, and links for 'My Page', 'Create Stamp card', 'Company Home', 'Social Media', and 'LOGOUT'. Below this is a green header bar showing 'Brand: Kathy Global1' and 'Company: Kathy Global1', along with a video icon and the text 'What if I can't seal the stamp? Emergency Measures'. The main content area is divided into two columns. The left column contains a sidebar with four menu items: 'My information' (highlighted with a red box), 'Stamp card Event', 'Coupon Marketing', and 'Roulette Event'. The right column shows the 'Login data' section with an 'Edit' button and a list of user details: ID: KathyGlobal1, Contact: [redacted], e-mail: [redacted], Brand name: Kathy Global1, Stamp card Event: 0, Coupon Marketing: 0, Roulette Event: 0, and Number of Store(s): 0. Below this list are links for 'Service Instruction' and 'Echoss platform guide', 'Stamping guide', and 'Emergency handling guide'. At the bottom right, there is a QR code. On the far right of the main content area, there is a green button labeled 'Apply new' with a red star icon above it, and the text 'Valid store 0↑' and 'No registered store' are visible.

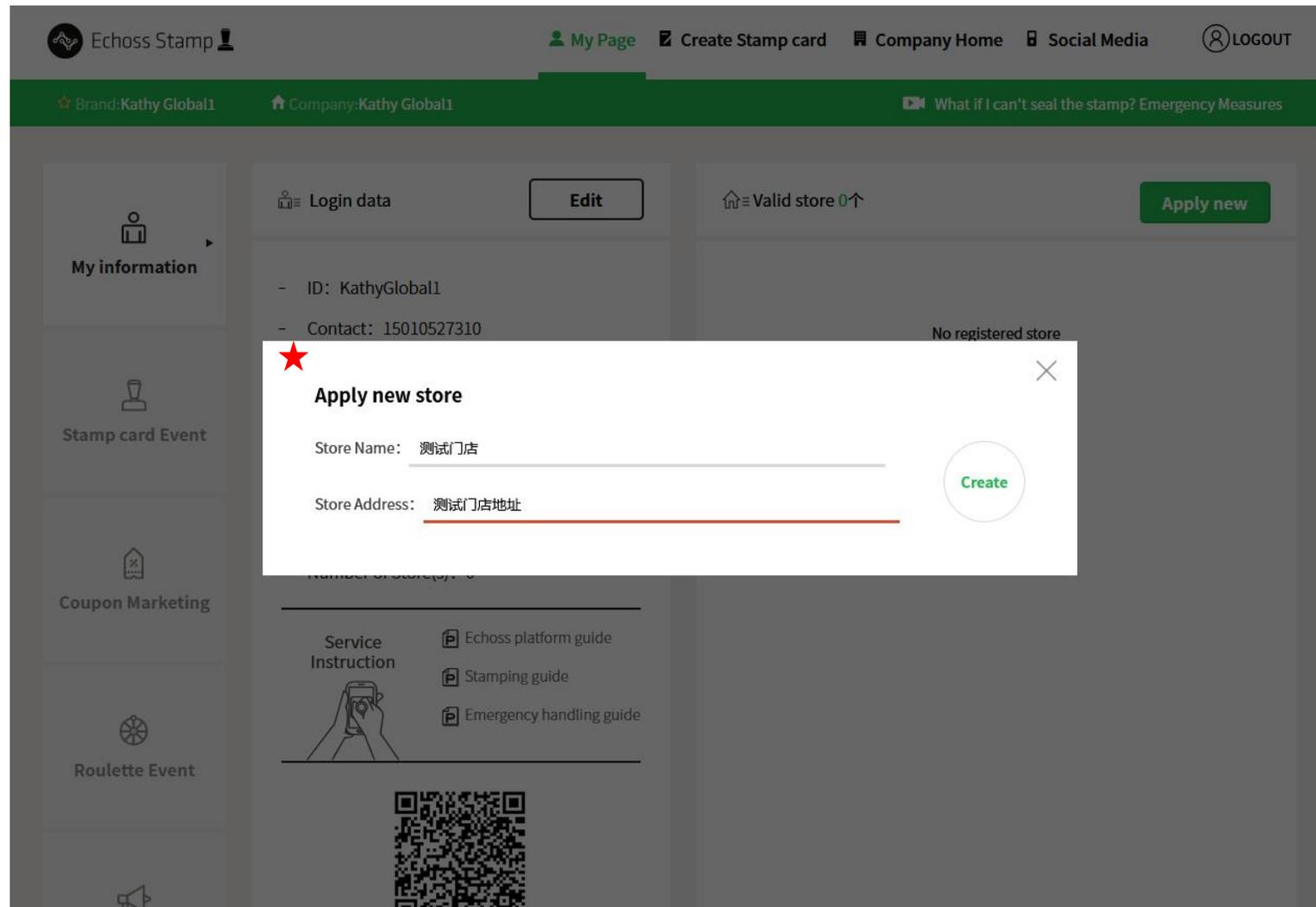
2

Apply New Store

2. Enter information of the store you want to apply and click the "Apply New" button to complete the application. (Please try one by one).



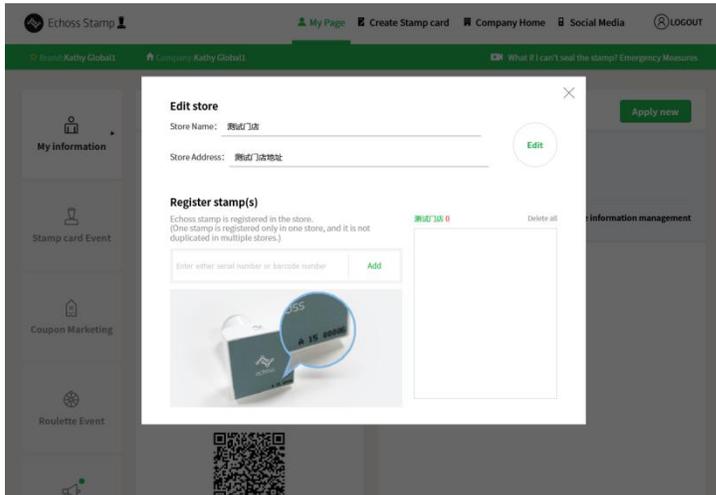
* Waiting for your application



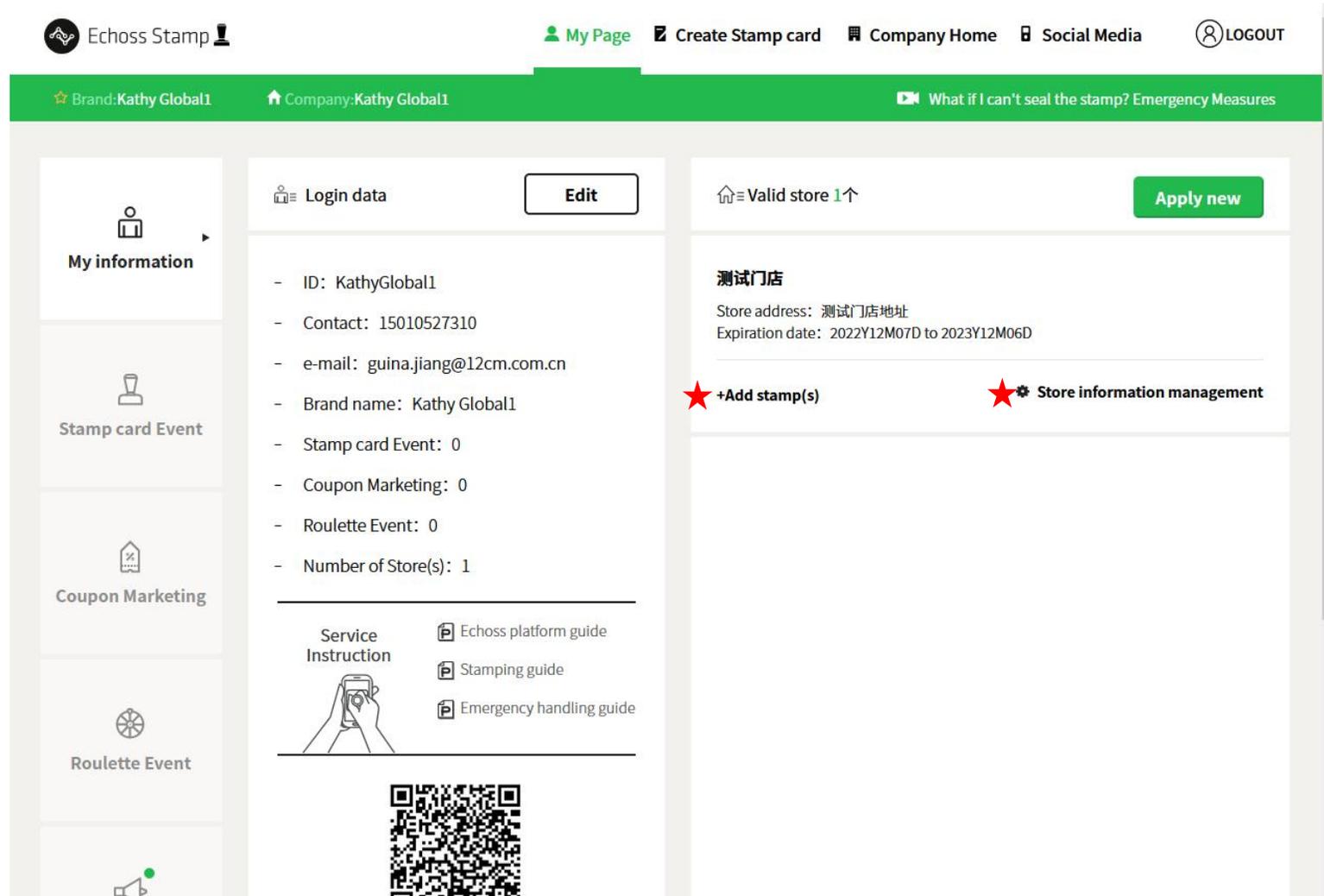
2

Store Setting

1、 You can click ★ marked “+Add stamp” or “Store information” management to modify whole information related to your store such as store name, store address, add stamp, delete stamp and etc.



* Store information management and add stamp page



2

Store Setting

2. Store information :

- Store Name/Address
- Register store manager
(urgent management for stamping error and data statistics)
- Link Stamp to Store

The screenshot shows the 'Edit store' interface with the following sections:

- Edit store** (with a red star icon):
 - Store Name: test store
 - Store Address: Beijing
 - Edit** button (in a green circle)
- Register store manager** (with a red star icon):
 - Text: We provide a mobile webpage for emergency handling and checking store statistics. Please set your manager ID and email here, and access the mobile web page with the QR in the following pop-up and left-bottom of your main page (My information) For more information: [Emergency handling guide](#)
 - Input field: testStore
 - Input field: guina.jiang@12cm.com.cn
- Register stamp(s)**:
 - Text: Echoss stamp is registered in the store. (One stamp is registered only in one store, and it is not duplicated in multiple stores.)
 - Input field: Enter your serial number or barcode number
 - Add** button
 - Image of a stamp: A circular stamp with 'JSS' and '15 00006' visible.
 - Table of registered stamps:

| test store 1 | Delete all |
|--------------|------------|
| A1661576 | X |

2

Store Setting

3. To modify store information, enter the store name and address.

Edit store

Store Name:

Store Address:

[Edit](#)

Register store manager

We provide a mobile webpage for emergency handling and checking store statistics. Please set your manager ID and email here, and access the mobile web page with the QR in the following pop-up and left-bottom of your main page (My information)
For more information: [Emergency handling guide](#)

Register stamp(s)

Echoss stamp is registered in the store.
(One stamp is registered only in one store, and it is not duplicated in multiple stores.)

[Add](#)

[Delete all](#)

[X](#)

2

Store Setting

4. We provide a mobile webpage (in blue box) for emergency handling and checking store statistics. Please set your manager ID and email here (in red box), and access the mobile web page with the QR in the following pop-up and left-bottom of your main page (in green box)

For more information: [Emergency handling guide](#) ★

The screenshot shows the main application interface. On the left, there is a sidebar menu with icons for 'My information', 'Stamp card Event', 'Coupon Marketing', 'Roulette Event', and 'Notification'. The main content area is divided into two sections. The top section is 'Login data' with an 'Edit' button and a list of details: ID: 12cmdemo, Contact: +86-18612345678, E-mail: kevin.mao@12cm.com.cn, Brand name: 12CM China Demo, Stamp card Event: 5, Coupon Marketing: 2, Roulette Event: 3, and Number of Store(s): 1. Below this is a 'Service Instruction' section with links to 'Echoss platform guide', 'Stamping guide', and 'Emergency handling guide'. A QR code labeled 'echoss Manager' is highlighted with a green box and a star icon.

Echoss Manger QR

The screenshot shows the mobile app interface. At the top, it displays the time 21:05 and the URL pm.apse1.12cmglobal.com. The main content area features a circular icon of a hand holding a stamp, the text '12CM China Demo', and a prompt: 'Want some easy way for Sign in? Please put your registered stamp on the screen.' Below this is a button labeled 'Signing in with ID'.

Echoss manager mobile

The screenshot shows the 'Edit store' interface. At the top, there is a title 'Edit store' and a close button. Below the title, there are two input fields: 'Store Name: test store' and 'Store Address: Beijing'. To the right of these fields is a circular 'Edit' button. A red box highlights a section titled 'Register store manager★'. This section contains the text: 'We provide a mobile webpage for emergency handling and checking store statistics. Please set your manager ID and email here, and access the mobile web page with the QR in the following pop-up and left-bottom of your main page (My information) For more information: [Emergency handling guide](#)'. Below this text are two input fields: 'testStore' and 'guina.jiang@12cm.com.cn'. Below the red box, there is a section titled 'Register stamp(s)' with the text: 'Echoss stamp is registered in the store. (One stamp is registered only in one store, and it is not duplicated in multiple stores.)'. This section includes an input field for 'Enter your serial number or barcode number' and an 'Add' button. To the right of this section is a list of registered stamps, showing 'test store 1' and 'A1661576' with a 'Delete all' button.

2

Store Setting

5、 Register Stamp(s): Enter the number at the bottom of your stamp in ★ marked box (note: English letters are case-sensitive, no need to enter spaces) and click the "Add" button to register stamp to your designated store. You can check the registered stamp of the store in ★ marked. Only 2 stamp can be registered per store.

Edit store

Store Name:

Store Address:

Register store manager

We provide a mobile webpage for emergency handling and checking store statistics. Please set your manager ID and email here, and access the mobile web page with the QR in the following pop-up and left-bottom of your main page (My information) For more information: [Emergency handling guide](#)

Register stamp(s)

Echoss stamp is registered in the store.
(One stamp is registered only in one store, and it is not duplicated in multiple stores.)

★

test store 1

A1661576



Create Stamp card

3

Create Event

1. Click ★ marked “Create new event” to enter Stamp card campaign DIY tool.

The screenshot shows the Echoss Stamp dashboard. At the top, there is a navigation bar with 'Echoss Stamp' logo, 'My Page', 'Create Stamp card', 'Company Home', 'Social Media', and 'LOGOUT'. Below this is a green header bar with 'Brand:Kathy Global1', 'Company:Kathy Global1', and a video icon with the text 'What if I can't seal the stamp? Emergency Measures'. The main content area is divided into two tabs: 'Stamp card event' (active) and 'Event data statistics'. Under the 'Stamp card event' tab, there are two statistics: 'Your current event Total 0 ↑' and 'Store linked to this event Total 0 ↑'. A red star icon is next to a green button labeled 'Create new event', which is highlighted with a red box. Below this, there is a large illustration of a person at a computer with a green envelope icon and a checkmark. Below the illustration, the text reads 'You don't have a stamp card yet, please create now!'. At the bottom, there is another red star icon next to a green button labeled 'Create Stamp card', which is also highlighted with a red box. The left sidebar contains menu items: 'My information', 'Stamp card Event', 'Coupon Marketing', and 'Roulette Event'.

3

Create Event

3. When you fill in the relevant contents of your event, the box you filled in will turn green. After you finish to fill in, click next button.

The screenshot displays the Echos Stamp application interface. At the top, the navigation bar includes the Echos Stamp logo, user profile, and menu items: My Page, Create Stamp card (highlighted), Company Home, and Social Media. A user icon and LOGOUT link are on the right. Below the navigation bar, a progress indicator shows four steps: 1. Select a type, 2. Add information (active), 3. Collect User information, and 4. Confirm Stamp card. Navigation buttons for Previous, Next, and Exit are present.

The main content area is divided into two sections. On the left, a preview of the stamp card is shown. It features a tropical background with a toucan and a coupon icon. Below the preview, there are input fields for the stamp card name and a description of coupon benefits. A section titled 'Available coupons' shows a list of coupons, with the first one stating 'Please register 5th coupon'. A 'Previous' button is located to the left of the preview.

On the right, a red-bordered box highlights the 'Enter the Stamp Card information and upload images.' section. This section contains four input fields, each with a dropdown arrow on the left and a status indicator on the right:

- Enter title:** Not completed >
- Register background:** Completed ✓
- Enter reward info.:** Not completed >
- Set Stamp collection:** Completed ✓
- Coupon information:** Not completed >

A 'Next' button is located to the right of this section.

3

Create Event

4. Set Stamp Collection: You can set the total stamp collection quantity and the quantity to be rewarded. We provide some stamp template for your convenience, however you can upload your stamp design to use.

Echoss Stamp

My Page Create Stamp card Company Home Social Media LOGOUT

1 Select a type > 2 Add information > 3 Collect User information > 4 Confirm Stamp card

Previous Next Exit

Enter the Stamp Card information and upload images.

Enter title Not completed >

Register background Completed ✓

Enter reward info. Not completed >

Set Stamp collection Operation

Available stamp collection: 5

Please select the coupon stamp order to apply the benefit in.

Stamping Image: 自定义盖章图标

点此设置盖章数量

此icon表示发券

Daily limit: No Yes 0

The recommended image size is 150*150 and the image size cannot exceed 500K

Coupon information

Please upload On/Off stamp images.

Confirm

Previous

Please enter stamp card name.

Please enter the description of coupon benefits that will be offered to

Available coupons

Please register 2nd coupon

Please register 3rd coupon

Please register 5th coupon

Coupon

Coupon for 5th stamp

Please enter coupon name.

Please describe the coupons.

Valid period

To use the coupon, please stamp on the screen at the store of use.

Cancel Confirm

3

Create Event

6. You can decide whether you collect user information or not. You can provide some reward to your customer for these marketing information.

- ◆ Do not additional information
- ◆ After collecting the information, give the user additional stamp.
- ◆ 1 coupon provided to collect information
- ◆ No reward

Echoss Stamp

My Page **Create Stamp card** Company Home Social Media LOGOUT

1 Select a type > 2 Add information > 3 Collect User information > 4 Confirm Stamp card

Previous Next Exit

Please select the offer type and enter the offer content on the right.

Terms of Marketing Use

We receive consent of Marketing Use from customers, who use the Stamp card, to provide larger variety of benefits and events.

Agree

View terms >

Previous

Next

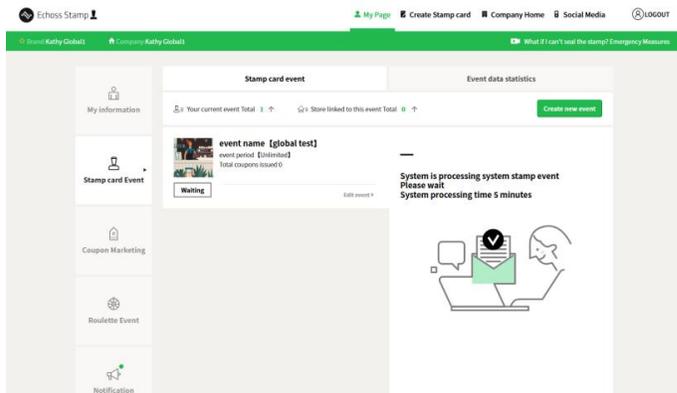
- Do not collect additional information
We will not collect any additional personal information from customers who use stamp cards.
- After collecting the information, give the user additional stamp.
Additional stamp are awarded to customers who have agreed to provide additional personal information.
- 1 coupon provided after collecting information
Additional coupon are awarded to customers who have agreed to provide additional personal information.
- No rewards
Only get the marketing usage consent for personal information and do not provide any additional benefits. User can use the stamp card even if user do not agree.

3

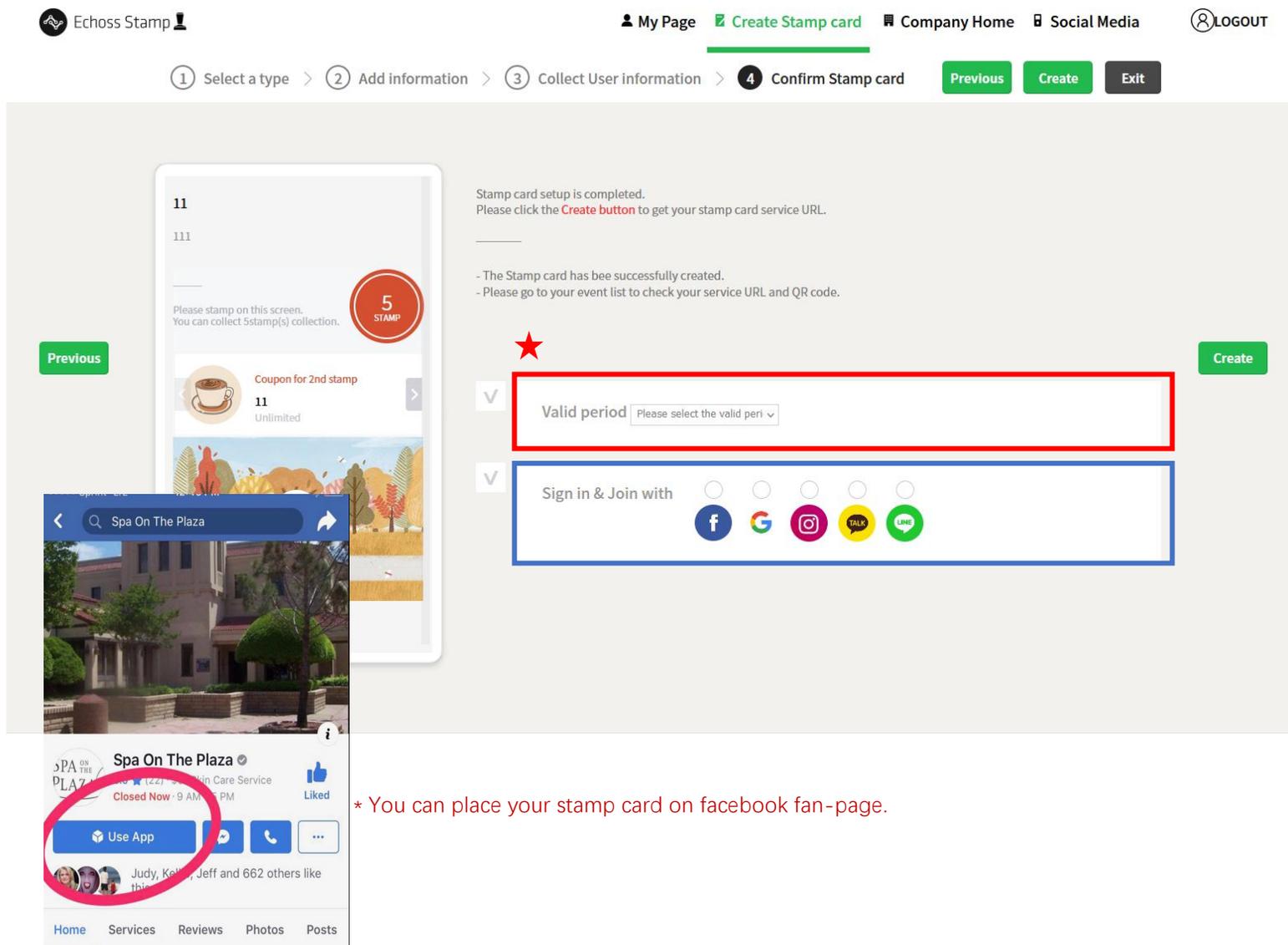
Create Event

7. You can select the expiration date of your stamp card event at **★ marked box**.
If stamp card is approved, you can find stamp card QR code and URL in about 5 minutes.

You can select the Social media platform users sign in (in blue box) and place your stamp card service onto your social media fan-page to generate fans. After you select the platform, your customer can sign-in your coupon through the platform to use.



* Waiting for approval after stamp card creation



* You can place your stamp card on facebook fan-page.

3

Link the event to store

8. After your stamp card is approved, you can click **★marked "Link to stores"** and link the stamp card to your store(s). You can add the store you want to use the event and click **“Register stamp card store”**(in blue box)

You can click **★marked “Edit event”** to modify your event detail and click "event QR code download" to check your QR and URL of your stamp card event.

The screenshot displays the Echoss Stamp management dashboard. At the top, there is a navigation bar with 'Echoss Stamp' logo, user profile 'My Page', and menu items for 'Create Stamp card', 'Company Home', 'Social Media', and 'LOGOUT'. Below this, a green header shows 'Brand:Kathy Global1' and 'Company:Kathy Global1'.

The main content area is titled 'Stamp card event' and includes a sub-section 'Event data statistics'. It shows 'Your current event Total 1' and 'Store linked to this event Total 0'. A 'Create new event' button is visible in the top right.

The event details for 'event name [global test]' are shown, including 'event period [Unlimited]' and 'Total coupons issued 0'. A green star icon is next to the event name. Below the details are buttons for 'In use', 'Edit event', and 'Event QR code download'. A red star icon and a 'Link to stores' button are also present.

A modal window titled 'Stamp card URL' is open, displaying a QR code and the URL 'http://s.12cmglobal.com/43CFE48D'. A 'Download' button is at the bottom right.

Another modal window titled 'Apply new store' is open, showing a search for '测试门店' (Test Store) and a 'Move selected' button. A 'Register stamp card stores' button is highlighted in a blue box.

Coupon marketing

4

Coupon marketing

1. You can attract your customer visit your store again through issuing various coupons. Please click ★marked “Create event” and start to make your own coupon to send your customers.

The screenshot displays the Echos Stamp web application interface. At the top, there is a navigation bar with the Echos Stamp logo, user profile, and links for 'My Page', 'Create Stamp card', 'Company Home', 'Social Media', and 'LOGOUT'. Below this is a green header bar with 'Brand:Kathy Global1' and 'Company:Kathy Global1'. The main content area is titled 'Coupon marketing' and features a prominent headline: "Coupon issuance + Stamp Collection is the best way to increase your customers". Below the headline, a sub-headline reads: "Simply set up a coupon and promote it using SNS (Chat, Posting, Fan page & etc.), and maximize the customer visit and repurchase rate." A red star icon is placed next to a green 'Create event' button, which is highlighted with a red rectangular border. To the left of the main content is a sidebar menu with icons and labels for 'My information', 'Stamp card Event', 'Coupon Marketing', and 'Roulette Event'. Below the 'Create event' button, three images illustrate the coupon process: a laptop showing the coupon configuration interface labeled 'Coupons set by the platform', two smartphones displaying social media posts with coupons labeled 'Share coupons on social media', and a smartphone with a physical coupon and a scanner labeled 'Use it in the offline'.

4

Coupon marketing

2. After entering the coupon configuration page, fill in all the content involved in the page,

<Tips>

- Sending limit: When you choose YES, the coupon collection data will be limited according to the integer in the input box.

- Daily Quantity limit: When you choose YES, limit the daily maximum quantity of the coupon that can be received.

- Duplicate sending: When you choose YES, the number of coupons that can be received per user account is limited.

Echoss Stamp

My Page Create Stamp card Company Home Social Media LOGOUT

Brand:Kat

My in

Stamp

Coupo

Rou

Notification

Privacy Measures

Preview coupon

Coupon image

Coupon name Enter Coupon name

Coupon description Enter Coupon description

Example:

- Show it to the clerk and stamp on the screen to use it.
- After receiving the coupon, use it next time. Only one can be used at a time.
- Change or receipt cannot be issued.
- If the stock of this product is insufficient, it is possible to substitute other products at the store.

Sending Limit No Yes (Sending Limit 0 times)

Daily Quantity Limit No Yes (Daily Quantity Limit 0 times)

Duplicate sending No Yes (Duplicate sending 0 times)

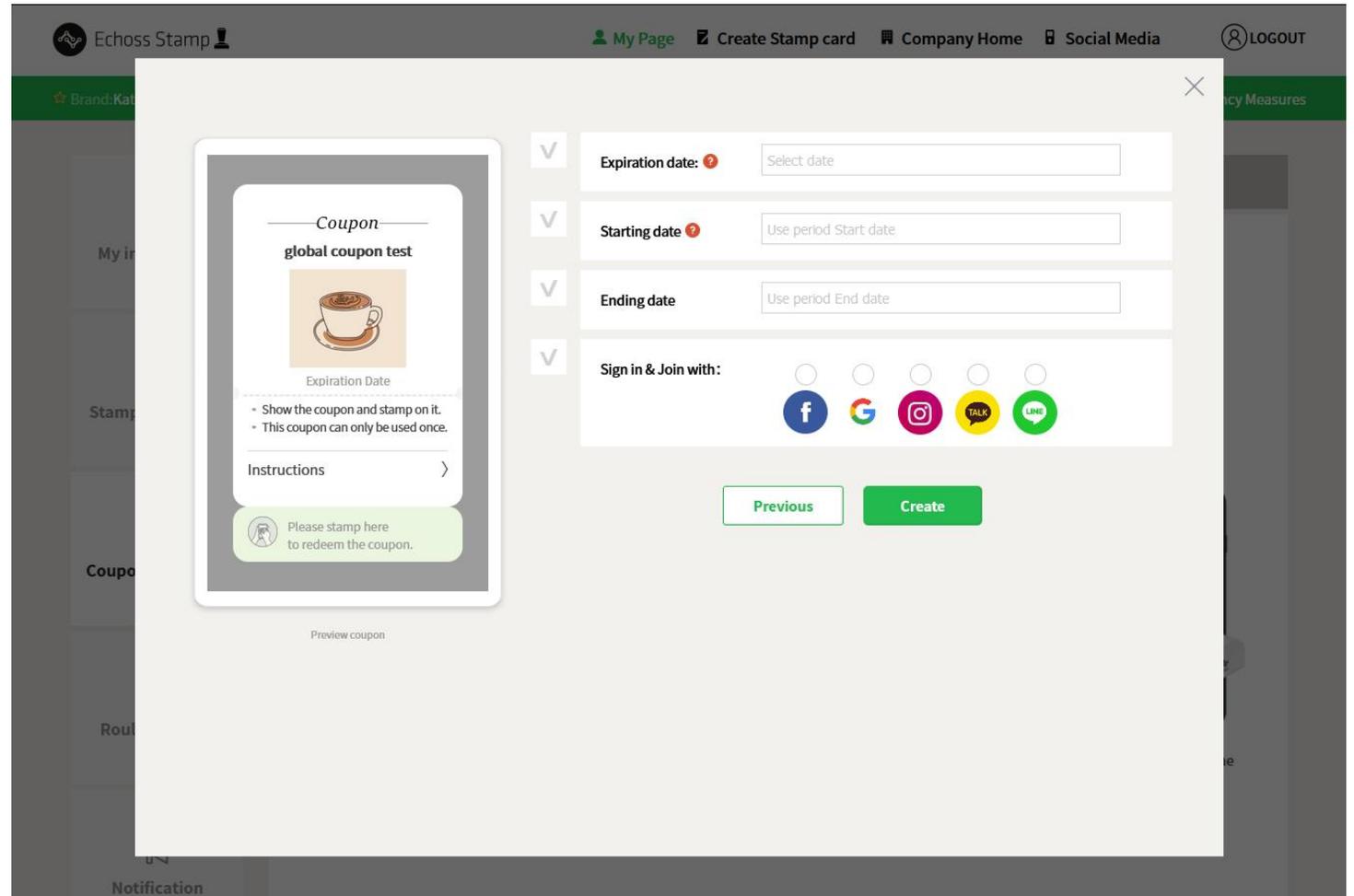
Cancel Next

4

Coupon marketing

3. Please fill in the Coupon Expiration date, Starting date and Ending date.

You can select the Social media platform use sign in. After you create the coupon, you can send your coupon to your customer. Your customer can visit your store and redeem the coupon by stamping.



4

Coupon marketing

4. After your coupon marketing is approved, you can click ★marked “Link to stores” and link the coupon to your store(s). You can add the store you want to use the coupon event and click “Register coupon marketing store”(in blue box)

You can click ★marked “Edit event” to modified your event detail and click“ coupon QR code download” to check your QR and URL of your coupon. You can this coupon link or QR share to your customer through social media channels, and your customer visit your store to use and redeem the coupon.

The screenshot shows a dashboard for coupon marketing. On the left is a sidebar with navigation options: My information, Stamp card Event, Coupon Marketing (highlighted), Roulette Event, and Notification. The main content area is titled 'Coupon marketing' and shows event statistics: 'Your current event Total 1 ↑' and 'Store linked to this event Total 0 ↑'. A 'Create new event' button is in the top right. The main event card is for 'global coupon test' with an expiration date of 2023-12-31. It has an 'In use' status and a green star icon. Two buttons are highlighted with green boxes: 'Edit event' and 'Event QR code download'. A modal window titled 'echossglobal coupon testURL link' is open, showing a QR code and the URL 'https://s.12cmservice.com/D6AEEDB6' with a 'Download' button. To the right, a 'Link to stores' button is highlighted with a blue box. Below it, a message states 'The stamp card is approved. Before starting your event, please register the stores and stamps.' An illustration shows two people looking at a smartphone. A second modal window titled 'Apply new store' is open, showing a search for '测试门店' (Test Store) and a 'Register stamp card stores' button highlighted with a blue box.



Roulette Event



Roulette Event

1. You can attract your customer visit your store again through Roulette Event. Please click ★marked “Create event” and start to make your own Roulette campaign and let your customers participate.

The screenshot displays the Echoss Stamp application interface. At the top, there is a navigation bar with the Echoss Stamp logo, user profile, and options for 'My Page', 'Create Stamp card', 'Company Home', 'Social Media', and 'LOGOUT'. Below this is a green header with 'Brand: Kathy Global' and 'Company: Kathy Global', along with a link for 'What if I can't seal the stamp? Emergency Measures'. The main content area is titled 'Roulette Event' and features a sub-header 'Event data statistics'. A central message reads: "Roulette + lottery is the most effective way to attract new customers and retain loyal customers." Below this, a green button labeled 'Create event' is highlighted with a red star and a red rectangular border. The interface also includes a left sidebar with navigation options: 'My information', 'Stamp card Event', 'Coupon Marketing', 'Roulette Event', and 'Notification'. At the bottom, there are three mobile device screens illustrating the event flow: 'Roulette Event set by platform' (laptop), 'Participate in the roulette lottery event, and starts the draw by stamping' (two smartphones), and 'Redeem the coupon by stamping' (smartphone).

5

Roulette Event

2. After entering the Roulette configuration page, fill in all the content involved in the page,

- Event name
- Participations limit: Whether you set the daily and total customer participation limit or not.
- Color setting/Event rules

The screenshot displays the Echoss Stamp Roulette Event configuration page. The interface is divided into two main sections: a preview on the left and configuration options on the right.

Preview (Left): Shows a roulette wheel with a red border and a red center containing the text "Stamp 盖章". The wheel is divided into several segments, each labeled "Empty". The preview also displays "Event name not entered", "Please enter event rules", "Event rules not entered", and "Event ending date: Event time not set". At the bottom, it shows "Your voucher(s) 0".

Configuration Options (Right):

- Event name:** A text input field with the placeholder "Please enter event name".
- Participations limit:** A dropdown menu with options: No, Daily, [] times, Total, [] times.
- Color settings:** A section highlighted with a red box, containing two color selection options: "Main color" (with a red color swatch) and "Background color" (with a yellow color swatch).
- Event rules:** A text area with the placeholder "Enter event rules".

Example of event rules: xx brand opening event, stamp on your phone screen in the store to participate in the roulette event! Event time (from May 1st to June 1st); and products are as follows; (1, 2 ,3 ,4,5 ,6 ,)

At the bottom of the configuration panel, there are two buttons: "Cancel" and "Next".

5

Roulette Event

3. You have to set configuration all 6 reward on the roulette and can set every 6 coupons' winning rate (★ marked **Coupon winning rate setting**). Total winning rate cannot be over 100.

✓ Coupon winning rate % Remaining rate 50%
*Note: The total winning rate of 6 coupons must not exceed 100%.

global roulette test
Please enter event rules
global roulette test rules

Stamp
盖章

Event ending date: Event time not set

Your voucher(s) 0

Coupon setting (total 6 coupons are required)
*After all coupons have been distributed, if user draw again, user will see that "coupon is ran out".

No.1
✓ Coupon name

✓ Coupon winning rate % Remaining rate 100%
*Note: The total winning rate of 6 coupons must not exceed 100%.

✓ Daily Coupon Issuance Quantity: (Daily)

✓ Total Coupon Quantity: (Coupon total)

✓ Coupon description

Previous Next

5

Roulette Event

4. After you finished to set all 6 roulette coupons, you have to set;

- Event end date: Event valid period
- Draw deadlines: Valid period customers can draw coupon.
- Redemption deadline: Deadline customers can use this coupon at the store.

The screenshot shows the Echoss Stamp app interface for configuring a roulette event. The top navigation bar includes 'Echoss Stamp', 'My Page', 'Create Stamp card', 'Company Home', 'Social Media', and 'LOGOUT'. The main content area features a roulette wheel graphic with 6 coupons and a form to set event rules. The 'Draw Deadlines' field is highlighted with a red box. The form includes the following fields:

- Roulette Event End Date: Select date
- Draw Deadlines: Select a date (highlighted with a red box)
- Redemption Deadline: Select a date

Below the form, there are social media icons for Facebook, Google, Instagram, TALK, and LINE. At the bottom, there are 'Previous' and 'Submit' buttons. A notification icon is visible in the bottom left corner.

5

Roulette Event

4. After your Roulette Event is approved, you can click ★marked“ Link to stores” and link the coupon to your store(s). You can add the store you want to use the coupon event and click “Register coupon marketing store”(in blue box)

You can click ★marked “Edit event” to modified your event detail and click“ coupon QR code download” to check your QR and URL of your coupon. You can this coupon link or QR share to your customer through social media channels, and your customer visit your store to use and redeem the coupon.

The screenshot displays the 'Roulette Event' management dashboard. On the left, a sidebar contains navigation options: My information, Stamp card Event, Coupon Marketing, Roulette Event (selected), and Notification. The main content area shows event details for 'global roulette test' with an end date of 2023-12-31. A green star highlights the 'Edit event' and 'Event QR code download' buttons. A modal window titled 'echossglobal coupon testURL link' displays a QR code and the URL 'https://s.12cmservice.com/D6AEEDB6'. To the right, a 'Link to stores' button is visible above a message stating 'The stamp card is approved.' Below this, an 'Apply new store' modal is shown, featuring a search bar with '测试门店' (Test Store) entered, and buttons for 'Move selected', 'Move all', and 'Register stamp card stores'.