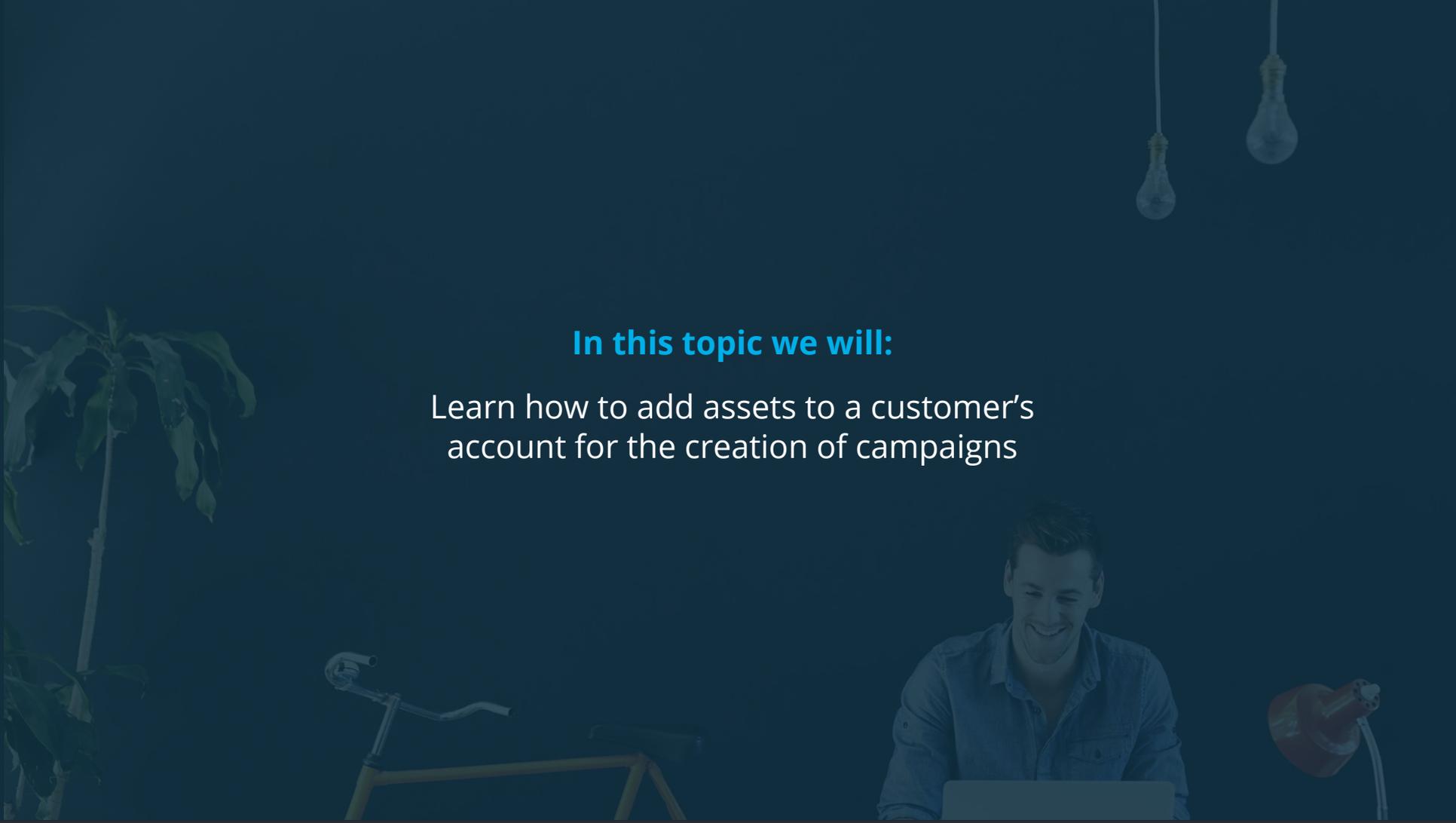




Tiger Pistol

Adding Assets - The IPC Flow



A man with short brown hair, wearing a blue button-down shirt, is sitting at a desk and smiling while looking at a laptop. The background is a dark blue wall with two light bulbs hanging from the ceiling. To the left, there is a green plant. In the foreground, a wooden bicycle is partially visible. To the right, there is a red desk lamp.

In this topic we will:

Learn how to add assets to a customer's account for the creation of campaigns

How To Use The TP Platform To Onboard Customers And Create Campaigns

IPC FLOW

To ensure that the platform has everything necessary for the automation to work correctly, the IPC Flow needs to be completed.

This flow helps verify the points input during customer creation, makes sure social connections are complete, and ensures all assets are present and correct.

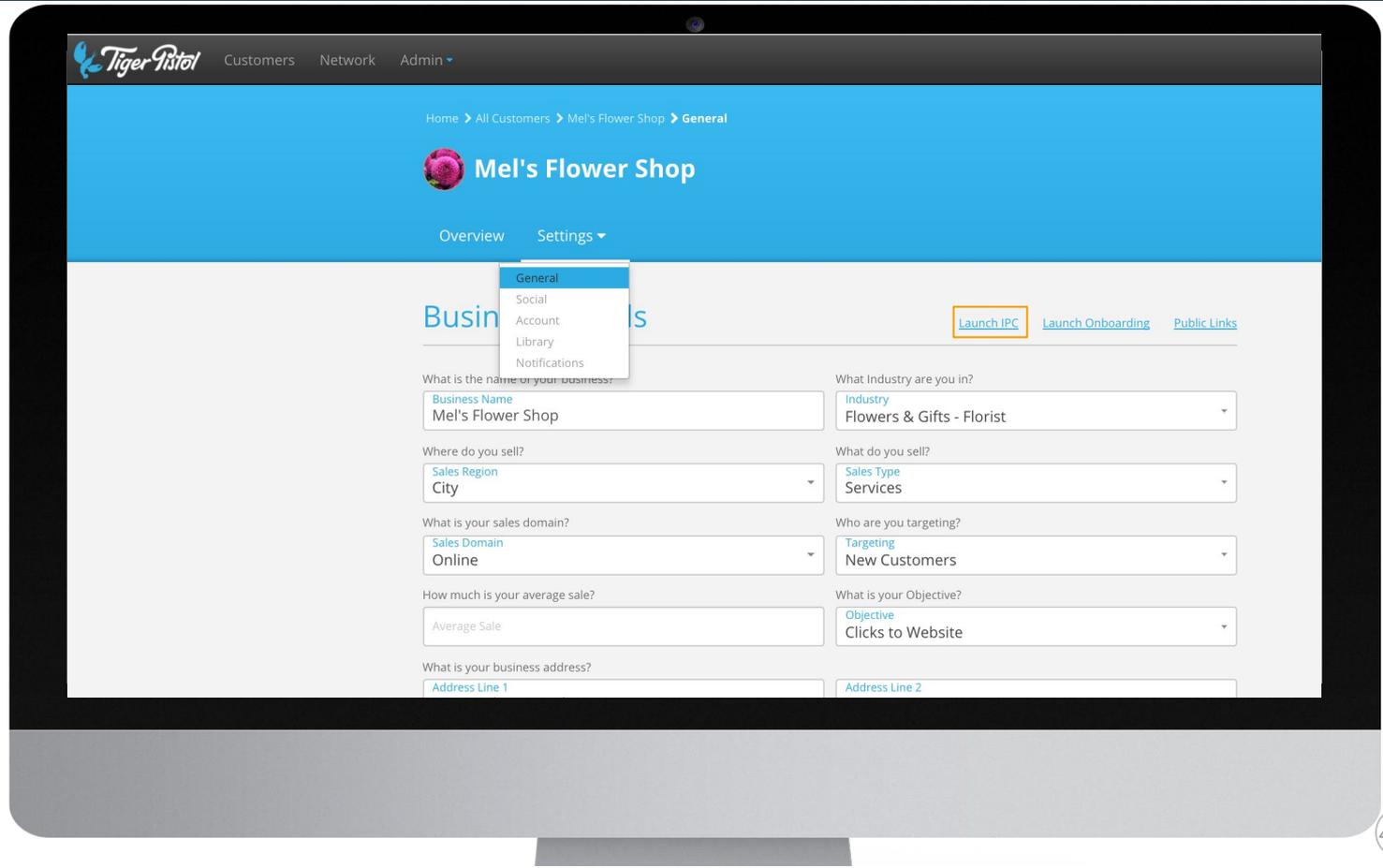
How To Use The TP Platform To Onboard Customers And Create Campaigns

IPC FLOW

To complete the flow:

In the dashboard, click into the customer.

Go Settings - General - Launch IPC

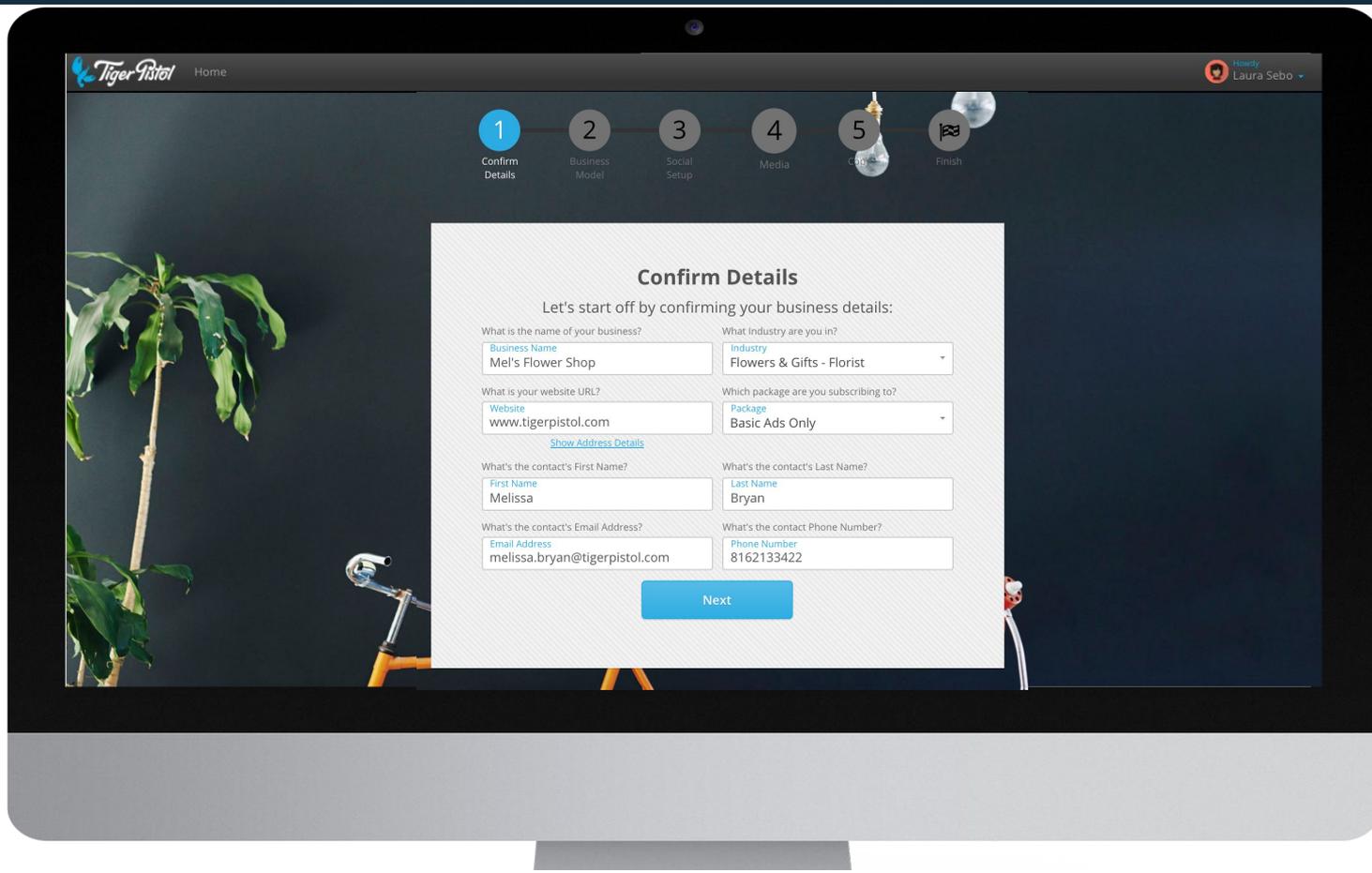


The screenshot shows the Tiger Pistol platform interface for a customer named 'Mel's Flower Shop'. The navigation bar includes 'Customers', 'Network', and 'Admin'. The breadcrumb trail is 'Home > All Customers > Mel's Flower Shop > General'. The main header features the customer name and a 'Settings' dropdown menu. The 'Settings' menu is open, showing options: 'General', 'Social', 'Account', 'Library', and 'Notifications'. The 'General' option is highlighted, and a 'Launch IPC' button is visible in the top right corner of the settings area. The main content area contains various form fields for business information, including 'Business Name' (Mel's Flower Shop), 'Industry' (Flowers & Gifts - Florist), 'Sales Region' (City), 'Sales Type' (Services), 'Sales Domain' (Online), 'Targeting' (New Customers), 'Average Sale', 'Objective' (Clicks to Website), and 'Address Line 1' and 'Address Line 2'.

How To Use The TP Platform To Onboard Customers And Create Campaigns

IPC FLOW

Confirm the
Business details



The screenshot shows a web browser displaying the Tiger Pistol onboarding interface. At the top, there is a navigation bar with the Tiger Pistol logo, a 'Home' link, and a user profile for 'Laura Sebo'. Below the navigation bar is a progress indicator with six steps: 1. Confirm Details (highlighted), 2. Business Model, 3. Social Setup, 4. Media, 5. Campaigns, and 6. Finish. The main content area is a 'Confirm Details' form with the following fields:

- Business Name:** Mel's Flower Shop
- Industry:** Flowers & Gifts - Florist
- Website:** www.tigerpistol.com
- Package:** Basic Ads Only
- First Name:** Melissa
- Last Name:** Bryan
- Email Address:** melissa.bryan@tigerpistol.com
- Phone Number:** 8162133422

A 'Next' button is located at the bottom of the form. The background of the page features a potted plant and a bicycle wheel.

How To Use The TP Platform To Onboard Customers And Create Campaigns

IPC FLOW

Confirm the Business Model

Sales Region is used in campaign configuration to determine geo-targeting.

Destination URL is where a user will be sent when clicking on a website traffic ad for that customer

Privacy Policy URL is only required if the customer is running Lead Generation Ads

The screenshot displays the 'Business Model' configuration interface on the Tiger Pistol platform. The progress bar at the top indicates the current step is 2, 'Business Model'. The form is titled 'Business Model' and includes the following fields:

- Where do you sell?
 - Sales Region: City
- What do you sell?
 - Sales Type: Services
- What's your sales domain?
 - Sales Domain: Online
- Who are you targeting?
 - Targeting: New Customers
- How much is your average sale?
 - Average Sale (Optional):
- What is your Objective?
 - Objective: Clicks to Website
- What is your destination URL?
 - Destination URL: www.tigerpistol.com
- What is the URL of your Privacy Policy?
 - Privacy Policy URL (Optional):

A blue 'Next' button is located at the bottom of the form.

How To Use The TP Platform To Onboard Customers And Create Campaigns

IPC FLOW

Check account connections

If a social account is not connected, you'll see a "fix this" option that will take you back through the connection process.

	Connected
Facebook	✓
Instagram	✗ Fix This

Social Setup

Now, let's check that your social accounts are all set up:

	Connected	Pixel Installed
Facebook	✓	✗
Instagram	✓	N/A

1 of 3 Connected

Next

How To Use The TP Platform To Onboard Customers And Create Campaigns

IPC FLOW

Populate image library

The platform will pull any usable images from the customer's website.

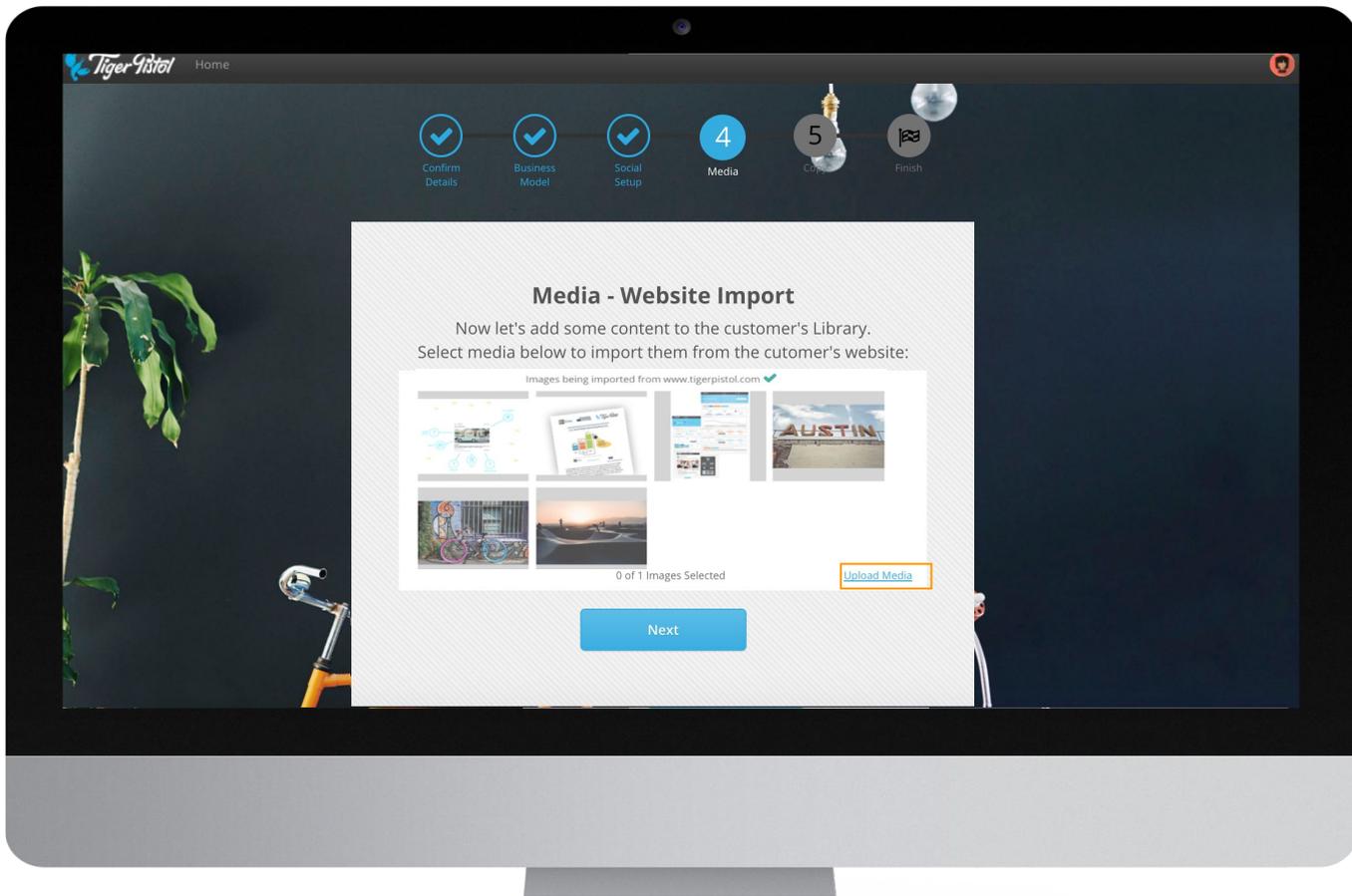
User can upload images by clicking "upload images".

Images need to be landscape-oriented, 1200 x 628 pixels.

If there are existing assets in the customer's media library, these will be shown here and selected by default.

Clicking "Next" will overwrite the media library with the assets selected on this page.

At any point, additional assets can be added or removed from the Customer's Library



The screenshot shows the Tiger Pistol platform interface. At the top, there is a navigation bar with the Tiger Pistol logo and a 'Home' link. Below the navigation bar is a progress indicator with six steps: 'Confirm Details', 'Business Model', 'Social Setup', 'Media', 'Copy', and 'Finish'. The 'Media' step is currently active, indicated by a blue circle with the number '4'. The main content area is titled 'Media - Website Import' and contains the following text: 'Now let's add some content to the customer's Library. Select media below to import them from the customer's website:'. Below this text, there is a grid of images imported from the website 'www.tigerpistol.com'. The grid shows six images: a flowchart, a document, a screenshot of a website, a landscape with the word 'AUSTIN', a bicycle, and a sunset. At the bottom of the grid, it says '0 of 1 Images Selected'. There is a 'Next' button at the bottom center and an 'Upload Media' button at the bottom right.

How To Use The TP Platform To Onboard Customers And Create Campaigns

IPC FLOW

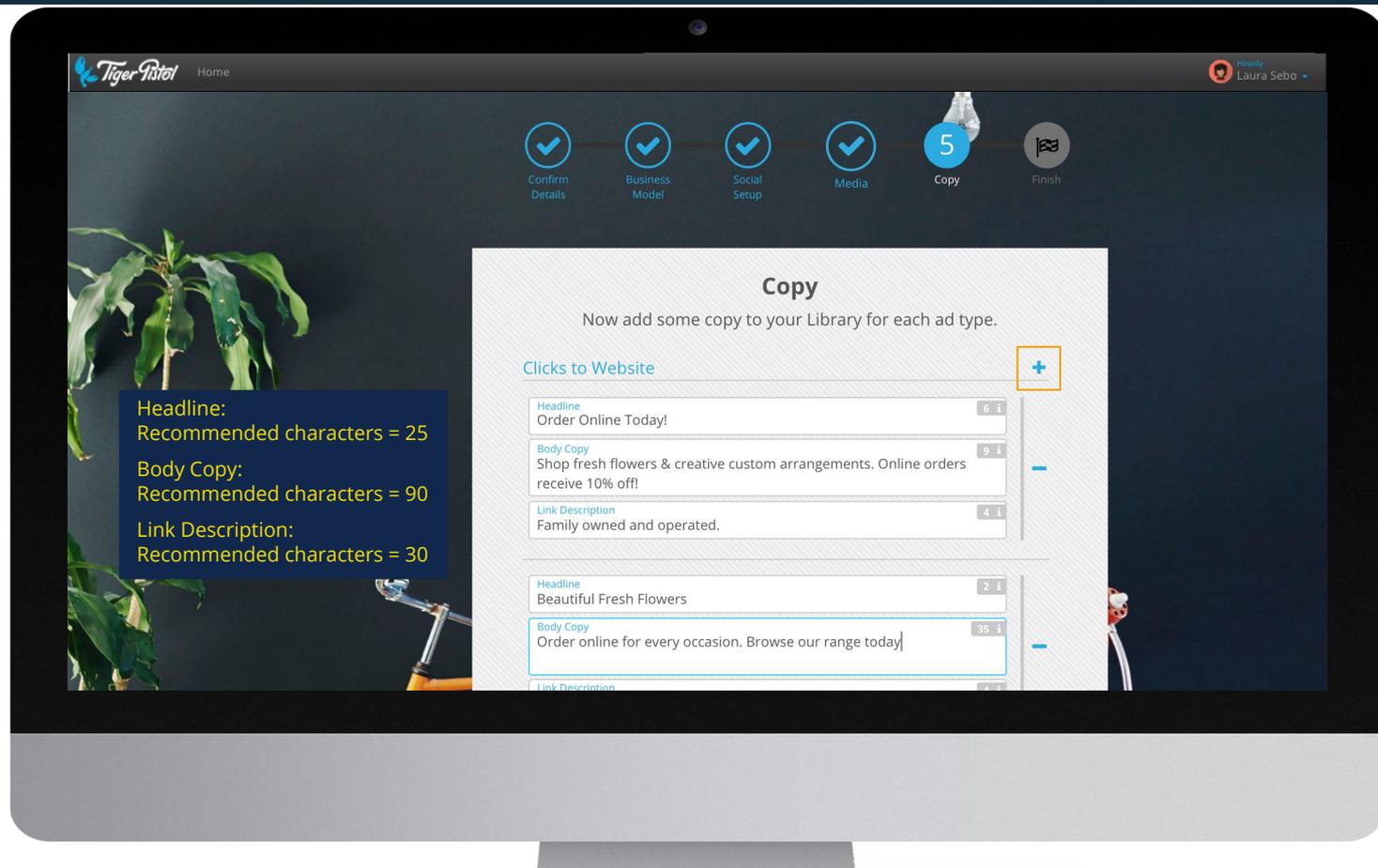
Populate Copy library

Click the '+' to add variations.

Facebook ads with News Feed placement have 3 available fields for copy – the headline, body, and link description.

Copy for these fields should be tailored to the objective chosen.

At any point, additional assets can be added or removed from the Customer's Library



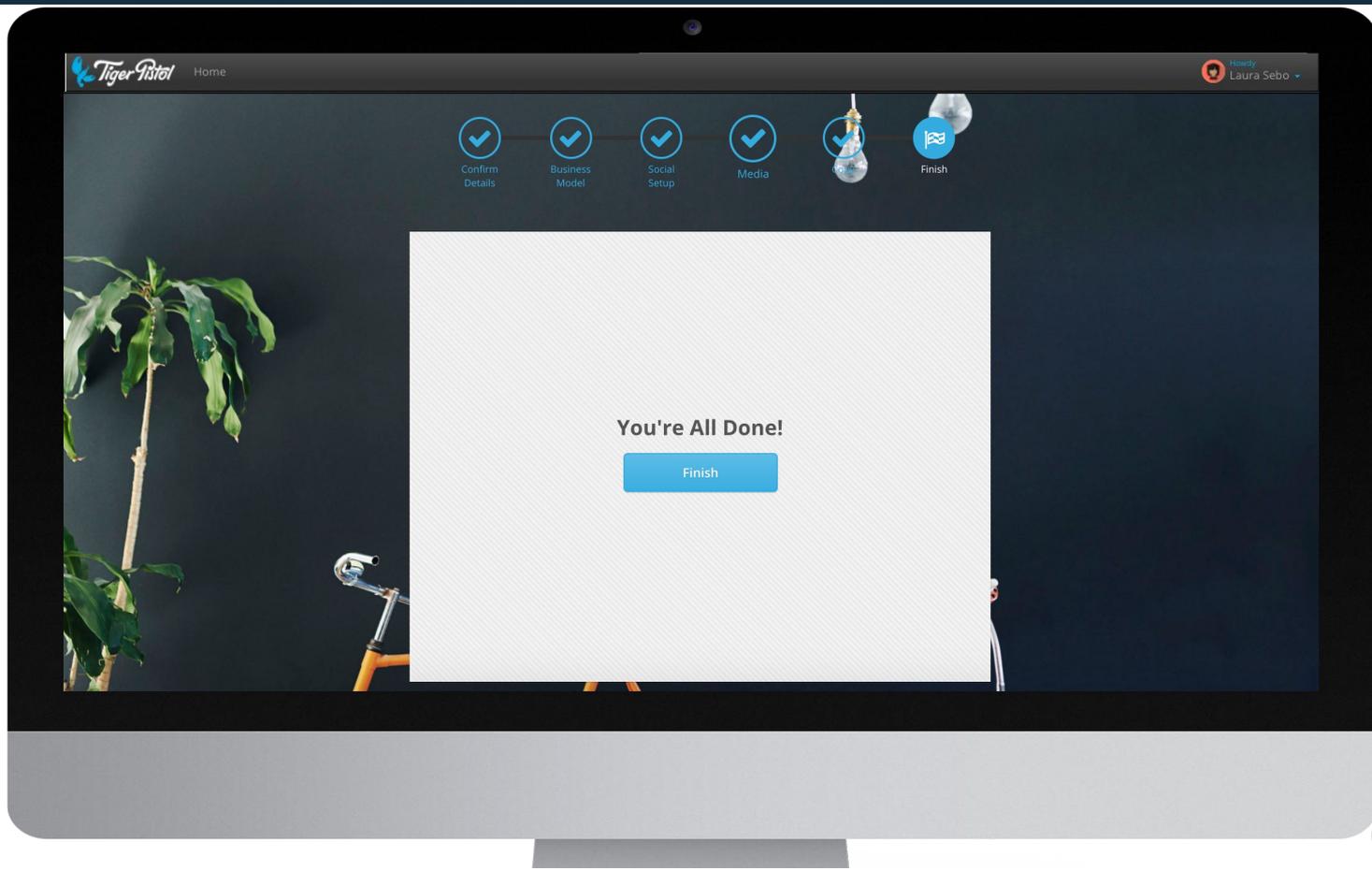
How To Use The TP Platform To Onboard Customers And Create Campaigns

IPC FLOW

Click 'Finish'

This auto-generates the first Campaign using the assets that were input which will now be visible in the Customer Dashboard.

It also sets the recurring campaign creation date for future campaigns.



How To Use The TP Platform To Onboard Customers And Create Campaigns

IPC FLOW

Example Ad

The image shows a computer monitor displaying a Facebook advertisement for 'Mel's Florist'. The ad features a vibrant image of various colored roses. Annotations with blue arrows point to different parts of the ad, explaining their purpose in the IPC flow. The ad text includes a headline, a link description, and a call-to-action button.

Body Copy
Copy referencing business key selling point

Headline
Copy referencing ad objective (clicks to website)

Link Description
Copy referencing relevant business information

CTA Button
Call To Action Button that ties in with the ad's objective

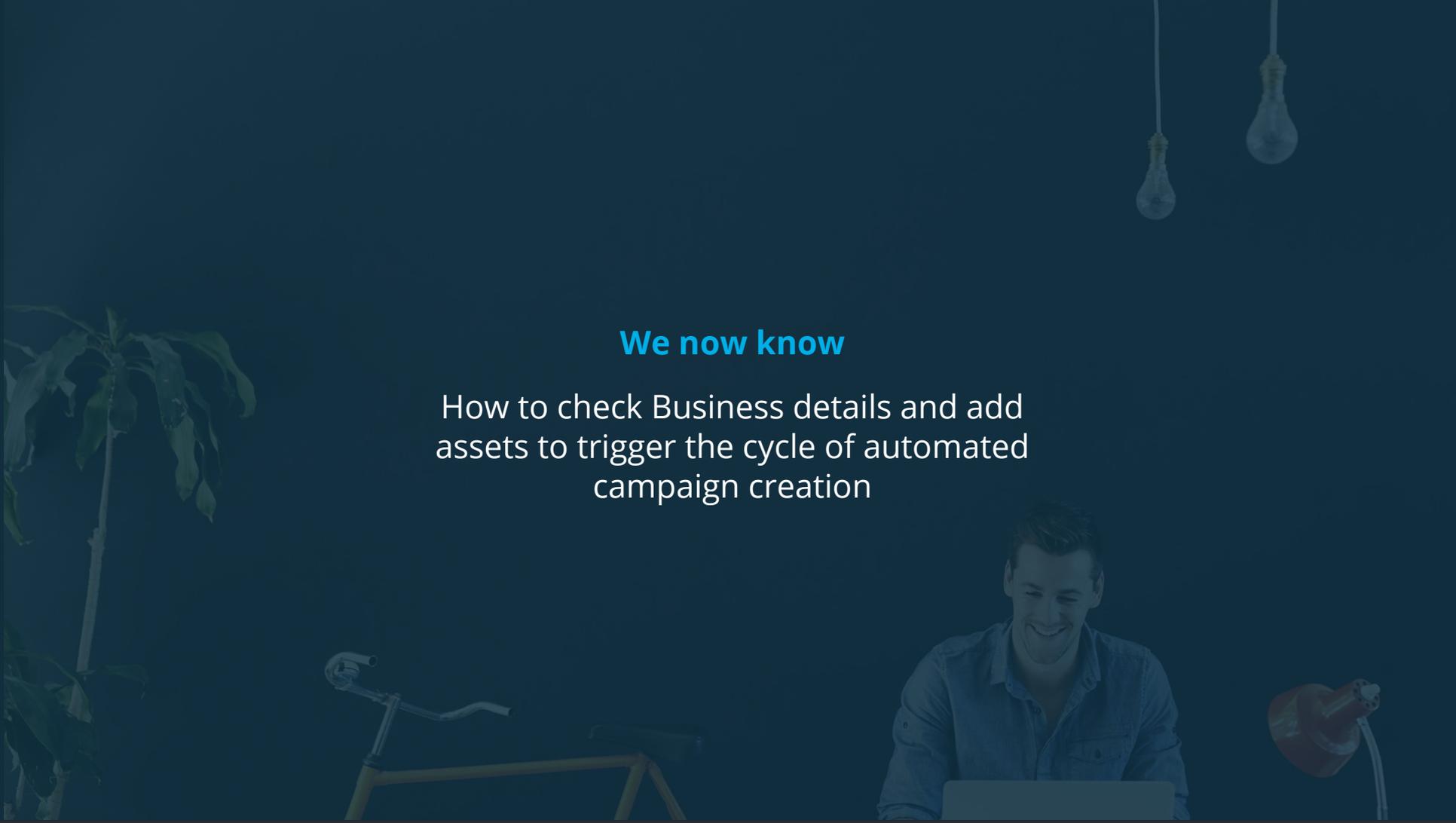
Mel's Florist
Sponsored · Like Page

Shop fresh flowers & creative custom arrangements. Online orders receive 10% off!

Order Online For Every Occasion
Family owned and operated.
WWW.TIGERPISTOL.COM

Learn More

Like Comment Share

A man in a blue shirt is smiling while working on a laptop. The background is a dark blue office space with a potted plant on the left, a bicycle in the middle, and a red desk lamp on the right. Two light bulbs hang from the ceiling in the upper right corner.

We now know

How to check Business details and add assets to trigger the cycle of automated campaign creation