



How to publish a Qualifio campaign on mobile devices ?

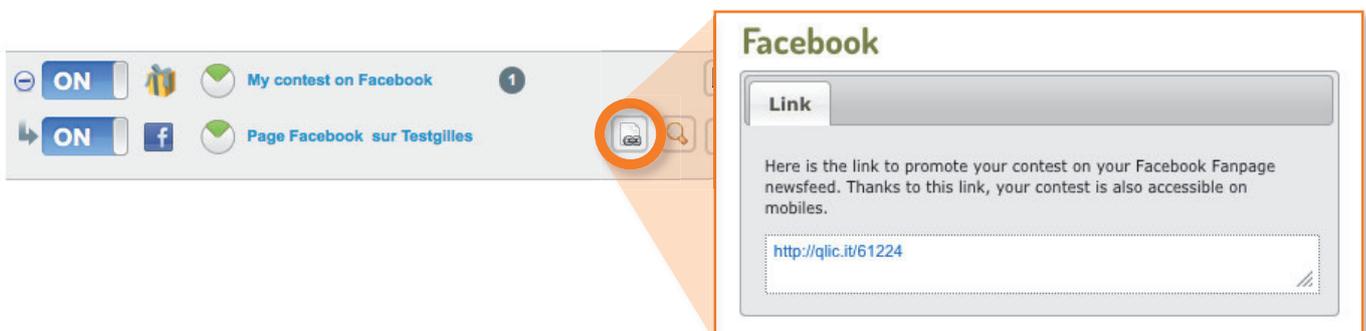
This document explains different possibilities to make sure a **Qualifio campaign is 100% compatible with mobile environments, for Facebook, widget and mini-site publication modes.** The Qualifio Helpdesk stays at your disposal for any further question.

You publish a campaign on a **Facebook page** ?

Principle : Qualifio campaigns on Facebook are published in Facebook apps (a tab in your Facebook page). Due to Facebook limitations, Facebook mobile users (app Facebook or mobile site) cannot open a Facebook application : if you publish the link of your Facebook application on your wall, Facebook mobile users will see a error message “Page Unavailable”. ▶



Practically : To solve this problem, Qualifio has developed a **smart URL** ([like cliq.it/12345](http://cliq.it/12345)). This smart URL detects the device of the participant and redirects mobile users on a “**webview**” (or “in app browser”) which is a webpage opening within the Facebook application. This smart URL is accessible in Qualifio. ▼



The image shows a horizontal menu with several items, including 'My contest on Facebook' and 'Page Facebook sur Testgilles'. A callout box highlights the 'Facebook' section, which contains a 'Link' field with the text: 'Here is the link to promote your contest on your Facebook Fanpage newsfeed. Thanks to this link, your contest is also accessible on mobiles.' Below this text is a text input field containing the URL <http://qlic.it/61224>.

In order to make your **Facebook campaign 100% responsive**, it is important to use the Responsive template (in the Look & Feel tab), see next point.

You publish a campaign on a **mini-site** ?

Principle : To adapt to mobile devices, it is important to use a template that will adapt to the device of the surfer (PC, smartphone, tablet). These templates are called “**Responsive**”. ▶



Practically : In the step “**Look & feel**”, **choose a Responsive template**. This template will allow all graphical elements to correctly position on all types of mobile devices. Some elements (like a background image) will not display if they are too large for the size of a mobile screen.

Be aware that, if you wish your minisite to be full responsive, all elements of the page (including dynamic header and footer) must also be responsive.

The URL of your campaign will be www.player.qualifio.com/quiz/1234/Title-of-your-campaign.html or your own domain or subdomain as defined in Websites Management (Settings).

If you wish to display a different look and feel for your mobile users, you can do it by creating a mobile channel in the step “Publication Channel” (don’t forget to use the Responsive template in the step Look & Feel). Use the smart URL to publish your campaign (in a newsletter or any other link), so the mobile user will automatically be redirected on this mobile channel (just like for a Facebook contest).

You publish your campaign **(in a widget mode)** on your responsive website?

In the step “**Look & feel**”, **choose a Responsive template**. This template will allow all graphical elements to correctly position on all types of mobile devices. Some elements (like a background image) will not display if they are too large for the size of a mobile screen.

The integration of the Qualifio widget (iFrame code) is done like for any other campaign. ▶



You publish your campaign for a **mobile users only**?

You want to publish your campaign exclusively on mobile devices, for example with a **QR code**.

Choose a mobile channel in “Publication channel” and apply a responsive template. ▶



The URL of your campaign will be www.m.player.qualifio.com/quiz/1234/Title-of-your-campaign.html ou your own domain or subdomain as defined in Websites Management (Settings).

You publish your campaign in your **native application (IOS or Android)**?

The easiest solution is to call the URL of a mobile campaign in your app. The Qualifio campaign will open in a webview (or “in app browser”) which is a webpage opening within your native application. If the user is already logged in your application, you can prefill his/her identity form and choose not to display fields that are prefilled.

Another solution (more complex) is to rebuild the campaign in the engine of your native app, based on a XML file provided by Qualifio.