

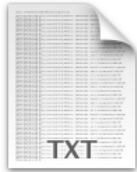
Inputs into CustomerGauge

FILE TYPES



CSV

Comma Separated Variable Text
 Example:
 ID, Name, Email [CR]
 2335, "John Smith",
john.smith@email.com [CR]



TXT

Text, Tab Separated
 Example:
 ID [TAB] Name [TAB] Email [CR]
 2335 [TAB] John Smith [TAB]
john.smith@email.com [CR]



XLS

Excel File / Google Spreadsheet
 Example:
 NB take care with date format!



XML

XML file
 Example:
 <customer><ID>2335</ID>
 <email>john.smith@email.com</email></>



RSS

Automated Data feed

OTHER



Manual Entry

Enter customers one-by-one in pop-up form



Copy & Paste

From spreadsheet into CG app

AUTOMATIC/MANUAL UPLOAD



FTP/*SFTP

Send file via File Transfer Protocol to CG
 *Small premium for SecureFTP



Email

Send files as attachment to a specified CG mailbox
 Max 10Mb per day



API

Use RESTful upload for file transfer
 Sample PHP script available

MANUAL OPTIONS



In-Application

Manually upload files
 Max 10Mb per day in HTTPS secure environment. Small premium charged



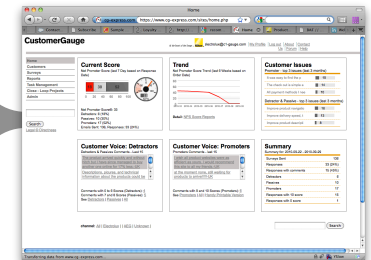
Assisted

CustomerGauge staff clean, format, upload data for you.
 Charged by hour

From CRM systems:
 Salesforce.com, Microsoft Dynamics, SugarCRM etc
 Export file as CSV and select fields needed.

eCommerce Systems:
 DigitalRiver: Pre-built connector available
 Others: **Magento, SAP** etc – customisable as needed

ERP Systems:
 Customisable as needed



Essential Fields

Email, Name, Date (of transaction etc), Country, Segments A – D etc

Formats: See <http://customerGauge.com/2010/03/customerGauge-b2c-data-import-formats/>