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## iCreate Editor – Tech spec

Creating a landing page? A website?

Creating, designing, and building professional landing pages and websites has never been easier.

Introducing iCreate's drag & drop editor:

Our editor's biggest and best feature is a simple but very effective drag-and-drop tool which helps you drag images, text, videos and even maps into your landing page or original website.

Landscape or portrait, desktop or mobile versions, A/B testing and customer engagements are just some of our features.

Create stunning, high conversion landing pages and websites with no previous HTML knowledge or any other coding language, as our user friendly editor will help you create perfect pages, whether you are a marketing agency, a small business or even an individual looking to establish a reputation.

### Why use iCreate?

- \* Easy to use
- \* No coding knowledge needed
- \* Stunning results





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## 1 System Requirements

All versions are designed to run on Intel and AMD chipsets and motherboards.

Windows Vista, Windows 7, Windows 8/8.1 and Windows 10

Mac OS X 10.8 and higher

## 2 Recommended System Specs

Intel i3 chipset or faster, fast AMD chipset

4GB RAM or higher



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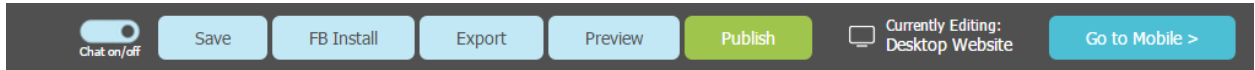
### 3 Differentiators

- 3.1 Elements – we have the largest and most diverse variety of drag & drop elements that can be used by users – the average number of elements on other platforms is 12 – we have 28
- 3.2 Code insertion – experts users can alter the behavioral of the landing pages\mini-sites and create dynamic pages that changes by specific parameters
- 3.3 User & Brand Library – enables the user to store custom elements and use them in future pages, mini-sites, and campaigns. Those elements can have code insertion, CRM integrations and any custom addition or changes to the normal behavior
- 3.4 Multi pages - the user can create as many pages as they may need, the system lets the user create micro pages, mini-sites, and website with the depth of professional landing pages
- 3.5 Install in Facebook as tabs; pages created with iCreate can be install as tabs in Facebook in just 2-3 clicks
- 3.6 Auto play video in mobile – we developed our own video player for mobile that enables the user to create sites with auto play video background on mobile devices
- 3.7 Due to our real time internal analytics and easy CRM integrations we supply full ROI report – from visits to sales/meetings/ installs..
- 3.8 Lead management & CRM that enables the user to send blast SMS's, Emails and manage the contacts



## 4 Capabilities & Descriptions

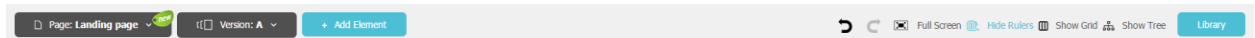
### 4.1 Top ribbon



#### 4.1.1 First line

- 4.1.1.1 *Chat button – Toggles on or off the chat window with ICreate support representative.*
- 4.1.1.2 *Save button – Saves the current work.*
- 4.1.1.3 *FB Install button – Enables to install the landing page to any Facebook Page owned by the user.*
- 4.1.1.4 *Export button – Enables to export the whole website as an independent copy that can be hosted on any server.*
- 4.1.1.5 *Preview button – Opens a fully-functional preview of the current working page.*
- 4.1.1.6 *Publish button – Makes a copy of the entire website and hosts it under default domain on iCreate servers. At this stage the user may supply the directory name of the campaign and a different domain (which points to ICreate domain by CNAME).*
- 4.1.1.7 *Go to Mobile/Desktop button – Enables to switch between editing desktop and mobile versions of the page.*

#### 4.1.2 Second line



- 4.1.2.1 *Page selection – enables to switch between editing various pages of the website and manage the pages – add, remove and rename.*
- 4.1.2.2 *AB-version selection – enables to switch between versions A (default) or B of the same page. If the B version is added to the campaign, the pages will be randomly served to the client based on a defined ratio between the versions. The user may change this ratio at any time from the Campaign control page at the Admin section of the system.*
- 4.1.2.3 *Add element button – Opens the toolbox which contains draggable elements.*
- 4.1.2.4 *Library – Opens up the elements library at the right. The library enables the user to store custom elements and use them in various campaigns.*



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## 4.2 Project Tree – shows all the pages and elements on each page.

## 4.3 Campaign settings

- 4.3.1 Full-screen width – if checked, the page, the background and all the elements are adjusted to window width, while maintaining the aspect ratio between width and height for all the elements. It's especially useful for the mobile version of the page. If it's not checked then all the elements have a fixed width and height which is defined by pixels.
- 4.3.2 Facebook application and page settings – enables to set the relevant Facebook Application and Facebook Page if the campaign is installed on Facebook

## 4.4 Page settings

### 4.4.1 Layout

#### 4.4.1.1 *Width and height – in pixels*

### 4.4.2 Background

#### 4.4.2.1 *Image/Video/Flash - opens a dialog which enables to upload one of the background types:*

4.4.2.2 *Images – enables to upload or provide a link to one or many image files that serve as a background behind all the elements of the page. Only one image is seen at a time (and usually there is only one background image) and if the user adds more than one image then the images are switched at a given time interval and with a visual effect.*

4.4.2.3 *Video - enables to upload or provide a link to a video file or to pick (and purchase) a video file from a predefined library. It also enables to set a cover image for the video. The background video plays in a loop. In mobile devices there is a known limitation that restricts automatic video playback upon page load. To overcome this restriction the user may check the "Add mobile playback" option. In this case the background video is also saved in a special format and is automatically playing on page load in mobile devices using a special built-in proprietary player of iCreate.*

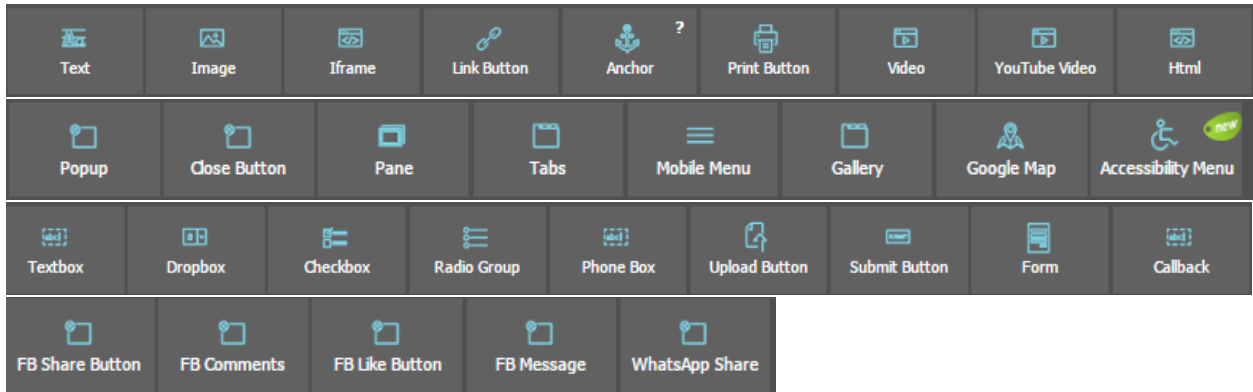
#### 4.4.2.4 *Flash (obsolete) - enables to upload or provide a link to a SWF file*

4.4.3 Events – enables to inject HTML code, JS scripts and styles to the page's head, body start and body end regions



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## 4.5 Elements





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4.5.1 General elements – Image, and text elements basically provide similar basic functionality (see Common settings below) and they are not merged into one element to assist the user in managing the hierarchy of elements on the page

4.5.2 Common settings

4.5.2.1.1 text – Enters the edit mode of the element, allowing the user to type directly on the element and format the text using advanced Rich-text inline editor

4.5.2.2 *Layout*

4.5.2.2.1 Left, top, width & height – in pixels

4.5.2.2.2 Round edges – visually rounds the edges of the element

4.5.2.2.3 Float – Makes the element remain on same spot while the page is scrolled (position: fixed)

4.5.2.3 *Background*

4.5.2.3.1 Image – enables upload an image or use a link

4.5.2.4 *On click event* – enables to write custom JavaScript code to be executed on clicking the element. Useful for adding Google Analytics events.

4.5.2.5 *On hover event*

4.5.2.5.1 Background image – enables to change the image of the element while hovering over it with the mouse

4.5.2.6 *Animations*

4.5.2.6.1 On page load – enables to set an entering animation for the element at page load

## 4.6 Link button

4.6.1 Link

4.6.1.1 *Link to* – opens a dialog that enables to set a link to:

4.6.1.1.1 Campaign internal page

4.6.1.1.2 External URL

4.6.1.1.3 Anchor element on the page (scrolling with animation)

4.6.1.1.4 Email (using the mailto: protocol)

4.6.1.1.5 Document (which the user might upload)

4.6.1.1.6 Tab (one of the panels in the “Tabs” element, see relevant section)

**4.7 Anchor – can be dragged vertically on the page and used with the Link button to mark the spot on the page to which it should be scrolled upon hitting the Link button (when it’s paired with the relevant Anchor element)**





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## 4.8 iFrame

### 4.8.1 Content

- 4.8.1.1 *URL Address – a link to an external page that should be loaded into the Iframe*
- 4.8.1.2 *Pass query string – if checked, concatenates the query-string part of the page’s URL into the URL which is loaded inside the Iframe*
- 4.8.1.3 *Allow messaging – enables cross-domain communication between the parent page and the page which is loaded inside the Iframe (and handle it using custom JavaScript code)*

## 4.9 Print button

### 4.9.1 Edit

- 4.9.1.1 *Image to print – enables to upload an image that should appear in the browser print dialog upon hitting the print button*

## 4.10 Video – a video element that uses HTML5 or Flash technology

### 4.10.1 Video

- 4.10.1.1 *Link – opens a dialog that enables to upload MP4 file or provide a direct link to a file*
- 4.10.1.2 *Autoplay – indicates whether to play the video on page load*
- 4.10.1.3 *Repeat – indicates whether to repeat the playback in a loop*
- 4.10.1.4 *Controls – indicates whether to show the relevant buttons on the video player*
- 4.10.1.5 *On playback event free-code – enables to add custom JavaScript functionality*

## 4.11 YouTube video – a standard YouTube embedded video

### 4.11.1 Video

- 4.11.1.1 *Video – enables to provide a link to a video on YouTube (any kind of link that contain video ID)*
- 4.11.1.2 *On playback event free-code – enables to add custom JavaScript functionality*

## 4.12 HTML – a DIV container that holds any HTML content

### 4.12.1 Content

- 4.12.1.1 *Free content – any valid HTML markup*

## 4.13 Form input elements

### 4.13.1 Common settings

- 4.13.1.1 *Field*



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4.13.1.2 *Field type* – enables to select a field type from a predefined list to set it's validation rules and to properly distinguish the field in iCreate CRM

4.13.1.3 *Field name* – the name of the field (the "name" attribute of the relevant HTML tag) as it will appear in iCreate CRM and other CRM's provided by user.

4.13.2 *Validation* – various validation types based on field type, input length etc. Each input element has its own validation types.

4.13.2.1 *Text*

4.13.2.2 *Format* – enables to change text size, color etc.

4.13.2.3 *Textbox*

4.13.2.4 *Content*

4.13.2.4.1 *Multiline* – if checked the field becomes a multi-line instead of single line

4.13.2.4.2 *Watermark* – enables to provide a relevant watermark text

4.13.2.4.3 *Autocomplete* – enables to provide values and adds autocomplete functionality to the textbox

4.13.3 *Dropbox* - A div contains a pre made option-select tags, getting a key-value parameters to set it, no limit to values.

4.13.3.1 *Content*

4.13.3.1.1 *Values* – enables to provide a key-value list of data

4.13.4 *Checkbox* – provides a checkbox functionality with custom graphics of checked and unchecked states

4.13.5 *Radiobutton group* – represents a collection of Radiobutton elements

4.13.6 *Filebox button*

4.13.6.1 *Content*

4.13.6.1.1 *Extensions* – enables to set extensions that can be uploaded

4.13.6.1.2 *Maximum size* – the maximum size of the uploaded file

#### **4.14 Submit button – once hit validates the input in the input fields and sends the data to iCreate CRM and other places.**

4.14.1 *Fields*

4.14.1.1 *Scope* – If "same level" is selected then the input elements that are on the same level (same page/popup/panel) with the Submit button are validated and submitted. If "All on page" is selected then all the input elements on the page (in all popups and panels) are treated

4.14.1.2 *Sending*

4.14.1.2.1 *Send to iCreate CRM* – if checked inserts a lead to the iCreate CRM



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- 4.14.1.2.2 Send to external CRM – opens a popup which enables to provide external CRM URL, method of submission (POST or GET) and an advanced mapping of field names and values
- 4.14.1.2.3 Send to email – provides a list of email addresses to send the lead data to
- 4.14.1.2.4 Take values from query-string – if checked then all the values from query string part of the URL are included in the lead data
- 4.14.1.2.5 Use hidden field values – provides a key-value list of additional values that are added as part of the lead
- 4.14.1.3 *After validation event free-code – enables custom manipulation of the data that is about to be sent to the server side, such as adding and remove fields, advanced field mapping etc.*
- 4.14.1.4 *On success event*
  - 4.14.1.4.1 Free-code – enables post-submit intervention for special thank-you messages, redirects etc.
  - 4.14.1.4.2 Action – enables to redirect the user to a dedicated Thank-you page (that is a part of the campaign structure), to show a thank-you popup or do nothing
- 4.14.1.5 *On invalid event action – enables to choose between:*
  - 4.14.1.5.1 One alert popup that combines the validation messages of all the invalid fields
  - 4.14.1.5.2 A system alert with a validation message of the first invalid field
  - 4.14.1.5.3 Labels with validation messages that appear next to invalid fields

## 4.15 Extended form elements

- 4.15.1 Phone – combines a textbox for a phone number and a dropbox for a prefix.
- 4.15.2 Callback button – combines a textbox for a phone number and a special button that once hit makes a call to the phone number provided in the textbox and the Dispatcher phone number as defined in the settings of the button. After the call the recording of the conversation is sent to iCreate CRM. For the call process iCreate uses a third party service.
- 4.15.3 Form – a Pane element (see below) that contains a set of predefined fields and a Submit button

## 4.16 Advanced elements

- 4.16.1 Popup – a set of Popup button and a Popup element
  - 4.16.1.1 *Open popup button - ones hit opens the popup*
  - 4.16.1.2 *Popup*
  - 4.16.1.3 *Layout*
    - 4.16.1.3.1 Centering – if checked then the popup is shown in the middle of the screen
    - 4.16.1.3.2 Mask – enables to define a color (usually semi-transparent) that surrounds the popup



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4.16.1.3.3 Close on clicking outside – whether to close the popup once clicking outside of it

#### 4.16.1.4 Timing

4.16.1.4.1 Auto-show after – sets the timeout from the loading of the page after which to automatically show the popup

4.16.2 Close button – can be added to a popup to close it

4.16.3 Pane – a container that enables to group the elements that are added to it.

4.16.4 Tabs – a collection of containers (panels) and corresponding buttons. Only one panel is seen at a time. Hitting the button of the relevant panel is showing that panel.

#### 4.16.4.1 Controls

4.16.4.2 Next and Back buttons – can be added to cycle through the panels

#### 4.16.4.3 More

4.16.4.3.1 Changing tabs – opens a dialog which enables to set the change effect for the panels and automatic changing the panels with a certain interval of time

4.16.5 Gallery – same as Tabs element but comes with Next and Back buttons already in use

4.16.6 Accessibility menu – adds extra accessibility to the page (alongside the built in accessibility and extra accessibility options in each element's settings)

4.16.7 Google map

#### 4.16.7.1 Content

4.16.7.1.1 Mobile menu – a collection of link pre-set and custom made for mobile. Can be change for user usage.

4.16.7.1.2 Embed link – enables to provide the standard embed link for a Google map.

## Social elements

**FB 'SHARE' button** = A click on it will share the campaign on the wall of the user FB account.

**Content can be edit at 'open graph' at the element menu.**

FB Comment – Added a comment under the user name on the campaign's FB page.

FB Like button – Added a 'LIKE' to a FB page that has been set, every time a user click on it.

Editing the URL target can be done by clicking at element menu -> target -> edit -> free URL -> adding the URL.

FB Message – Sends a FB message with a link to the campaign.



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WhatsApp share – On mobile, a click on the 'SHARE' button, will redirect the user to his WhatsApp with a costume message you choose.

At the element menu under the 'WhatsApp config' you can add a custom message that will be sent when the user will click on 'Share on WhatsApp'.



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