

Cloud Pens

Enhance your haptic communication digitally. For free.



Scan to see what Cloud Pens can do for you.



The sky's the limit

More than just a QR Code: With the new Cloud Pens service, you can measure the performance of your haptic advertising at any time, update your message, and use retargeting to engage your target groups again and again.

All Prodir models (except for metal clips) can be personalized with a dynamic, graphically optimized QR Code that links each of your pens to a landing page specifically designed for mobile devices and customized to your specifications. You can easily manage your landing page yourself via the Cloud Pens dashboard.

Finally your haptic advertising is trackable.

Track the ROI of your offline communication campaigns and integrate into your online campaigns. Cloud Pens make it easy to access the data you need to optimize for higher conversions.

A high-converting, mobile engineered landing page.

Your Swiss made writing instrument deserves an extremely focused, fast-loading landing page, designed specifically to turn your visitors into conversions.

Integrated communication made simple.

Bring the haptic message of your writing instruments into your digital ecosystem.

Reconnect with people who have engaged with your brand.

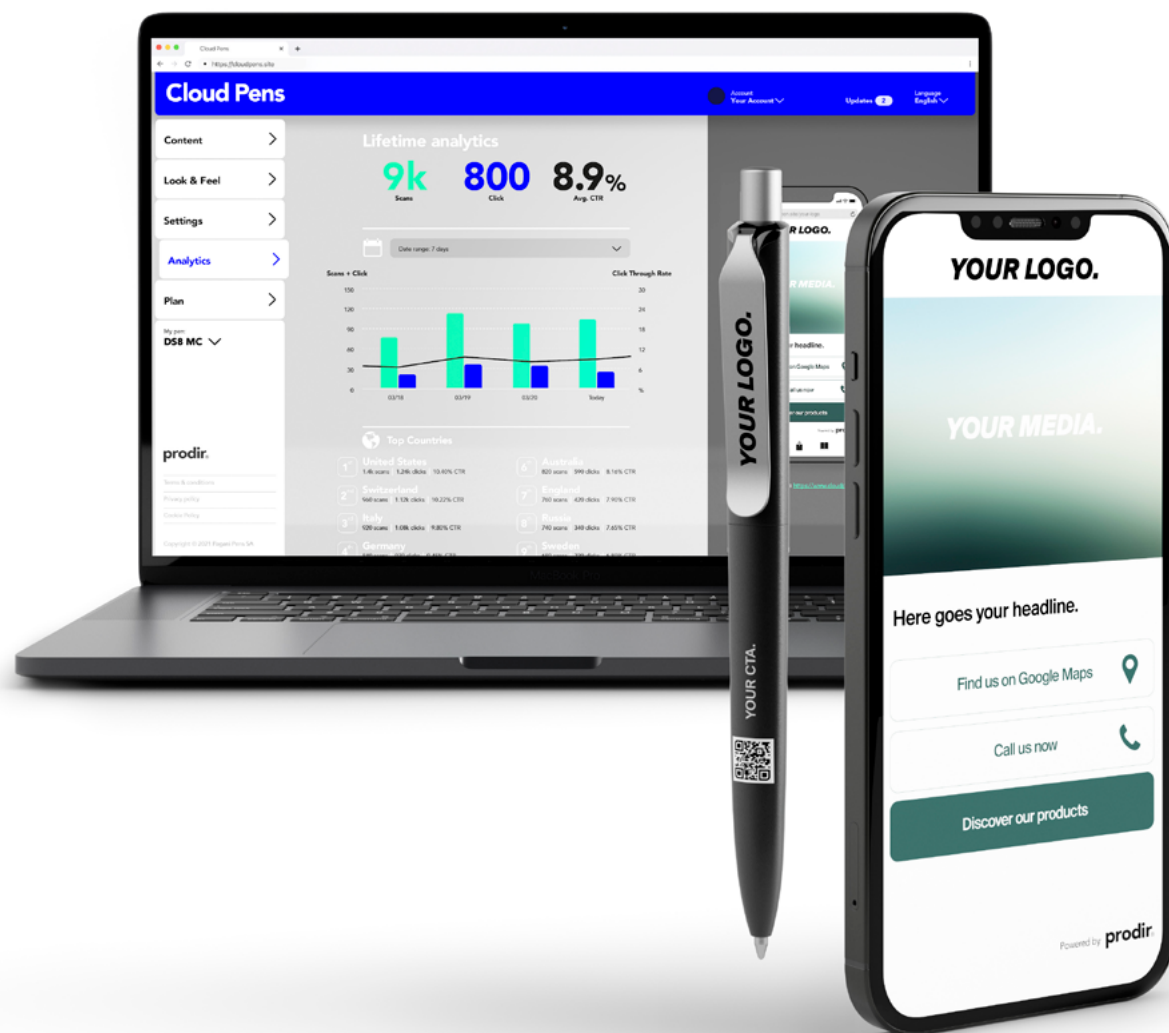
With easy integration for Facebook, LinkedIn and Google tracking pixels, you can retarget those who have scanned your pen.

Keep your storytelling up-to-date.

Get access to a streamlined Admin Dashboard and update your communication throughout the long lifespan of your branded high quality writing instrument.

Customization and security: Your goals, our mission.

Your landing page is highly customizable to merge seamlessly with your branding, and any detail can be adjusted down to the page URL. And with your page hosted in Switzerland – the country rated among the top 3 worldwide for security according to the Data Centre Risk Index – you can rest assured that your data is safe and fully GDPR compliant.



Connecting features

QR Code



Your Cloud Pens are connected through a dynamic QR Code, designed to aesthetically integrate with your logo and ultimately generate more scans. The QR Code is not only the most accessible and efficient technology for connecting your branded writing instruments, it's also vastly more environmentally sustainable when compared with any chip-based technology like NFC or RFID. Furthermore, you will actually own your QR Code and can download it and apply it on other media, like your business card, your brochure - or on more Prodir pens, of course. Excluded is only the use on promotional writing instruments of other manufacturers.

Page look and feel



Customize any detail of your landing page. Choose your favourite font style from the built-in library or simply apply your own website font. Select the colour of your page background, personalize the style of your buttons, position your logo exactly where it should be. And of course, we will personalize the address of your Cloud Pen page with your own domain.

Drag and drop



Easily insert and sort your content through a sharp, drag and drop interface.

Analytics



Track, monitor and optimize your campaign results. Understand the number of pen scans and clicks on your landing page buttons in order to identify and improve your top performing content.

Retargeting



With easy integration for Facebook, LinkedIn and Google tracking pixels, you have the ability to retarget those who have scanned your pen and reconnect with those who have engaged with your brand.

Video



Integrate your company or product video seamlessly, simply by inserting your YouTube or Vimeo link.

Visuals



Upload your campaign visuals and instantly get them optimized for mobile devices.

Locate your business



Locate your business and provide directions to your public via Google Maps.

Add contact



Enable the user of your Cloud Pen to save your contact information with one tap.

Send email



Create a button enabling your customers and prospects to send you an email right away.

Call function



Insert your phone number and invite your public to call you with one tap.

Social media



Promote your social media channels and invite your public to follow your brand on (literally) any social platform.

Download app



Promote your mobile app and invite downloads from any platform: from either Apple App Store and Google Play Store.

Download file



Brochures, press kits, pricelists, menus, environmental reports or any other kind of document can be easily uploaded and efficiently distributed via the landing page connected to your personalized Swiss made Cloud Pen.

Connect to Wi-Fi



Create a button that links to your Wi-Fi service and safely share your Internet connection.

Free of charge

The digital side of haptic advertising with Prodir is free. When you purchase Prodir Cloud Pens, access to the web app with its unique features is already included in the price.

The app is user-friendly, it can be intuitively designed and managed. And if you're not doing the job yourself, your graphic designer or someone from your marketing department will have no problem (doing it).

The access is granted for a period of 12 months, but it can be easily extended for another 12 months - and even longer, if you want.

You'd feel more comfortable if we did the design?

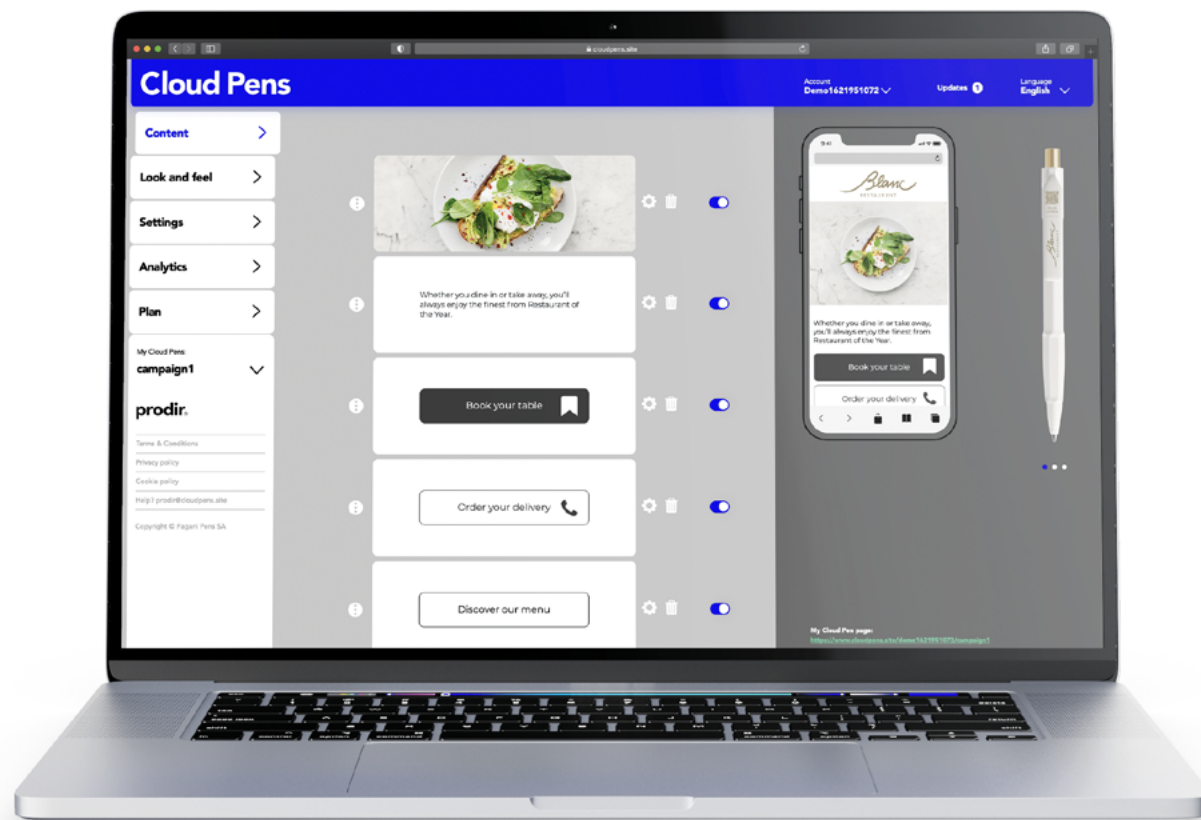
Customers who prefer our professional support in setting up, designing and redesigning the landing page can book the service they want in the admin-area of the app.

To cover our costs we're requesting a one-time fee of Euro 189.00.

The price includes a landing page created according to your ideas on the basis of a completed online form and the provision of content. Everything is done by experienced Prodir designers. And also here it's a breeze.

Access the demo account using the following credentials:

Website: www.cloudpens.site
Username: prodir@cloudpens.site
Password: demo1234



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