



BULLZ Web Recorder

Usage Documentation



December 2021

BULLZ

| Integrating the BULLZ Web Recorder

Welcome to the BULLZ Web Recorder! BULLZ is a crypto-oriented publisher best suited for audiences interested in cryptocurrencies, NFTs, smart contracts, DeFi, and other blockchain topics.

The BULLZ Web Recorder enables your fans and customers to make recommendations for your products, services, and projects directly on your website. These recommendations are reviewed and authenticated by BULLZ and the WOM Protocol and appear in the BULLZ app as well as on your website if you implement the WOM Product Viewer and/or WOM Channel Viewer.

Here are the instructions how to set up and use the BULLZ Web Recorder:

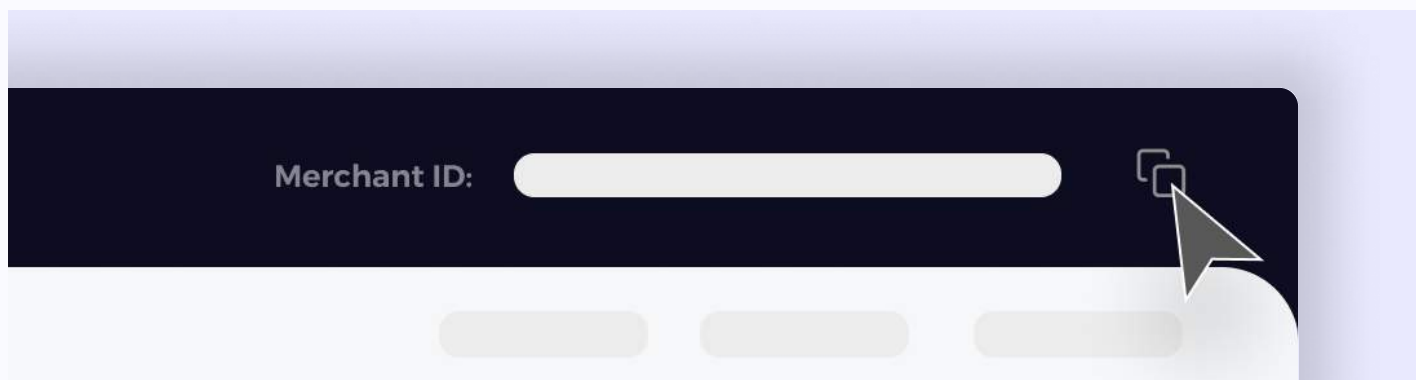
STEP 1: SIGN UP FOR A WOM CAMPAIGN MANAGER ACCOUNT

The WOM Campaign Manager is your control center for the BULLZ Web Recorder and the other Tools in the WOM Marketing Toolkit. The BULLZ Web Recorder is powered by the WOM Protocol which authenticates all recommendations made via the Web Recorder and rewards you and your users for authenticated recommendations.

Create an account at <https://cm.womprotocol.io>. The registration process is simple.

STEP 2: FIND YOUR MERCHANT ID

Once you are logged in to your WOM Campaign Manager account, you can see your Merchant ID in the upper right-hand corner.



This value is the link between your organisation and the videos. You will need to copy your Merchant ID into the JavaScript in Step 3.

STEP 3: INSERT SCRIPTS

The BULLZ Web Recorder uses JavaScript to deliver the functionality. This requires you to include a script tag, an initialization script, and an additional HTML element into your web page. The script tag and initialization script should be inserted in the same place you normally insert any other JavaScript. Typically, this is in the <HEAD> section of the page.

The script tag insertion is simple. Insert:

```
<script src="https://creator.bullz.com/static/js/bullz.js"></script>
```

CODE

The following initialization script will need to be adjusted based on what product or service you wish to show recommendations for:

```
<script>
document.addEventListener("bullz-recorder-init", function () {
  window.bullz.init({
    organizationPublicId: "<YOUR MERCHANT ID>",
    facilitatorId: "<YOUR MERCHANT ID>",
    publisher: "<PUBLISHER>",
    selector: "#plugin-selector-<Your internal product ID>",
    background: "<URL for portrait image of the product>",
    logo: "<URL for your company logo>",
    color: "black",
    backgroundColor: "red",
    remoteProduct: {
      name: "<The name of the product, e.g. Metamask>",
      brand: "<The brand name of the product, e.g. Consensys>",
      publicId: "<Your internal product ID>",
      url: "<URL of your product detail page>",
      imageUrl: "<URL of a public portrait product image>",
    },
    isDev: false,
  });
});
</script>
```

CODE

If you wish to encourage your customers to record a recommendation for your company, simply set the “name” to your company name and the publicid of the product to “0”.

Finally, within the <BODY> you will need to insert a DOM Container to the HTML:

```
<div id="plugin-selector-123" style="width: 300px; height: 700px; overflow-y: auto;" />
```

CODE

This will show within your page as a 300 × 700 pixel window with the recorder embedded.

NOTE: Videos are currently limited to portrait orientation and dimensions. The recording process maximises the quality of the recording but is limited by the user’s webcam and microphone. You can encourage your users to use the BULLZ app to record recommendations well; however, the publisher is then the facilitator and shares in the rewards.

THE BULLZ WEB RECORDER LIVE

All videos go through a review and authentication process before they are available to display in the WOM Product Viewer and WOM Campaign Manager.

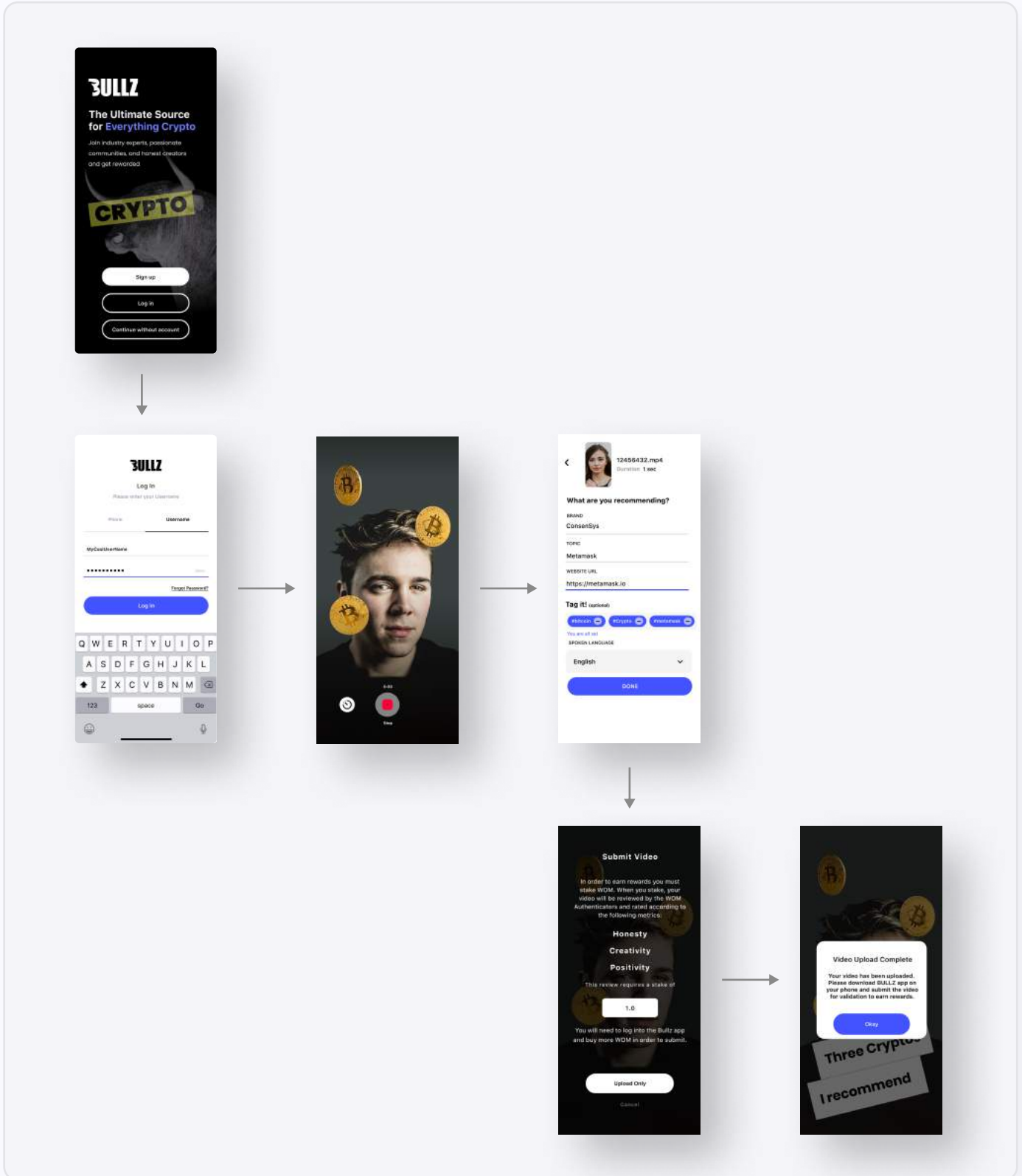
You can make the Web Recorder publicly available to anyone or you can restrict visibility and access. We recommend that you restrict the page you host the Web Recorder on to invitation-only. This way you can control who makes recommendations, encourage specific customers who have had great experiences with your products and company to make recommendations, and better ensure you get the best content possible.

Your initial service, the products you sell or services you provide, and how you use the BULLZ Web Recorder will determine the quality and quantity of recommendations you receive.

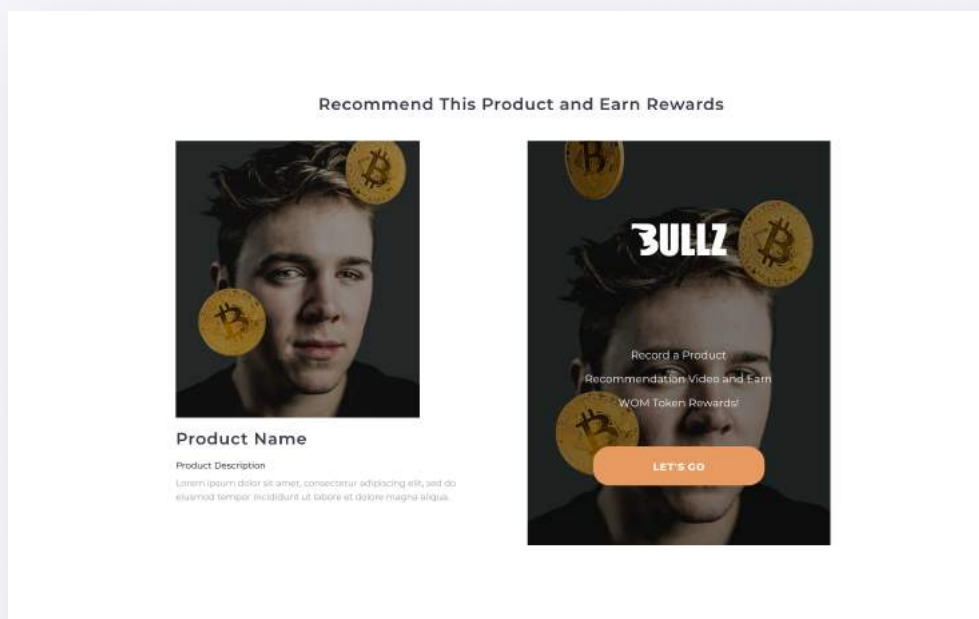


BULLZ Web Recorder

Userflow



BULLZ WEB RECORDER PLACEMENT



FEEDBACK

If you have any questions or issues with the BULLZ Web Recorder, please reach out to us at support@womprotocol.io and we'll respond as quickly as possible.

Please feel free to reach out to us regarding any other questions, including how you can leverage the other WOM products in the WOM Marketing Toolkit for your business.

DISCLAIMER

The BULLZ publishing system has some controls in place to prevent malicious or obscene content. The WOM Authentication system also filters recommendations based upon positivity, therefore negative recommendations are filtered out. However, the WOM Protocol and BULLZ app do not guarantee quality or subject matter of any user-generated content.

NOTES

remoteProduct

The remoteProduct is where you enter all the product details including the publicId which connects the videos from the Web Recorder to the WOM Product Viewer on your website.

publicID

The publicId is the ID of the product you wish to receive recommendations for. The publicId should match the remoteProductId used in the initialization script of the WOM Product Viewer.

background

Type: **URL string**

Defines the background image within the recorder window to show when the user enters the page.

A required parameter.

backgroundColor

Type: **hex string**

Defines the background color for the "LET'S GO" button. Default value : #E79B61 (orange)

An optional parameter.

color

Type: **hex string**

Defines the text color for the "LET'S GO" button. Default value : #ffffff (white)

An optional parameter.

url

Type: **URL string**

Determines the URL of the product inside your platform.

A required parameter.