

CF Retail Portal

Retailer User Guide

June 2023

Welcome to the CF Retail Portal!

As part of CF's commitment to evolve and create a seamless experience for its retailers, CF has updated the CF Retail Portal. The CF Retail Portal is a means for retailers to showcase **promotions** and offers via CF. Once approved, offers can be **displayed to shoppers** within 15 minutes (on **CF Shops Websites/LiVE by CF App**) and 1 day for Mall Directories).

Notable improvements include:

- A redesign that is consistent with the look and feel of CF's digital brand
- An enhanced user & offer approval experience
- Enterprise-grade security

Welcome to CF Retail Portal

CF Retail Portal is the new place for you to submit your Store Promotions to appear on Cadillac Fairview property websites.

Email

Password

☐ Remember me

Sign In

*by clicking sign in you accept the [Terms of Service](#) and [Privacy Policy](#)

[Forgot your password?](#)

Don't have an account? [Sign Up](#) [Need help signing in?](#)

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How do you access the CF Retail Portal?

How do you access the CF Retail Portal?

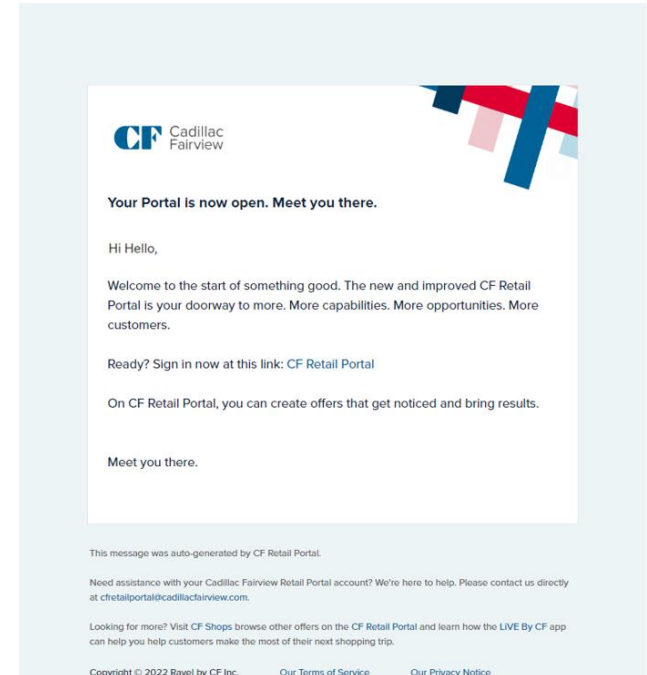
The Retail Portal can be accessed at [CF Retail Portal](#). There are two ways a retailer can gain access to the CF Retail Portal:

1. Sign up for an account via the [Sign Up page](#) or,
2. Speak to the Marketing Coordinator at the centre(s) where your store(s) is located.

You should receive an email invite from CF Retail Portal
[\[retailportal.noreply@cadillacfairview.com\]](mailto:retailportal.noreply@cadillacfairview.com)

Please wait 48 hrs for approval before logging into the system for the first time.

CF Retail Portal <retailportal.noreply@cadillacfairview.com>
to



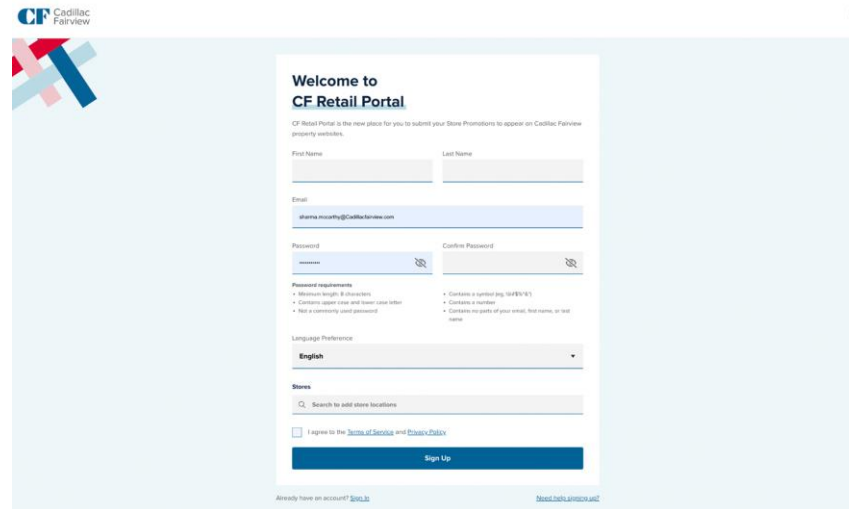
Retailer email invite

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How do you access the CF Retail Portal?

Click on the link in the email and you'll be sent to a page where you can finalize your registration like so:

NOTE: You must agree to the terms and conditions to finish your registration.



The screenshot shows the 'Welcome to CF Retail Portal' registration page. The page has a light blue background with the CF Cadillac Fairview logo in the top left. The registration form is centered and includes the following fields and sections:

- Welcome to CF Retail Portal**
- CF Retail Portal** is the new place for you to submit your Store Promotions to appear on Cadillac Fairview property websites.
- First Name** and **Last Name** input fields.
- Email** input field with the example email `sharna.mccormy@CadillacFairview.com`.
- Password** and **Confirm Password** input fields, each with a strength indicator icon.
- Password requirements** section with two columns of bullet points:
 - Minimum length: 8 characters
 - Contains upper case and lower case letter
 - Not a commonly used password
 - Contains a capital (eg. 1049161)
 - Contains a number
 - Contains no parts of your email, first name, or last name
- Language Preference** dropdown menu set to **English**.
- Stores** section with a search bar labeled 'Search to add store locations'.
- ☐ I agree to the [Terms of Service](#) and [Privacy Policy](#).
- Sign Up** button.
- At the bottom, there are links: 'Already have an account? [Sign In](#)' and '[Need help, login or not?](#)'.

How do you access the CF Retail Portal?

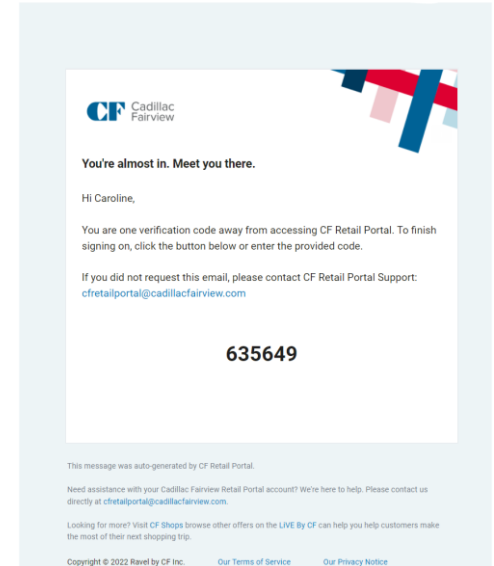
When you login, after entering your credentials, you will be sent a one-time passcode via email.

Please copy and paste this number into the applicable field in the portal.

You will need to do this before you gain access. This is part of Okta two-factor authentication.

Your one-time verification code

Okta
to



One-time Passcode Email

As a Retailer, what can
you do in the portal?

As a Retailer, what can you do in the portal?

As a Retailer, you are an integral part of the portal. **The homepage of CF Retail Portal would direct you to various functionalities.**

The screenshot shows the CF Retail Portal interface. At the top left is the 'CF Cadillac Fairview' logo. On the right is a navigation bar with links: 'Offers' (annotated with 'See the *Offer* Page'), 'My Profile' (annotated with 'See your profile here'), 'Help', 'Sign Out', and 'FR'. Below the navigation bar is a search bar with a magnifying glass icon (annotated with 'Search for an Offer') and an 'Add Offer' button (annotated with 'Create an Offer'). Below the search bar are four tabs: 'Approved' (annotated with 'Show approved offers'), 'Pending' (annotated with 'See pending offers'), 'Draft' (annotated with 'See draft offers'), and 'Declined' (annotated with 'See declined offers'). Below the tabs, it says '2 Assets Found'. A table displays the assets:

	Headline	Scheduled Publish Date	Start Date	Status	
	Test Offer 33%	April 26, 2023	April 27, 2023	Expired	⋮
	Reshma Test 19th April	April 19, 2023	April 19, 2023	Expired	⋮

CF Retail Portal Offer page

As a Retailer, what can you do in the portal?

You can do the following:

- A. Manage your CF Retail Portal account**
 - a. Update your contact information
 - b. Add stores to your account
 - c. Remove stores from your account
 - d. Change your account password
 - e. Remove your account permanently

As a Retailer, what can you do in the portal?

You can do the following:

B. Manage your Offers

- a. Create new offers
- b. View existing offers
- c. Edit existing offers
- d. Duplicate offers
- e. Delete offers submitted for Review
- f. Draft offers
- g. Search for offers
- h. See offers status - Published, Pending Review

As a Retailer, what can you do in the portal?

You can do the following:

- C. You will also review the following **email notifications**
 - a. General info pertaining to your CF Retail Portal account
 - b. When you're first invited to the system or if your account has been recreated
 - c. When your offer has been Approved
 - d. When your offer has been Rejected

How do you create an
offer?

How do you create an offer?

A. Steps of Creating an Offer

To create an offer login to the system and simply click on ‘+Add Offer’ in the top right of the page, like so:

CF Cadillac Fairview



Offers My Profile Help Sign Out FR

Search ...

+ Add Offer

Approved Pending Draft Declined

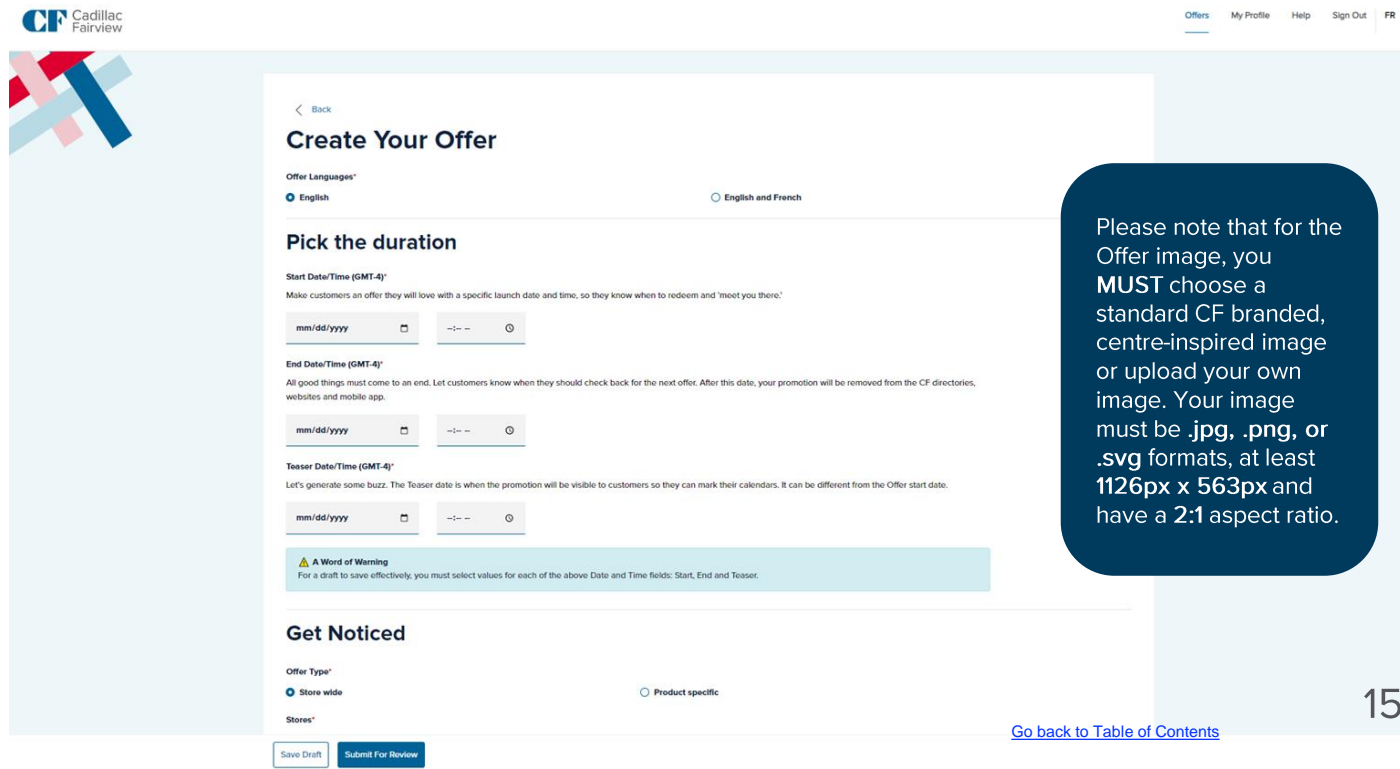
2 Assets Found

	Headline	Scheduled Publish Date	Start Date	Status
	Test Offer 33%	April 26, 2023	April 27, 2023	Expired
	Reshma Test 19th April	April 19, 2023	April 19, 2023	Expired

How do you create an offer?

A. Steps of Creating an Offer

When you click on '+Add Offer', it will open a new page like this:



The screenshot shows the 'Create Your Offer' page in the CF Fairview system. The page has a light blue header with the CF Fairview logo on the left and navigation links (Offers, My Profile, Help, Sign Out, FR) on the right. The main content area is white with a light blue sidebar on the left. The sidebar contains a decorative graphic of overlapping red, pink, and blue lines. The main content area has a 'Back' link at the top left. The title 'Create Your Offer' is centered. Below the title, there is a section for 'Offer Languages*' with radio buttons for 'English' (selected) and 'English and French'. The next section is 'Pick the duration', which includes three date and time pickers for 'Start Date/Time (GMT-4)', 'End Date/Time (GMT-4)', and 'Teaser Date/Time (GMT-4)'. Each picker has a text input field with a calendar icon and a time selection icon. Below the pickers, there is a 'A Word of Warning' section with a yellow warning icon and text: 'For a draft to save effectively, you must select values for each of the above Date and Time fields: Start, End and Teaser.' The final section is 'Get Noticed', which includes a section for 'Offer Type*' with radio buttons for 'Store wide' (selected) and 'Product specific'. Below this is a 'Stores*' section. At the bottom of the page, there are two buttons: 'Save Draft' and 'Submit For Review'. A blue box on the right side of the page contains text about image requirements.

Please note that for the Offer image, you **MUST** choose a standard CF branded, centre-inspired image or upload your own image. Your image must be .jpg, .png, or .svg formats, at least 1126px x 563px and have a 2:1 aspect ratio.







How do you create an offer?

B. Please enter the following information to create an offer:

Field Name	Mandatory	Field Details
Offer Language	✓	<p>“English” or “English and French”</p> <p>Offer Languages*</p> <p><input checked="" type="radio"/> English <input type="radio"/> English and French</p>

How do you create an offer?

B. Please enter the following information to create an offer: **Pick the Duration Section**

Field Name	Mandatory	Field Details
Offer Start Date	✓	<p>Start Date/Time (GMT-4)*</p> <p>Make customers an offer they will love with a specific launch date and time, so they know when to redeem and 'meet you there.'</p> <p>mm/dd/yyyy  --:-- -- </p>
Offer End Date	✓	<p>End Date/Time (GMT-4)*</p> <p>All good things must come to an end. Let customers know when they should check back for the next offer. After this date, your promotion will be removed from the CF directories, websites and mobile app.</p> <p>mm/dd/yyyy  --:-- -- </p>
Teaser Date	✓	<p>This can be different from Start Date - If Publish Date is before Start Date the offer will be shown in 'Upcoming Offers' but will not be 'Active'</p> <p>Teaser Date/Time (GMT-4)*</p> <p>Let's generate some buzz. The Teaser date is when the promotion will be visible to customers so they can mark their calendars. It can be different from the Offer start date.</p> <p>mm/dd/yyyy  --:-- -- </p>

How do you create an offer?

B. Please enter the following information to create an offer: Get Noticed Section

Field Name	Mandatory	Field Details
Offer Type	✓	<div> Offer Type* <div> <input checked="" type="radio"/> Store wide <input type="radio"/> Product specific </div> </div>
Stores	✓	Stores* Let's attract some attention. Get your offer noticed by selecting the stores at the properties where your promotion applies. It will appear on the chosen properties' websites. <input type="text"/> Search to add store locations
Offer Categories	✓	Offer Categories* <input type="text"/> Search to add categories
Keywords	Optional	Keywords Unlock more potential. Keywords help customers find your offer when they search on our websites or in the Live by CF app. For example, keywords like "footwear," "winter," "heel," "shoes" and "casual" may be effective options for a boot promotion. <input type="text"/> Type to enter keywords

How do you create an offer?

B. Please enter the following information to create an offer: Offer description

Field Name	Mandatory	Field Details
Headline	✓	Headline * <input type="text"/>
Description	✓	Description * <input type="text"/>
Thumbnail photo	✓	<p>You are encouraged to upload a custom image but there are few default images available if you don't have one</p> <p>Thumbnail photo * <input type="text"/></p> <p>Drag and drop files here or click to select. or Open Gallery</p>

How do you create an offer?

B. Please enter the following information to create an offer: **Track the impact**

Field Name	Mandator y	Field Details
Promo Code	Optional	<div><div>Promo Code</div><div>This promo code will appear on the offer details page. We'll determine the rate of use at checkout so you can track the effectiveness of your offer.</div><div></div></div>

How do you create an offer?

C. Submit for Approval

When you've entered the relevant info (and made sure that there's content in the mandatory fields), you may submit your offer for approval.

This offer will now be shown as the status “Submitted for Approval” until it's approved by the relevant Marketing Coordinator.



Approved Pending Draft Declined				
3 Assets Found				
	Headline	Scheduled Publish Date	Start Date	Status
	Testing	June 2, 2023	June 3, 2023	Submitted for Approval
	Test	May 27, 2023	May 27, 2023	Submitted for Approval
	Test	May 25, 2023	May 25, 2023	Submitted for Approval

How do you get your offer
approved?

How do you get your offer approved?

For your offer to go live it must be approved by a CF Marketing Coordinator assigned to the property or region that the store associated with your offer will be LIVE at.

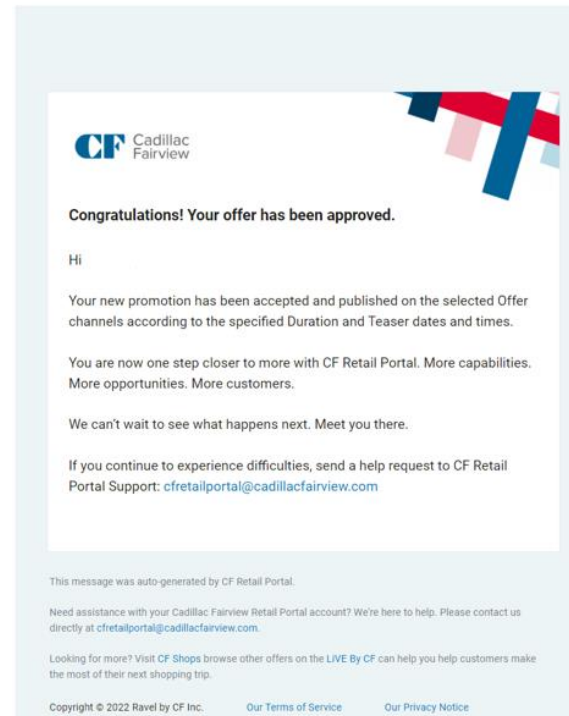
When your offer is approved, you will receive an email notification.

Your offer will show in 'Pending Review' until it is approved. After which, it will show in 'Published' offers.

Marketing
Coordinators
will Approve or
Reject offers
within 2
Business Days
of submission.

Offer submission approved

CF Retail Portal <retailportal.noreply@cadillacfairview.com>
to



Offer Approval and Published Notification

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Why would your offer be
rejected?

Why would your offer be rejected?

If your offer is rejected, you will receive an email notifying you.

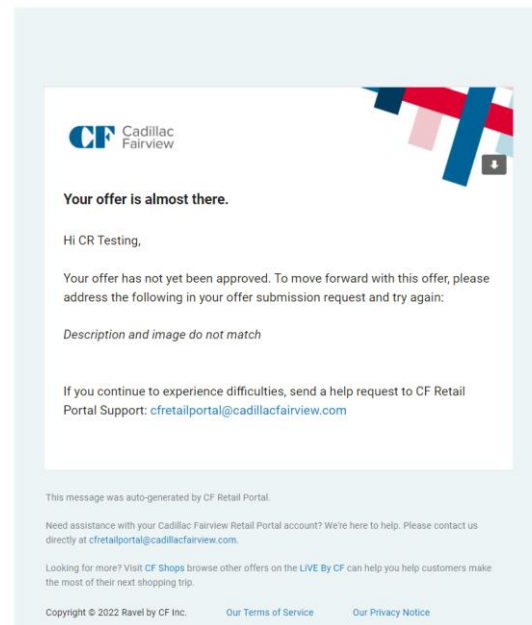
The email will include **one** of these reasons:

- The image quality is poor
- Description and image do not match
- The submission is not a promotion
- The description is too long
- The promotion was only 1 day long and will end shortly after going live
- There is a spelling error in the promotion
- The image size does not match the requirements
- The offer is bilingual and French is not provided or French does not match the English
- Other

You're encouraged to edit the offer, address the issue and resubmit the offer.

Offer submission requires action

CF Retail Portal <retailportal.noreply@cadillacfairview.com>
to



Offer Submission Declined Notification



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How do you change your
contact info?

How do you change your contact info?

You can access your profile at the top right navigation, by clicking on 'My Profile'.

The screenshot displays the Cadillac Fairview (CF) user interface. At the top, the CF logo and 'Cadillac Fairview' text are on the left. The navigation bar on the right includes links for 'Offers', 'My Profile', 'Help', 'Sign Out', and 'FR'. A red arrow points to the 'My Profile' link. Below the navigation bar is a search bar with the placeholder text 'Search ...' and a magnifying glass icon. To the right of the search bar is a blue button with a plus sign and the text '+ Add Offer'. Below the search bar are tabs for 'Approved', 'Pending', 'Draft', and 'Declined'. The 'Approved' tab is selected. Below the tabs, it says '2 Assets Found'. A table with the following columns: 'Headline', 'Scheduled Publish Date', 'Start Date', and 'Status' displays two rows of offers. Each row has a thumbnail image on the left. The first row shows a 'Special Offer' with a shopping bag icon, 'Test Offer 33%', 'April 26, 2023', 'April 27, 2023', and 'Expired'. The second row shows a 'Special Offer' with a plate and fork icon, 'Reshma Test 19th April', 'April 19, 2023', 'April 19, 2023', and 'Expired'. Each row has a vertical ellipsis icon in the 'Status' column.

	Headline	Scheduled Publish Date	Start Date	Status
	Test Offer 33%	April 26, 2023	April 27, 2023	Expired
	Reshma Test 19th April	April 19, 2023	April 19, 2023	Expired

How do you change your contact info?

You'll be sent to your Profile page. You can then click on 'Edit Profile' to update your information

USER PROFILE

My Profile

First Name

Retailer

Last Name

Client

Email

guide@cadillacfairview.com

Stores (15)

Café Starbucks • L01 - CF Fairview Pointe Claire

Starbucks Coffee • L01 - CF Lime Ridge

Starbucks Coffee • L01 - CF Market Mall

Starbucks Coffee • L02 - CF Markville

Edit Profile



How do you change your contact info?

On this page, you can:

- Update your First/Last Name
- Update the stores you can apply offers to
- Update your password
- Remove your account permanently

Make sure to 'Save Changes' if you've made any edits.

USER PROFILE

My Profile

First Name

Retailer

Last Name

Client

Email

guide@cadillacfairview.com

Stores (15)

Search to add store locations

Café Starbucks • L01 - CF Fairview Pointe Claire

Starbucks Coffee • L01 - CF Lime Ridge

Starbucks Coffee • L01 - CF Market Mall

[Clear all](#)

[Change account password](#)

[Remove account permanently](#)

Save Changes

Cancel

NOTE: You **cannot** edit your email address

Where and when do 'live'
offers show?

Where and when do 'live' offers show?

Once approved an offer, and provided the current date is past the offer start date, the offer becomes available on App (LiVE by CF) and Web (CFShops.ca) within 15 mins. The offers will show within a day (24hrs) of the start date on directories.

NOTE: Offers with a duration of 1 (or less) day risk not showing up in the system at all. Please create offers that last longer than 1 day.



The Gratitude Event



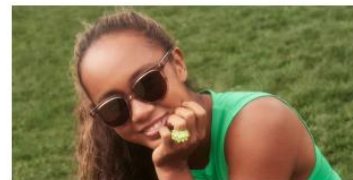
Saje Natural Wellness
CF Toronto Eaton Centre - Ends Jun 4th



20% off: 2 or more Skincare Items/Accessories!



The Body Shop
CF Toronto Eaton Centre - Ends Jun 4th



New looks from Leylah Fernandez



BonLook
CF Toronto Eaton Centre - Ends Jun 6th

How can you ask for help?

How can you ask for help?

If you have issues with access or with an offer should send a note to cfretailportal@cadillacfairview.com or contact the CF Retail Support Team.



Thank You