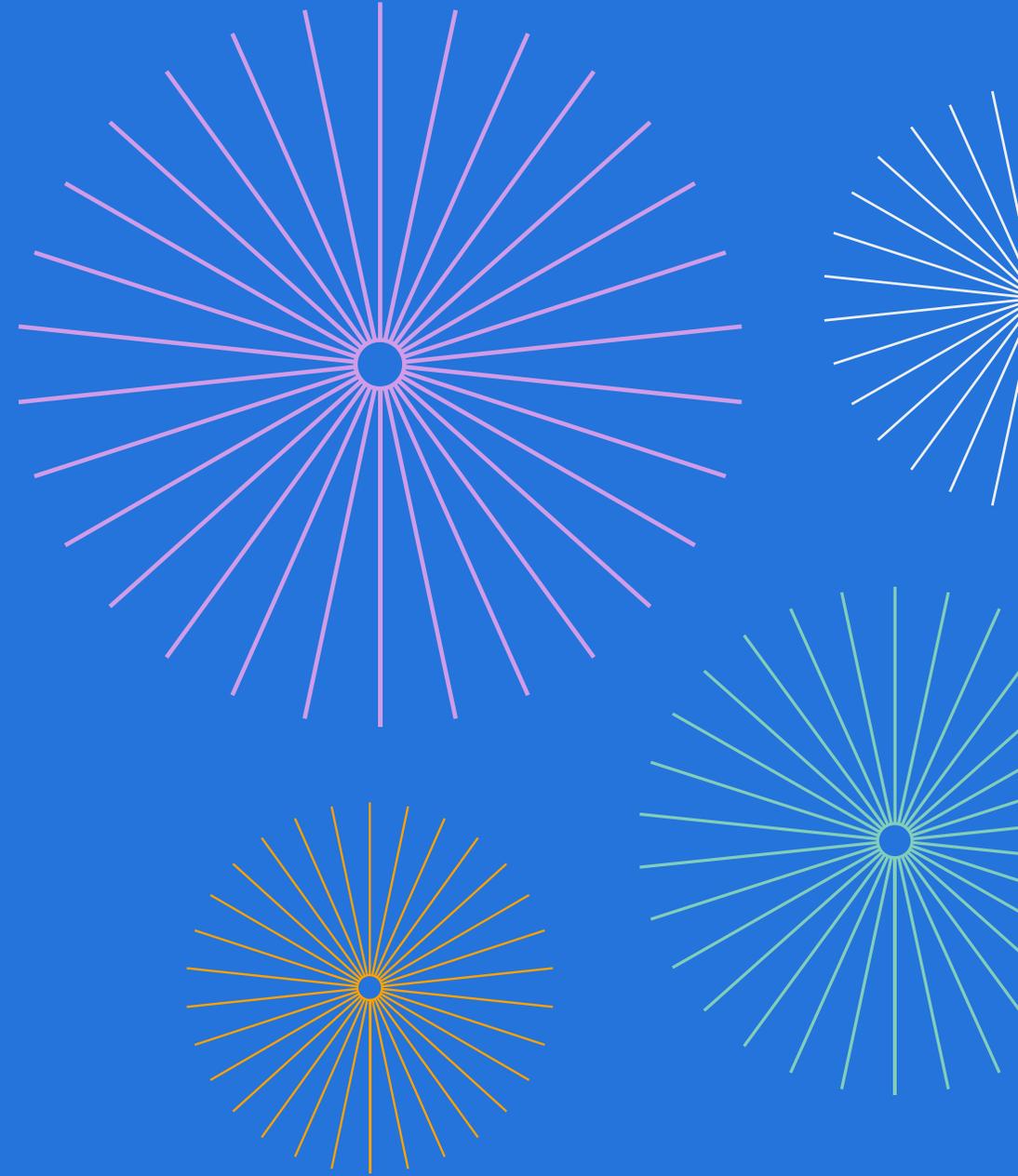


Webinar starting shortly



Smashing Best Of Revenue with Ballot eCommerce

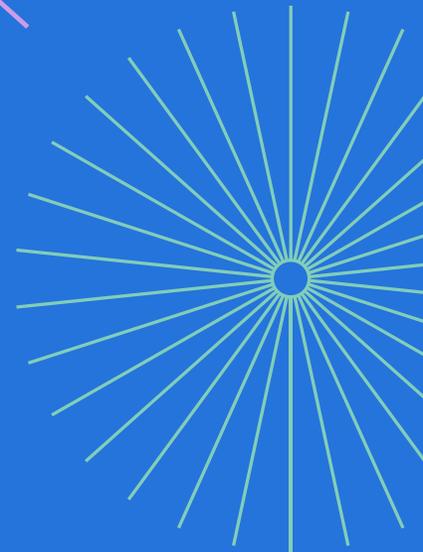
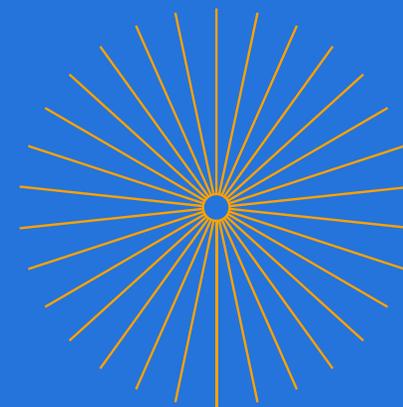
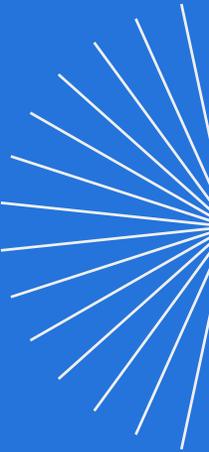
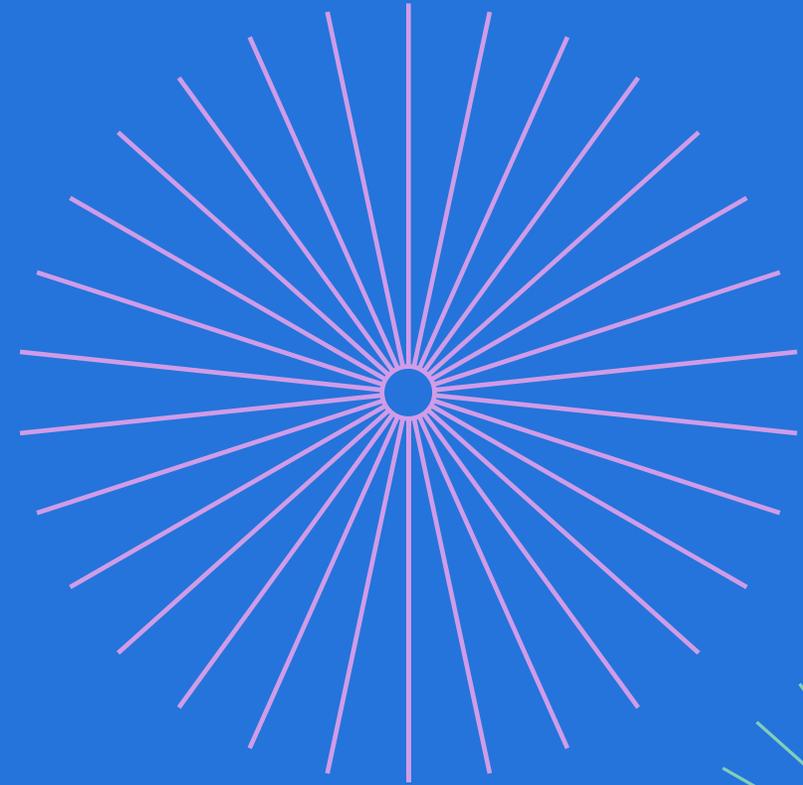
An Overview & Best Practices





Smashing Best Of Revenue with Ballot eCommerce

An Overview & Best Practices



Welcome!



Julie Foley

Sr. Customer Success Manager
Upland Second Street
jfoley@uplandsoftware.com

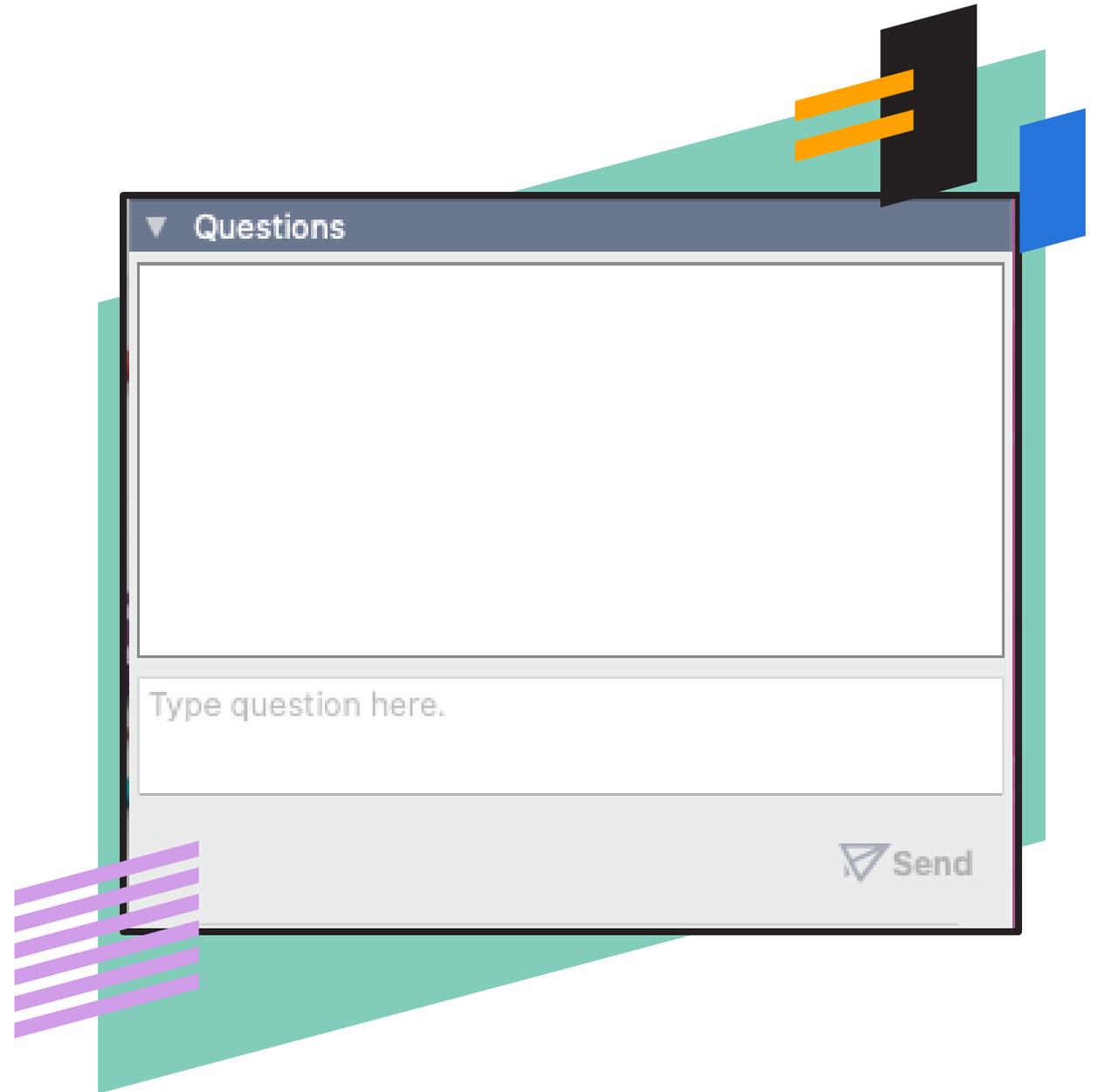


Walt Mutschler

Senior Product Manager

Do you have questions?

Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!





Agenda

- **Feature Overview**

- Connecting your Stripe account
- How to set-up eCommerce
- Reporting

- **Best Practices**

- Passive Revenue
- Structure of sales



Feature Overview

Introducing Ballot eCommerce!

SPONSORED BY

 Groups Page Ad **\$999.99**
Only 3 remaining | 600 x 200

Nominate until 07/31/2025 @ 12:00 PM Central
Voting starting 07/31/2025 @ 12:01 PM Central



- Attractions and City Living
- Culture, Arts, and Entertainment
- Eating and Drinking
- Politics and Public Affairs

SPONSORED BY

 Group Ad **\$549.99**
728 x 90

Attractions and City Living

 All Groups

Nominate until 07/31/2025 @ 12:00 PM Central
Voting starting 07/31/2025 @ 12:01 PM Central

- Attractions and City Living
 - Best Apartment Complex
 - Best Attraction
 - Best Building
 - Best Daycare
 - Best Festival
 - Best Fundraising Event
 - Best Green Business
 - Best Neighborhood
 - Best Outdoor Event
 - Best Place of Worship
 - Best Place to Work
 - Best Preschool
 - Best Private School
 - Best Public School
 - Best Public Space
 - Best Tour Company

Best Apartment Complex

SPONSORED BY

 Category Ad **\$249.99**
728 x 90

Entrant 65
\$99.99

SPONSORED BY

 Category Interstitial Ad **\$199.99**
728 x 90

Best Attraction

The eCommerce Site

Best of Smithville 2025

[Home](#) [Cart](#)

Your Cart

Platinum Package See more	Custom Package	\$1,999.00	
Category interstitial Ad This adds your ad to the interstitial rotation, appearing in any interstitial location on the ballot.	Category Interstitial Ad	\$99.00	
Dining	Group Ad	\$199.00	
Best Fine Dining In Dining	Category Ad	\$150.00	
S&P Steak In Best Fine Dining	Featured Listing Upgrade	\$99.00	
5 items		Subtotal: \$2,546.00	

[PROCEED TO CHECKOUT](#)

Best of Smithville 2025

[Home](#) [Cart](#) > [Checkout](#)

Total
\$2,546.00

[VIEW DETAILS](#)

Contact Info

Email

Phone

Company Name

Payment

[Card](#) [Cash App Pay](#) [Amazon Pay](#)

[Secure, 1-click checkout with Link](#)

Card number

Expiration date Security code

Full name

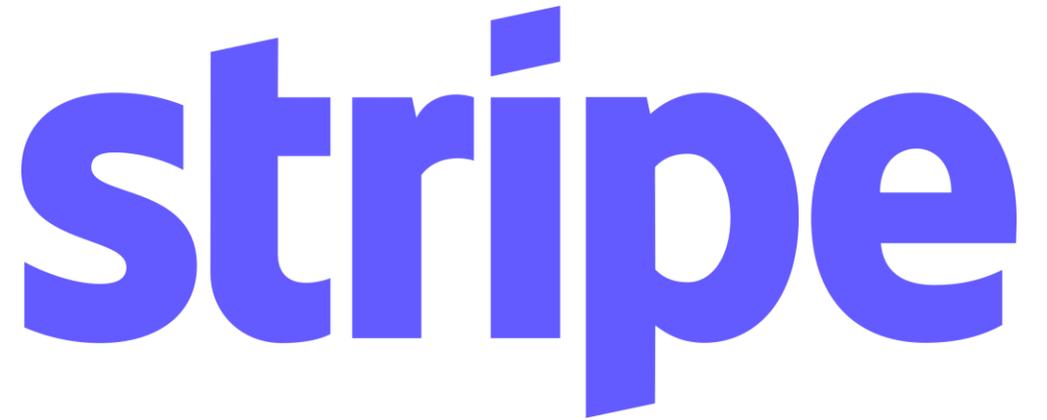
Country or region



Connecting your Stripe Account to Second Street

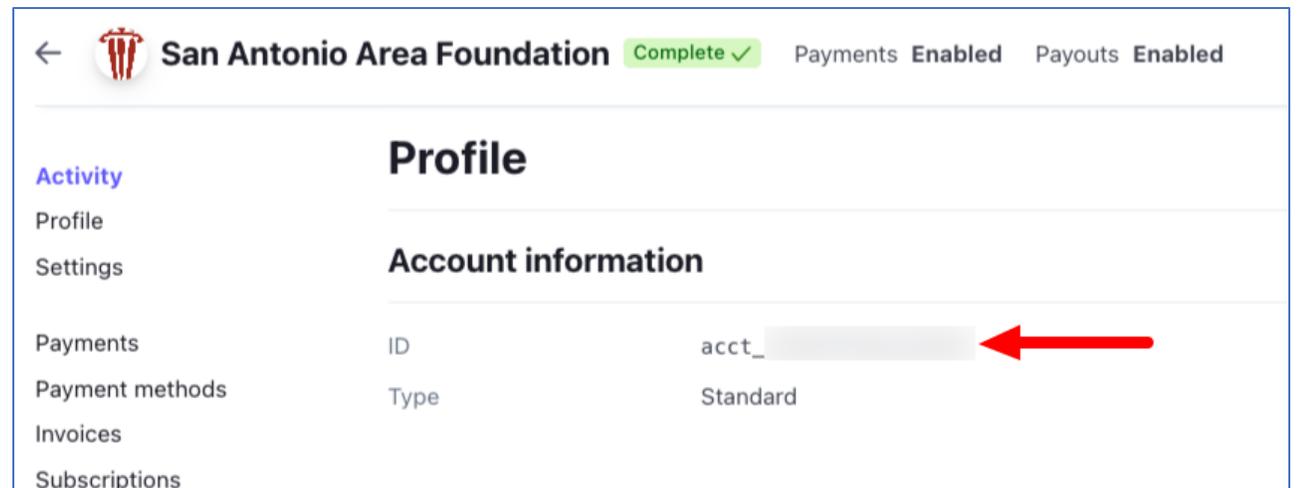
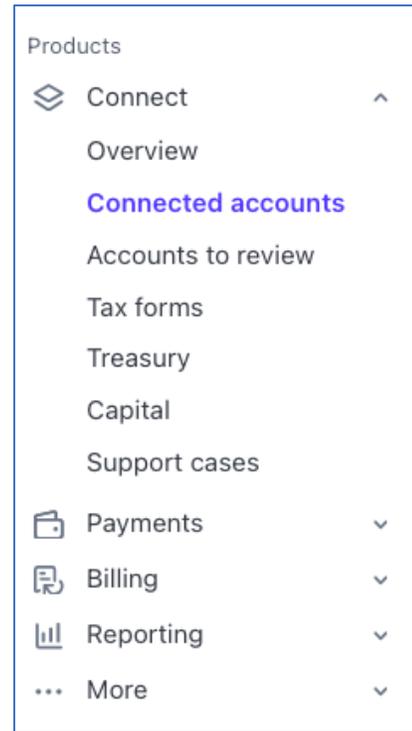
Stripe Fees

- No additional license fee to use eCommerce with Second Street
- No charge to create a Stripe account
- Stripe takes 2.9% + 30 cents per successful charge for domestic cards
 - \$20 transaction = \$0.88 Stripe fee + taxes

The Stripe logo is displayed in a large, bold, blue font. The word "stripe" is written in lowercase letters. The letter 'i' has a distinctive dot that is a small blue square, tilted slightly to the right. The overall style is clean and modern.

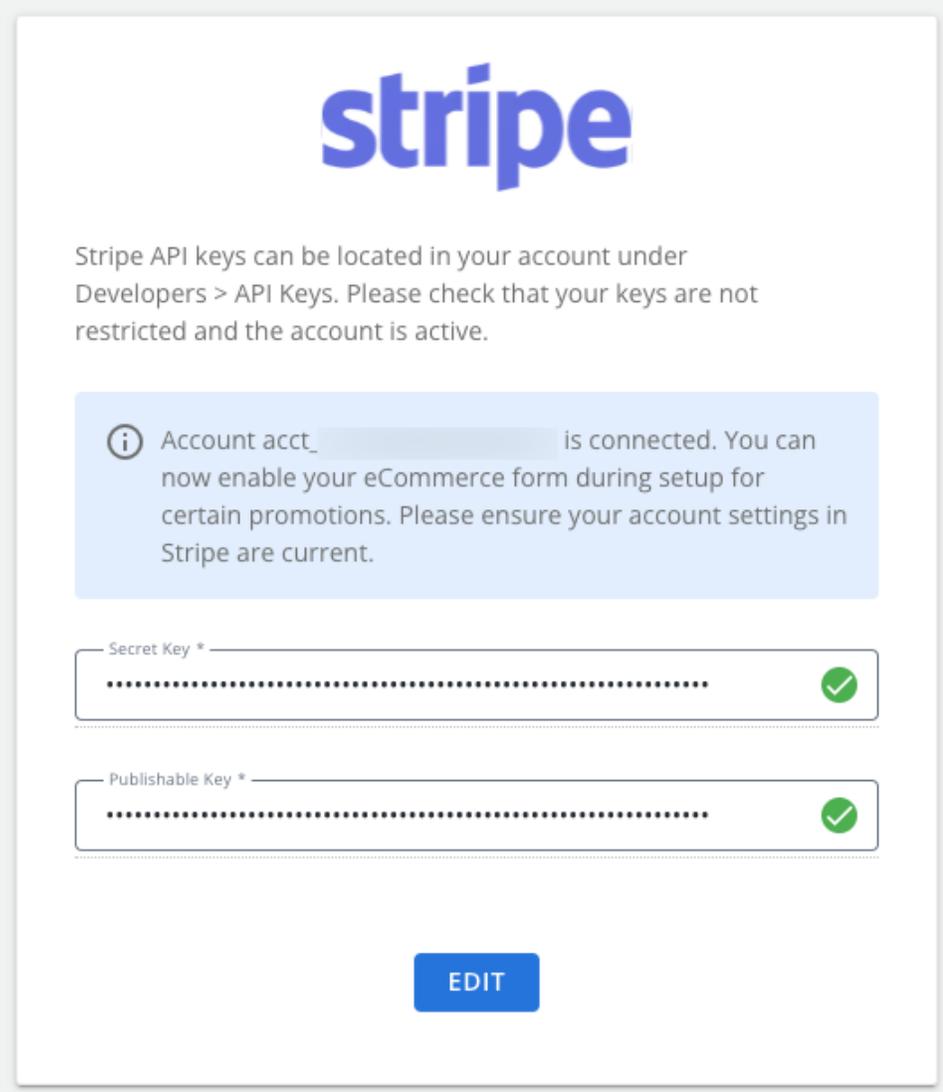
Connect to Stripe

- Within your Stripe business account, create a **Stripe Connect** account
- This multi-step process requires information about how you'll use your account, business info, and identity documentation *our Support team is here to help



Connect to Stripe

- Add your secret and publishable API keys to organization settings
- Always check your promotion's payment form is appearing before publishing it for users or advertisers.



The screenshot shows the Stripe API key configuration interface. At the top is the Stripe logo. Below it, a message states: "Stripe API keys can be located in your account under Developers > API Keys. Please check that your keys are not restricted and the account is active." A light blue information box contains the text: "Account acct_... is connected. You can now enable your eCommerce form during setup for certain promotions. Please ensure your account settings in Stripe are current." Below this are two input fields: "Secret Key *" and "Publishable Key *", both containing masked keys and a green checkmark. At the bottom center is a blue "EDIT" button.

stripe

Stripe API keys can be located in your account under Developers > API Keys. Please check that your keys are not restricted and the account is active.

i Account acct_... is connected. You can now enable your eCommerce form during setup for certain promotions. Please ensure your account settings in Stripe are current.

Secret Key * ✓

Publishable Key * ✓

EDIT



Setting up eCommerce for Ballots

eCommerce Setup

- On the eCommerce step, allow payments

eCommerce



Do you want to allow business owners to purchase advertising opportunities on the ballot?

NO PAYMENTS ALLOWED

YES, ALLOW PAYMENT

Do you want to allow business owners to purchase advertising opportunities on the ballot?

NO PAYMENTS ALLOWED

YES, ALLOW PAYMENT

Stripe Account



Account Configured

An eCommerce form has been enabled to allow a checkout process on your site. Check that your form appears correctly before making your eCommerce site available to advertisers.

Enable eCommerce

- Next, you'll see options to View Site and Copy Link
- This is a link to your purchase site, to preview it - choices you make will update the site
- Copy the link to use elsewhere

eCommerce Site

Use this link to preview the ballot purchase site. The site will update based on the configuration choices you make below.



VIEW SITE



COPY LINK

Enable eCommerce

- Sell ads as single phase / multiple phases *Impacts Ads setup step
- **Single phase:** Ads are sold once and will run the entire time after upload
- **Multiple phases:** Ads are sold for nomination and/or voting phases and only appear for that phase after upload

*eCommerce site doesn't sell winners phase

How do you want to sell ads?

- Sell as a single phase ⓘ
- Sell as multiple phases ⓘ

Single phase

ADD TO CART

Multiple phases

ADD TO CART ^

Purchase for:

Nomination Phase

Only 1 remaining



25

Voting Phase

Only 1 remaining



Ads Setup

- Ads step will change based on how you set up eCommerce
- You can use multiple phases even if you're not using eCommerce
- You can set up ads for winners phase

How would you like to set up your ads?

Set up as a single phase

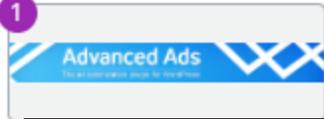
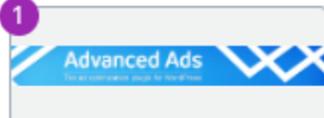


Ads appear on the ballot immediately after creation and remain present at all times.

Set up as multiple phases



Ads can be assigned to specific ballot phases and appear only when that phase is active.

Preview ⓘ	Advertiser(s)	Type	Ballot Area	Placement	Phase
		Banner ad	Category	Best Fine Dining	
		Banner ad	Category	Best Fine Dining	Nomination

Ads Setup Success Tips

- Allows you to set up ads to **automatically** switch at the beginning of each phase
- Ad reporting is connected to each phase
- Best practice: Change ads per phase
- If you don't change your ads phase to phase, you can copy ads from one phase to another



Enable eCommerce

- Ballot Products allows "a la carte" purchasing
- Sell ad spaces and featured listing upgrades
- Set a price, inventory, and recommended size
- Inventory caps shut off sales for the product

Ballot Products ⓘ

Ad inventory is per ad placement, not total inventory

Sell	Ad Type	Price	Inventory	Recommended Size
<input checked="" type="checkbox"/>	Groups Page Ad	999.99	3	600 px x 200 px
<input checked="" type="checkbox"/>	Group Ad	549.99	5	728 px x 90 px
<input checked="" type="checkbox"/>	Category Ad	249.99	5	728 px x 90 px
<input checked="" type="checkbox"/>	Category Interstitial Ad	199.99	30	728 px x 90 px
<input checked="" type="checkbox"/>	Entrant Ad	99.00	1	728 px x 90 px
<input checked="" type="checkbox"/>	Featured Listing Upgrade	99.99		

A la Carte Selling Tips

- Featured Listing Upgrade
 - \$149 per listing
- Entrant Ad
 - Best Practice: Include it in the price of a featured listing upgrade – don't list a la carte
- Groups Page Ad:
 - \$999 for 2-3 inventory
 - \$2,000 for exclusivity
- Groups Ad
 - \$550 for 5 inventory
- Category Ad
 - \$245 for 5 inventory
- Category Interstitial
 - \$199 for large inventory 30+
 - Best Practice: every 7 categories

Featured Entrant Image Examples & Specs



Cherry Street Medical Center



Description

Since 1986, Cherry Street Medical Center has been continuously growing to meet the needs of their growing number of patients. As a medical practice for ALL people, Cherry Street Medical Center is pleased to offer a myriad of services on-site that are often outsourced at similar practices.

Additional Details

(314) 647-2200 <https://www.cherrystreemedicale...> <https://www.facebook.com/cherryst...>
<https://twitter.com/cherrystreemed...> <https://www.instagram.com/cherrys...> <https://www.youtube.com/user/UJZ...>

Cherry Street Medical Center is also participating in ...

Pediatrician

Physician

Gallery



Entrant Page Image Gallery

500px x 500px

Enable eCommerce

- Custom packages can be defined as anything *we do not collect shipping address
- Set name, price, inventory, description, and optional callout
- Sell custom and ballot products together

Custom Package

Sell
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input type="checkbox"/>

Edit Package

Package Name
Premium Package

Price
1599.99

Inventory Limit
10

Color
#ff2f40

Description

+ ¶ ≡ ↻ B I Tr A A ↻

Digital

- 1 Groups Page ad (Ballot home page)
- 1 Group sponsorship
- 1 Category Interstitial ad
- Up to 5 Category sponsor ads w/ link to Entrant Page
- Up to 5 Featured Entrant ballot listings
- Featured Entrant Page including:
 - Vote in Other Categories
 - Unique URL
 - 728x90 Entrant Page Ad
 - Prevalent Vote/Share Buttons
 - Entrant Main Image/Video

CANCEL

SAVE

Custom Package Selling Tips

- Multi-media offering
 - Advertising within the ballot
 - Core media (print, on-air, etc.)
 - Email
 - Social
 - ROS ads
- Itemize what is included in each package
- Link to PDF versions of your packages
- Put a QR code for your eCommerce site on your sales sheets

Best of the Best Voting Packages

Your Logo Here We are highlighting the best of the best. Our readers will vote for their favorite businesses in our community to tell us who they want to see in win. To promote your business, we have created 3 promotional packages.

Important Dates:
Nomination Round: Enter Dates Here
Voting Round: Enter Dates Here
Winners Announced: Enter Dates Here

Audience Stats
Nominations:
Votes:
Users
Page Views:

Basic Package	Deluxe Package	Premium Package
Campaign runs for 3 weeks	Campaign runs for 3 weeks	Campaign runs for 3 weeks
Digital: <ul style="list-style-type: none">• 1 Category sponsor ad w/ link to Entrant Page• 1 Featured Entrant ballot listing• Featured Entrant Page including:<ul style="list-style-type: none">• Unique URL• 728x90 Entrant Page Ad• Prevalent Vote/Share Buttons• Entrant Main Image/Video• Entrant Logo• Google Maps & Multiple Locations• Entrant Page Image Gallery• Description, Phone #, Website, Social Links• 300x 250 ad on ballot page w/ link to Entrant Page	Digital: <ul style="list-style-type: none">• Up to 3 Category sponsor ads w/ link to Entrant Page• Up to 3 Featured Entrant ballot listings• Featured Entrant Page including:<ul style="list-style-type: none">• Vote in Other Categories• Unique URL• 728x90 Entrant Page Ad• Prevalent Vote/Share Buttons• Entrant Main Image/Video• Entrant Logo• Google Maps & Multiple Locations• Entrant Page Image Gallery• Description, Phone #, Website, Social Links• 300x 250 ad on ballot page Print: <ul style="list-style-type: none">• Quarter-page full color "vote for us" ad that runs 3 times	Digital: <ul style="list-style-type: none">• 1 Groups Page ad (Ballot home page)• 1 Group sponsorship• 1 Category Interstitial ad• Up to 5 Category sponsor ads w/ link to Entrant Page• Up to 5 Featured Entrant ballot listings• Featured Entrant Page including:<ul style="list-style-type: none">• Vote in Other Categories• Unique URL• 728x90 Entrant Page Ad• Prevalent Vote/Share Buttons• Entrant Main Image/Video• Entrant Logo• Google Maps & Multiple Locations• Entrant Page Image Gallery• Description, Phone #, Website, Social Links• 300x 250 ad on ballot page Print: <ul style="list-style-type: none">• Half-page full color "Vote for Us" ad that runs 3 times Email: <ul style="list-style-type: none">• "Vote for Us" ad in Daily Headlines Newsletter 1x during voting round• Your logo on "Time to Vote" email to our promotional list 1x during voting round
INVESTMENT: \$799	INVESTMENT: \$999	INVESTMENT: \$1,599

YES, I'M INTERESTED IN ADVERTISING IN THE WINNERS' ROUND

For more information, contact your Account Representative or call 000.000.0000

Enable eCommerce

- Use Additional Details to include pertinent info you want advertisers to know.
- Dates, asset submission requirements, purchase rules and restrictions, Terms & Conditions link

Additional Details

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Purchasing Guidelines

- **Featured listings and entrant ads **may only be purchased by a representative** of that business.**
- **All ad spaces are limited to one (1) purchase per ad space per advertiser.**
- **Purchases that violate these guidelines will be refunded and assets will not be collected.**

Dates

The Nomination round is 06/02/25 - 06/23/25 and will determine the Top 5 businesses in each category.

The Top 5, Vote for Me round is 08/09/25 - 08/23/25. Businesses with the most nominations from the previous round advance to the Top 5, Vote for Me round.

A special section will be published in November 2025 in print and online. The special section will remain online throughout the year. All winners and finalist nominees will have an opportunity to purchase advertising within the publication.

Ask us about a high resolution "Nominate Us" and "Vote for Me" logos you can use in your marketing.

Enable eCommerce

- eCommerce site CTA appears on the user-facing site and is built into the ballot
- You can still set up your own CTA in the designer

eCommerce site call to action ⓘ

Banner Text

Are you a business owner?

Button Text

Advertise on this ballot!

Button Color

#a33526

Live Ballot

Are you a business owner?

Advertise on this ballot!

Already Entered?

Nominate until 06/18/2025 @ 4:20 PM Central

Vote starting 06/18/2025 @ 4:21 PM Central

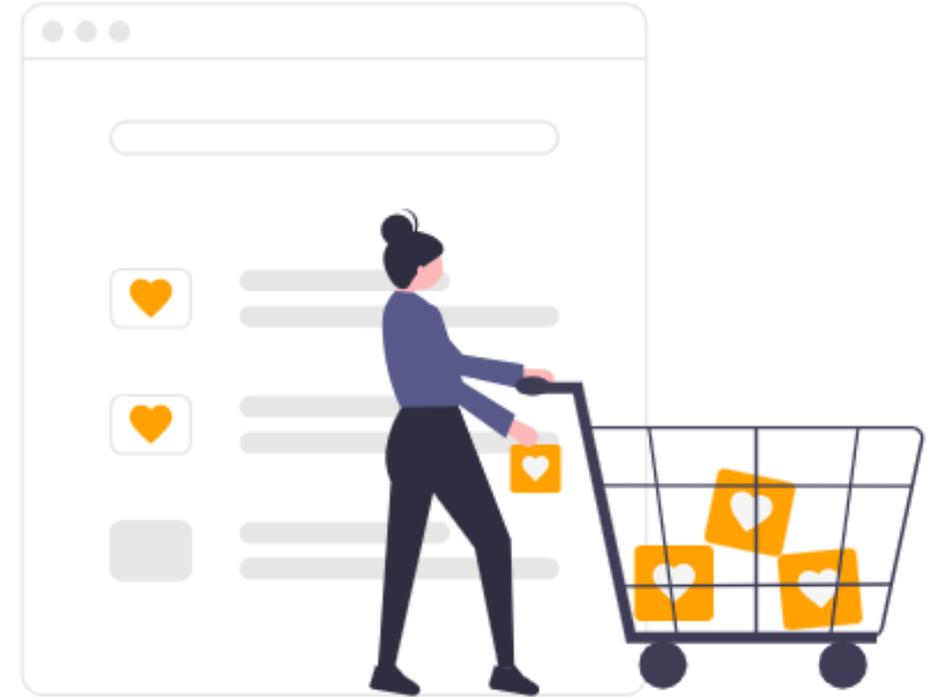




eCommerce Site

eCommerce Site

- Greeted by a welcome modal



Welcome to the eCommerce site for

Best of Smithville 2025

You can purchase available ad spaces and entrant upgrades individually or use the cart to buy a bundle of products. You may also purchase special packages, if available.

[Start Shopping](#)

eCommerce Site

- Top of site showcases custom packages, if any
- These packages follow user across all ballot pages
- Expand for more info

Choose the best package option for your business



Premium Package • \$1,599.99

See more ▾

ADD TO CART

BUY NOW



De



Bas



Premium Package • \$1,599.99

See less ▲

Digital

- 1 Groups Page ad (Ballot home page)
 - 1 Group sponsorship
 - 1 Category Interstitial ad
 - Up to 5 Category sponsor ads w/ link to Entrant Page
 - Up to 5 Featured Entrant ballot listings
 - Featured Entrant Page including:
 - Vote in Other Categories
 - Unique URL
 - 728x90 Entrant Page Ad
 - Prevalent Vote/Share Buttons
 - Entrant Main Image/Video
 - Entrant Logo
 - Google Maps & Multiple Locations
 - Entrant Page Image Gallery Description, Phone
 - 300x250 ad on ballot page
- Print**
- Half-page full color "Vote for Us" ad that runs 3 times
- Email**
- "Vote for Us" ad in Daily Headlines Newsletter 1x during voting round
 - Your logo on "Time to Vote" email to our promotional list 1x during voting round

ADD TO CART

BUY NOW

Most Popular

BUY NOW

BUY NOW

Sales Package Best Practices

- Craft 3 tiers of packages
- Keep it simple
- Include opt-ins for following phases
- Include title sponsorship

Best of the Best Title Sponsorship

Your Logo Here

We are highlighting the best of the best. Our readers will nominate their favorite businesses in our community and the vote for their businesses they'd like to see win. Use this package with exclusive advertising opportunities to promote your business.

Audience Stats

Important Dates:
Nomination Round: Enter Dates Here
Voting Round: Enter Dates Here
Winners Announced: Enter Dates Here

Digital:

- Leaderboard ad on Best Of landing page
- Logo on all Best Of promotional ads
- Up to 3 Group sponsor ads
- Up to 10 Category sponsor ads
- 1 Exclusive Groups Page ad
- 2 Category Interstitial ads
- Unlimited Featured Entrants

Print:

- Full page full color "nominate us", "vote for us", and "thanks for voting" ads that run XXXX times
- Logo on front page of special edition/section

Email:

- Banner ads in all newsletters sent during nomination, voting, and winners' rounds
- Special offer or custom message in all Thank You emails
- Your logo on all Invitation Emails sent during nomination, voting, and winners' rounds

Event (optional)

- Logo on photo backdrop banner (step and repeat)
- Two-minute recognition speech at introduction of event
- Logo on event signage

INVESTMENT: \$20,000
Value: \$30,000

For more information, contact your Account Representative or call 000.000.0000

Best of the Best Voting Packages

Your Logo Here

We are highlighting the best of the best. Our readers will vote for their favorite businesses in our community to tell us who they want to see in win. To promote your business, we have created 3 promotional packages.

Audience Stats

Important Dates:
Nomination Round: Enter Dates Here
Voting Round: Enter Dates Here
Winners Announced: Enter Dates Here

Basic Package

Campaign runs for 3 weeks

Digital:

- 1 Category sponsor ad w/ link to Entrant Page
- 1 Featured Entrant ballot listing
- Featured Entrant Page including:
 - Unique URL
 - 728x90 Entrant Page Ad
 - Prevalent Vote/Share Buttons
 - Entrant Main Image/Video
 - Entrant Logo
 - Google Maps & Multiple Locations
 - Entrant Page Image Gallery
 - Description, Phone #, Website, Social Links
- 300x 250 ad on ballot page w/ link to Entrant Page

Deluxe Package

Campaign runs for 3 weeks

Digital:

- Up to 3 Category sponsor ads w/ link to Entrant Page
- Up to 3 Featured Entrant ballot listings
- Featured Entrant Page including:
 - **Vote in Other Categories**
 - Unique URL
 - 728x90 Entrant Page Ad
 - Prevalent Vote/Share Buttons
 - Entrant Main Image/Video
 - Entrant Logo
 - Google Maps & Multiple Locations
 - Entrant Page Image Gallery
 - Description, Phone #, Website, Social Links
- 300x 250 ad on ballot page

Print:

- Quarter-page full color "vote for us" ad that runs 3 times

Premium Package

Campaign runs for 3 weeks

Digital:

- 1 Groups Page ad (Ballot home page)
- 1 Group sponsorship
- 1 Category Interstitial ad
- Up to 5 Category sponsor ads w/ link to Entrant Page
- Up to 5 Featured Entrant ballot listings
- Featured Entrant Page including:
 - **Vote in Other Categories**
 - Unique URL
 - 728x90 Entrant Page Ad
 - Prevalent Vote/Share Buttons
 - Entrant Main Image/Video
 - Entrant Logo
 - Google Maps & Multiple Locations
 - Entrant Page Image Gallery
 - Description, Phone #, Website, Social Links
- 300x 250 ad on ballot page

Print:

- Half-page full color "Vote for Us" ad that runs 3 times

INVESTMENT: \$799 **INVESTMENT: \$999** **INVESTMENT: \$1,599**

For more information, contact your Account Representative or call 000.000.0000

eCommerce Site

- Ad spaces for sale appear on the eCommerce site where you have enabled them

SPONSORED BY

 Groups Page Ad **\$999.99**
Only 3 remaining | 600 x 200

Nominate until 07/31/2025 @ 12:00 PM Central
Voting starting 07/31/2025 @ 12:01 PM Central



eCommerce Site

- Hover over ads and listings for purchase options
- Only approved entrant listings are visible for upgrade
 - Can only upgrade to a featured entrant once

SPONSORED BY

 Category Ad **\$249.99**

728 x 90

ADD TO CART

BUY NOW

Entrant 65

\$99.99

Entrant 65

\$99.99

ADDED

UPGRADE

eCommerce Site

- Price, low inventory, and recommended size are displayed
- **Success Tip:** Utilize call-outs to drive sales
 - Most Popular
 - Best Value
 - Early Bird Special

Best of Smithville 2025

Choose the best package option for your business

Ultra Marketing Package • \$1,999.00 Only 3 remaining ADDED BUY NOW
[See more](#)

Gold Marketing Package • \$1,599.00 Only 3 remaining ADD TO CART BUY NOW Most Popular
[See more](#)

1800 Chophouse Entrant Ad 728 x 90
In Best Fine Dining Only 1 remaining

1800 Chophouse Featured Listing Upgrade 728 x 90
In Best Fine Dining Only 1 remaining

You might be interested in

Best Fine Dining Category Ad 728 x 90
In Dining

Dining Group Ad 700 x 200
Only 2 remaining

eCommerce Site

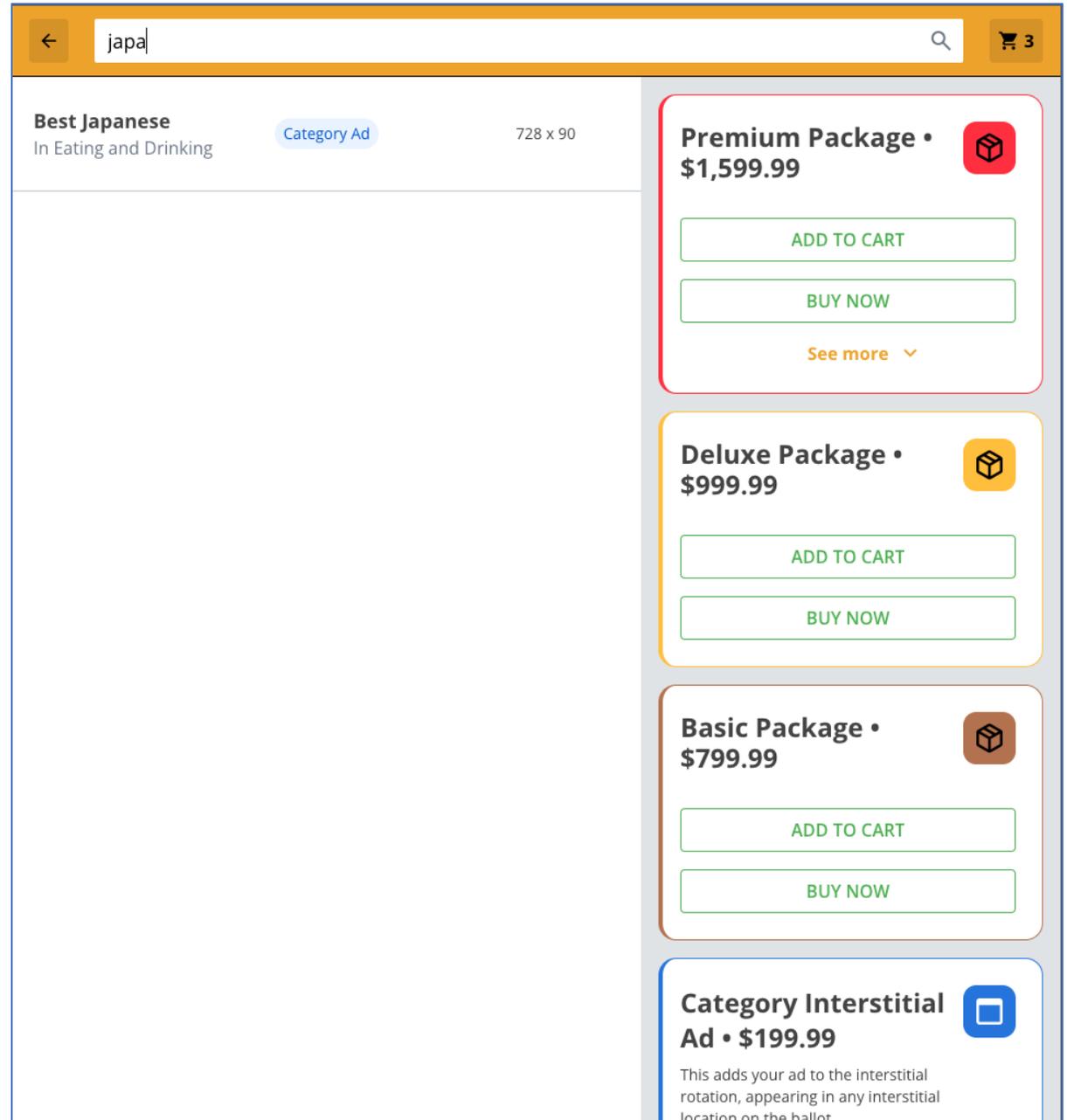
- Search feature "brings products to you" for fast browsing
- "You might be interested in" offers upsell opportunity

The screenshot displays a search interface with two search results. The first search is for 'japa', showing a 'Best Japanese' category ad. The second search is for '1800', showing two ads for '1800 Chophouse' and a 'You might be interested in' section with two related ads.

Search Term	Product/Category	Ad Type	Dimensions	Availability
japa	Best Japanese	Category Ad	728 x 90	
1800	1800 Chophouse	Entrant Ad	728 x 90	Only 1 remaining
	1800 Chophouse	Featured Listing Upgrade		Only 1 remaining
	Best Fine Dining	Category Ad	728 x 90	
You might be interested in	Dining	Group Ad	700 x 200	Only 2 remaining

eCommerce Site

- Search page showcases custom packages
- Category interstitial and groups page ads are also present, if available



eCommerce Site

- Cart keeps track of what you added, in the order you added

Best of Smithville 2025

Cart

Your Cart

Platinum Package See more	Custom Package	\$1,999.00	
Category interstitial Ad This adds your ad to the interstitial rotation, appearing in any interstitial location on the ballot.	Category Interstitial Ad	\$99.00	
Dining	Group Ad	\$199.00	
Best Fine Dining In Dining	Category Ad	\$150.00	
S&P Steak In Best Fine Dining	Featured Listing Upgrade	\$99.00	
5 items		Subtotal: \$2,546.00	

[PROCEED TO CHECKOUT](#)

eCommerce Site

- If inventory sells out while browsing, the Cart notifies you of sell out and prevents overselling

The screenshot displays a cart page with a yellow notification banner at the top stating 'Sold out items have been removed from your cart' with a sub-item 'Groups Page Ad: Groups Page Ad'. Below the notification is a section titled 'Your Cart' containing one item: 'Premium Package' with a 'See more' link, a 'Custom Package' label, and a price of '\$1,599.99'. A '1 item' summary and 'Subtotal: \$1,599.99' are shown below the item. At the bottom, a green 'PROCEED TO CHECKOUT' button is visible.

Cart			
⚠ Sold out items have been removed from your cart			
• Groups Page Ad: Groups Page Ad			
🛒 Your Cart			
Premium Package See more ▾	Custom Package	\$1,599.99	✕
1 item		Subtotal: \$1,599.99	
PROCEED TO CHECKOUT			

eCommerce Site

- Checkout collects advertiser's email, phone, and company name, in addition to payment information
- All transaction data will be held by Stripe
- After initiating checkout, your purchases are locked and can't be sold out while you're paying

Total

\$1,599.99

[VIEW DETAILS](#) ▾

Contact Info

Email

Enter email

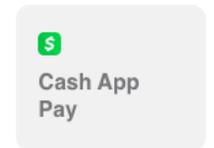
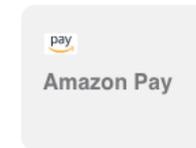
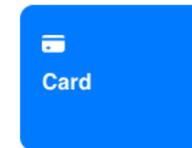
Phone Number

Enter number

Company Name

Enter company name

Payment



 [Secure, 1-click checkout with Link](#) ▾

Card Number

1234 1234 1234 1234



Expiration Date

MM / YY

Security Code

CVC



Full Name

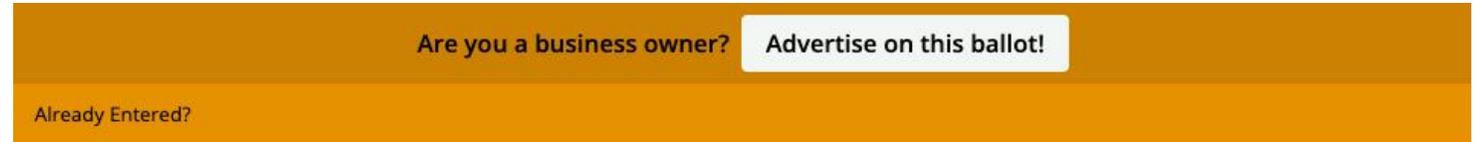
Country Or Region



Marketing

How do they get to the site?

- Call to action text and button on the ballot
- eCommerce site has a standalone URL
- Site will be live immediately – you do not have to wait until your ballot opens
- How else can you drive business owners to your eCommerce site?



Nominate until 06/18/2025 @ 4:20 PM Central
Vote starting 06/18/2025 @ 4:21 PM Central



Getting the Word Out On the Ballot page

- Groups Page Ad
- Ads at the top or right rail of the ballot page
- Use the new promotions designer to create an ad space in your ballot



Best Of Ballot

Tell us your favorite people, places, and things around town!

Already Entered?

Nominate until 08/22/2025 @ 6:00 PM Eastern
Vote starting 08/25/2025 @ 9:00 AM Eastern

SPONSORED BY

**ADVERTISE
YOUR
BUSINESS**

Nominate us for
Best
"your category goes here"

Call the Uvalde Leader-News at 830-278-3335



Getting the Word Out On the Ballot page

- Create Category Interstitial ads linking to ecommerce site
- Include an eCommerce link on your ballot FAQ page



Make Voting Easier & Faster for Your Customers

Nominated?

Buy an Enhanced Listing

Get Custom Short URL and QR Code Free!

CLICK HERE



Make Voting Easier & Faster for Your Customers

NOMINATED?

BUY AN ENHANCED LISTING

Get Custom Short URL and QR Code Free!

click here



Enhanced Listings \$99

- Photo
- Facebook Link
- Special Listing Page
- Business Summary
- Twitter Handle
- QR Code
- Phone Number
- Instagram Handle
- Custom Short URL
- Website
- YouTube Link

CLICK HERE

Getting the Word Out Outside of the Ballot

- B2B email campaign
- Pop-up ad on your site
- ROS ads on your site
- Ad in daily newsletter
- Ad in your Best Of newsletter
- QR codes on-air/in print
- Social media posts



Claim Your Early Bird Rates Before They're Gone!

Write-in nominations open Monday, June 2 - but act now to take advantage of **early bird discounts!**

Starting June 2, readers will nominate their favorite Moore County businesses across nearly 200 categories—from dining and services to shopping, wellness, and more.

Why it matters: Only the top 8 nominees per category move on to final voting in July. Winners and finalists will be featured in a special print and online edition in late September.

Do I have to pay to compete? NO! It's completely free to appear on the ballot. With more than 20,000 voters participating, many businesses choose to boost their visibility through advertising on the ballot, in *The Pilot* and on social media to stay top of mind. We'll have lots of free promotional tools available for download once the ballot opens on June 2.

DEADLINE to claim Your Early Bird Rates: Wednesday, May 21

Please note: Advertising enhances your business's exposure but is not required and does not guarantee advancement to the final voting round or placement in the Top 3.

View Best of the Pines advertising opportunities

Best of Baldwin

To be more seen by voters, become a Featured Entrant and see your nomination listing expanded on the contest site. [Click here](#) to purchase your Featured Entrant now!

A business card for Alan Ryals, a Financial Planner and Co-Founder of RFG Advisory. It features a photo of Alan, a map of the service area, and contact information: (205) 353-3102 and #rgadvisorywealth.com/alanr....

A business card for Hometown Contractors, Inc. It features the HTC logo, a map of the service area, and contact information: (251) 511-9441 and www.hometowncontractors.com. A testimonial snippet is also visible.

A business card for Emerald Homes LLC, a Manufactured Housing Dealer. It features the Emerald Homes logo, a map of the service area, and contact information: (251) 947-2313 and http://www.emeraldhomesllc.com.

A business card for Titan Storage. It features the Titan Storage logo, a photo of a storage unit, a map of the service area, and contact information: (251) 929-4944 and titanstorage.com.

Getting the Word Out

Build your email list

- If you don't have an email list of business owners, **START BUILDING ONE NOW**

- Gate graphics/marketing tips and include your opt-in on the form
- Opt-in widget on your business resource page
- Opt-in on the ballot registration form

St. Louis A-List 2025

Is your business an A-List 2025 winner or finalist? Download these free social media graphics to promote your achievement.

Email *

jfoley@uplandsoftware.com

Company name *

Upland Second Street

I would like more information on how to get my business in front of nominators/voters for A-List 2025.

Download Graphics

Resources for Businesses



Download A-List Graphics

Download these free social media graphics and a printable poster to promote your business during the voting round.



A-List Marketing Tips

Check out these tips to promote your business during the voting round.



Subscribe to A-List Emails

Sign up to receive occasional emails with important A-List info for local business owners.



Fulfillment

Reporting

- Stripe has all transaction data
- Transactions page > Export
- Choose a date range and custom columns

The screenshot displays the Stripe Transactions page with the 'Export payments' modal open. The modal allows users to select a time zone (CDT or UTC), a date range (Today, Current month, Last 7 days, Last 4 weeks, Last month, All, or Custom), and a set of columns (Custom). The main interface shows the 'Transactions' section with tabs for Payments, Collected fees, and Transfers. A recommendation banner is visible above the transaction filters. The transaction filters include 'All 694', 'Succeeded 659', 'Refunded 0', 'Disputed 0', 'Failed 1', and 'Uncaptured 0'. Below the filters are buttons for 'Date and time', 'Amount', 'Currency', 'Status', 'Payment method', and 'More filters'. The 'Export' button is highlighted with a red arrow, and the 'Custom' column selection is also highlighted with a red arrow.

Transactions

Payments Collected fees Transfers

Recommendation Easily confirm a customer's identity if you notice suspicious activity

All 694 Succeeded 659 Refunded 0 Disputed 0 Failed 1 Uncaptured 0

Date and time Amount Currency Status Payment method More filters

Export Edit columns

Export payments

Time zone
 CDT (UTC-05:00) UTC

Date range
 Today Jun 27
 Current month Jun 1–Jun 27
 Last 7 days Jun 21–Jun 27
 Last 4 weeks May 31–Jun 27
 Last month May 1–May 31
 All
 Custom

Columns
Custom

Reporting

- Not all columns are useful - select the ones shown here
- Additional "metadata" columns will automatically be included

— PAYMENT DETAILS

- | | |
|--|---|
| <input checked="" type="checkbox"/> ID | <input type="checkbox"/> Fee |
| <input checked="" type="checkbox"/> Created date (UTC) | <input type="checkbox"/> Is Link |
| <input checked="" type="checkbox"/> Amount | <input type="checkbox"/> Link Funding |
| <input type="checkbox"/> Amount Refunded | <input type="checkbox"/> Mode |
| <input type="checkbox"/> Currency | <input type="checkbox"/> PaymentIntent ID |
| <input type="checkbox"/> Captured | <input type="checkbox"/> Payment Source Type |
| <input type="checkbox"/> Converted Amount | <input type="checkbox"/> Refunded date (UTC) |
| <input type="checkbox"/> Converted Amount Refunded | <input type="checkbox"/> Statement Descriptor |
| <input type="checkbox"/> Converted Currency | <input type="checkbox"/> Status |
| <input type="checkbox"/> Decline Reason | <input type="checkbox"/> Seller Message |
| <input checked="" type="checkbox"/> Description | <input type="checkbox"/> Taxes On Fee |

— CHECKOUT SUMMARY

- | | |
|--|--|
| <input type="checkbox"/> Checkout Session ID | <input type="checkbox"/> Checkout Custom Field 3 Value |
| <input type="checkbox"/> Checkout Custom Field 1 Key | <input checked="" type="checkbox"/> Checkout Line Item Summary |
| <input type="checkbox"/> Checkout Custom Field 1 Value | <input type="checkbox"/> Checkout Promotional Consent |
| <input type="checkbox"/> Checkout Custom Field 2 Key | <input type="checkbox"/> Checkout Terms of Service Consent |
| <input type="checkbox"/> Checkout Custom Field 2 Value | <input type="checkbox"/> Client Reference ID |
| <input type="checkbox"/> Checkout Custom Field 3 Key | |

— CUSTOMER DETAILS

- | | |
|--|---|
| <input type="checkbox"/> Customer ID | <input type="checkbox"/> Shipping Address Line2 |
| <input type="checkbox"/> Customer Description | <input type="checkbox"/> Shipping Address City |
| <input checked="" type="checkbox"/> Customer Email | <input type="checkbox"/> Shipping Address State |
| <input checked="" type="checkbox"/> Customer Phone | <input type="checkbox"/> Shipping Address Country |
| <input type="checkbox"/> Shipping Name | <input type="checkbox"/> Shipping Address Postal Code |
| <input type="checkbox"/> Shipping Address Line1 | |

Reporting

- **Success Tip!** Set up notification emails within Stripe

Payments		Email	SMS	Mobile push
<input type="checkbox"/>	Disputes Receive a notification if a payment is disputed by a customer and for dispute resolutions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Failed payments Receive a notification for every failed payment.		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Fraudulent payments Receive a notification if Radar detects a fraudulent payment on your account.	<input type="checkbox"/>		
<input type="checkbox"/>	Invoice issues Receive notifications about invoice processing issues, such as incorrect payment amounts or missing information.	<input type="checkbox"/>		
<input type="checkbox"/>	Issuing disputes Receive notifications about your Issuing disputes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	PayPal transactions Receive a notification about PayPal transaction issues.	<input type="checkbox"/>		
<input type="checkbox"/>	Payment method onboarding Receive notifications about payment method onboarding.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Payment reviews Receive a notification if a payment is marked as elevated risk by Stripe or a custom rule.	<input type="checkbox"/>		
<input checked="" type="checkbox"/>	Successful payments Receive a notification for every successful payment.	 <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Reporting

- Use the downloaded report for fulfillment
- Create date tells you when the transaction occurred
- Description tells you for what ballot and organization

Ballot products for "ballot name" - "organization name"

id	Created date (UTC)	Amount	Description
ch_3RdqG5JU7VLptXmq1gyzF9tD	6/25/25 10:08	2	Ballot products for Best of Smithville - Smithville Courier

Reporting

- Customer Email, Customer Phone, and Company Name (metadata) provide contact details and who purchased

Company Name (metadata)
Flowers R Us

Customer Email	Customer Phone
test@gmail.com	123456789

Reporting

- Checkout Line Item Summary tells you which products were purchased

Checkout Line Item Summary
Custom Package (1); Groups Page Ad (1)

Reporting

- Purchased Product (metadata) columns tell you specifically what was bought

Purchased Product 4 (metadata)	Purchased Product 3 (metadata)	Purchased Product 2 (metadata)	Purchased Product 1 (metadata)
<pre>{ "type": "Featured Listing Upgrade", "price": 12, "id": "4345441", "entrant name": "FARMBloomington", "category name": "Sub/Deli/Sandwich Shop", "group name": "Dining" }</pre>	<pre>{ "type": "Category Ad", "price": 32.22, "id": 301066, "category name": "Photographer/Videographer (Person's Name and Company Name)", "group name": "Services - People" }</pre>	<pre>{ "type": "Groups Page Ad", "price": 1, "name": "Groups Page Ad" }</pre>	<pre>{ "type": "Custom Package", "price": 1, "name": "gold" }</pre>

Coming Soon...

- Ballot Asset Portal!
- Advertisers can submit image and text assets for self-serve fulfilment
- **Success Tip!** Scale your fulfilment efforts by allowing a la carte asset collection to be handled by the site

Upload your ballot assets

Supply your images and text required below

✓	Best Coffee	Entrant Ad	▼
✓	Best Coffee	Entrant Upgrade	▼
✓	Top Coffees	Category Ad	▼
✓	Top Delicacies	Group Ad	▼



Upload your ballot assets

Supply your images and text required below

✓ **Best Coffee** Entrant Ad ^

Advertiser Name*

Banner Ad

 Web
728px x 90px [BROWSE](#)

 Mobile (optional)
728px x 90px [BROWSE](#)

[SUBMIT](#)



Q&A

 **Second Street**

Ballot eCommerce Office Hours

Tuesday, August 12th
12pm CST | 1pm EST

Save Your Seat!

Have some follow-up questions after checking out the feature? We're hosting an Office Hours next week!

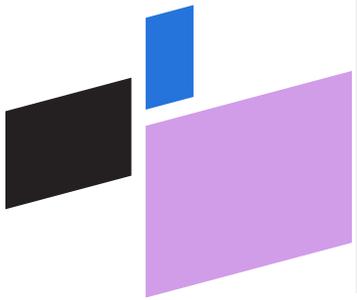


<https://info.uplandsoftware.com/ballot-ecommerce-office-hours.html>





Resources



BEST OF
BOSTON
2024

VOTE NOW
For a chance to win \$500

VOTE	VOTE
VOTE	VOTE
VOTE	VOTE

Ballot Best Practices Guide

How to drive more revenue and engagement with 'Best Of' ballots



lab.secondstreet.com/playbooks/



How to Maximize Promotions Revenue in the Back Half of the Year

LEARN MORE



lab.secondstreet.com





Hi Julie Foley! How can we help you today?

Search for answers

Back

Second Street: How to Enable eCommerce for Promotions INTERNAL
Updated 02/06/2025 02:56:45 PM by abowen@uplandsoftware.com
☆ Favorite PDF Print Email Comment Author Tools Copy To Clipboard

Environment

- Second Street

Resolution Summary

Provided details on how to setup eCommerce within a Second Street promotion.

Details

NOTE: Stripe has its own support page and if you are experiencing any issues with your Stripe account or Checkout form, please visit https://s

Connecting To Stripe

API Keys

Second Street has integrated with Stripe's Checkout form to facilitate one-time payments in certain promotions. All you need to connect your for keys. These keys can be found on your Stripe account dashboard, then Developers at the top, then API keys on the Developers page. It's possible copy, and apply it in Second Street.

Find your answer

Type a question here...

Resources

Community

Connect with the Upland Community for solutions to common errors and issues, troubleshooting, FAQs, and more.





3 Ideas to Increase Your Revenue This October

This October, find revenue success by targeting the right advertisers with Halloween and autumn contests and interactive content.

[Tell Me More](#)

30 30 Promotion Ideas in
IN 30 Minutes to Drive
30 Major Success

Thursday, September 19, 2024
12pm CST | 1pm EST

30in30

Join us for our 15th annual 30in30! We've pulled together dozens of ideas to help you achieve your goals for the rest of 2024, 2025, and beyond. We'll help you create a plan to increase your revenue, grow your database, develop a deeper level of audience engagement, or a combination of all three!

[Sign Up Now](#)



17 Thrilling Halloween Promotion Ideas

These 17 Halloween promotions drove scary amounts of engagement for media companies and sponsors

[Check It Out](#)



Sign up for the Lab Newsletter!



Thank You!



Julie Foley

Sr. Customer Success Manager
jfoley@uplandsoftware.com



Walt Mutschlar

Senior Product Manager