



# Music & Messaging

## Audio Message Insertion

SERENADE, by PlayNetwork, now offers the ability for audio message content (on-hold or in-store) to be managed remotely, via the Internet.

SERENADE allows for ultimate flexibility with audio messaging. Client created or provided messaging can be loaded to play at specified intervals for a specified date range for in-store or on-hold use! PlayNetwork can also provide fully produced messages from scratch, or from a provided script. SERENADE allows for full message review and approval from any internet connection.

The core of the SERENADE service is its unmatched message customization and distribution functionality. With only a few simple clicks, retail, big box stores, QSR's, grocery, hospitality and other business users can create, add, change and distribute messaging content across the enterprise. Because the platform is scalable to meet the needs of companies with thousands of locations, Serenade enables company and location-specific messaging to be inserted and scheduled to meet the promotional, advertising and training requirements of multiple regions.



SERENADE allows users to manage and deploy on-hold and in-store messaging from any internet connection.

Home > Var Home > Accounts > DEMO Master Service Level > Messages

Welcome Super | Settings | Logout  
Customer Info  
Service Provider Info

### Account Profile

Account Details | Locations | Music | Messages | Campaigns | Reports

Filter Message List

Message	Last Modified	Campaign	Comments	Length(Sec)	Category	Status	Total Plays
In Store Message #1	11/3/2008	Fall Messaging o...		16		Active	0
In Store Message #2	11/3/2008			32		Inactive	0

New | Edit | Delete | Request Message | Remove From Campaigns | Create Campaign | Create Category | Create Report

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SERENADE also allows users to pull simple reporting on message and message campaign information. The ease of use will assist when an affidavit of message play is required. This is an asset when working directly with vendors for ad-revenue generating campaigns.