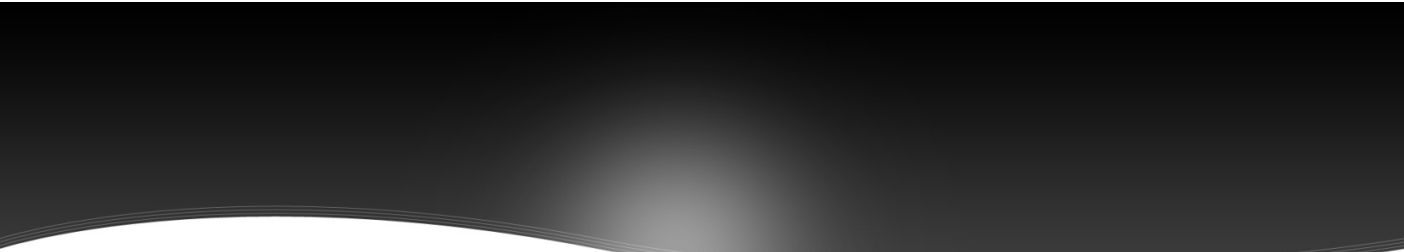




Clipfolio

Read - Clip - Organize

User Manual



Clipfolio is a convenient pdf-Reader and a powerful clipping tool:


Clip all the relevant text passages, graphics and charts in your documents with the tip of your finger. You can organize your clippings in your own clipbooks with drag and drop functionality and easily share your clipping collections with your friends or colleagues.

With *Clipfolio* you'll have all your favorite clippings right at hand:

You can send them via mail, aggregate them in a PDF or synchronize them with iTunes or your Dropbox account.

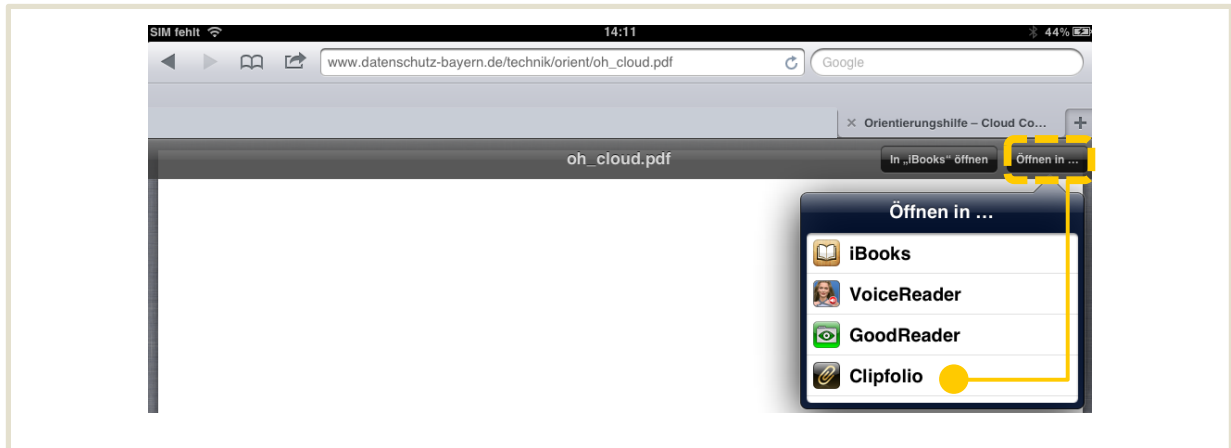
Clipfolio is the perfect tool to collect, summarize and concentrate research documents, white papers, studies, articles, lecture notes or presentations. Anybody who works with PDFs will love *Clipfolio*.

The following pages will help you to get started with *Clipfolio*.

1. Import a document
 2. Clipping
 3. Organize Clippings
 4. Manage your documents
 5. Settings
- 

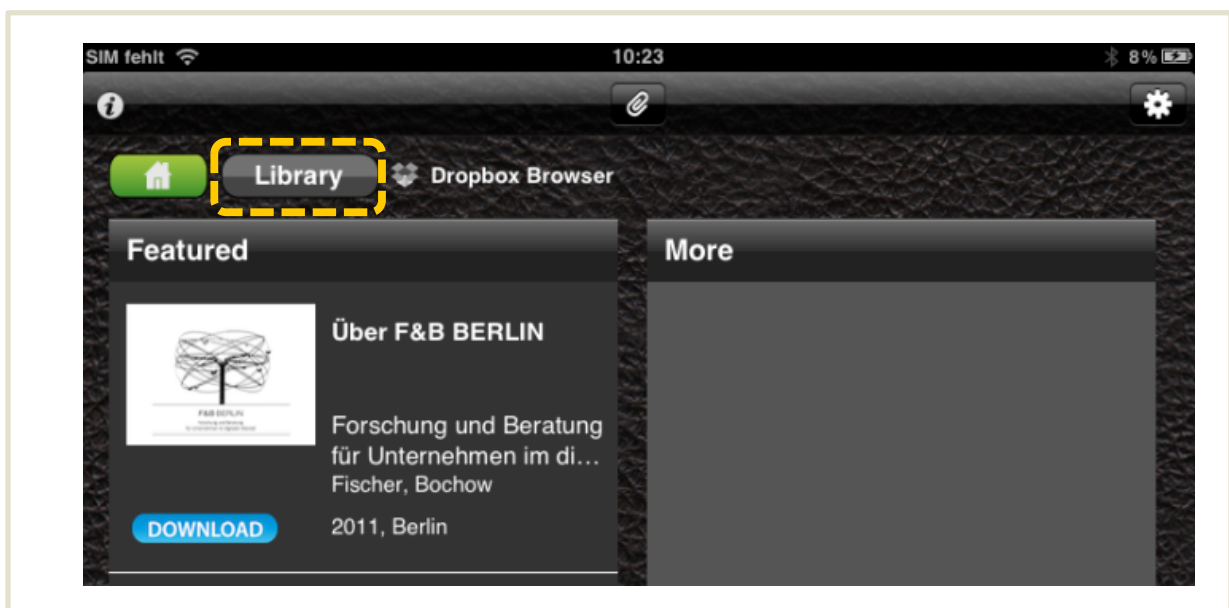
1. Import a document

You can import documents from several sources such as Safari Browser or your Dropbox App. Just look for the *Clipfolio* entry in the list when opening a new document.



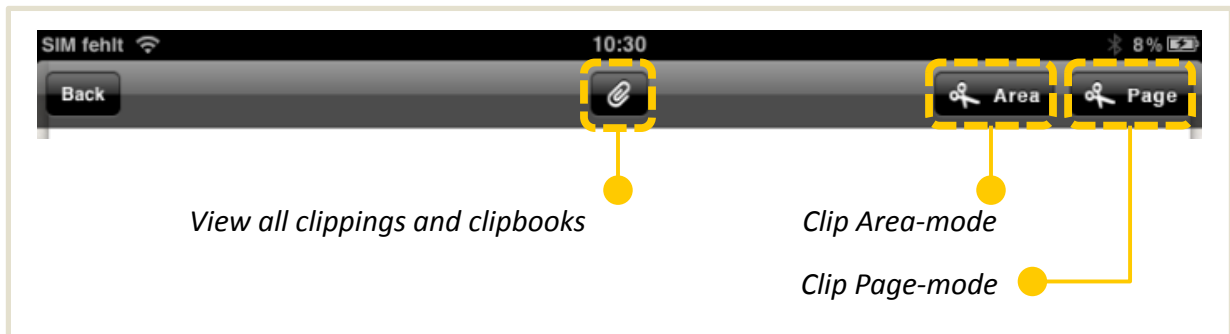
Hint: You also can import documents by using iTunes File Sharing. Just open iTunes and look for your iPad in the devices list. Click the Apps Tab and scroll down to the end of the file sharing section.

After you've selected 'Open in Clipfolio' the App will automatically import your document.



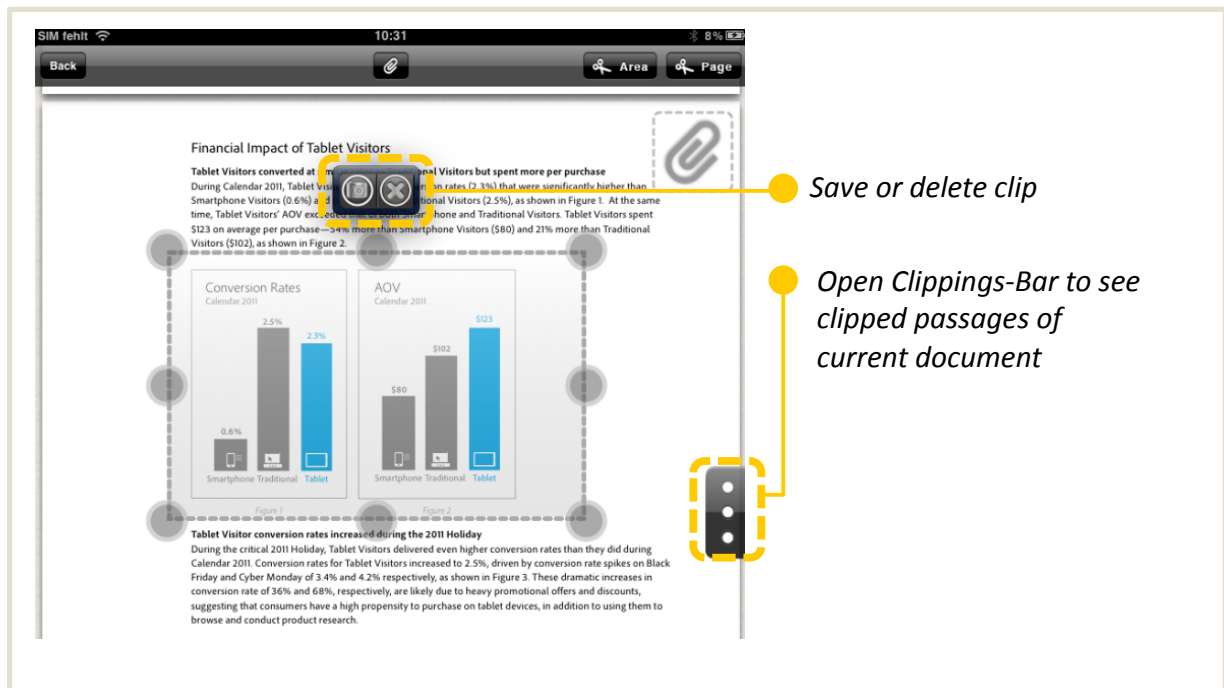
2. Clipping

Chose a document from the Library. You can clip whole pages, interesting areas or just extract plain text.



How do I clip?

Tap the 'Clip Area' button and select the area of interest with your finger. The dashed line will be replaced by a rectangle. Touch anywhere in the rectangle to delete or the save your clipping.



2. Clipping

How do I create text clippings?

It is possible to create text notes instead of image-based clippings. Simply perform the standard iOS text selection procedure and hit the copy button.

During the 2011 Holiday, conversion rates for Traditional and Smartphone Visitors also increased over those of Calendar 2011, with surges on Black Friday and Cyber Monday. As shown in Figure 4, the spike for Traditional Visitors was most dramatic on Cyber Monday (4.8%), with an increase of 50% compared with 38% increase on Black Friday (4.4%). Smartphone Visitor conversion rate increases were 43% higher on both Black Friday and Cyber Monday.

Tablet Visitors maintained higher AOV during the 2011 Holiday
Not only did Tablet Visitors' likelihood to purchase increase during the 2011 Holiday, but they also spent more per purchase than Smartphone and Traditional Visitors. Tablet Visitors AOV spiked at \$129 on Black Friday, well above the 2011 Holiday average (\$111) and higher than that of Calendar 2011 (\$123). Similarly, AOV for Tablet Visitors reached \$123 on Cyber Monday, delivering the same AOV as Calendar 2011 (see Figure 5).

Day	AOV (dollars)
Black Friday	\$129
Cyber Monday	\$123
2011 Holiday	\$111

Device	Black Friday	Cyber Monday	2011 Holiday
Smartphone	91	100	71
Traditional	119	113	96
Tablet	129	123	111

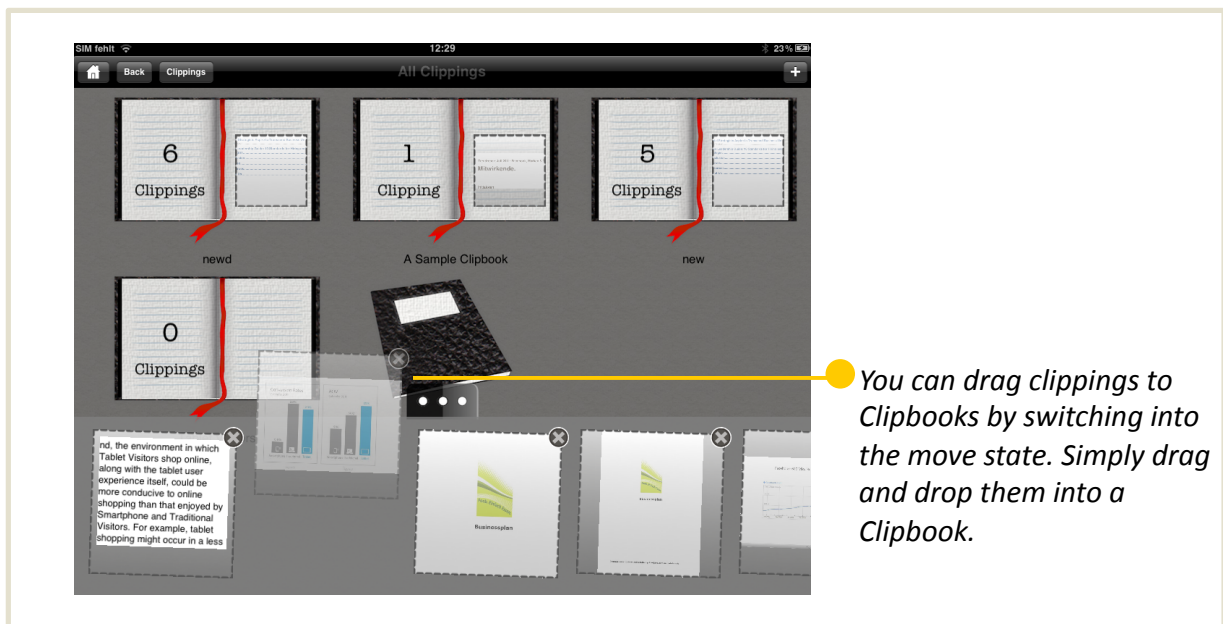
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13926_digital_marketing_in...
Origin: 13926_digital_marketing_insi...
Date: 09.03.2012 11:52:45
Page: 4

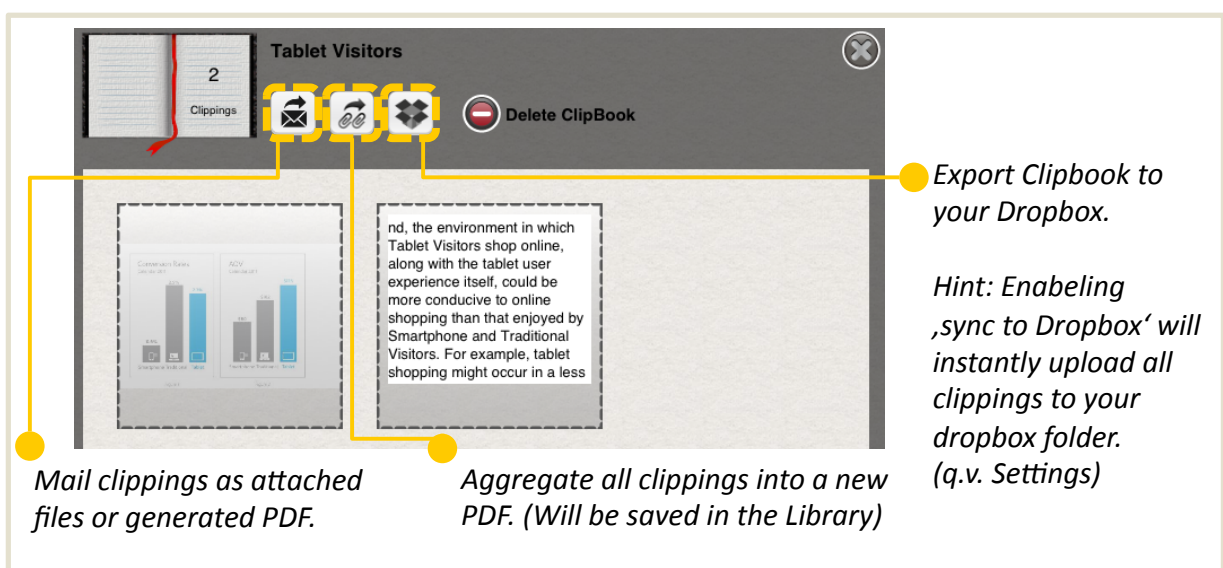
Tapping on a preview in the clippingsbar will open a popover providing a full view of the clipping as well as sharing options.

3. Organize clippings

Manage your clips, sort them into clipbooks, convert the content of a clipbook into a new PDF, or share your clippings. Access the clipbook section by tapping the button in the upper middle.

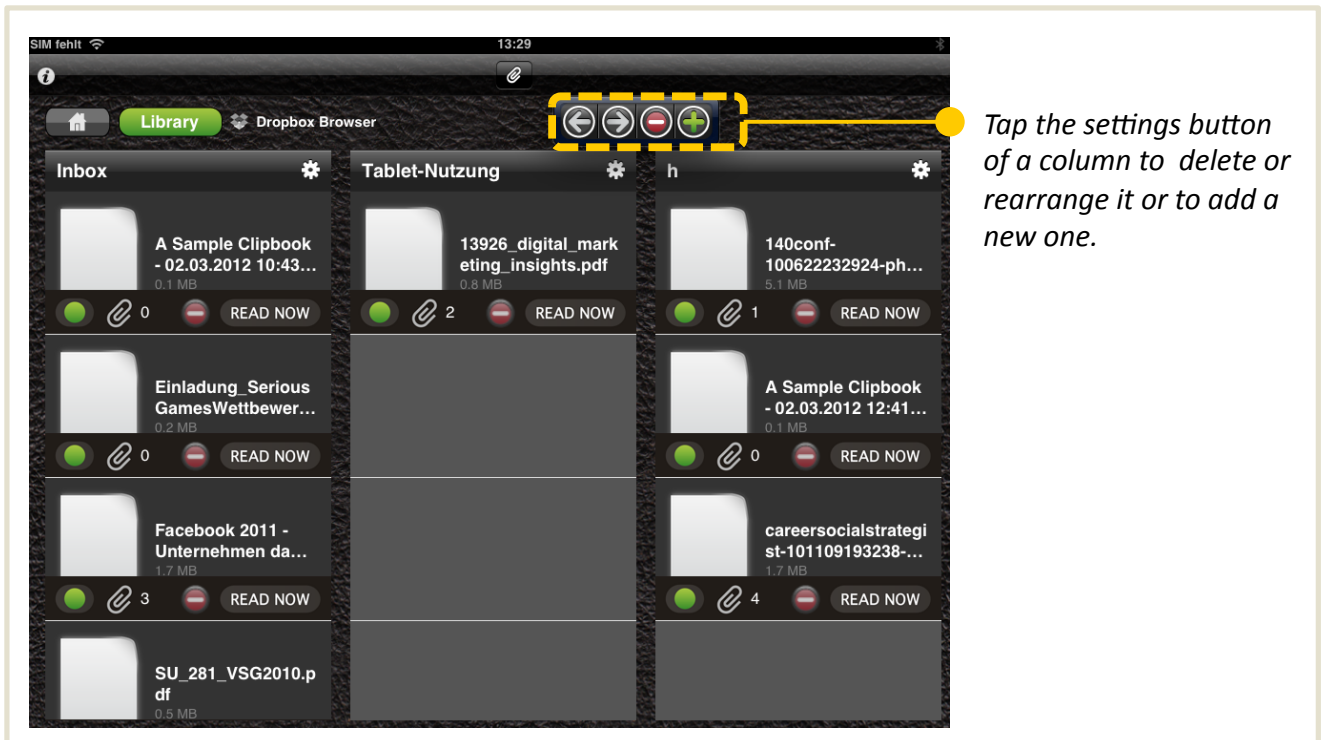


Tap on a clipbook to open it to access its content.



4. Manage your documents

The Library helps you to organize all your documents. You can sort your PDFs into individual columns. You can add new columns or rearrange existing ones.



Sort documents between columns by activating move state. All imported documents will be saved in the 'Inbox column'.

4. Settings

Tapping the Settings Button in the upper right will open the settings dialogue. Here you can activate or deactivate Dropbox synchronization and clipping compression.



Hint: Deactivating "clipping compression" will eventually have effects on the performance.

About

Clipfolio is brought to you by F&B Berlin
Our mission: Help to make working with your PDFs easier, more intuitive
and more fun.



If you like to publish documents, like to invest in our project, or help to
make Clipfolio better. Feel free to contact us.

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