

From product to active channel.

Complete dashboard tutorial

Seven stages to set up your brand, register products, activate experiences and track results.

Includes EAN registration, hacKa content, FAQ and tips, promotions, coupons, Fair Trade, myhack.me and intelligence.

Based on the official dashboard help center, version 3, supplied by hackthepack. Interface labels are translated for this guide; the live dashboard may display them in Portuguese.

Open the dashboard: app.hackthepack.com/admin

Your journey in seven stages.

01 / Sign in to the dashboard

Each client has their own access. Your login only shows your brand's products, campaigns and data.

02 / Set up your brand identity

Before adding your first product, set up your brand. This identity applies to your entire portfolio, with a live preview alongside the editor.

03 / Register a product

The heart of the platform. Registering a product is like building a digital storefront: you provide the information, choose the look, and hackKa talks to consumers for you. There are six tabs, and you can save and return whenever you want.

04 / Create a promotion

Packaging is the permanent home for your campaigns. You do not create a new project for each promotion: change the content and it appears to consumers in the "Something for you" panel.

05 / Activate Fair Trade

A fair exchange between your brand and consumers: with each scan, they answer a simple question and earn points. You gain real consumer intelligence, directly from the packaging.

06 / Publish your myhack.me page

Your brand's public page: a clean link such as myhack.me/your-brand that brings your products together and takes visitors straight to each experience. Ideal for an Instagram bio, campaigns and corporate QR codes.

07 / Track results

Once everything is live, packaging starts returning data. Two areas bring the insights together.

At the end: how to add hackthepack to your iPhone Home Screen.

Sign in to the dashboard

Each client has their own access. Your login only shows your brand's products, campaigns and data.

1.1 / Open the dashboard and sign in

Open **app.hackthepack.com/admin** in your browser and sign in with the email address and password you received.

1.2 / Explore the Dashboard

The home screen shows your account's figures: active products, scans this month and the main shortcuts. This is your starting point for every session.

1.3 / Learn the menu

The **Menu** menu in the upper-left corner opens all areas: **Products, Promotions, Fair Trade, Analytics, Intelligence, myhack.me, Coupons and Billing**. At any time, **View app** in the upper-right corner shows the experience exactly as consumers see it.

1.4 / Account, plan and support

In **Billing**, your plan determines **how many products can be active at the same time**. Deactivating a product does not delete anything: its information is saved and ready to return. **Settings** contains your account details and support contact.

QUICK ROUTE

Login / Dashboard / Menu menu

Set up your brand identity

Before adding your first product, set up your brand. This identity applies to your entire portfolio, with a live preview alongside the editor.

2.1 / Upload your logo

In **Brand**, upload a **PNG or SVG logo with a transparent background**. It appears as a circular icon above the brand name.

2.2 / Set the header background

Choose a solid color or a **1080 x 400px** image, up to 5MB, using **Stretch, Center or Repeat**. If you leave it unset, the default is black.

2.3 / Customize both buttons and save

Customize the text and colors of **Follow the brand** and **Talk to hacKa**. Nothing changes until you click **Save identity**.

Tip: set this up once and it applies to every product page. This step saves the most repeat work.

QUICK ROUTE

Brand / logo / background / buttons / Save identity

Register a product

The heart of the platform. Registering a product is like building a digital storefront: you provide the information, choose the look, and hacKa talks to consumers for you. There are six tabs, and you can save and return whenever you want.

Before you start: Have the product's barcode (EAN) and a vertical packaging image ready, in 9:16 format and at least 1080 x 1920px.

3.1 / Explore the Products screen

In **Menu Products**, you see every product with its photo, name, brand label and scan total. At the top, use **Search by name, brand or EAN** and two filters: **status** (Active, Pending, Drafts) and **content source** (Enriched, No AI, With cover).

3.2 / Start a new product

On the home screen, click **Register new product**. Or go to **Products** and click the purple **New product** button in the upper-right corner.

3.3 / Enter the barcode

At **What is the product's barcode?**, enter the EAN and click **Search**. Wait a few seconds: the system looks up public information and hacKa fills in the name, brand, category and suggested content. The editor opens with six tabs at the top.

Tip: tabs with a green dot already contain information. Your job is to review and refine it, not write from scratch.

3.4 / Data tab

Check the **Product name** and **Brand** (required). Enter a **Short name** of up to 20 characters: this appears on the variation chip consumers see, such as "Original" or "Zero". If left blank, the full name is used. Review **Category, Weight/Quantity and Ingredients**.

Under **Product variations**, add other flavors, sizes or versions using **+ Add manually** or **Search the brand**. This connects an individual product to the brand's wider range: someone scanning one flavor can explore the others on the same screen.

Two-way shortcut: check "Create cross-links between related products" so every linked product automatically lists this product too.

3.5 / hacKa Content tab

The product's brain: this tab gives the assistant everything it will tell consumers. Expand and edit the blocks: **About the product, Composition, Good to know, Consumer sentiment, Brand philosophy, Functional claims, Safety, Comparative context and How to use**.

Use **+** **Add** for new items and to remove them. To fill in or improve everything together, use the two buttons at the top: **Generate Storytelling** and **Enrich EVERYTHING with hackKa**. The richer the information here, the better hackKa can answer.

3.6 / Packaging tab

This controls the visual experience consumers see. Click **Click to upload hero image** and upload the background (PNG/JPG/WebP, up to 8MB, ideally 9:16, at least 1080 x 1920px). A gentle automatic Ken Burns movement is applied.

If available, upload an **Opening Reel** through **Upload Opening Reel**: a vertical 9:16 video shown on the first scan instead of the default animation (up to 10 seconds recommended; maximum 50MB; MP4/MOV/WebM).

Set the three-color gradient under **Button colors**, used on buttons and chips, and choose **Typography**: Inter (modern and clean), Playfair Display (editorial luxury), Montserrat (bold and geometric), Raleway (elegant and minimal), Poppins (friendly and rounded) or Roboto Slab (structured and technical).

3.7 / FAQ and Tips tab

Under **Usage tips**, fill in "Best way to enjoy" (for example, "Serve chilled with lemon") and add more with **+** **Tip**. In **FAQ**, edit the suggested questions and answers, create new ones with **+** **Question**, and delete them with **Remove**. This helps hackKa answer at the right moment.

3.8 / hackKa tab

Define how the assistant behaves. Choose one of **12 templates** by product type (Food, Beverages, Beauty and Care, Pet Food and others). It pre-fills the message and suggestions, all editable afterwards.

Adjust the **Opening message**, the assistant's first sentence (up to 200 characters; blank uses the platform default). Add up to four **Intent chips**: shortcuts of up to three words shown at the start to guide the conversation. Choose a **Tone**: Friendly and curious (default), Playful (youthful, with emojis), Formal or Sophisticated.

3.9 / Campaign tab

This optional tab contains advanced settings. **Geo Targeting** is off by default: enable it if the personalized version should appear only when a scan happens in specified regions. **A/B Testing** defaults to "100% personalized / Always". Adjust the slider to choose what percentage of scans sees the personalized version.

3.10 / Save and submit for validation

At the bottom, **Save draft** saves without publishing, while the green **Submit for validation** button sends it for approval. Status moves from **Draft** to **Awaiting validation**, then **Active**. Track it in **Products** using the filters at the top.

When editing an existing product, the save button is **Update product**.

3.11 / Check the storefront with View 3D

At the top of the product screen, **View 3D** opens exactly what consumers see when they scan: the assistant introduces itself, displays your intent chips and responds in "Ask hackKa". The information in Content, FAQ and hackKa brings this conversation to life.

At the bottom of the storefront, consumers navigate through **Scan, History, Wallet and Fair Trade**. Once the product is **Active**, it works with a real scan.

QUICK ROUTE

Menu Menu / Products / New product / enter EAN / Search / Data / hackKa Content / Packaging / FAQ and Tips / hackKa / Campaign / Submit for validation / View 3D to check

Create a promotion

Packaging is the permanent home for your campaigns. You do not create a new project for each promotion: change the content and it appears to consumers in the "Something for you" panel.

Before you start: Prepare the offer title, description and participation URL (the page where consumers take part). Optionally, add a PNG/JPG/WebP image up to 2MB or a YouTube video.

4.1 / Open the promotions area

Go to **Menu Menu / Promotions**. The "Promotions and Content" page has two tabs: **Promotions** and **Brand Content**. Stay on the first and click the purple **+ New promotion** button.

4.2 / Complete the form

The fields appear in this order:

Internal name (only you see it)

A name for your own organization. Example: Summer Promotion 2025.

Title shown to consumers (required)

The headline displayed on the packaging. Example: Get 20% off!

Description

Details of the offer. Example: Use code SUMMER20 when shopping online through August 31.

Promotion image (optional)

Upload PNG/JPG/WebP, maximum 2MB.

YouTube video (optional)

Paste the URL. If provided, the video replaces the image.

Button label

The text on the button consumers click. Example: Claim this offer.

Participation URL

The destination the button opens.

Start date and end date (optional)

The campaign period.

Specific products

Comma-separated barcodes. Leave blank to apply to all your products.

4.3 / Activate and create

The **Active** toggle is on by default. Leave it on to go live immediately, or turn it off to create without publishing. Click **Create promotion**. There is no approval step: the promotion publishes directly.

4.4 / Manage it afterwards

Use the campaign's **Active** toggle to pause or reactivate it. When the campaign changes, edit the content: the same packaging carries a new experience.

Bonus: Brand Content. Use the video tab for permanent, non-promotional content. Click + **Add content**, select the type (Video, Link, Live or Image), paste the URL, enter a title and click **Add**.

4.5 / The Brand Content tab

On the same page, **Brand Content** is the storefront's audiovisual area. Each item has a **type** (Video, Link, Live or Image), a required **URL**, a display title, an optional thumbnail and a **Visible** switch. Use it to bring campaigns, launches and live streams into the packaging.

4.6 / Activate coupons in the Wallet

Menu Coupons contains two lists. Under **Your coupons**, create brand coupons with a description, code, expiry date and link. The **global affiliate catalog** fills as new products are scanned on the platform; simply activate or deactivate the offers you want.

Everything active appears in the consumer's **Wallet**, in the bottom navigation.

Tip: to limit a promotion to certain regions, use Geo Targeting in each product's **Campaign** tab.

QUICK ROUTE

Menu Menu / Promotions / Promotions tab / + New promotion / fill in the fields / Active toggle / Create promotion

Activate Fair Trade

A fair exchange between your brand and consumers: with each scan, they answer a simple question and earn points. You gain real consumer intelligence, directly from the packaging.

5.1 / Open Fair Trade

Go to **Menu Menu / Fair Trade**. The screen shows four question categories: **General** (everyday topics), **Preferences** (personal tastes), **Behavior** (consumption habits) and **Feedback** (brand perception).

5.2 / Automatic option: generate with hackKa

Click **Generate with hackKa**. The AI analyzes your registered products and creates four questions at once, one per category. Choose a **Tone of voice** (Casual, Formal, Young or Premium) and click **Generate 4 questions**. Review the results before leaving them live.

5.3 / Manual option: write your own

Click **+ Create manually** and fill in:

Question

Keep it short and conversational. Example: When you think about healthy eating, what comes to mind first?

Answer options

Option 1 and Option 2 are provided by default. Use **+ Add option** for more. The format is always multiple choice.

Points per answer

How much the consumer earns for answering. Default: 10.

Category

General, Preferences, Behavior or Feedback.

Click **Save question**.

Good practice: ask questions that generate real intelligence, never an interrogation. Use conversational language, not form language. Prefer questions only your consumers can answer.

5.4 / Manage questions

A new question is **Active** and goes live immediately. Each card shows its status, category, answer count and points, with **Deactivate** and **Delete** buttons. Use Deactivate to take it offline without losing the answer history.

5.5 / What consumers see

In the app, the **Fair Trade** tab shows the question with a points badge. After answering, consumers see "+10 points earned!" and "Thank you for your opinion". The points displayed reflect the amount you configured for each question.

QUICK ROUTE

Menu Menu / Fair Trade / + Create manually / Question, Options, Points, Category / Save question · or Generate with hackA / tone of voice / Generate 4 questions

Publish your myhack.me page

Your brand's public page: a clean link such as myhack.me/your-brand that brings your products together and takes visitors straight to each experience. Ideal for an Instagram bio, campaigns and corporate QR codes.

Before you start: Have at least one product with Active status. The page only lists active products.

6.1 / Open the settings

Go to **Menu Menu / myhack.me**.

6.2 / Choose your URL

Under **Slug (public URL)**, enter the brand address after myhack.me/. Only lowercase letters, numbers and hyphens are allowed. Example: **my-brand**.

6.3 / Select products

Under **Products on the page**, select up to **10** products (the counter shows "X/10 selected"). Visitors click a product to go directly to its page.

6.4 / Choose a background image

Choose **artwork from an existing product** using the dropdown, or **Upload** your own image.

6.5 / Add extra links

Click **+ Add** to include your official website, Instagram, WhatsApp and any other relevant links. They appear below the products.

6.6 / Publish

Turn on the **Published** toggle (off by default) and click **Save**. The page is immediately public at your URL. To edit, make your changes and save again. To take it offline, turn off the toggle and save.

QUICK ROUTE

Menu Menu / myhack.me / set Slug / select Products (up to 10) / Background image / Extra links / Published toggle / Save

Track results

Once everything is live, packaging starts returning data. Two areas bring the insights together.

7.1 / Analytics

Menu Menu / Analytics: your account's overall performance dashboard, with scans and usage figures.

7.2 / Intelligence

Menu Menu / Intelligence: consumer behavior. Under **Fair Trade, engagement and scoring**, track total answers, active participants and the points ranking. Each question's answer count is shown on its card in the Fair Trade screen.

7.3 / Recommended routine

Once a week, check scans in Analytics, read new Fair Trade answers in Intelligence, and decide whether the current promotion should continue or make way for the next one.

QUICK ROUTE

Menu Menu / Analytics / Intelligence / weekly adjustments

Always at hand. Just a few taps.

You can continue using the browser. Adding a Home Screen shortcut is optional and makes it easier to return. The video on the website demonstrates this on an iPhone using Safari.

1 / Open your phone's browser

Go to app.hackthepack.com.

2 / Tap Share

In Safari's menu, choose "Add to Home Screen".

3 / Confirm Add

The shortcut appears on your iPhone Home Screen.

Need help?

sal@hackthepack.com

This tutorial translates the v3 help center. Screen names, limits and options should be reviewed as the system is updated.