

**BRIDGELINE**<sup>®</sup>  
digital  
the digital engagement company

**MISSION CRITICAL WEBSITES  
THAT DRIVE COMPLETE  
DIGITAL ENGAGEMENT.**

[bridgeline.com](http://bridgeline.com)



# DIGITAL ENGAGEMENT. IT'S WHAT WE DO BETTER THAN ANYONE ELSE ON THE PLANET.

In today's always connected, 24-7 digital world, every interaction with your visitors and customers is an opportunity to cultivate a relationship. Reinforce your brand. And grow your business. But are you doing enough to maximize those interactions?

This is where Digital Engagement can make all the difference. Digital Engagement is website management with business context. It's the state of optimized interaction with your customers online.

We're Bridgeline Digital, the industry-leader in Digital Engagement. We excel at maximizing the performance of your web assets. With our proven combination of award-winning interactive experts and end-to-end Digital Engagement solutions based on the iAPPS® platform, we empower you to attract more visitors, engage them fully, increase conversions, improve lift, and maximize customer loyalty.

Put Bridgeline Digital, iAPPS, and our leadership in Digital Engagement to work for you — and we'll show you how to make every online interaction work harder for you and your bottom line.

## OUR PLATFORM

- Content Management
- eCommerce
- Web Analytics
- eMarketing
- Social Media Management

## DIGITAL SERVICES

- Digital Strategy
- Web Design
- Web Development
- SEO / SEM
- Managed Services

## THE BRIDGELINE DIFFERENCE.



Strategy



Design &  
Development



Implementation



Post Launch  
Optimization

“ NO OTHER COMPANY IN THE WEB ENGAGEMENT MARKETPLACE CAN PROVIDE FOR ITS CUSTOMERS THE INTEGRATED SOLUTIONS THAT BRIDGELINE PROVIDES.

- Scott Liewehr  
Digital Clarity Group

While we excel in digital strategy and web design and development, that's only half of the Bridgeline story. As a dedicated partner to our customers for the past 14 years, you can rely on us for award winning solutions and a breadth of leading-edge products and services that take you seamlessly from development to implementation to measurable ROI.

Bridgeline is the developer of the iAPPS platform, the industry-leading solution that deeply integrates web content management, eCommerce, eMarketing, web analytics, and social media management into the heart of your websites or intranet. Not only do we develop custom mission critical websites, intranets and web applications on the iAPPS platform, but we also implement them for our customers. Then once implemented, our iAPPS Success Group is dedicated to maximizing each iAPPS driven website or intranet, post launch!

Our comprehensive approach to Digital Engagement is one of the reasons we're recognized by **B2B Magazine** as a Top Interactive Technology Company in North America. In fact, our teams of **Microsoft® Gold Certified** developers have garnered over 100 industry-related awards since our inception.



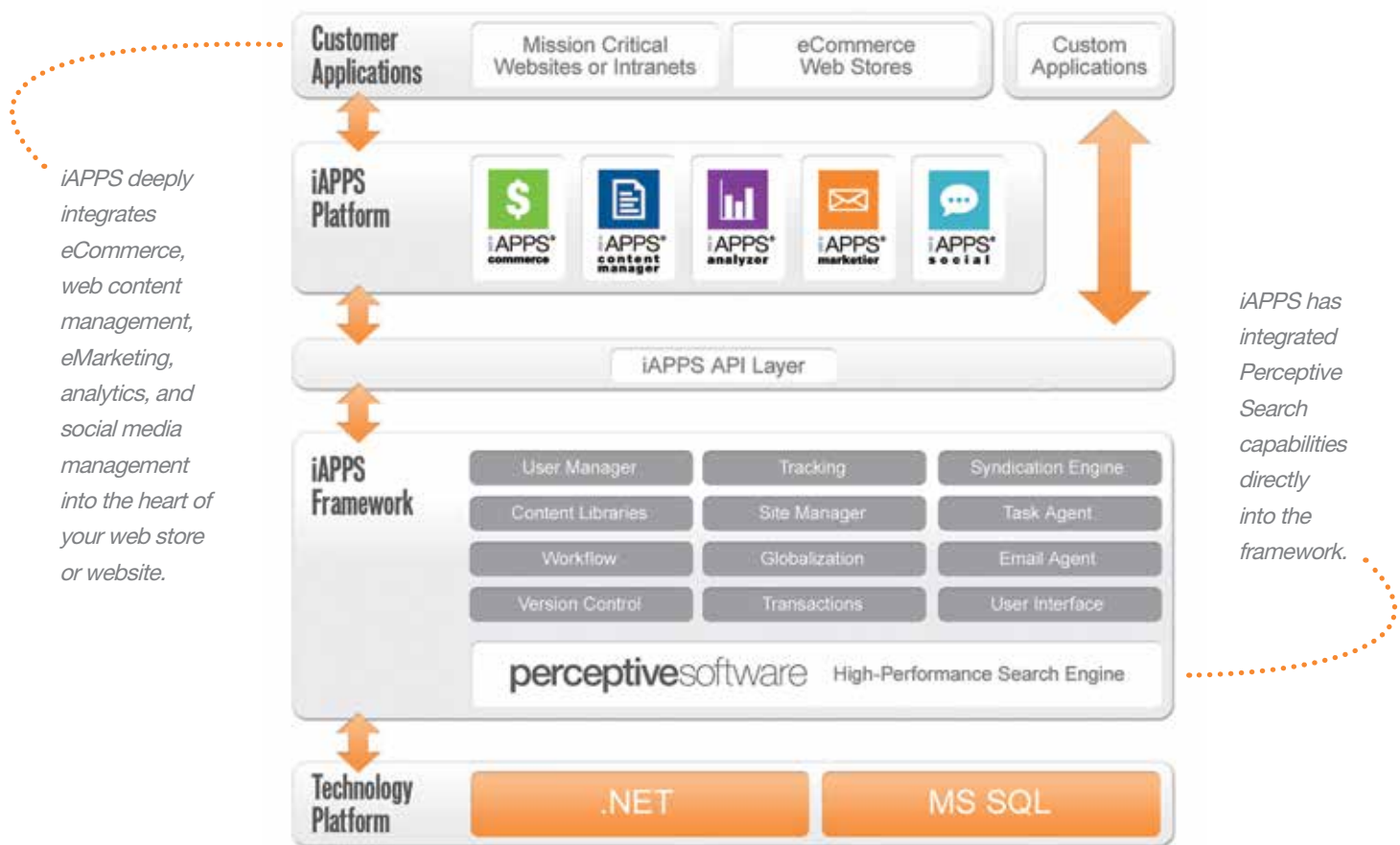
## THE AWARD-WINNING iAPPS PLATFORM: THE BUILDING BLOCKS FOR WEB SUCCESS.



**iAPPS RANKS IN HIGHEST CATEGORY IN INFO-TECH RESEARCH GROUP VENDOR LANDSCAPE REPORT.** 

The success of the digital experiences you drive for your customers hinges on a number of moving pieces – from web content management and eCommerce to eMarketing, analytics capabilities and your social media initiatives. With iAPPS, Bridgeline delivers the product platform you need to bring everything together. Flexible, scalable, and very mobile friendly, iAPPS is the only Web Experience Management (WEM) solution on the market available as both a SaaS or Perpetual licensing solution.

With iAPPS at the core, Bridgeline develops mission critical websites, intranets and custom applications that can be easily managed and deliver engaging experiences catering to the business user and modern consumer alike. iAPPS powered solutions are not just simple websites – they’re virtual hubs driven by technology that contextualize the end-user experience. Your website becomes a portal that creates and optimizes meaningful business interactions that attract, engage and convert.





# iAPPS® IS DIGITAL ENGAGEMENT. DELIVERED.

In its 2013 Vendor Landscape report, Info-Tech Research Group recognized the iAPPS platform as a “Champion of the Web Content Management Industry,” touting its ability to equip marketers with easy-to-use tools that optimize digital assets and capitalize on growing trends in Digital Engagement. Additionally, the editors of KMWorld named iAPPS as a 2013 Trend Setting Product of the year. With the deeply integrated iAPPS platform, Bridgeline customers benefit from a feature set that is in lock-step with emerging digital trends, while still offering tremendous ease-of-use.

iAPPS’ cross-product, cross-functional dashboard always positions digital marketers just one click away from editing content, creating a new email distribution list, or optimizing a multi-channel marketing campaign. And with innovative features such as cutting edge mobile-friendly editing and on-the-go authoring capabilities, combined with technology integration from industry leading partners like Perceptive Search, Brightcove, Clay Tablet, and Salesforce.com, iAPPS delivers the leading-edge tools needed to connect with customers, no matter where they are or what device they are using.

## RESPONSIVE DESIGN ENSURES YOUR WEBSITE IS MOBILE AND TABLET FRIENDLY.



## TECHNOLOGY PARTNER INTEGRATION.

perceptive software



salesforce.com®



Microsoft®

# CONTENT IS KING. iAPPS® GIVES YOU THE POWER TO RULE.



iAPPS Content Manager is the premier business marketing solution to drive Digital Engagement in the Web Content Management marketplace. iAPPS empowers marketers to easily create, edit, and optimize persuasive web content and campaigns without having to rely on technical resources and complex coding. By linking modern technology to business purpose and end-user context, iAPPS is your engine to attract customers, deliver compelling content, and optimize conversion rates.

## iAPPS® PROVIDES MARKETERS WITH A 360° VIEW OF THEIR ENTIRE DIGITAL WORLD.

The modern day customer is increasingly mobile and iAPPS powers you to stay ahead of that trend. According to a recent Google report, 72% of consumers expect brands to have a mobile-friendly website. Not only has iAPPS Content Manager been optimized for Responsive Design, digital marketers can leverage the iAPPS' Device Preview feature to see exactly how their website will look on tablets, desktops, and popular smart phone screens before publishing - ensuring the right experience is always delivered to the right device.

### iAPPS CONTROL CENTER

*iAPPS' cross-channel, persona-driven mega menus customize the interface towards personnel and their tasks. Easily drill into any iAPPS product, at any time.*

*Easily access site content and digital assets for quick authoring.*



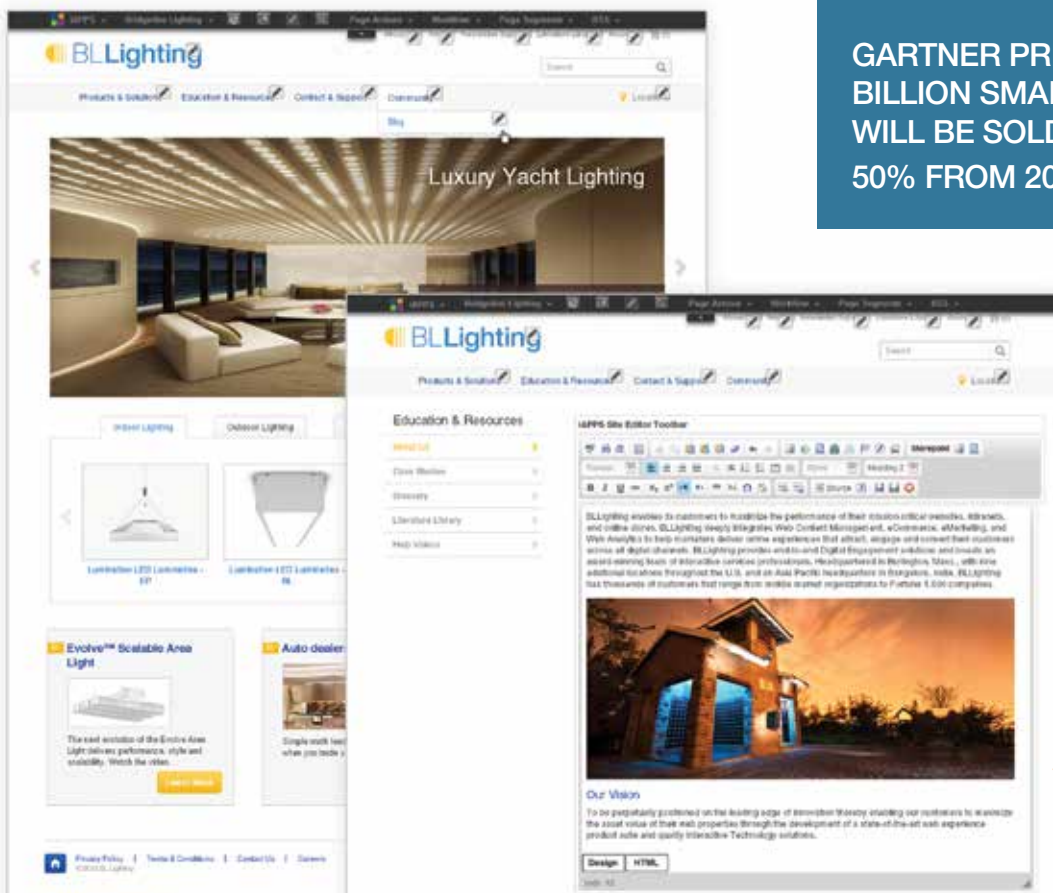
**With iAPPS® Content Manager you're not just managing web content, you're managing the customer experience.**

iAPPS enables you to automatically display content and products based on visitor behavior attributes like browsing history, location, search terms or device type. This capability leads to a smoother, more personalized experience for your customers and website visitors.

Go one step further and understand your customers' needs with Audience Segmenting. iAPPS Content Manager captures and indexes customer profiles that your Digital Marketing team can easily leverage in highly targeted, cross-channel campaigns.



*Mobile friendly editing - mobilize your digital strategy with device preview and on-the-go authoring.*



**GARTNER PREDICTS 1.2 BILLION SMART DEVICES WILL BE SOLD IN 2013, UP 50% FROM 2012.**



*Easily edit content inline in a user-friendly administrative interface.*

*Create new landing pages, blogs, and templates with just a few clicks.*

# iAPPS® MARKETIER - THE ULTIMATE CAMPAIGN MANAGEMENT PLATFORM.



Today's marketers know that email marketing is a crucial component to reaching their digital engagement objectives. After all, if you're anything like 58% of adult Americans, you check your email first thing every morning.

Customers are hyper-connected and the need to execute campaigns that cut through the clutter, produce conversions, and deliver increased ROI is more important than ever. Yet only 60% of marketers claim their email marketing efforts are currently producing an ROI.

## ATTRACT YOUR CUSTOMERS' ATTENTION AND DRIVE QUALIFIED LEADS TO YOUR WEBSITE.

iAPPS Marketier leads the pack in driving targeted, highly effective marketing communications – it's digital marketing that connects directly with your customers. With iAPPS, businesses can take advantage of every customer and prospect communication. Easily create and execute goal-driven email campaigns directly targeted at visitors based on segmentation such as navigation activity and purchase history.

# 77%

OF US ONLINE CONSUMERS OVERWHELMINGLY PREFER EMAIL TO OTHER CHANNELS THAT BUSINESSES USE TO OFFER PERMISSION-BASED MARKETING.



Seamlessly integrate with industry standard CRM systems like Salesforce.com, along with leading ad server engines.

Send to Group Name	Email Name	Workflow Status	Last Run	Delivered
Brightline Press Release				
8-23-11, Brightline Digital iAPPS Platform Powers		Done	8/23/11	46022
8-25-11, Brightline Digital Powered with iAPPS Platform		Done	8/25/11	10709
8-15-11, Cedar Asset Financial 2011		Done	8/15/11	11889
8-15-11, Looking for a New Business Solution?		Done	8/15/11	12141
8-15-11, Dallas Audio Systems Brightline Digital		Done	8/15/11	14074
8-15-11, Farm Journal Media Selects Brightline Digital		Done	8/15/11	14201
8-11-11, Regentium Capital Launches New Website	New Landing Page	Done	8/11/11	40712
7-25-11, Brightline Digital iAPPS Platform Powers	Event Promotion Email	Done	7/25/11	32145
8-25-11, Brightline Digital Expands Relationship with	New Email Thread	Done	8/25/11	100445
Brightline Digital Powered with iAPPS Platform	New Email Thread	Done	8/25/11	112213
Brightline iAPPS Platform Powers Their 2011 Award	Event Email	Done	8/21/11	15644
Multi-Brightline Market Research Digital as a Test to	New Email Thread	Done	8/15/11	110162
Element Local Press Release	Event	Scheduled	8/15/11	10073
iAPPS 1.0 Press Release	Event	Done	8/23/11	11273
iAPPS 1.0 Press Release	Event	Scheduled	8/24/11	10778
Brightline Atlanta				
Brightline Atlanta				
Brightline Atlanta/DC				
Brightline Case Studies				
Brightline Chicago				

Create personalized highly targeted email campaigns that can be tracked, measured, and refined.





# iAPPS<sup>®</sup> ANALYZER - SMART MARKETERS NEED TO MAKE SMART DECISIONS.



The best part about achieving true Digital Engagement? It never ends. A business can always get better, increase revenue, and offer the precise experience a customer is looking for.

With iAPPS Analyzer, you can pull back the curtain and gain unparalleled insight into what web content is piquing customer interest on your website, and which strategies need to be reassessed. iAPPS Analyzer is more than standard web analytics. iAPPS' goal-driven context provides actionable feedback that narrows the action-chasm and ensures optimized content is tied into marketing campaigns that drive results.

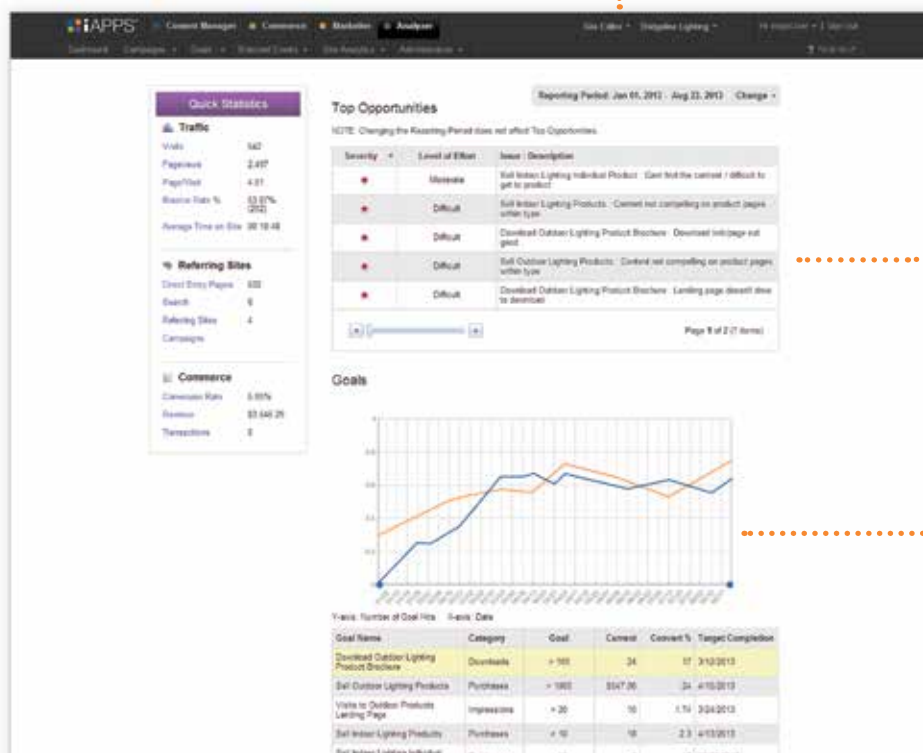
## ACCOUNTABILITY, CONTROL AND POWER— EVERY STEP OF THE WAY.

Accurate, intelligent, effective – with iAPPS Analyzer, stay up-to-speed on what is and isn't working and tailor content to specific customers and profiles to better meet their needs—all while keeping your finger on the pulse of ROI.

88%

OF BUSINESSES USE DATA/ANALYTICS TO CREATE A PERSONALIZED CUSTOMER EXPERIENCE ON THEIR WEBSITE.

Actionable recommendations let you know what on-page content engages visitors - and what needs to be improved.



Go beyond standard reports and website statistics to drive real business marketing results.

Goal-driven marketing drives the success of your site and tracks and optimizes multi-channel marketing efforts into a single campaign.

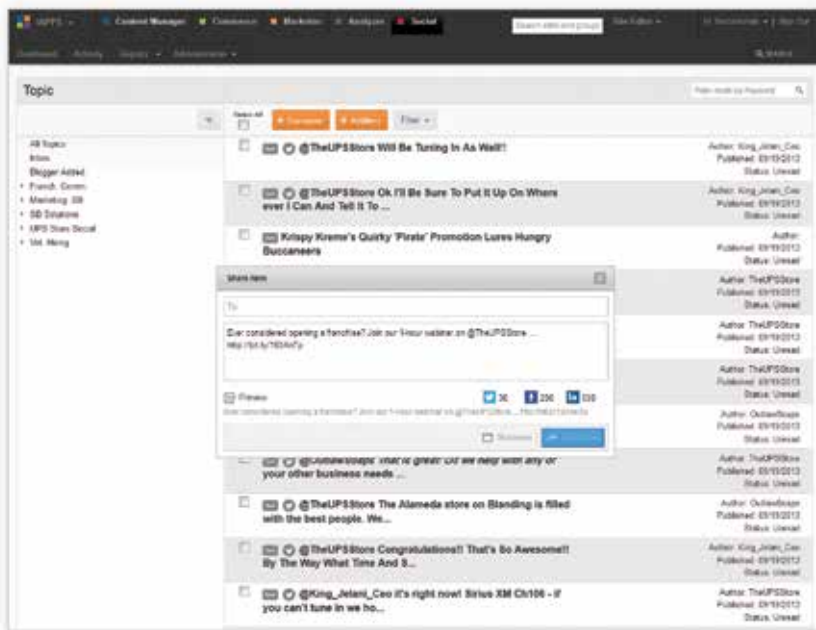
# iAPPS® SOCIAL - PROTECT YOUR BRAND AND CONTROL ALL OF YOUR SOCIAL CHANNELS.



iAPPS Social is a complete solution for marketers to integrate strategic planning, content management, and detailed measurement across all social media platforms – all from one dashboard. With iAPPS Social, find, manage and track social media conversations to make real-time decisions to engage and coordinate activity across teams and different business objectives.

## YOUR SOCIAL MEDIA COMMAND CENTER.

With social media now having tremendous business influence - social media sites now reach 82% of the world's population – it's critical to have a comprehensive and customizable platform to coordinate social media engagement across your entire organization.



*Find, manage and track social media conversations to make real-time engagement decisions.*

*Manage all interactions throughout social media platforms using one dashboard.*



# 27%

OF TOTAL U.S. INTERNET TIME IS SPENT ON SOCIAL NETWORKING SITES.

# USABLE WEB DESIGN THAT DISTINGUISHES YOUR BRAND WHILE ENGAGING VISITORS.

## BRIDGELINE'S WEB DESIGN METHODOLOGY IS COMPRISED OF FOUR KEY ELEMENTS:

### INFORMATION ARCHITECTURE



Our user-centric approach to IA translates into increased traffic, higher retention, optimized user productivity, and lower support and development costs.

### USER CENTERED DESIGN



By making sure that we understand how visitors will use your website, our design is focused on engaging and converting your prospects and customers.

### USABILITY



As the key component of our development process, usability helps you gain a marked advantage over less user-friendly competitors and makes your website more likely to convert.

### RESPONSIVE DESIGN



Our powerful combination of Responsive Design and the iAPPS platform helps ensure the consistency of your digital experiences and maintains your mobile device optimization.

A great website requires more than just great technology. To connect with today's online customer, you need to stay on top of what's now in the digital realm—and what's next. Our digital designers are masters at leveraging the elements that make up your brand and combining those elements to create a compelling visual design and optimal user experience for your website.



# 83%

OF INTERNET USERS LEAVE A WEBSITE AFTER JUST 3 CLICKS.



## SAY HELLO TO iSG - DEDICATED TO DRIVE POST LAUNCH SUCCESS.



### iAPPS Success Group

Strong, smart digital strategy requires a well-planned approach that includes content strategies, eCommerce, and creative, intelligent marketing. When you unite these elements in the right way, you'll see your site graduate from a simple, virtual location to a full-blown visitor experience.



**BRIDGELINE HELPED SHAPE OUR STRATEGY IN THIS CRITICAL SPACE WITH A FOCUS ON IDENTIFYING KEY SUCCESS METRICS AND CREATING A STRATEGY TO HELP DRIVE ENGAGEMENT.**

- Chris Hachey  
PODS

### MAXIMIZING THE PERFORMANCE OF ALL iAPPS DRIVEN WEBSITES.

Bridgeline's iAPPS Success Group is your dedicated team of experts that is focused on only one thing - helping you realize the full business advantage of your iAPPS investment. iSG digital strategists can help you take your web presence to a higher level by using a four-tiered approach, designed to help you convert prospects into customers - and existing customers into lasting customers. In fact, with the iAPPS Success Group, we have an entire team of experts dedicated to help you realize the full business advantages of web strategy.





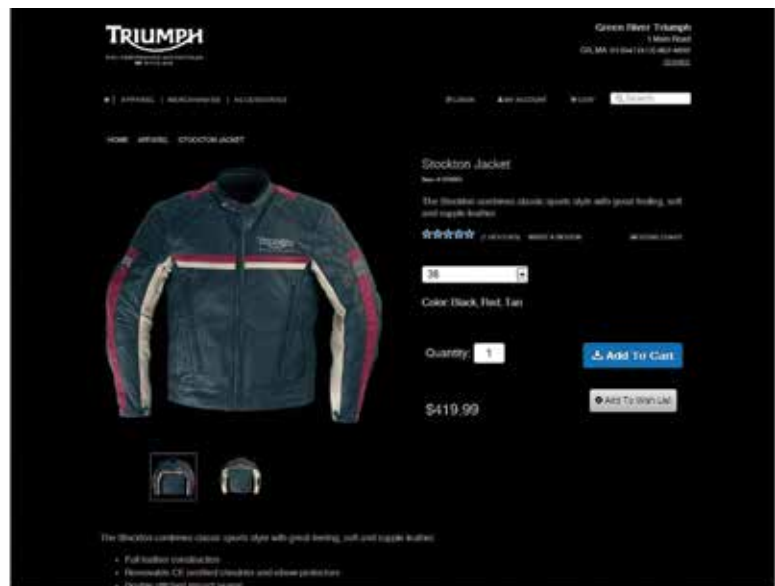
# ON TIME, ON SPEC, AND ON BUDGET... THAT'S HOW WE ROLL.

For the last 14 years, we've helped businesses navigate the ever-changing landscape of the web and always emerge on top, equipping them with custom-tailored strategy, perspective, and know-how.

The key to achieving Digital Engagement lies with creating an elite user experience—the kind that attracts, engages and has an enduring impact on your prospects and customers. Our teams of developers work with you closely to orchestrate mobile-friendly websites that meld award-winning design and best-in-breed technology. We offer superior web development solutions rooted in core business objectives, from improving customer retention to strengthening employee commitment.

## BRIDGELINE GUIDES THE ENTIRE COURSE OF YOUR PROJECT, FROM CONCEPT TO LAUNCH.

Delivering consistently requires process. 6dm is Bridgeline's proprietary delivery and development methodology. 6dm begins with Discovery and guides your project all the way through Deployment and post-launch Optimization. Rapid and iterative, 6dm strives to maximize the potential of your initiative while meeting your requirements and budget.



## THOUSANDS OF WEBSITES AND WEB STORES ARE POWERED BY iAPPS WORLDWIDE.

Bridgeline Digital has thousands of success stories and more on the way. The following is a sampling of companies that have benefitted from our leading-edge expertise and web-based technologies.

L'ORÉAL®



Children's Hospital Colorado

TRIUMPH

TERADYNE

QUALCOMM®

PODS®

LESPORTSAC

Shaw  
FLOORS

PTC®  
Shaping Innovation®

Mc  
Graw  
Hill

WebMD®

NOVARTIS



USGA®

MONSTER

SunChemical

Disney

AARP<sup>SM</sup>



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— **digital**

**the digital engagement company**



[bridgeline.com](http://bridgeline.com)



The first thread of a spider's web is called the **BRIDGELINE**.

The strength of the **BRIDGELINE** determines the strength of the entire web.

ATLANTA ■ BALTIMORE ■ BOSTON ■ CHICAGO ■ DALLAS ■ DENVER ■ NEW YORK ■ SAN DIEGO ■ SAN LUIS OBISPO ■ TAMPA

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