

BRIDGELINE[®]
digital
the digital engagement company

**ONLINE SHOPPING SOLUTIONS
THAT DRIVE TOTAL
ECOMMERCE ENGAGEMENT.**

bridgeline.com



DIGITAL COMMERCE 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 Commerce Engagement can make all the difference. Digital Commerce Engagement is online store management with business context. It's the state of optimized interaction with your customers.

We're Bridgeline Digital, the industry-leader in Digital Commerce Engagement. We excel at maximizing the performance of your online store and associated web assets. With our proven combination of award-winning interactive experts and end-to-end Digital Commerce 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 Commerce 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

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

DIGITAL SERVICES

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

THE BRIDGELINE DIFFERENCE.



“ 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, eCommerce development and web design, that's only half of the Bridgeline story. As a dedicated partner to our customers for the past 14 years, 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 eCommerce platform, the industry-leading solution that deeply integrates eCommerce, web content management, eMarketing, web analytics, and social media management. Not only do we develop online stores and custom mission critical websites on the iAPPS platform, but we also implement them for our customers. Following implementation, our iAPPS Success Group is dedicated to maximizing each iAPPS driven web store and website!

Our comprehensive approach to digital commerce 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 eCOMMERCE SUCCESS.

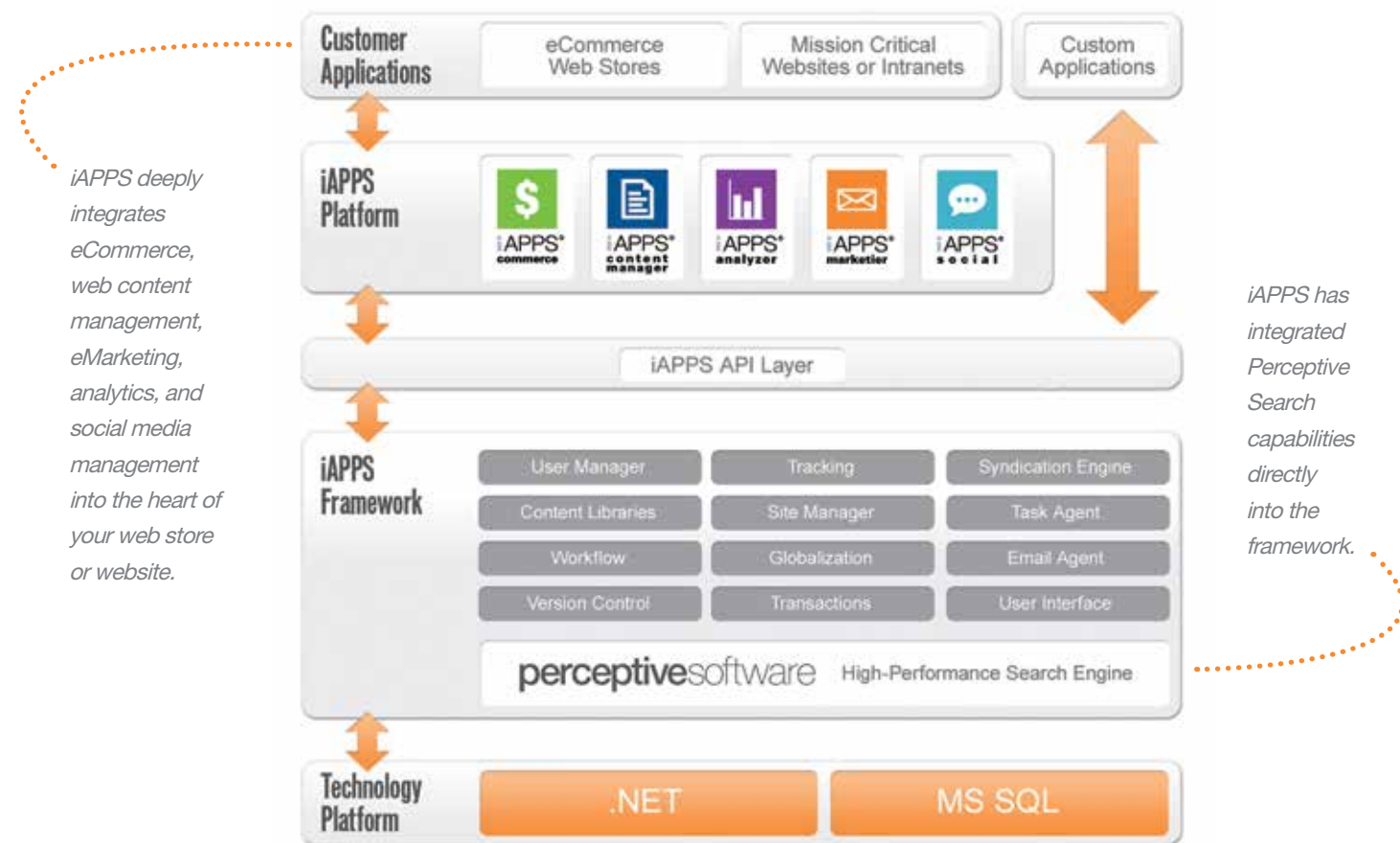


iAPPS RANKS IN HIGHEST CATEGORY IN INFO-TECH RESEARCH GROUP VENDOR LANDSCAPE REPORT.



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

With iAPPS at the core, Bridgeline develops online stores and mission critical websites that can be easily managed to deliver engaging experiences that cater to the B2B and B2C shopper alike. iAPPS powered solutions are not just simple web stores – they're virtual hubs driven by technology that contextualizes the end-user experience. Your web store and website becomes a portal that creates and optimizes meaningful commerce interactions that attract, engage and convert.

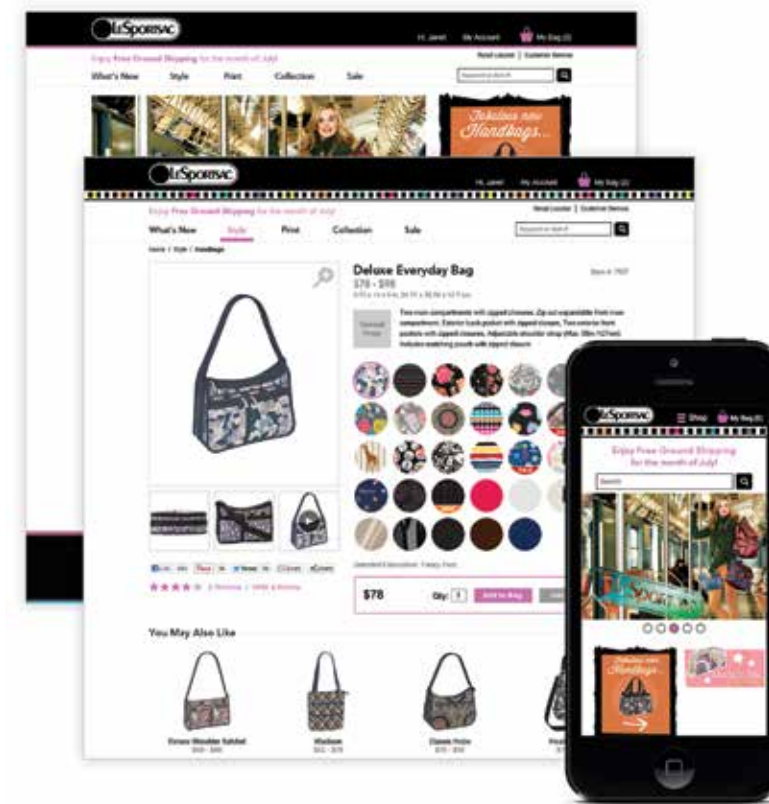


iAPPS® IS DIGITAL COMMERCE ENGAGEMENT. DELIVERED.

In its 2013 Vendor Landscape report, Info-Tech Research Group recognized the iAPPS platform as a “Champion”, describing it as an “excellent product for retailer websites needing integrated eCommerce” and touting its ability to equip retailers with easy-to-use tools that optimize digital assets and capitalize on growing trends in Digital Engagement. Additionally, the editors of KMWorld Magazine 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 commerce trends, while still offering tremendous ease-of-use.

iAPPS’ cross-product, cross-functional dashboard always positions digital retailers and marketers just one click away from editing their product catalog and content, creating a new email distribution list, or optimizing a multi-channel marketing campaign to drive in more shoppers. 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 WEB STORE IS MOBILE AND TABLET FRIENDLY.



TECHNOLOGY PARTNER INTEGRATION.



iAPPS® COMMERCE - UNLIMITED eCOMMERCE CAPABILITIES.

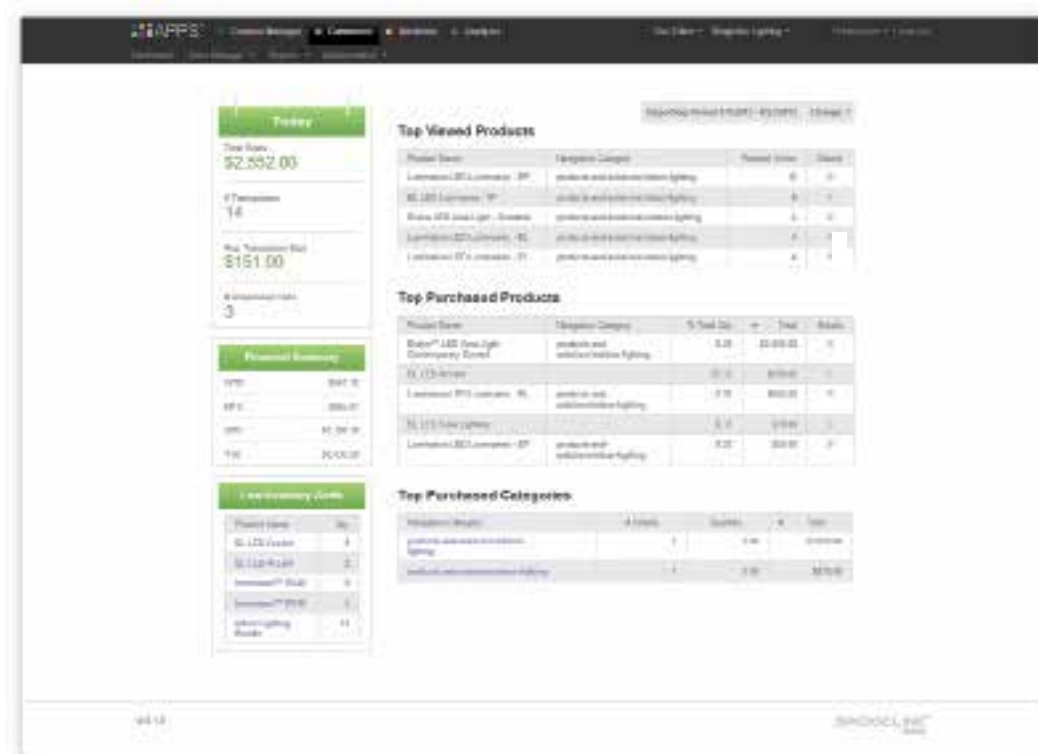


iAPPS®
commerce

With iAPPS Commerce, co-mingle CMS content and product catalog information to bring the best of in-store shopping to your online shopping platform — and supercharge your sales in the process. iAPPS Commerce easily handles the complexities of today's

B2C and B2B eCommerce requirements and empowers your team to target shoppers with products specific to their interests using advanced filtering capabilities.

iAPPS Commerce comes out-of-the-box with options like faceted product catalog management, order management, multi-store management, real-time shipping costs and delivery estimates, pricing, sales tax and total checkout support for hundreds of global currencies, localized product and content capabilities, and best-in-class SEO. iAPPS' unified, easy-to-understand dashboard even shows purchase reports, financial summaries, inventory status and more – all the information you need today to strategize for tomorrow.



iAPPS Commerce dashboard delivers real-time overview of business performance with summary reporting, graphs and alerts.

Consolidate product catalogs on multi-storefronts and manage through a single interface.



With iAPPS® Commerce, you're not just managing a product catalog, you're managing the eCommerce experience.

With iAPPS Commerce, you can automatically display products and content based on visitor behavior attributes like purchase and browsing history, geographical location, search terms or device type. This capability leads to a smoother, more personalized shopping experience for your customers and web store visitors.

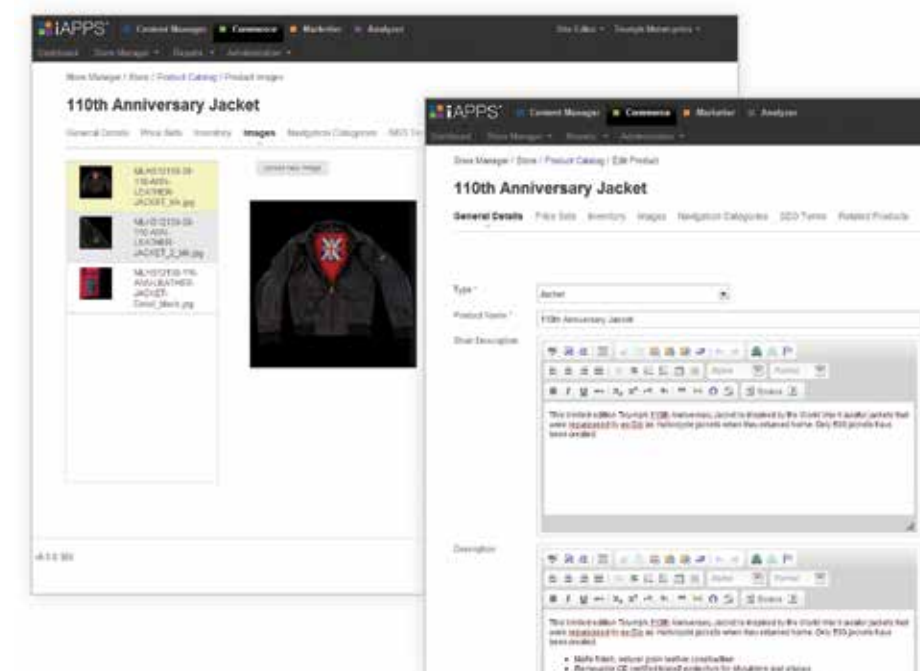
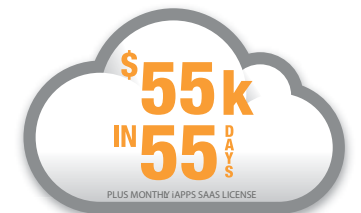
iAPPS WEBSTORE EXPRESS: BUILD. ENGAGE. GROW.

iAPPS WebStore Express™ provides customers access to an extensive library of quick-to-market, pre-built templates to easily launch responsively designed web stores that are backed by the iAPPS platform's award-winning, cutting edge web technology. And we can do this in just 55 days for only \$55K*. Even better, there are no revenue sharing requirements.

*plus applicable monthly SaaS licensing fees



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



Easily edit your product catalog in a user-friendly administrative interface.

Easily manage product imagery and multi-media assets.

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



With iAPPS Content Manager integrated into your eCommerce solution, harness the power of the premier business marketing solution in the Web Experience Management marketplace to drive expert digital engagement. 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 more customers, deliver compelling content, and optimize conversion rates.

iAPPS® PROVIDES B2B AND B2C ETAILERS WITH A 360° VIEW OF THEIR 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 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® MARKETIER - THE ULTIMATE CAMPAIGN MANAGEMENT PLATFORM.



Today's B2B and B2C etailers 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 MORE PROSPECTS AND DRIVE QUALIFIED SHOPPERS TO YOUR WEB STORE.

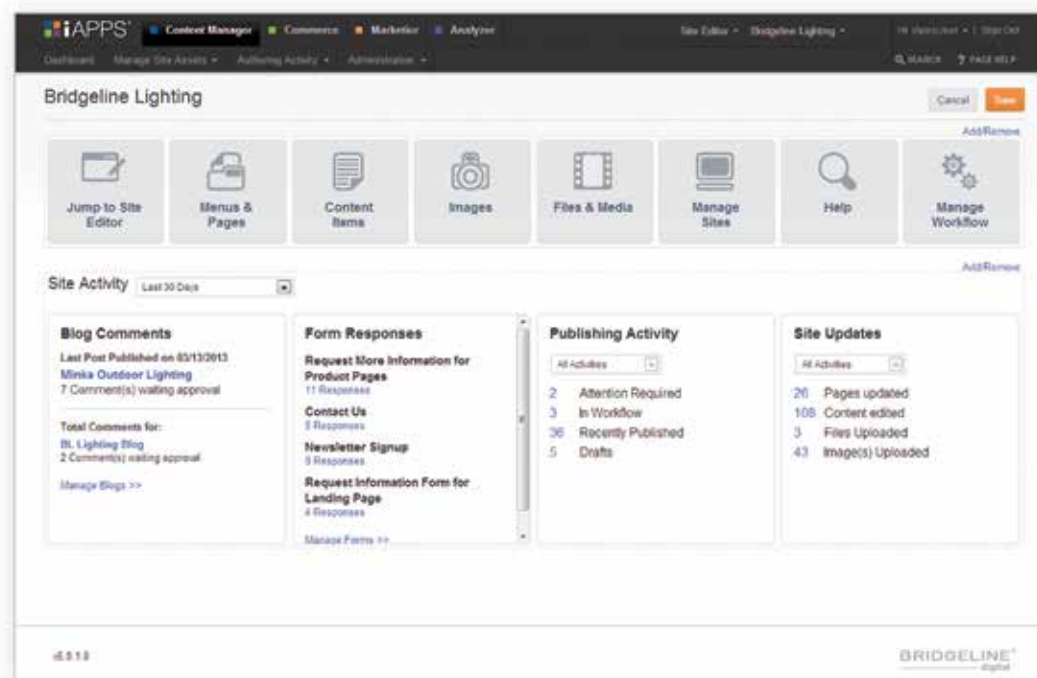
iAPPS Marketier leads the pack in driving targeted, highly effective commerce-focused marketing communications. With iAPPS, businesses can take advantage of every customer and prospect communication. Easily create and execute goal-driven email campaigns directly targeted at visitors based on segmentation such as purchase history and navigation activity.

77% OF US ONLINE CONSUMERS OVERWHELMINGLY PREFER EMAIL TO OTHER CHANNELS THAT BUSINESSES USE TO OFFER PERMISSION-BASED MARKETING.



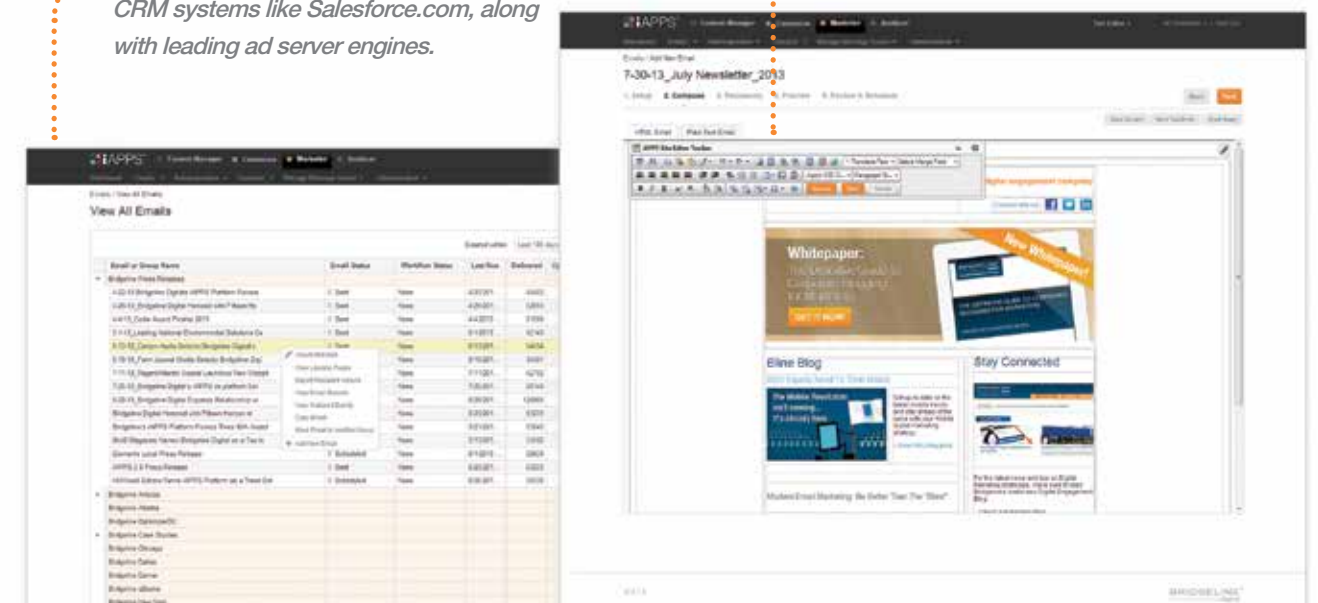
iAPPS CONTROL CENTER

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.

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



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

iAPPS® ANALYZER - SMART MARKETERS NEED TO MAKE SMART DECISIONS.



iAPPS®
analyzer

The best part about achieving true Digital Commerce Engagement? It never ends. Your online store can always get better, drive in more customers, increase revenue, and offer the precise experience your shoppers are looking for.

With iAPPS Analyzer, you can pull back the curtain and gain unparalleled insight into what web and catalog 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 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 your store's content to specific customers and profiles to better meet their needs—all while keeping your finger on the pulse of ROI.

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.

88%

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

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



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 web store, our design is focused on engaging and converting your browsers and customers.

USABILITY



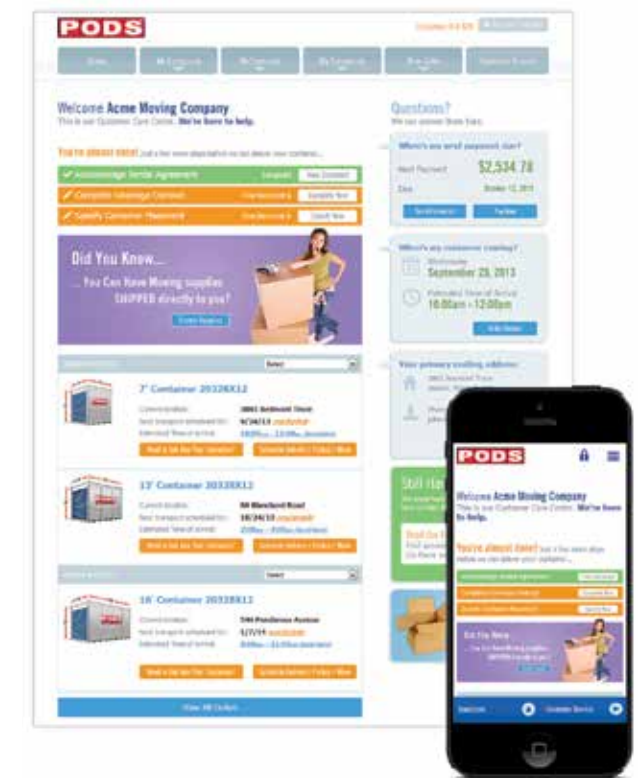
As the key component of our development process, usability helps you gain a marked advantage over less user-friendly competitors and makes your web store more likely to convert.

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 web store or 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 online store.



83%

OF INTERNET USERS LEAVE A WEBSITE AFTER JUST 3 CLICKS.

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



iAPPS Success Group

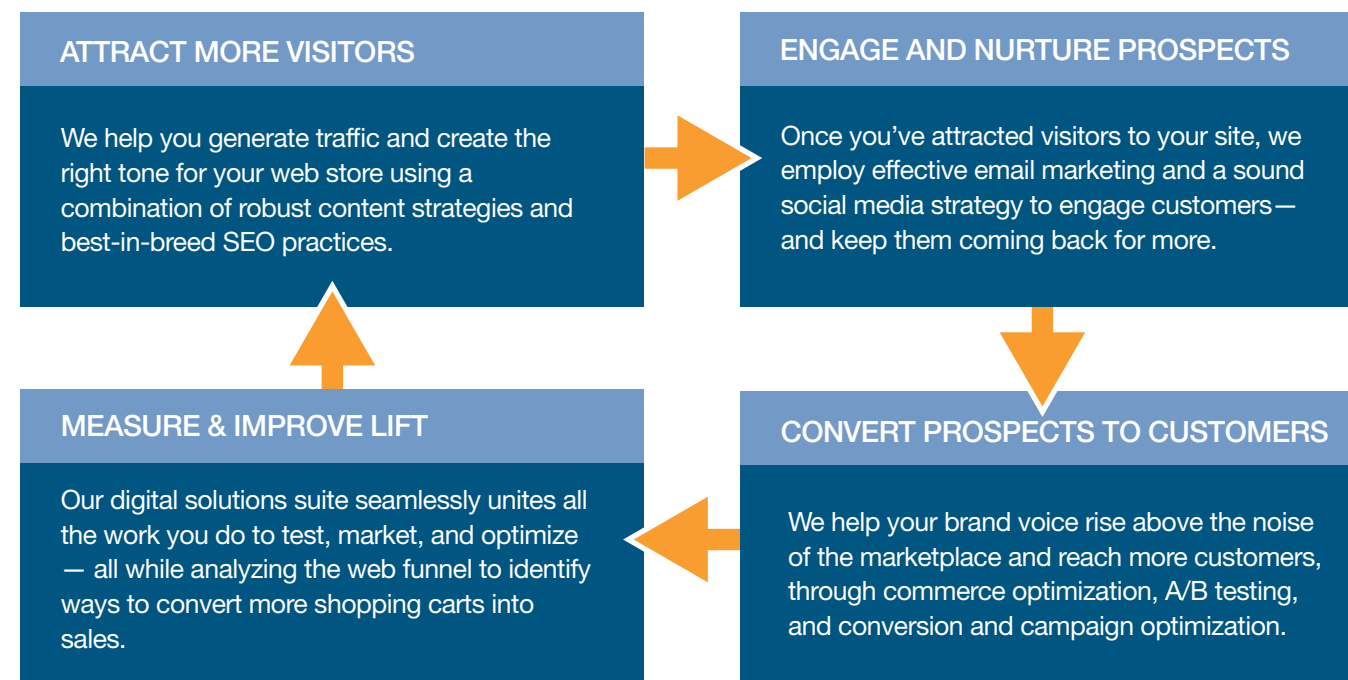
You've launched your online store - so now what? Strong, smart digital commerce strategy requires a well-planned approach that includes content and catalog strategies, along with creative, intelligent marketing. When you unite these elements in the right way, you'll see your store graduate from a simple, virtual location to a full-blown shopping experience.

MAXIMIZING THE PERFORMANCE OF ALL iAPPS DRIVEN WEB STORES.

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 shoppers into customers - and existing customers into long 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 eCommerce strategy.

“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

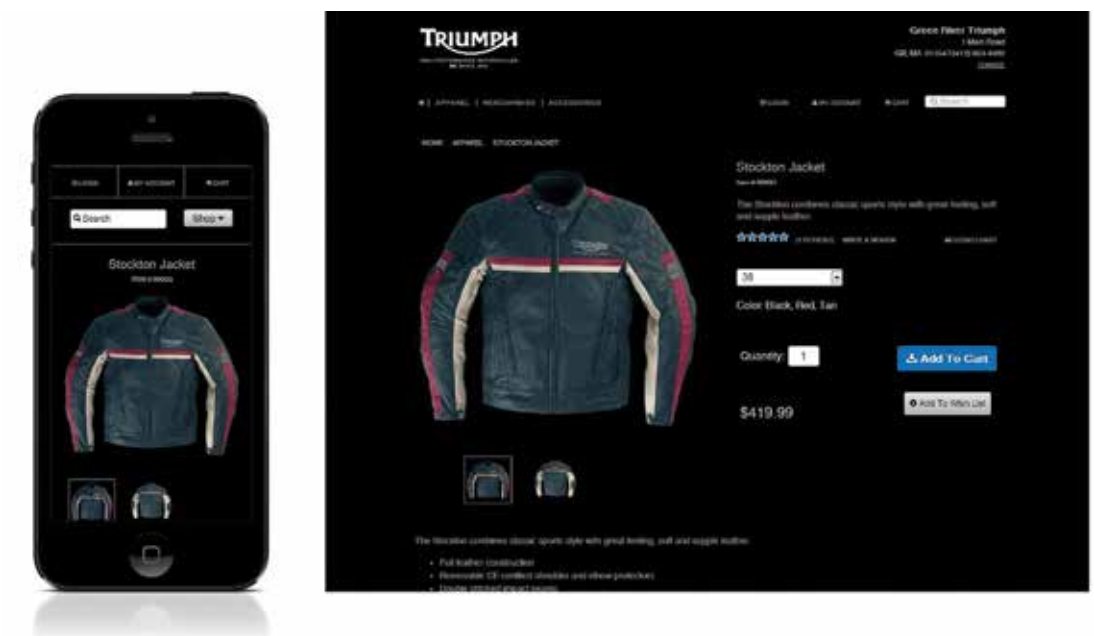
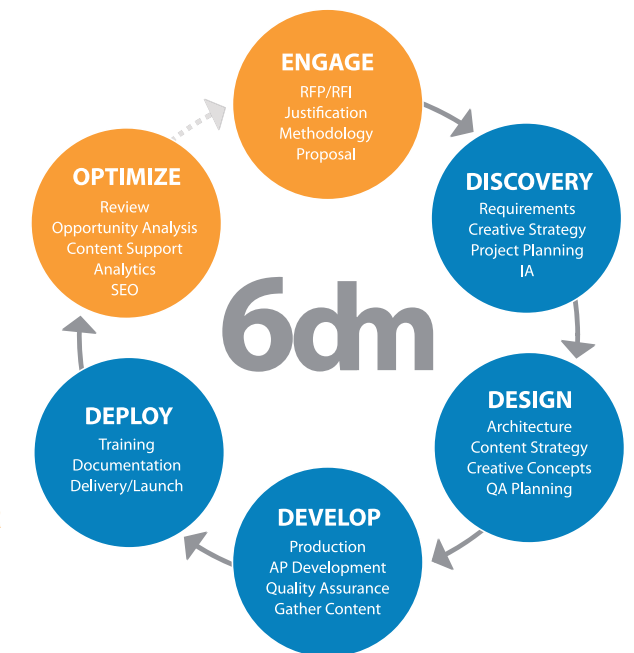


ON TIME, ON SPEC, AND ON BUDGET... THAT'S HOW WE ROLL.

For the last 14 years, we've helped B2B and B2C retailers 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 Commerce 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 and online stores that meld award-winning design and best-in-breed technology. We offer superior eCommerce development solutions rooted in core business objectives, from driving in more customers to converting more shopping carts.

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



THOUSANDS OF WEB STORES AND WEBSITES 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®



main Gate™

TRIUMPH

REDSKINS

QUALCOMM®

PODS®

LESPORTSAC

Shaw
FLOORS

Prestwick
House

RefrigiWear

WebMD®

MONSTER

Allscripts™

USGA®

PNY®

DISNEY

LightingScience

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

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

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