

BRIDGELINE[®]
digital
the digital engagement company



iAPPS[®]
experience
manager

iAPPS Experience Manager

Manage your customers' journey with a web content management system built on a marketing automation engine.



Building Experiences

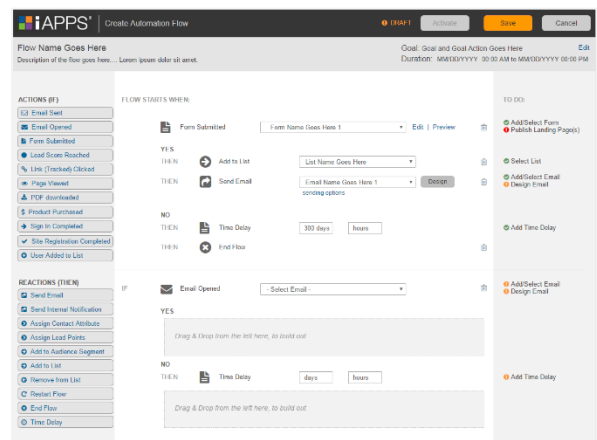
In today's always connected, 24-7 digital world, every interaction with your visitors and customers is an opportunity to cultivate a relationship, reinforce your brand, and grow your business.

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

Managing Journeys

iAPPS Experience Manager deeply integrates content management and marketing automation, allowing marketers to easily create full customer journeys with personalized website content, custom email communication and a segmented experience.

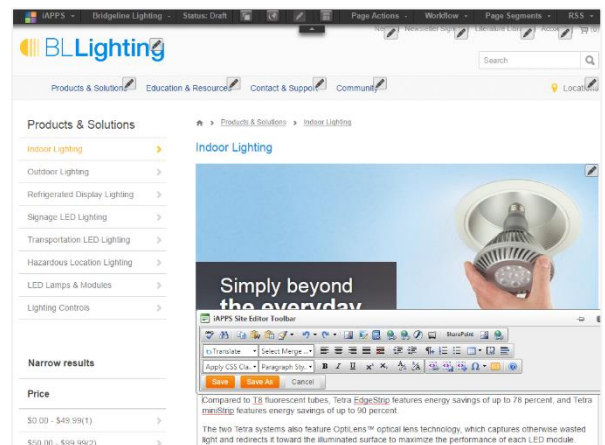
Develop Marketing Automation Flows: Define audience segments and communication based on a user's behaviors.



Easy-To-Use Content Editing

iAPPS Experience Manager empowers marketers to easily create, edit, and optimize personalized web experiences and campaigns without having to rely on technical resources or complex coding.

Easy In-Line Editing: Using standard editing tools, easily edit content and elements without any coding or help from IT.



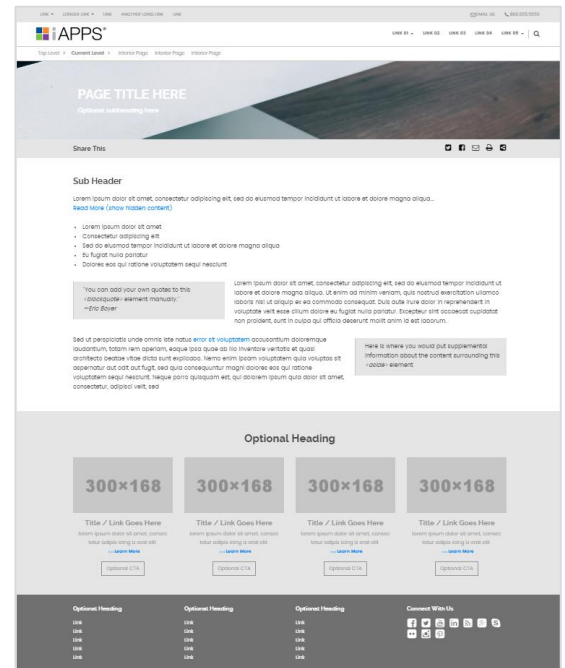
Intuitive Marketing Management

As a starting point, each iAPPS implementation incorporates a set of flexible templates and modules to get you started quickly in building your full digital experience. From there, you can opt to further customize these templates and incorporate any necessary custom application integrations to meet your unique business needs.

Flexible Page Builder

Drag-and-drop Modules: With iAPPS Page Builder you can easily add modules to a page to create fully unique content experiences – all personalized for your brand.

Standard Module Set: iAPPS Experience Manager includes a set of standard modules for common features – including press releases, news articles, FAQs and image galleries.



Standard Template Set:

- Home Template
- Interior Template
- Landing Page Template
- Blogging Template
- Search Template
- Location Template

Standard Module Set:










- Page Title Module
- Content Module
- Rotating Content and Image Modules
- Featured Content and Image Modules

- Location Module
- Article List Module
- Image Gallery Module
- Social Share Module
- Spotlight Module
- Lead Generation Form Builder

- Video Module
- Banner Module
- Tabbed and Accordion Content Modules
- Social Feed Integration Module
- General Form Builder

Enterprise-Class Flexibility

iAPPS Experience Manager is built for growth. The platform gets you started with pre-existing blocks of functionality with the capability to layer on customizations that fits your needs – now or in the future.

-  Localization and Multi-Lingual Experiences
-  Custom UX Controls
-  Advanced Asset Management
-  Custom Automation Flows
-  3rd-party distribution
-  Custom structured content and semantic enrichment
-  ERP Integrations
-  Enhanced Compliance and Failover Methods
-  Custom Application Development

API Layer for Custom Integration

From the beginning, iAPPS has focused on two things: Ensuring the basics are taken care of through our standard functionality set and enabling further customization to meet your specific business needs. With iAPPS' API Layer, customers can easily build robust applications to integrate within their existing systems. It also means content is easily accessible for distribution – whether it's to internal systems, mobile apps or the next big thing in the digital space.

Flexible Hosting Options

Bridgeline Digital provides a flexible SaaS – Software as a Service – licensing model for those who want to spread licensing costs over several years, and who don't want to own the responsibilities of maintaining and supporting the required backend infrastructure. Bridgeline centrally manages product updates seamlessly for our SaaS customers. For those who prefer to keep their web application in house, Bridgeline's technology is flexible enough to offer a traditional perpetual license option as well for our Enterprise license level.

Feature List



**iAPPS[®]
experience
manager**

The **iAPPS Experience Manager** license includes one (1) unique instance of iAPPS Content Manager and one (1) unique instance of iAPPS Marketier.

These tools work side-by-side as a fully integrated digital marketing suite to help you deliver personalized customer journeys.

**iAPPS Experience
Manager
PRO**

**iAPPS Experience
Manager
Enterprise**

Core Functionality:

- User and Role Management
- Content, Image, Video and File Libraries
- Permissions and Workflows
- Asset Security and Management



Content Management Functionality:

- Website & Landing Page Builder
- Form and Survey Builder
- In-Line WYSIWYG Content Editing
- SEO Management & Automated Sitemap
- News and Articles Modules
- Featured Content and Banner Modules
- Video and Image Gallery Modules
- Blogs and Social Sharing
- Location Information and Search Modules
- Social Feeds Modules
- Enterprise Site Search Integration



Marketing Functionality:

- Marketing Automation Flows
- Audience Segmentation and Personalization Engine
- Audience List Creation and Management
- Transactional and Promotional Emails*
- Salesforce CRM Integration



Custom Template Creation Capabilities



Multi-Lingual and Multi-Site Capabilities



Custom Application Integration



*monthly send limits apply