

BRIDGELINE[®]
digital
the digital engagement company



iAPPS ds

Unify and scale your brand network with iAPPS ds – a distributed marketing platform built to drive business.



Distributed Marketing

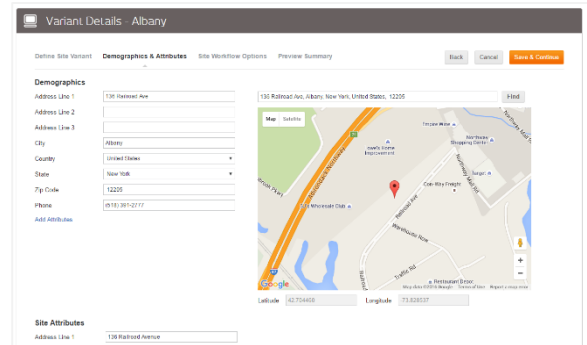
Your success in the digital world lies in your ability to stay in control. The challenge: To make sure that your brand network reflects and conveys a consistent brand message – no matter where they are, all the time.

The iAPPS ds Marketing Distribution Platform does just that – enabling you to create and distribute microsites, emails and full campaigns to your network.

Distributing Experiences

At the center of iAPPS ds sits a flexible content management tool where corporate marketers can create a Model Site with dynamic attributes and tokens that is used to quickly spin up unique, localized sites for their entire network.

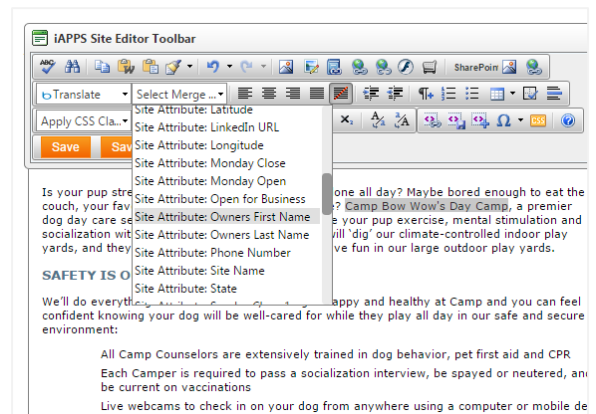
Beyond that, with iAPPS ds, microsites transform into experiences, allowing corporate marketers to create personalization and marketing automation rules applied to the entire network – all while ensuring each individual site has unique, local information and site owners have the capability to add and edit their own pages and content.



Opt-In Campaigns

iAPPS ds takes distribution one step further with distributed campaigns – corporate can easily create email blasts, drip campaigns and even triggered emails based on user behavior and distribute those to the entire network.

Localized Communication: Easily embed attributes within your content to deliver unique and localized campaigns that your entire network can leverage.



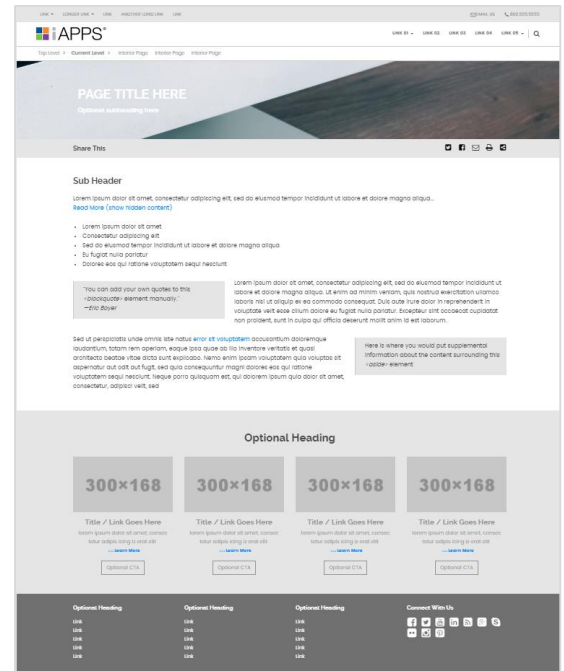
Unified Marketing Management

As a starting point, each iAPPS ds implementation incorporates flexible templates and modules to get you started quickly in building your network Model Site. From there, you can opt to further customize these templates, incorporate localized attributes and address 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 your Model Site to create fully unique content experiences to distribute to your full network.

Standard Module Set: iAPPS ds includes a set of standard modules for common features – including press releases, news articles, FAQs and image galleries – to help you in creating your model site for distribution.



Standard Template Set:

- Home Template
- Interior Template
- Landing Page Template
- Location Finder Template









Standard Module Set:

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

Centralization with Customization

iAPPS ds is built for growth – and powers some of the largest franchise and multi-unit organizations in the world. The platform gets you started with pre-existing blocks of functionality with the capability to layer on customizations and additional functionality that fits your network’s needs – now or in the future. Plus, with our variant pricing model, it scales with you as you grow your network.

-  Multi-Lingual Experiences
-  Custom UX Controls
-  Advanced Asset Management and Sharing
-  Custom Automation Flows
-  3rd-party distribution
-  Custom structured content and semantic enrichment
-  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.

Feature List



The **iAPPS ds** license includes one (1) corporate license to iAPPS Marketier and iAPPS Content Manager to support your Model site. From there, individual variant licenses are distributed to each member of your network.

With our flexible distributed license model, we can work directly with members of your network or entirely through corporate for end-user support and billing.

	iAPPS ds Pro	iAPPS ds Enterprise
Core Functionality: User and Role Management Content, Image, Video and File Libraries Permissions and Workflows Asset Security and Management	✓	✓
Corporate Functionality: Model Website Builder Variant Manager – Attributes and Site Settings Variant Workflow Management Model Site Synchronization Marketing Automation Flows Audience Segmentation and Personalization Engine	✓	✓
Brand Network Functionality Microsite based off Model Site Audience List Creation and Management Email Blasts and Marketing Automation Flows* Shared Content, Image, Video and File Libraries In-Line WYSIWYG Content Editing Social Links	✓	✓
Custom Template Creation Capabilities		✓
Custom Application Integration		✓

*monthly send limits apply