

BRIDGELINE[®]
digital
the digital engagement company



iAPPS[®]
marketier

iAPPS Marketier

A marketing automation platform and content management tool in one – helping you deliver powerful digital campaigns.



Building Experiences

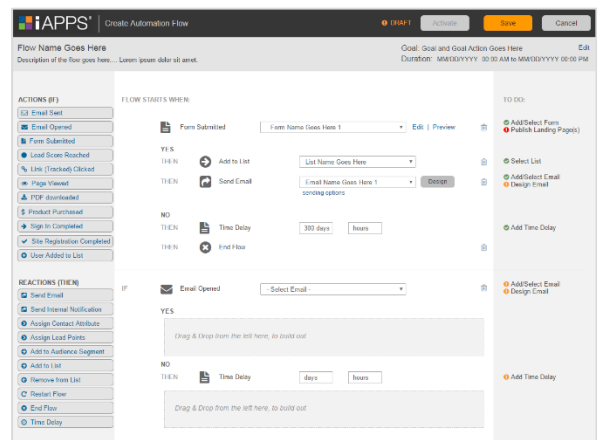
Today's marketing professionals realize that it's more important than ever that their interactive campaigns be personalized, ultra-targeted, and have real-time measurement capabilities to maximize effectiveness.

With iAPPS Marketier, marketers can quickly set up rich landing pages, marketing automation flows and create audience segments – delivering full experiences rather than simply pages and emails.

Managing Journeys

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

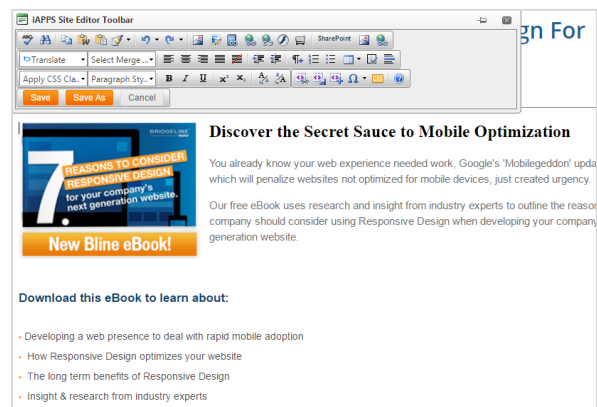
Develop Marketing Automation Flows: Define audience segments and communication based on a user's behaviors.



Easy-To-Use Content Editing

iAPPS Marketier empowers marketers to easily create, edit, and optimize personalized landing pages, forms, and marketing automation 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.



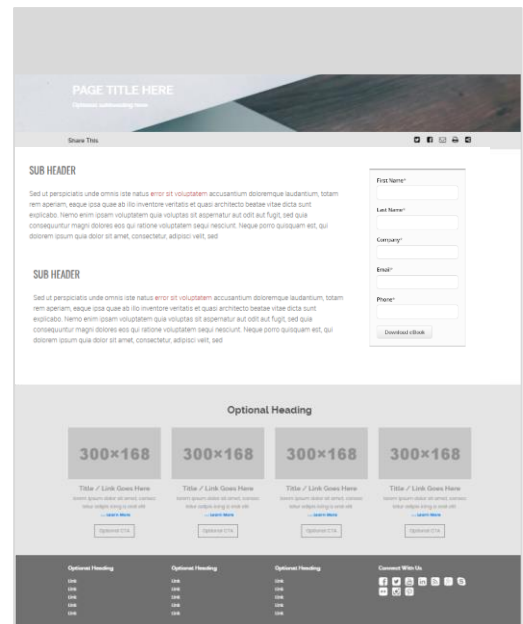
Intuitive Marketing Management

As a starting point, each iAPPS implementation incorporates 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 and forms to landing pages, dynamically changing content based on variables like location, previous behavior and even your unique advertising data.

Form Builder: iAPPS Marketier's Form Builder allows you to easily add forms and determine specific data to capture including dynamic variables.



Standard Template Set:

Landing Page 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

Enterprise-Class Flexibility

iAPPS Marketier is built for growth. The platform gets you started with pre-existing blocks of functionality with the capability to layer on customizations and additional functionality 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[®]
marketier**

The **iAPPS Marketier** license includes one (1) unique instance of iAPPS Marketier.

The Pro license includes up to 100 dynamic landing pages and 100,000 monthly email sends. Customers can optionally purchase more or sign up for the Enterprise license with 250 dynamic landing pages and 200,000+ monthly email sends.

**iAPPS Marketier
Pro**

**iAPPS Marketier
Enterprise**

Core Functionality:

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



Content Management Functionality:

- Landing Page Builder
- Form and Survey Builder
- In-Line WYSIWYG Content Editing
- Featured Content and Banner Modules
- Video and Image Gallery Modules
- Location Information Module
- Social Feeds Modules



Marketing Functionality:

- Marketing Automation Flows
- Audience Segmentation and Personalization Engine
- Audience List Creation and Management
- Transactional and Promotional Email Campaigns*
- External Form Integration
- Salesforce CRM Integration



Custom Template Creation Capabilities



Custom Application Integration



*monthly send limits apply