

# The UPS Store



## Rapid Replication

Seamless Site Management from Corporate Sites to Franchisee Microsites



BRIDGELINE  
DIGITAL  
CASE STUDIES

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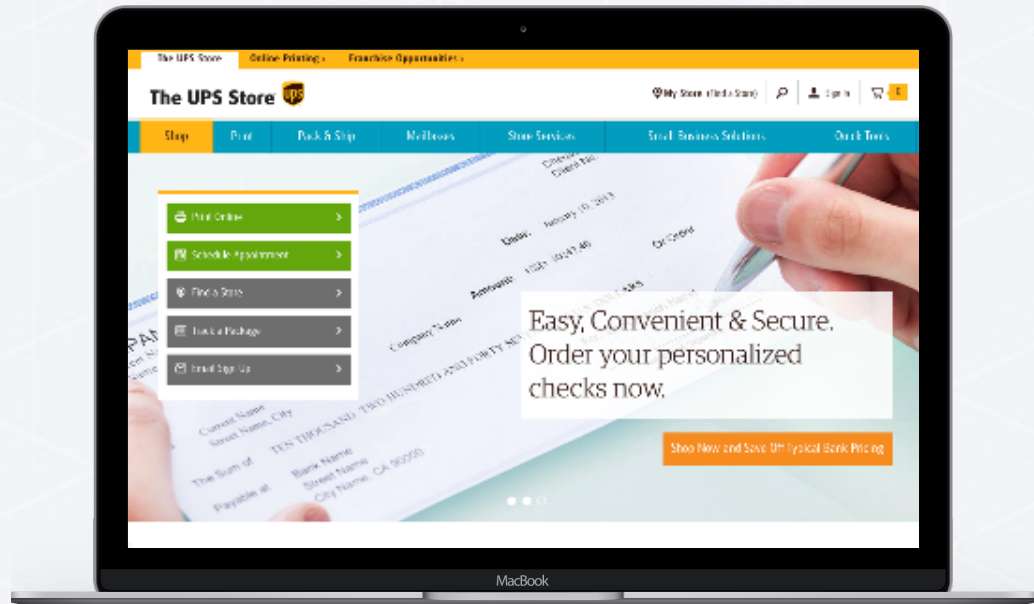
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# CHALLENGE



The UPS Store is the world's largest franchisor of retail shipping, postal, printing and retail service centers maintaining over 4,700 independently owned locations. Their goal was to update their global corporate site and syndicate to franchisee microsites while providing the ability to run local marketing initiatives.



## Provide Global Website Update

Update legacy website platform without interrupting daily business operations.



## Centralized Website Management

Ability to control website content and marketing campaigns at a national and local level.



## Integrate The Digital Experience

Provide a platform to manage all business processes with one comprehensive solution.

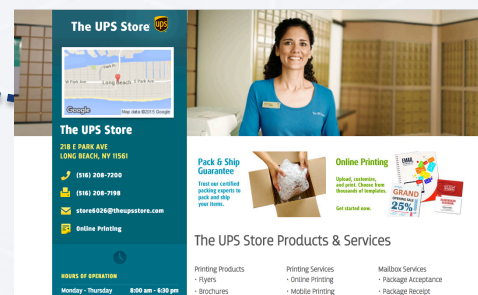
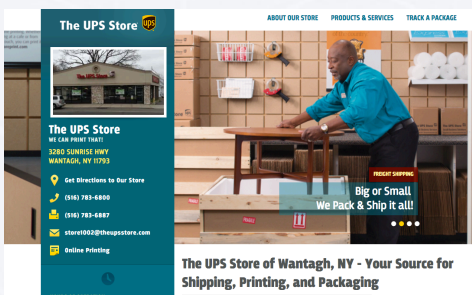
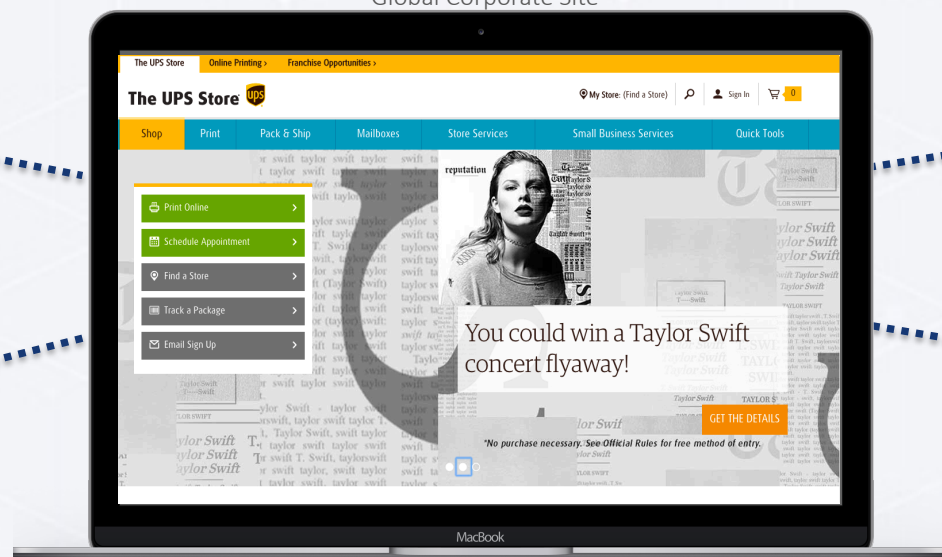
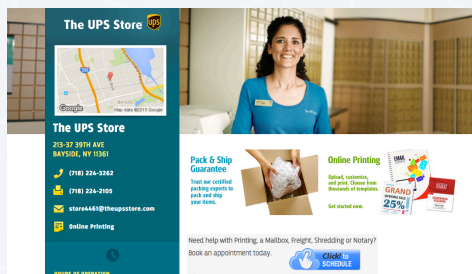


# SOLUTION



Bridgeline empowers The UPS Store to manage commerce and content at scale.

Global Corporate Site



**Centralized Administration of Franchisee Microsites**  
Seamless management of global branding standards for corporate site and 4,000+ franchisee microsites.



**Unified Commerce Solution**  
Attribute orders to franchise center locations with job queues and fulfillment in store.



**Corporate & Franchise Intranet Portal**  
Facilitate internal communications, collaboration and education.



**Marketing & Social Content Syndication**  
Replicate website updates and campaigns with distributed content and segmentation capabilities.



# RESULTS

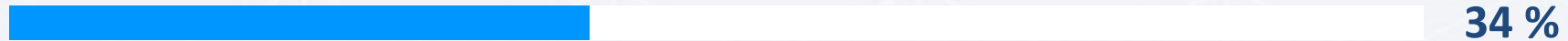


“ Whether you are uploading files from the marketing help center to create banners, coupons, PDF or images, or you are creating your own - you can do it all with so much ease now than ever before. ”

*Kiran Misra - The UPS Store, Carlsbad, CA*

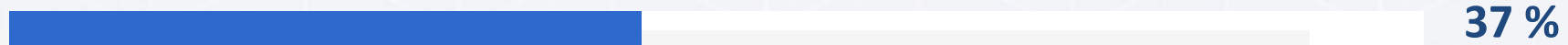
## SESSION DURATION

MORE TIME SPENT ONSITE



## SEARCH ENGINE OPTIMIZATION

INCREASE IN RANKINGS FOR NON-BRANDED KEYWORDS



## RETAIL BENEFITS

MORE IN-STORE CONVERSIONS



# Unified Product Suite

**BRIDGELINE**  
**UNBOUND**

Manage your entire digital experience without limitations.



## **MARKETING**

Automation Flow Builder  
Landing Pages  
Lead Capture & Nurture  
Segmentation & Targeting  
Email Campaigns



## **CONTENT**

Flexible Publishing  
Enterprise Search  
SEO Management  
Publishing Workflows  
Mobile Friendly



## **COMMERCE**

Faceted Catalog  
Cart & Checkout  
Shipping & Payments  
Coupons & Promotions  
Order & Inventory



## **SOCIAL**

Social Monitoring  
Reputation Management  
Drive Engagement  
Schedule  
Publish



## **INSIGHTS**

Dashboards  
Actionable Insights  
Reporting  
Optimization  
Goal Tracking

## Better

- » Customer Experience: Unified Experience Across All Channels
- » Functionality: Manage the Complete Customer Journey
- » Scalability: Enterprise-Level Features With Deep Integrations

## Faster

- » Go-to-Market Faster: Rapid, Pre-Built Interfaces & Modules
- » Turn-Key Solution: CMS, Commerce, Marketing Automation & Social
- » Nimble & Agile Professional Services: Providing Velocity to Market

## Effective

- » Financial Benefits: Increase Leads, Drive Conversions & Drive Online Revenue
- » Streamline Business Processes Managing Sites & Reduce Costs
- » One Platform - One Team

**The broadest custom cloud-based solution available today. Achieve velocity to market!**

# Brand Network Licensing

## Distributed Publishing

Empowering brand networks to unify, manage, scale and optimize their local and national web presence.

### Clients Served:

- Franchise Organizations
- Distributor
- Associations / Chapters
- Multi-Locations

### A True Digital Engagement Web Platform with Feature-Rich Capabilities.



#### BUILT-IN SEO MANAGEMENT

Superior Search Engine Optimization features allow your franchisees to customize their meta information for maximum exposure in search results.

#### PRE-BUILT TEMPLATES

Templated solution to reduce up-front cost – all based on user-tested designs to drive engagement and ease of use.

#### AUTOMATION

'Set it and forget it' tools allow you to automate everything from SEO to content publishing to email marketing.

#### MOBILE FRIENDLY

Mobile and tablet-optimized templates making sure prospects can find each location's website on the go.

#### FLEXIBILITY

Ultimate flexibility - giving your franchisees the ability to easily edit and add website content - all while maintaining your brand regulations and integrity.

#### SHARED CONTENT REPOSITORY

Pre-built content for your network to customize and make their own - marrying your brand message with the inherent SEO benefits of unique content.

# Looking for Results?

Our team is ready to work on your solution.

EXPLORE THE POSSIBILITIES

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