

# What's new in BLOX CMS

September 7, 2017



TownNews.com

# Today's agenda: What's new in BLOX CMS

- **Grow audience** with new Cover Art, Article Designer tools, and vertical gallery presentations
- **Boost revenue** with new ad technology, native advertising and dynamic layouts
- **Increase efficiency** with auto-save, auto alerts and new Google integration
- **Improve speed and security** with 'time to interact' improvements, HTTP/2 support and other code optimizations



# Grow audience and engagement



# New Cover Art feature

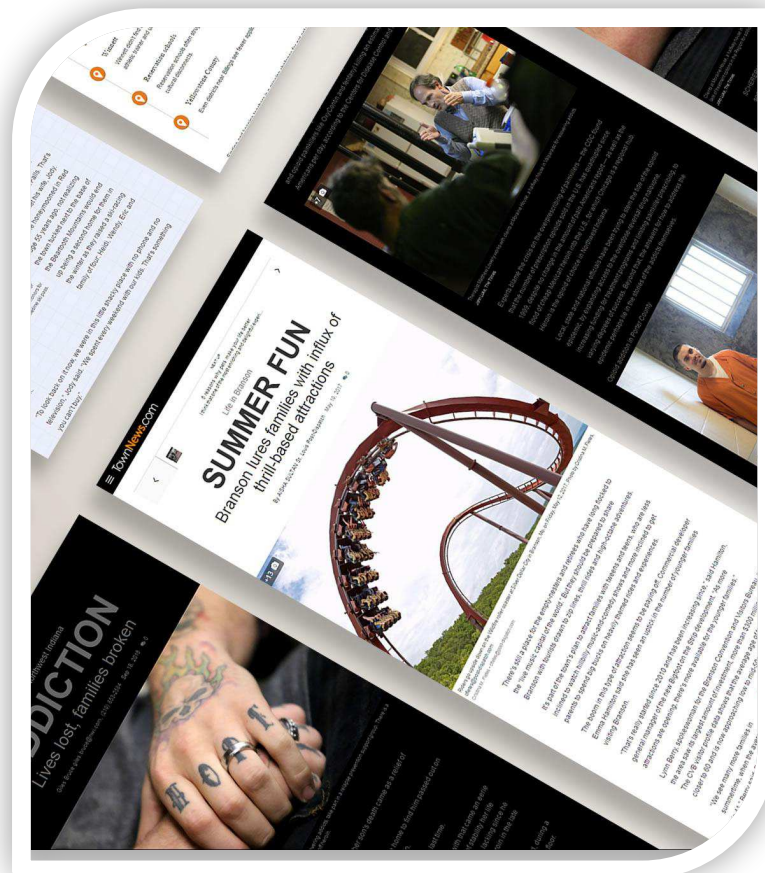
- Create mobile-friendly, magazine-like covers for articles
- Special effects and animations create interest
- Text options help create varied designs



# Article Designer

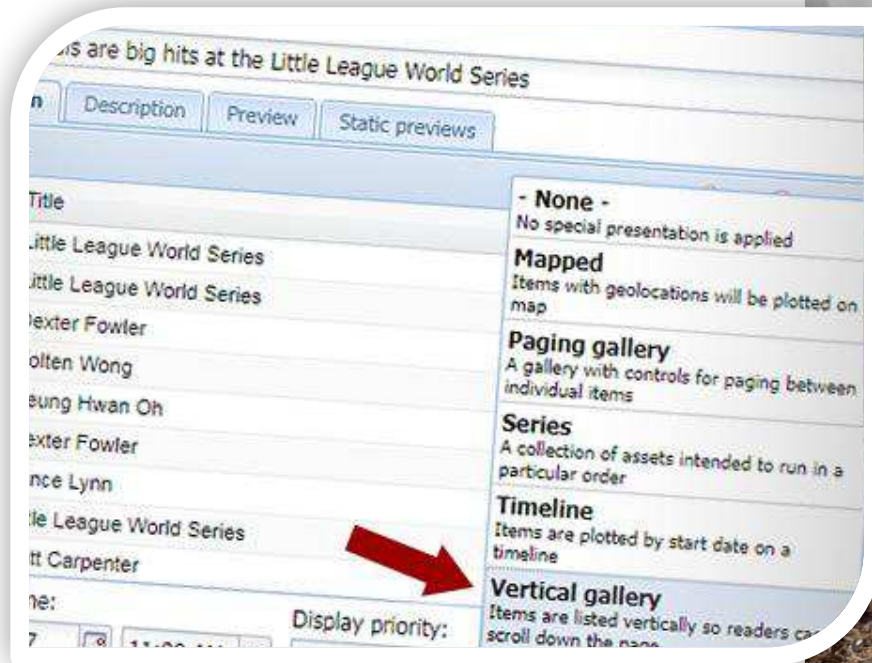
## Tools for better storytelling

- Dazzle readers with fresh photo options: parallax, full-width, panorama and more
- Set the alignment and width of inline story elements for elegant, magazine-like layouts
- Drag-and-drop related content like pull quotes and fact boxes into the body of your stories
- Tailor the look of inline story elements with a simple right-click



# Vertical Gallery presentation

- New collection presentation mode shows higher engagement than regular presentation
- Asset cards are organized as vertical pages
- Ads can be displayed at any interval
- Each card is a page view



Motor Vu Drive-In demolition, October 10, 1977



A movie screen at the Motor Vu drive-in theater, torn down in October 1977. The Motor Vu was the first 20th Street drive-in theater in 1952, and the first to be torn down. Some local, Canadian, and American companies are located at the site today. Source: The Press

Beacon Club demolition, June 21, 1964



Club demolition at the intersection of 11th Street and 20th Street in June 1964. The club was formerly known as the Beacon Club and was a popular hangout for the local community. It was demolished to make way for the new building. Source: The Press

Polison, April 9, 1996



Polison as the Club was a popular hangout for the local community. It was demolished to make way for the new building. Source: The Press

First Avenue North and North 29th Street, October



A building is demolished at the corner of North 29th Street and Second Avenue North in October 1992. The site is a parking lot today. Source: The Press



Forget It floral shop demolition, July 2, 1990



The Forget It floral shop at the corner of South 27th Street and Minnesota Avenue is demolished in July 1990. The site is a parking lot today. Source: The Press

# Boost revenue



# What is “ad viewability”?

- Major players in the industry worked with IAB to create the concept of a viewable impression
- To be viewable, an ad has to have fully loaded and have more than 50% of pixels in the viewport for more than 1 continuous second
- Videos must be in the viewport and playing for 2 seconds to be called “viewable”

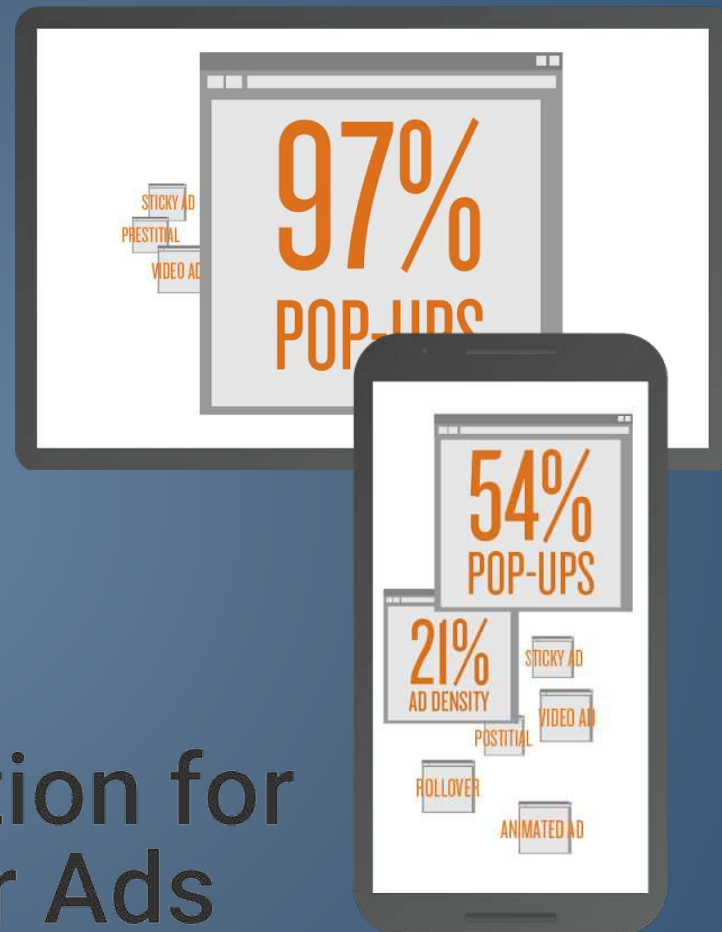


# What are “Better Ad Standards”?

- A coalition of groups surveyed more than 25k consumers
- Ad practices that those consumers identified as “disruptive” are banned
- A future Google Chrome release will block all ads on pages that have ads found to be against the “Better Ads Standards”

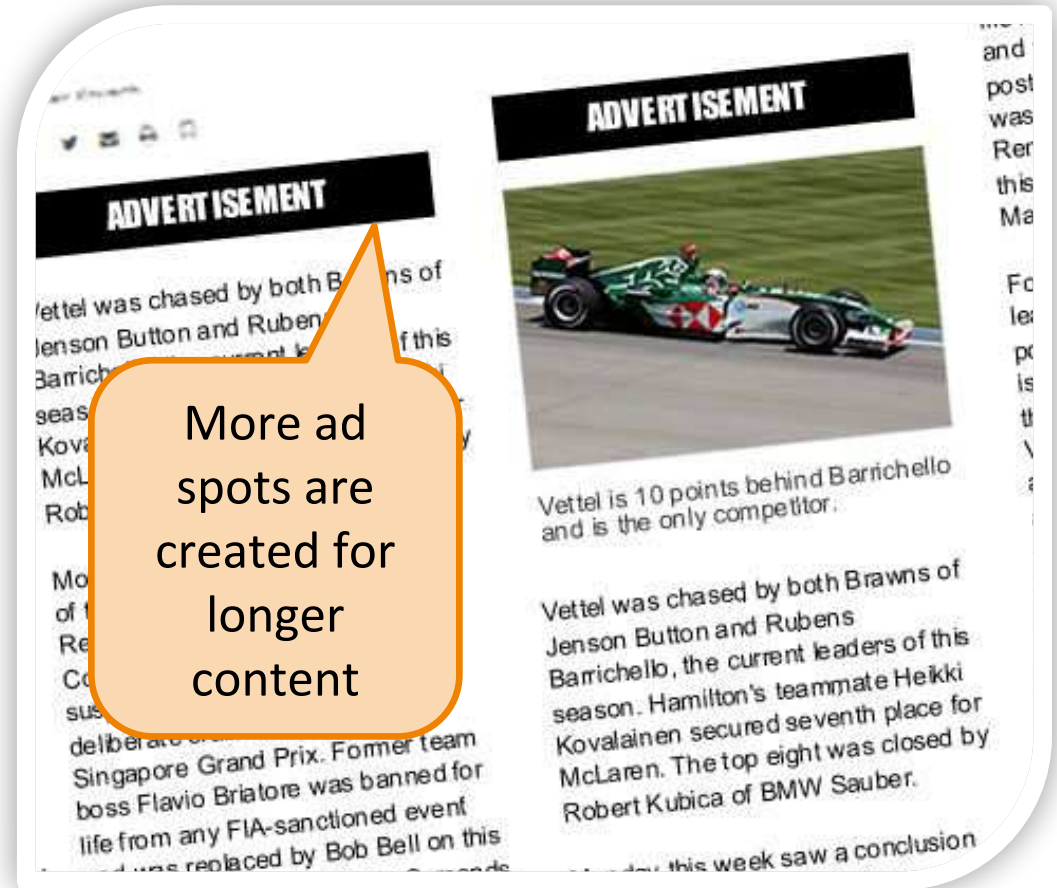


Coalition for  
Better Ads



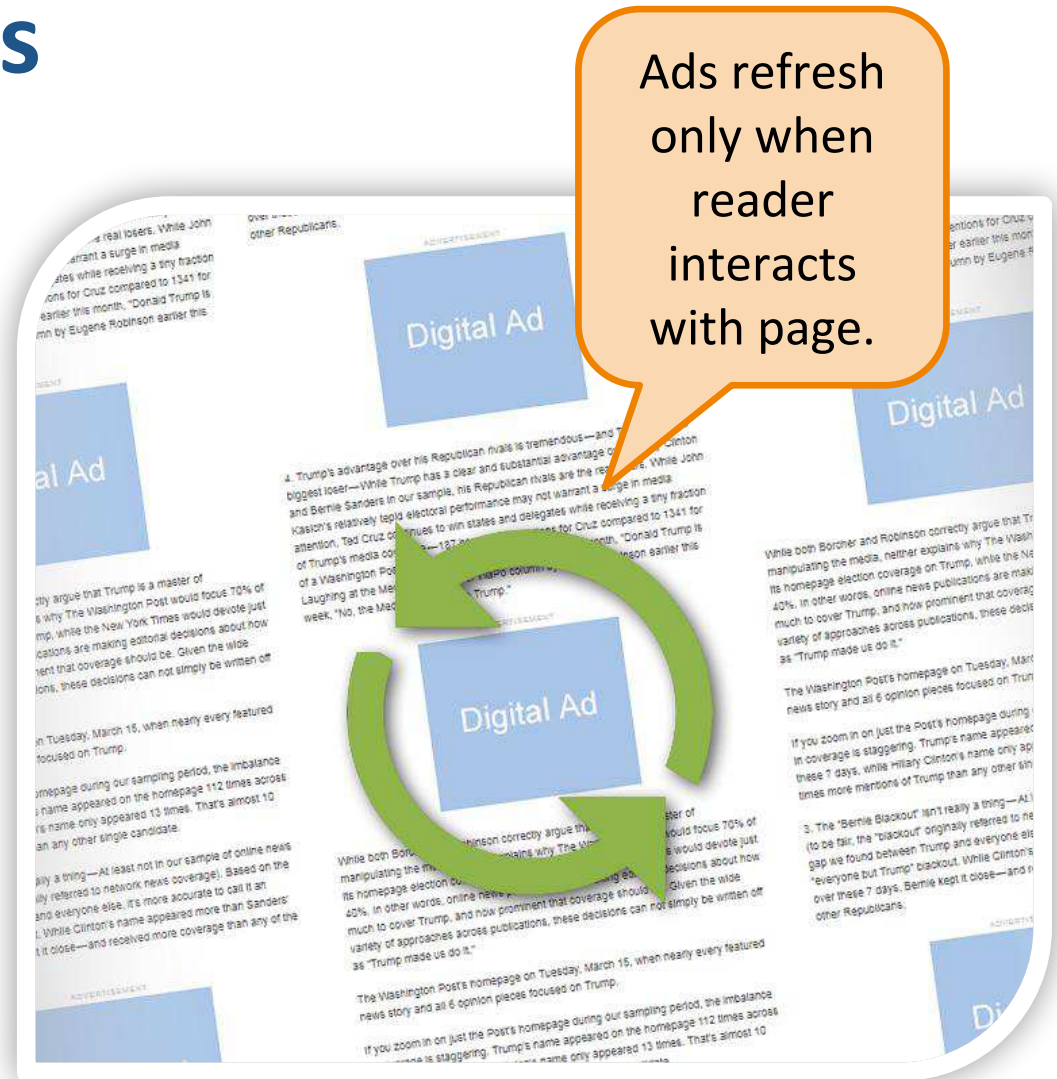
# Automatic ad for articles

- A new ad option for article pages
- Prevents “ad overload” on short stories
- Additional ad spots for longer articles
- New spots are lazy-loaded, highly-viewable



# Auto-refresh ads

- Certain ads may refresh due to reader action, such as clicking on photo gallery or scrolling down page
- New ads are highly-viewable and only load when in the page



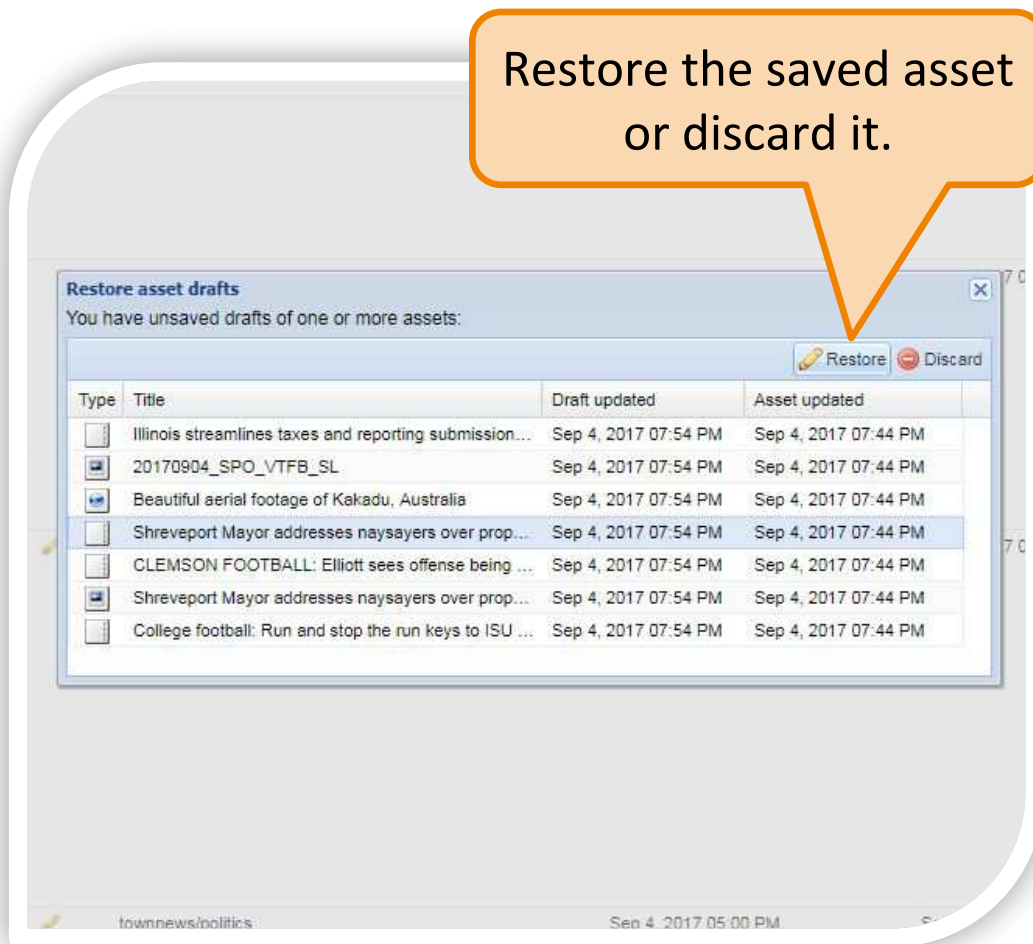
# Increase efficiency



# Auto-save and restore assets

- Restores an asset if the page changed and the asset wasn't saved
- Stores all kinds of files - even ones with no title
- Temporary saves do not impact revision history

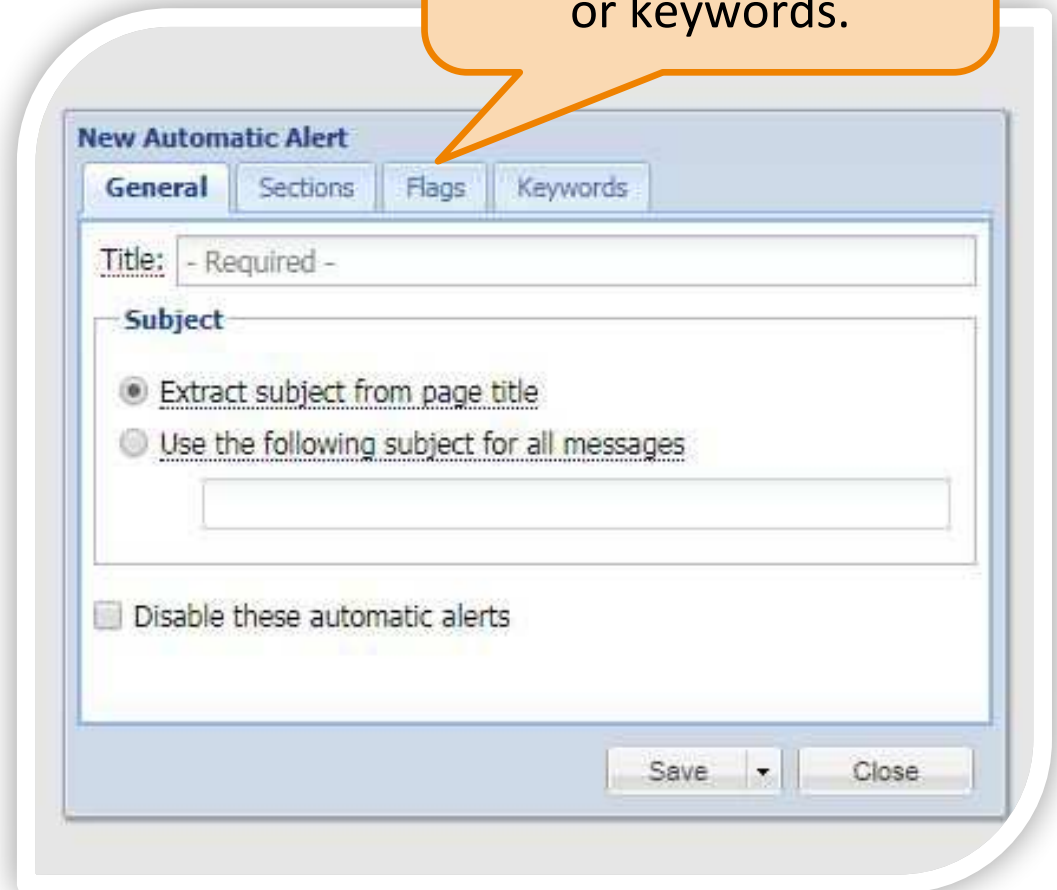
Restore the saved asset or discard it.



# Automatic Alert Emails

- Send out email newsletters based on new articles created with a specific flag, section or keyword
- Uses “important update” feature to send additional updates
- Requires Email Reach

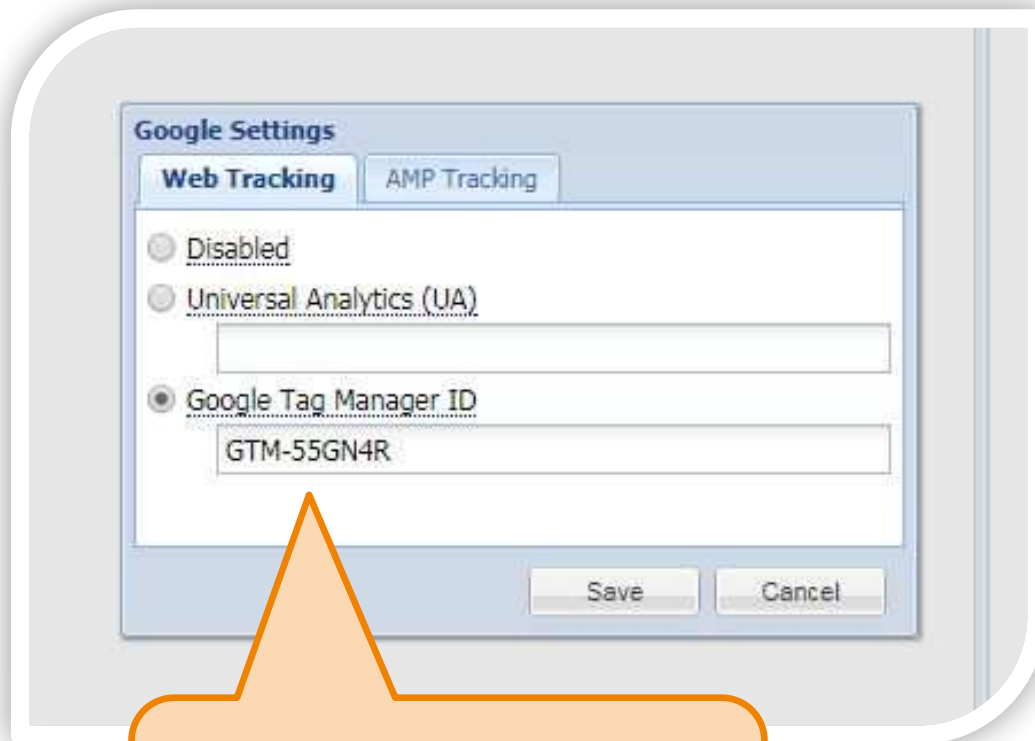
Set up alerts based on sections, flags or keywords.



The screenshot shows a 'New Automatic Alert' dialog box with four tabs: 'General', 'Sections', 'Flags', and 'Keywords'. The 'Flags' tab is currently selected. The 'Title' field is labeled '- Required -'. The 'Subject' section has two radio button options: 'Extract subject from page title' (which is selected) and 'Use the following subject for all messages'. Below these options is an empty text input field. At the bottom of the dialog, there is a checkbox labeled 'Disable these automatic alerts' which is unchecked. The bottom right corner features 'Save' and 'Close' buttons.

# Google Settings

- Google Tag Manager program for analytics is now integrated
- Data points are collected and added to the page's data layer
- Also supports Universal Analytics and AMP



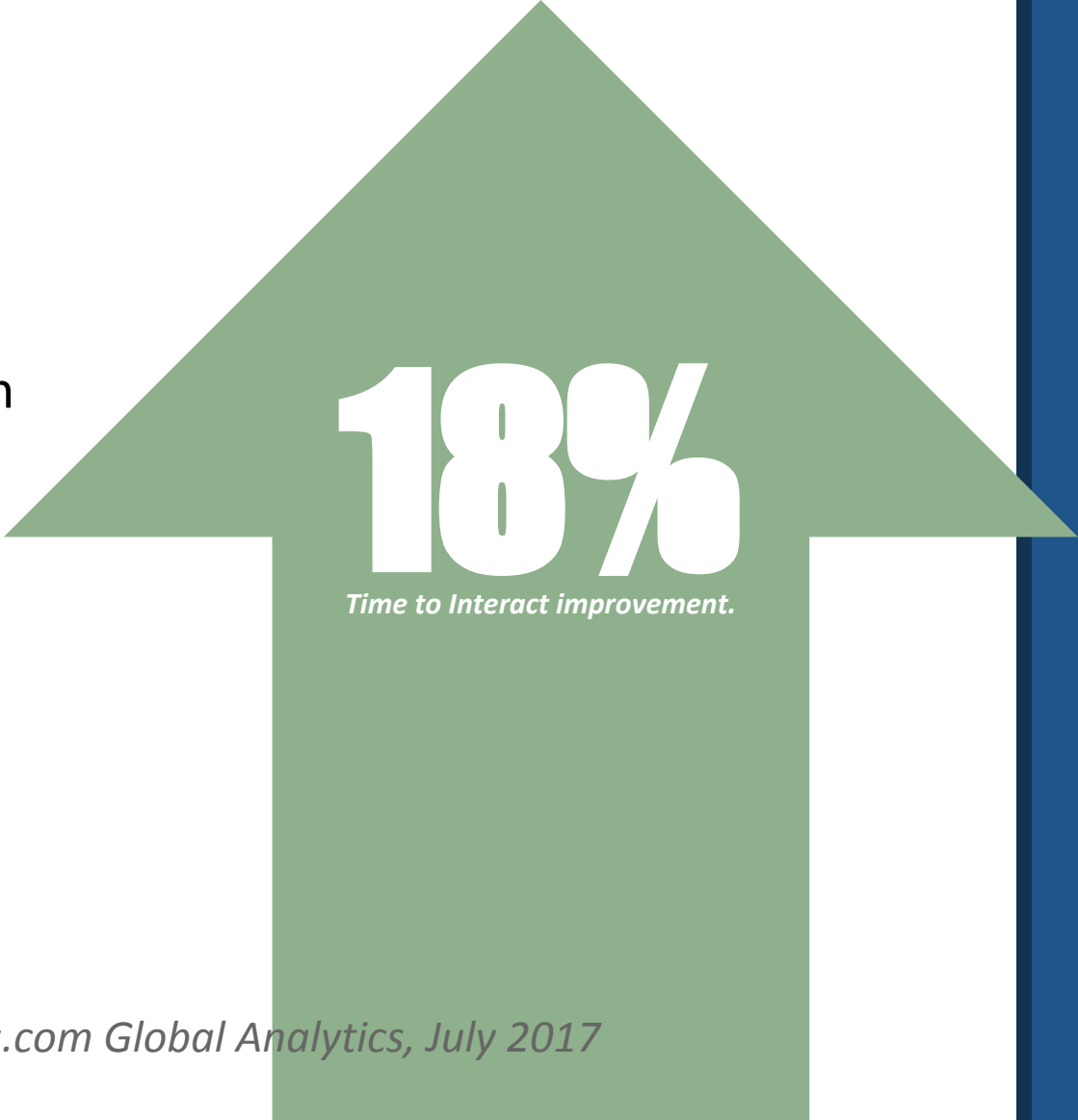
Choose between Google Tag Manager and Universal Analytics.

# Improve systems and security



# “Time to interact” improvements

- More script modules get async support
- Preload optimization hinting
- Preconnect & DNS Prefetch for BLOX library files
- Image placeholders
- Optimized block CSS to reduce reflow



18%

*Time to Interact improvement.*

# HTTP/2 support

- Available now on all CDN resources
- New version of HTTP protocol
- Single open connection
  - Reduces trips back to server
- Multiplexing
  - Multiple resources can be downloaded concurrently
- Header compression for smaller files



# Full-time HTTPS

- “Secure mode”
  - Boost SEO
  - Speed up your site
  - Block prying eyes
  - Protect user data
- Free certificate
- Avoid browser warnings

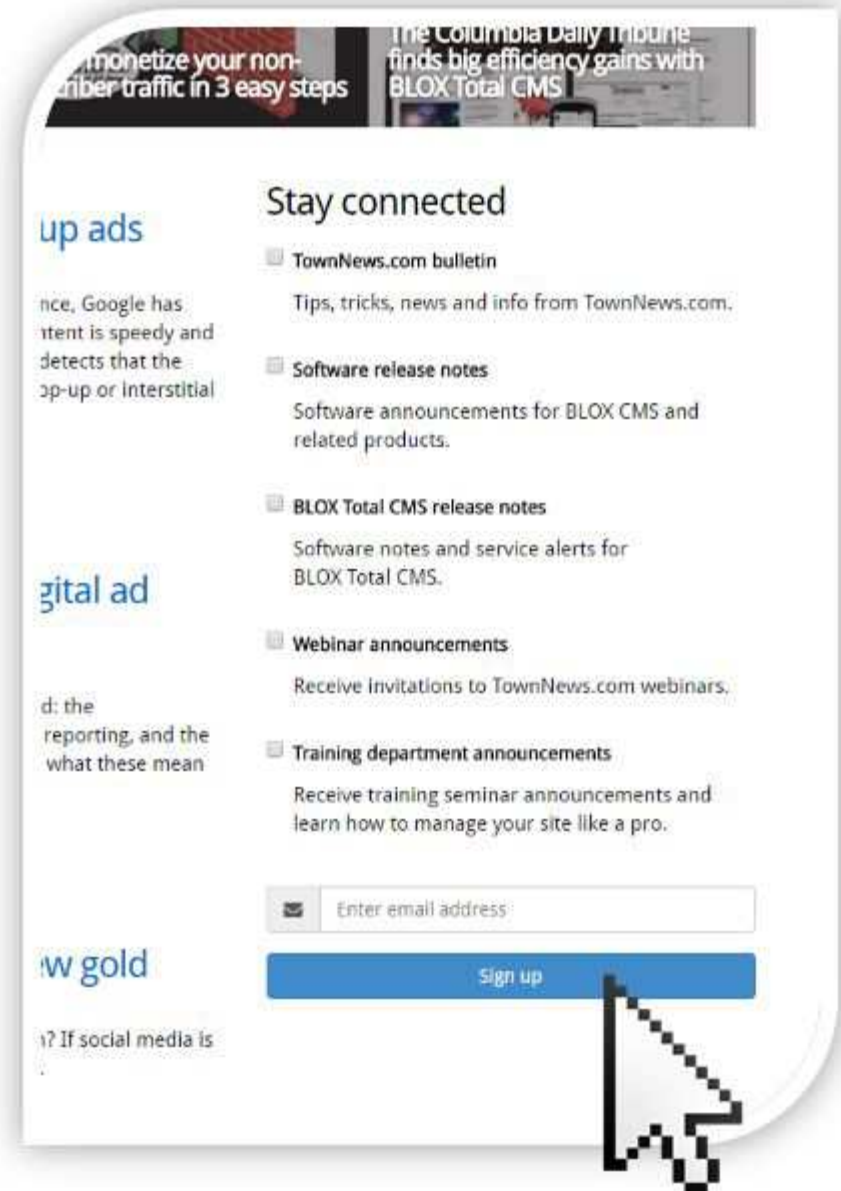


# Questions?



# Stay connected

- Documentation
  - [help.bloxcms.com](http://help.bloxcms.com)
- Support
  - Call 800-293-9576
  - [support.townnews.com](http://support.townnews.com)
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# Thank you!

