What's New in BLOX CMS

TownNews

Thursday, June 6th, 2019

Today's agenda

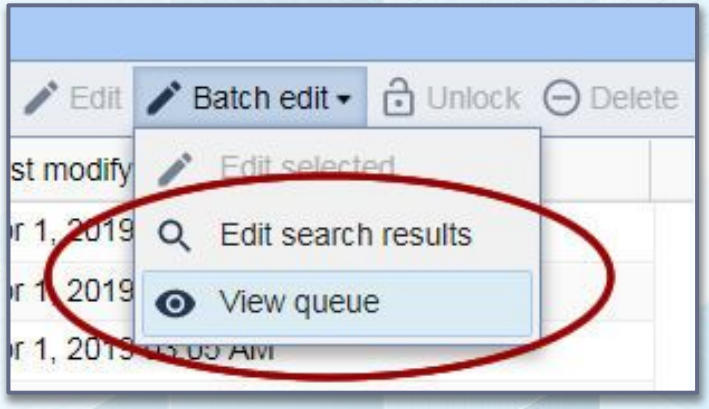
BLOXCMS by TownNews

- Update a large selection of assets
- Create dynamic, trackable text buttons
- New map alternative, no credit card required
- . . . and more!

Super Batch Processing

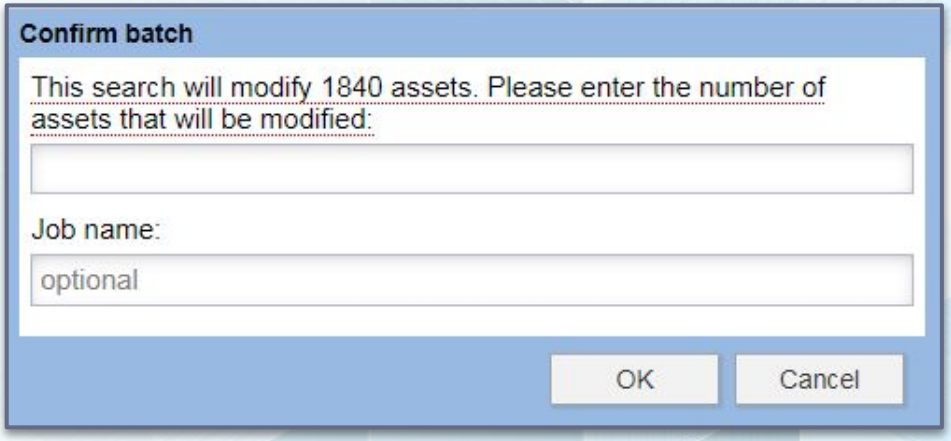
New panel under “Batch edit”

- Edit search results including unlimited number of assets
- One process allowed at a time
- Run larger batch edits off-hours
- Completion email sent to user



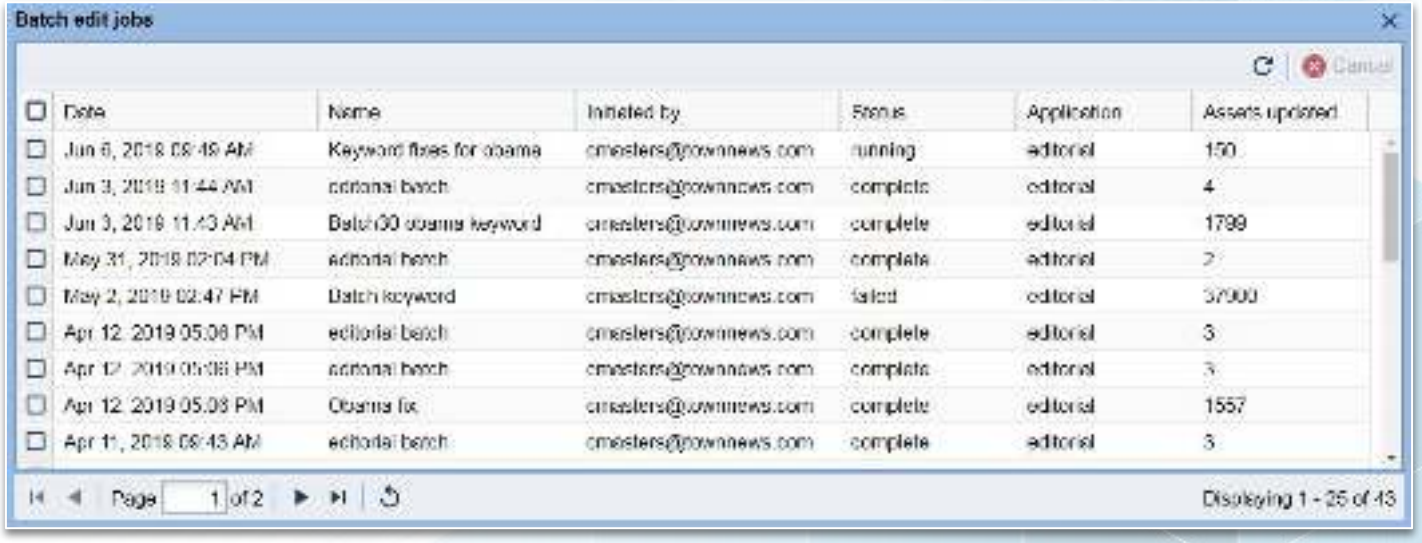
Confirmation required

- User must enter the number of affected assets to proceed
- Add a “Job name” for easier tracking in the job queue



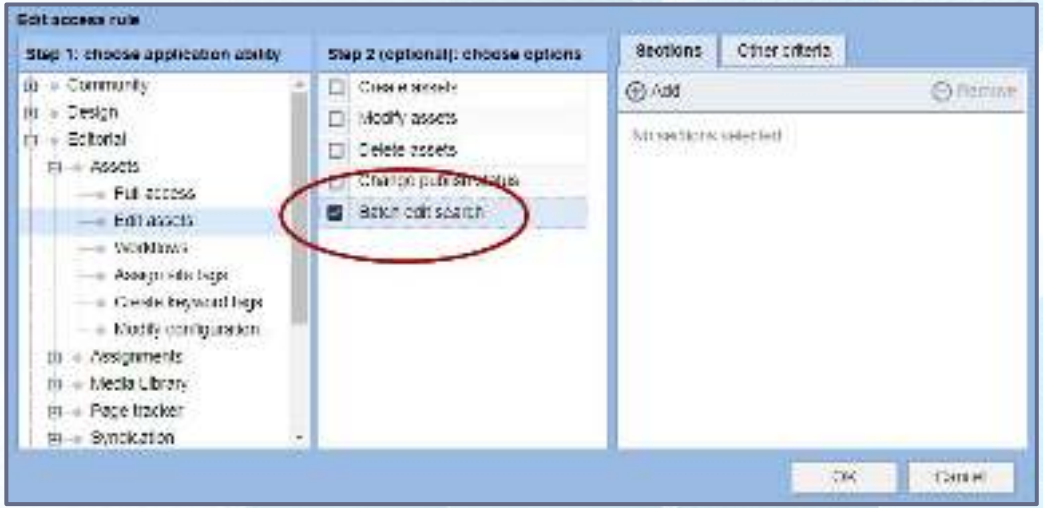
View and cancel in the jobs queue

- Refresh button will update numbers and status
- Records the user who requested the task



Access rules for batch edit search

- New permission required for group admin accounts
- Full administrators get automatic access

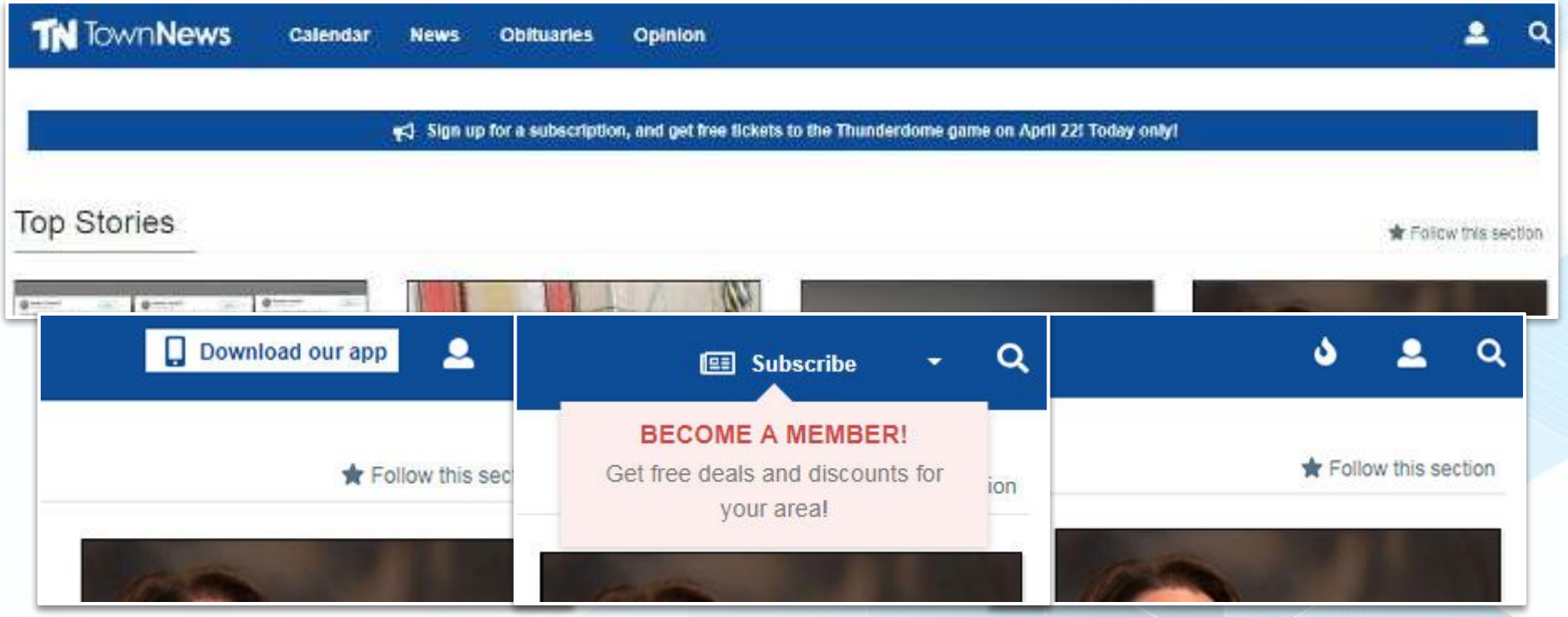


Utility: Promo Button

Dynamic, trackable text buttons

- Related to the “Utility: Promo Designer”
- Create buttons, links and icons with tooltips
- Works with iQ Engage audience tracking
- UTM tracking to gauge effectiveness

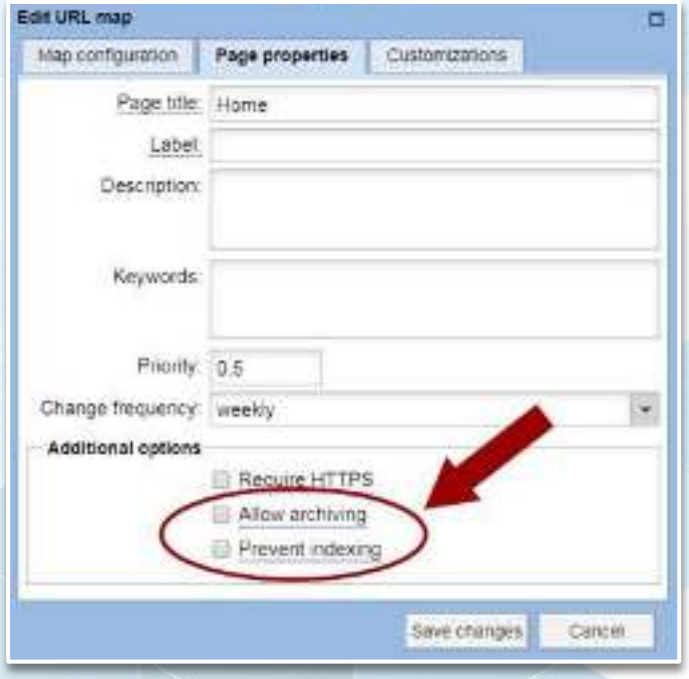
Variety of design options



Additional new features

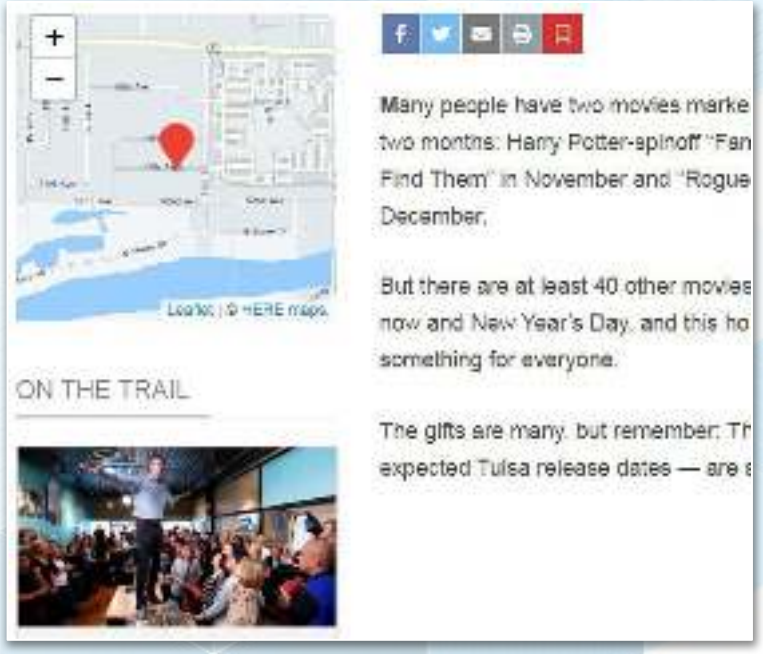
New robots.txt management

- Old settings panel was removed
- New choices for:
  - Allow archiving (default off)
  - Prevent indexing (default off)
- Configuration inherits down
- Existing files will migrate on release of new software



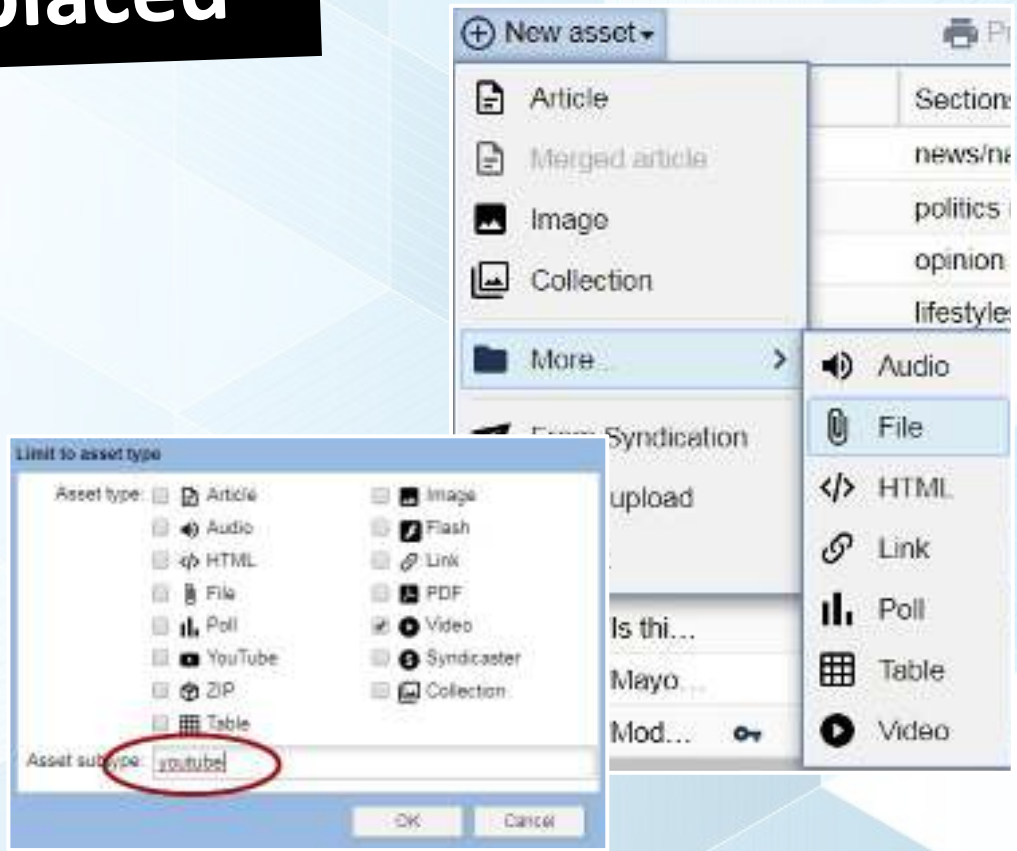
New map alternative

- From HERE Technologies
- Does not require a credit card to create an account
- API limit of 250k transactions per month
- HERE will be used to render maps when both API keys used



Some asset types replaced

- New asset types replace existing ones:
  - PDF, Zip, Flash replaced with File asset
  - YouTube asset replaced by Video asset
- “Subtype” capability



Now App Headline card

- Choose between “feature” cards and “headline” cards
- Alternate blocks to create a sectioned look
- Works in asset_feed
- Ads show at same interval

Programmatic Ads for BLOX Email Reach

- Partnering with PowerInbox
- Built to specifically work within BLOX CMS
- New block will create ad units of various sizes: Leaderboards, Medium rectangles, and Skyscrapers

Questions?

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Thank you!