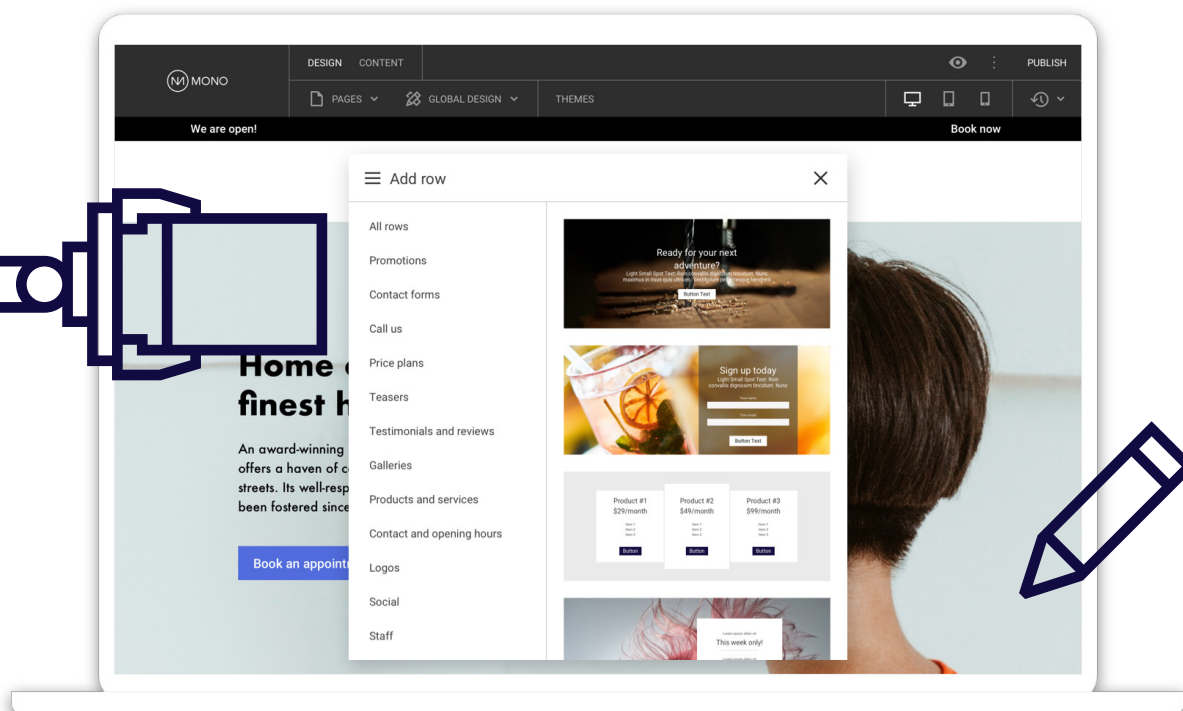


MONO SOLUTIONS

Introduction to the Mono Platform

The ultimate do-it-with-me (DIWM) platform for small- and medium-sized businesses (SMBs)



About this document

Welcome to Mono!

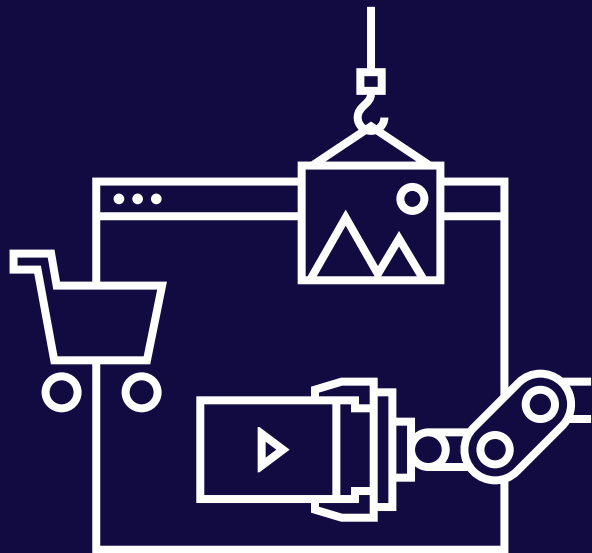
This booklet is designed to introduce the Mono Platform and give an overview of the capabilities of our powerful editor and full suite of engagement-driving products (incl. Mono Scheduling, Mono E-commerce, Mono Email Marketing and Mono Customers), multi-site management tools, API, third-party technology and more.

V 2.0 Latest edit: November 2019

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1. The Mono Platform



Introduction to the Mono Platform

The Mono Platform is an award-winning Software-as-a-Service (SaaS)-based solution that enables the most efficient and cost-effective production and management of digital marketing services for small and medium-sized businesses (SMBs) at scale. It supports all go-to-market models – be it a do-it-yourself (DIY), pure do-it-for-me (DIFM) or a combined do-it-with-me (DIWM) approach. Most importantly, the platform makes the transition between these models seamless.

THE MONO EDITOR

The Mono Editor is the Mono Platform's user interface for editing and managing websites along with any other engagement-driving solution offered by Mono and it can be used by anyone regardless of their technical skill level. Access to the dashboard, platform features, activated products and in-tool support is easily customized down to the smallest detail. To further reduce complexity, business data and content management is completely separated from layout and design in the editor and where relevant, feeds into different products for efficiency gains. This separation is what gives professional website designers the ultimate freedom, flexibility and efficiency in design and is part of what makes Mono unique to other platforms.

STRONG AND FLEXIBLE DATA FOUNDATION

Structured website data is the backbone of the digital presence for SMBs as it feeds search engines with valuable information about their business,

which determines how well the SMB's business gets exposed to potential customers online. Mono delivers best-in-class technology to be able to design and create responsive and data-driven websites that are lightning fast, fully W3C-certified with rich schema.org markup, and optimized for local, voice and traditional search.

While a strong website data foundation is crucial for customer acquisition, customer data is the most essential component for successful marketing strategies and growing a business. The Mono Platform includes a native customer management database from where SMBs can collect, store, manage and use relevant customer data to improve their marketing activities and boost their business.

MULT-SITE MANAGEMENT TOOLS

The Mono Platform is built with an API-first approach to every element, allowing the platform to be extremely flexible, modular and easy to integrate with. All subscriptions can be managed centrally in the Reseller Admin Interface (RAI) for fast and effective fulfillment and scalable subscription management.

By combining powerful site building, content management, engagement-driving marketing solutions and fulfillment tools, the Mono Platform is revolutionizing the production, management and sale of websites and other digital presence offerings for SMBs at scale.

FEATURE OVERVIEW

DESIGN

- Truly responsive web design
- Customize each viewport
- Unbreakable responsive rendering
- Agency-class design styles
- Extensive template library
- Header & footer flexibility
- Navigation flexibility
- Custom HTML & CSS
- Effects incl. parallax, hovers & transitions
- Code-free animations

MULTI-ACCOUNT MANAGEMENT

- Reseller Admin Interface (RAI)
- Subscription management
- Domain, SSL & email management
- Call-tracking provisioning
- NAP data management
- Robust content API
- Aggregated reporting data
- Template library
- Editor user role management

LOCALIZATION

- 18 languages supported
- Regional language support
- Time & date formats
- Multiple currencies
- Characters sets
- Number formats

DATA MANAGEMENT

- Native customer management
- Password-protected web pages
- User profiles
- User activity stream

CONVERSION FEATURES

- Conversion-driven landing pages
- Customized thank you pages
- Call-to-action modules
- Engagement-driven modals & overlays
- Progressive Web Apps (PWA)
- Native online scheduling
- Native email marketing (coming soon)
- Native e-commerce (coming soon)

CONTENT MANAGEMENT

- File library incl. files & images
- Central management of business data & structured site content
- Central customer data management
- Central 301 redirect management
- Native blog functionality

HOSTING

- Unlimited bandwidth & traffic
- Secure hosting facilities
- Unlimited storage
- Global CDN
- Daily back-ups
- SSL certificates
- Option to host in-house

THIRD-PARTY INTEGRATIONS

- Domains & emails
- Fulfillment & off-page SEO
- Search engine marketing (SEM)
- Call tracking & click-to-call
- Payment gateways
- Directories and SMB content providers
- Sync websites information to Facebook, Yext, Google My Business and Uberall

AUTOMATION

- Automated site creation
- Use any structured data source
- Intelligent template design system

REPORTING

- Performance indicators on dashboard
- Seamless integration with Google Analytics
- Native event tracking
- Reporting API
- Run multiple tracking systems
- User data report
- Option to add tracking tags in the HTML

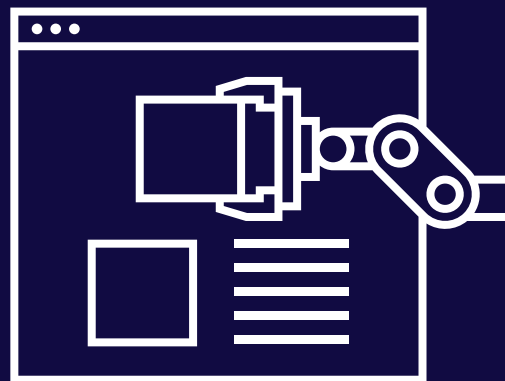
SEO

- Easy to edit page-level metadata
- XML sitemaps & robots .txt
- Integrated SEO health check
- Images auto-optimized for viewports
- W3C validated HTML5
- Minified CSS & HTML
- In-domain assets
- Microdata tagging
- Global CDN hosting for fast sites
- Easy 301 redirect management
- Optimized for Google Page Speed
- Lazy loading images

USABILITY

- Intuitive & user-friendly editor
- Advanced file management
- In-tool image editor and text editor
- Rollback functionality incl. cross session
- Pre-designed rows & pages
- Copy/paste all elements incl. sites, pages & modules
- Automated Start Site creation
- Customizable user roles & limitations
- Accessibility features (WCAG)
- Keyboard shortcuts
- User onboarding features

2. The Mono Editor



The Mono Editor

The Mono Editor is highly intuitive to work with and delivers 100% responsive and search engine-friendly websites with native customer management, e-commerce, scheduling, email marketing, blogging and website personalization features.

Build stunning website designs and customize them to desktop, tablet and mobile screen sizes with hardly any effort. The design area in the Mono Editor is made up of a twelve-unit grid system consisting of rows, columns and modules. Designs can be edited locally (on a specific page) or via Global Design (across the entire site) for ultimate design efficiency and flexibility. Catalogs with pre-designed

pages, page rows and keyboard shortcuts further speed up production and ease-of-use.

The interface received a complete makeover in 2019 focusing on overall workflow efficiency. The editor now requires even fewer scrolls and clicks and has a more intuitive interface structure and feature grouping for an even better user experience. The editor can be accessed with different user roles that can be fully customized to match the skills and needs from a DIY-level SMB to a website design expert level to ensure that the user experience is ideally adapted to the skill level of the individual users. This enables any DIY, DIFM or DIWM scenario.

CONTENT MANAGEMENT

The **Content section** is the central place in the Mono Editor where all aspects of website content are managed and maintained. Files can be uploaded to the file library through the File Manager in the editor interface or via the API. The uploaded content can be accessed and used across the website. Manage all 301 redirects from one central place and optimize the site for search engines with the SEO checker.

- Content assets (files and images)
- The following file formats are supported (jpeg, jpg, gif, png, ico, pdf, docx, doc, odt, rtf, txt, csv, pps, ppt, svg, xlsx, xls, epub and css)
- Structured content (content properties and SEO tags)
- 301 redirects page
- SEO checker

Global Data management makes it easy to set, manage and keep content consistent across pages. The Global Data tags can be managed within the Content section or set via the API. This means that all Global Data can be pushed to, pulled from or synchronized with an external data source.

- Business information (business category and conversion goal, contact information, address, company information)
- Opening hours
- Legal (for example privacy policy and terms of service)
- Cover image
- Logo
- Gallery
- Custom Global Data
- Custom images
- Structured lists
- Price lists
- Website links
- Social links
- Downloads
- Video links
- Offers
- Reviews
- Persons
- Payment methods
- Frequently asked questions (FAQ) lists

IMAGE EDITOR

An **image editor** with easy-to-use image editing functionality is built-in to the site editor.

- Transform (mirror and rotate images, resize image)
- Filters (image Filters)
- Adjust (adjust image parameters)
- Text (add text on image)
- Brush (draw on your image)
- Focus (create focus area)
- Frame (add image frame)

DESIGN FEATURES

The **Design System** of the Mono Editor allows sites to be effectively constructed using a twelve-unit grid system consisting of rows, columns and modules. Each individual row can contain up to twelve columns, and each individual column can contain modules.

- Twelve-unit grid system
- Rows contain columns that contain modules

Global Design is where you create the visual expression of the website without having to use any CSS code. It allows the user to create a consistent design style for all elements on the website from one central location and easily adapt them through the design process. In just a few steps you are able to style the main background, main wrapper and content wrapper, and the header and footer. You are also able to quickly define the Global Colors, text styles, module designs and more. The Global Design menu can be easily accessed from the editor's main navigation.

- Main layout (main background, main wrapper, content wrapper, rows, columns, modules, header and branded footer)
- Base elements (image hover and pagination dots and arrows)
- Global Texts (general text and font settings and individual text styles)
- Global Colors (spot colors, base colors, custom colors)
- Module design settings (text, list, accordion, link & download, icon list, image, gallery, image list, video, navigation, vertical navigation, buttons, search,

breadcrumb, language selector, divider, HTML, social media modules, email share, opening hours, open now, map, digital business card, forms, Mailchimp form, email signup form, user login, payment icons, PayPal button, price list, offers, review, blog catalog, Timify button, scheduling button and scheduling wizard)

- ▶ E-commerce (cart button (header only), (product) catalog, (product) filter, product page and checkout page)
- ▶ Customer engagement settings (forms, Mailchimp form, email signup form, user login and user profile page)
- ▶ Blog settings (blog catalog and blog post)
- ▶ On-Site Engagements (thin bar, modal, corner box and sticky)
- ▶ Scheduling settings (timify button, scheduling button and scheduling wizard)
- ▶ Custom CSS (add custom CSS code)
- ▶ Accessibility design (style features targeting website users with disabilities)

Local design allows the differentiation of one element from the styling it inherits from Global Design. It can be applied to each level of the site, including pages, rows, columns and modules and lets you change the design for one specific isolated element, e.g. a single button, which doesn't have any impact on other similar elements. The use of local design will not impact the Global Design of similar elements. Local design can among other things be applied to the following settings:

- ▶ Spacing settings
- ▶ Backgrounds colors, images and general behavior
- ▶ Transparency, hover and effects settings
- ▶ Border settings
- ▶ Text styling
- ▶ Apply styling for icons

Row slider creates a row slideshow or carousel effect on pages. Each slide can have unique content, which effectively maximizes the use of page real estate. Site visitors can flip through each slide manually or you can set slides to transition automatically at specific intervals.

- ▶ Show arrow navigation
- ▶ Show pagination dots
- ▶ Auto transition of slides

- ▶ Pause transition on hover
- ▶ Transition animations
- ▶ Set slide transition interval

Row settings enables designers to set a specific image or video as the background of the row, as well as create a row-specific anchor that can be used to link a specific area of a page to the top navigation in the header.

- ▶ Parallax scrolling
- ▶ Video background
- ▶ Background filter
- ▶ Set border, spacing and container
- ▶ Row anchors (page or sub-level)

Flexible design grid enables designers to easily change the base layout of any site, as well as the individual elements on any page.

- ▶ Fixed/fluid horizontal row settings
- ▶ Flexible vertical column settings

Individual viewport toggle and device design settings.

- ▶ Viewport toggle between mobile, tablet and desktop
- ▶ 100% responsive design
- ▶ Individual style setting for different viewports

Code-free animations can be applied to any row, column or module, header and footer. It allows for the specific element to be animated into its position on the page and brings life to the website.

- ▶ Fade in left
- ▶ Fade in right
- ▶ Zoom in
- ▶ Bounce in

Google fonts and font awesome icons are available and upload of additional fonts is supported.

TRACKING AND REPORTING

All sites include robust site analytics (using Google Analytics) as well as in-site event tracking, accessible directly via the editor dashboard. All data can be exported via the API to external dashboards or reports.

All tracking and analytics data is stored in the Mono MongoDB database. This data can be pulled out for analysis via our API for big data analysis or other report modeling, if desired.

- Seamless integration with Google Analytics and Google Tag Manager
- Native event tracking
- Reporting API (for data export/import)
- Other third-party analytics can be added

SEO MANAGEMENT

All SEO settings are manageable on both individual page level and site level.

- Page name
- Page URI
- Page title (meta title)
- H-tags
- No index option
- No publish option
- Keywords (meta tags)
- Page description (meta description)
- 301 redirects
- In-tool SEO health check feature
- XML sitemap, robots .txt and sitemap management
- Images auto-optimized for viewports
- Microdata markup for structured data
- In-domain assets
- W3C validated HTML5
- Minified CSS and HTML
- Optimized for Google Page Speed
- Frequently asked questions (FAQ) lists

SOCIAL

Share activity on popular **social networks**, such as LinkedIn, Facebook and Twitter. Social network icons can be customized to match your brand.

- Facebook (like, share, send, comments, post, video)
- Twitter (share, follow, hashtag, mention)
- Instagram (embed)
- Social media links (Facebook, Twitter, YouTube, LinkedIn, Google+, Pinterest, Instagram, Foursquare, TripAdvisor, Vimeo, Flickr, Dribbble, Spotify, Soundcloud, MixCloud, LastFM, Skype, Reddit, Android, Apple, Safari, Opera, Firefox, Explorer, Chrome, Dropbox, StumbleUpon, Digg, Slack, Deviantart, Yahoo, Windows, Linux, HTML5, Github, BitBucket, codepen, WhatsApp, Vine, Twitch and Steam)

EDITOR LANGUAGES

The Mono Site Editor is currently available in 10 languages, making it easy for users to work in their native language. Mono is adding new languages on an ongoing basis. New editor languages can be requested to Mono.

- Select editor language for each individual site
- 10 editor interface languages currently supported: Danish, Dutch, English, French, French (Canadian), German, Swedish, Norwegian (Bokmål), Italian, Spanish
- Editor interface languages planned: Finnish, Basque (Spanish), Catalan (Spanish), Galician (Spanish), Lithuanian, Latvian, Polish, Arabic

LOCALIZATION

Sites can include **unlimited language versions** and we currently support 18 different language settings. Simply create new language nodes under the main Pages tab > Add language.

- 18 regional site languages supported: Arabic (ar), Basque (eu), Catalan (ca), Croatian (hr), Danish (da), Dutch (nl), English (en), Finnish (fi), French (fr), French-Canadian (fr-ca), Galician (gl), German (de), Italian (it), Latvian (lv), Lithuanian (lt), Norwegian (Bokmål) (no), Spanish (es), Swedish (sv)
- Regional languages planned: Hungarian, Romanian, Slovenian, Polish (pl)
- Please note: Arabic language and characters are supported as front-end language in the editor. The language reads right to left but the default left-alignment of text is not changed to right-alignment. If using Arabic language on a site, it is the website owner's own responsibility to right-align all text elements in Global Design.
- Time and date, currency, character sets and number formats

INTEGRATIONS

The Integrations section of the Mono Editor is used to **manage third-party integrations**, as well as sitemap submissions.

- Sitemap submission: Submit your sitemap for better and faster website indexing
- Google App Manager: Sync Global Data to Google My Business page
- Yext Sync Manager: Sync Global Data with an existing Yext profile
- Uberall Sync Manager: Sync Global Data with an existing Uberall location
- Facebook App Manager: Sync website content automatically to Facebook, show web pages on Facebook

MODULES

The Mono Site Editor offers a **wide range of modules** providing all the functionality needed for SMB websites. Modules can be copied and pasted into any column on any page on the website. They can also easily be combined in columns and rows which can then be copied and pasted all together and reused throughout the site to save fulfillment time. Modules can be styled individually to give them unique designs.

- Individual modules
- Pre-designed module combinations (rows)
- Advanced module styling options
- Copy/paste module
- Duplicate module
- Code-free module animations

Each **individual module** is designed for a specific need of the typical SMB website. Modules are directly placed into columns and can be dragged-and-dropped into other columns. Each module has settings for content, viewport behaviour and numerous styling options

- Text
- List
- Accordion
- Link & download
- Icon list

- Image
- Image list
- Gallery
- Video
- Button (3 variations)
- Search
- Vertical navigation
- Header specific modules (navigation, breadcrumb, language selector, open hours (footer/header), user login (allowing registered users to enter password protected areas))
- Divider
- HTML embed
- Autospacer
- Social media modules (social media links, Facebook like, Facebook share, Facebook post, Facebook video, Facebook comments, Facebook page embed, Instagram embed, Twitter share, Twitter follow, Twitter hashtag, Twitter mention, LinkedIn share, email share)
- Blog catalog
- Opening hours
- Open now
- Map (OpenStreetMap and Google Maps): Note that Google Maps is subject to paid license.
- Digital business card
- Form (2 variations incl. privacy policy link and advanced opt-in functionality)
- Mailchimp form
- Email signup form
- Payment icons
- Paypal button
- Price list
- Offers
- Review
- Timify button
- Scheduling button

Pre-designed rows combine modules that are commonly used together in a frame of columns within the row. This enables fulfilment to quickly build new sites by using larger building blocks of rows, columns and modules that are already pre-designed.

- Reuse common rows, such as a contact page or event signup form
- All Mono Templates as of June 2018 contain hidden pages with a number of pre-designed pages and page rows for efficient fulfillment

PROGRESSIVE WEB APPS (PWA)

A website built on the Mono Platform can be rendered as a **Progressive Web App (PWA)** which is essentially a local cache of the website that is saved on the user's device as an app. This ensures fast load times and a smooth user experience regardless of internet access.

- Enter website in offline mode
- "Add to home screen" prompt
- Customizable icon for homescreen on devices
- Customizable splash screen background color
- Customizable name displayed on the splash screen

CUSTOM CSS

Custom CSS code can easily be added in the interface.

- Custom CSS editor

SIMPLE EDITING FEATURES

The Mono Editor features several tools and settings to **make site building easy for users of varying degrees of digital proficiency**. Offering a DIY or Self-Service solution requires great thought and preparation from the service provider. Please contact Mono to discuss the efforts needed in succeeding with this type of offering.

- Intuitive WYSIWYG interface
- User-friendly templates
- Customizable editor permissions to fit user skill level
- Simple editing mode
- In-editor Getting Started video
- Mono Academy in-tool assistant (direct access to white-labeled Mono Academy search widget in the editor designed as a knowledge base for end users)
- Customizable dashboard (can link to help resources, upgrade incentives and product add-ons)

ROLLBACK

Rollback is a feature that takes a **snapshot of the state of a site**. Users can revert to previous page versions, including those created by other users. Rollback also enables users to see when and who has made changes to a page. Admins can also limit the accessibility of the rollback functionality to RAI users.

- Revert up to 30 changes in the editor
- Works across user sessions
- Changes tracked to individual users

EU GENERAL DATA PRIVACY REGULATION (GDPR) FEATURES

The following features ensure that our reselling partners and their small business customers can easily **meet the requirements** as part of the legislation outlined in the EU GDPR.

Platform

- Dedicated legal privacy policy fields in Global Data
- Privacy policy consent option available on all forms
- Multi-step opt-in option on email signup form module
- Consent in blog post comments
- Consent option on On-Site Engagements that collect data
- Social media opt-in option
- View user opt-in timestamp and source in email notifications and form submissions
- Cookie notification options (choose whether visitors should just get a notification that the website uses cookies, or if they should have the option to either enable or disable tracking cookies)
- Ability to add a link to the privacy policy on the cookie notification
- Revoke cookie consent option

One-Click Sites

- Legal page
- Privacy policy page
- Automatically generated user consent request on all forms
- Automatically generated link in footer to legal and privacy policy pages

E-commerce

- Consent option on e-commerce checkout

Customers

- Clear permission settings
- Easy customer data and user activity delete function
- Easily search and generate a User Data Report and extract of all user data registered via the website for any given email address

ACCESSIBILITY FEATURES

Make your website easily accessible for users of assistive technologies, such as screen readers, magnifiers etc. with the accessibility features available in the Mono Editor. The features are based on the international Web Content Accessibility Guidelines (WCAG).

- Enable Accessible Rich Internet Applications (ARIA) (labels in the website code to help visually impaired users make sense of elements that don't have text labels on them)

- Skip to content (enables screen readers to bypass the website's main navigation and jump to the beginning of the main website content)
- Focus indication (colored outline that helps clearly indicate to users of assistive technologies which element on the website is currently active)

MISC. FEATURES

The Mono Platform features various options designed to improve overall ease-of-use and functionality.

- Global HTML tags (add your own html)
- Preview site across all viewports (see the site prior to publication in desktop, tablet and mobile version. Preview link can be shared with a customer for review/approval)
- Favicon
- Menu jump (for custom site navigation)
- Hide header
- Hide footer
- Hide page
- Keyboard shortcuts

3. Intelligent Site Building

Mono Websites

Mono One-Click Sites

The Mono Template System

The Mono Quick Creator

Intelligent Site Building

The Mono Platform supports intelligent site building solutions by putting structured data at the core to enable automated solutions that make creating and managing SMB digital presence scalable and efficient. At the very basic foundation, Mono's Global Data feature enables crucial business information to be automatically structured, marked up and findable in the format search engines prefer for rich search and voice search results. Combined with decision-tree logic and powerful API calls, it can enable so much more.

Different intelligent solutions leverage the strong data foundation to create value for both SMBs and fulfillment agents from speeding up the site creation process to solving technical challenges with automatic ease-of-use solutions. In this section read about data-driven website creation, the Mono Template System, Mono One-Click Sites, Mono Quick Creator and more.

SECTION 3.1

Mono Websites



DESCRIPTION

Mono Websites can be designed to meet the needs of SMBs no matter where they are in their digital journey. From simple one-page websites with limited feature access to full-blown professional website solutions with access to the full feature suite, websites can be built to match the needs of the business.

A website is only as good as its data foundation, and this is because website data directly impacts search result success and ensures that relevant information reaches the appropriate audience. Websites built on the Mono Platform offer best-in-class technical SEO through the use of minified CSS/HTML and more, in order to meet the latest standards within SEO and uphold a high technical performance. Mono Websites

also leverage structured data (schema.org markup) to deliver rich search results and to ensure consistent optimization for traditional, local and voice search. Websites built on the Mono Platform are fully responsive and viewports can individually be adjusted if needed. This gives SMBs the opportunity to show specific messaging for mobile, tablet and desktop visitors and increase conversions for each type of device.

In order to further boost the SEO of the sites and visitor experiences, Mono Websites are continuously monitored to ensure that consistently score in the 90th percentile in page speed and overall performance based on Google's latest Lighthouse standards.

FEATURE HIGHLIGHTS

FLEXIBLE WEBSITE MANAGEMENT SOLUTION

- ▶ Limit advanced capabilities from SMB clients with pre-designed editor user roles
- ▶ Preview link to a staging environment that can be shared with a client
- ▶ Global Design for fast, easy and consistent adaption to SMBs branding (colors, fonts and more) across the website

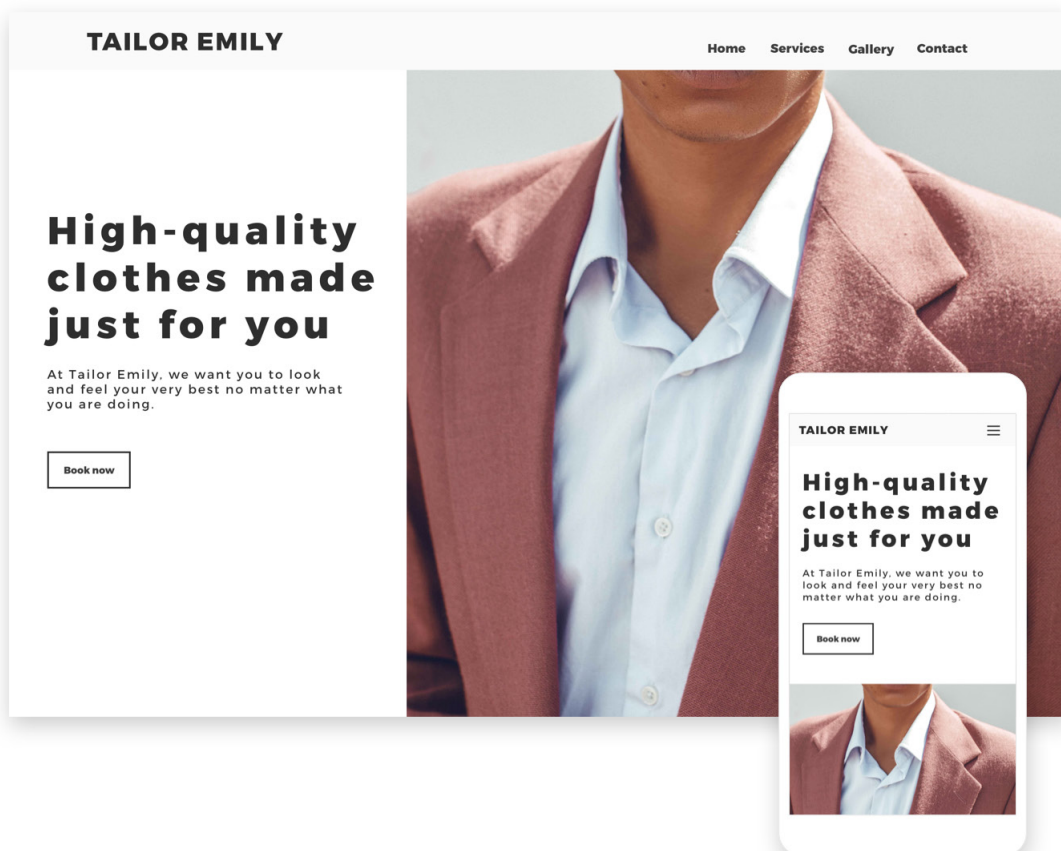
STRONG TECHNICAL FOUNDATION

- ▶ W3C compliance
- ▶ Structured data (schema.org markup) ensure data consistency & rich search results
- ▶ Best-in-class technical SEO for traditional, local and voice search

- ▶ Excellent page speed and overall performance in Google Lighthouse
- ▶ Fully-responsive website optimized for mobile, tablet and desktop views

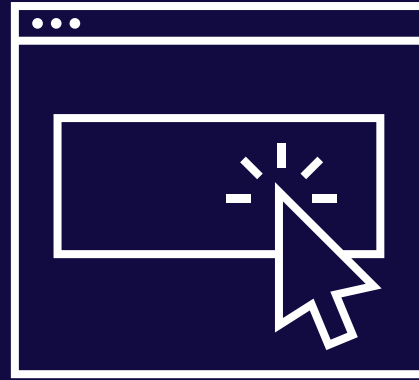
INTUITIVE WEBSITE PRODUCTION

- ▶ Intuitive WYSIWYG editor interface designed for fulfillment efficiency
- ▶ Conversion-driven website templates that leverage Global Design and Global Data for intelligent website production
- ▶ Pre-designed rows and page layouts
- ▶ Keyboard shortcuts for routined users
- ▶ Rollback feature with user identification and time stamp for ease of team collaboration



SECTION 3.2

Mono One-Click Sites



DESCRIPTION

Mono One-Click Sites is a concept that uses structured data to auto-generate a simple, yet professional one-page site in just minutes. The template has a built-in dependency system that automatically adds or removes template sections based on the available content. This makes One-Click Sites easy to update and ensures that the design intelligently displays the available content and does not show any placeholder text, such as lorem ipsum.

The technology behind One-Click Sites enables SMB service providers to create professional, search-engine friendly, fully-responsive one-page websites with no manual fulfillment needed. It does so by swiftly converting structured data from a directory listing, Facebook, listings management

(such as Yext or Uberall), a CRM system or any other structured source into a website. The content is placed within the template, and a responsive and SEO-optimized website is produced in minutes. The easy-to-use interface and structured data makes the website simple to edit and the perfect entry-level website for SMBs that are new to the digital world.

For the SMB service provider, One-Click Sites provide an excellent way to approach the market with an entry-level product with minimal effort and cost. When supporting a full customer journey, One-Click Sites are a great way to gather a high volume of customers at an entry-level and upgrade them over time without ever having to switch platforms.

FEATURE HIGHLIGHTS

QUICK AND EASY SITE CREATION

- Auto-generated truly responsive and SEO friendly websites
- Pre-designed template with built-in dependency system
- Custom color scheme
- Logo and hero image automatically added
- Content dynamically added from data source
- Dynamic call-to-action feature

FLEXIBLE CONTENT SOURCES

- Ready-to-use integrations with Facebook, Google, Central Index, Yext and Uberall
- Integrates easily through API with any directory database, CRM system or other form of content source for the initial website creation
- Updates on the websites can automatically sync back to the original content source

COST-EFFICIENCY AND BUSINESS DRIVERS

- Low cost of site maintenance
- Low fulfillment commitment
- End user access for easy content management
- Easy to add domains and SSL certificates
- Easy upgrade path to more advanced website offering

CONTENT AND ANALYTICS INTEGRATIONS

- Integration with Google Analytics

STANDARD MONO ONE-CLICK SITE SECTIONS

- About us
- Gallery
- Contact
- Legal page
- Privacy policy page

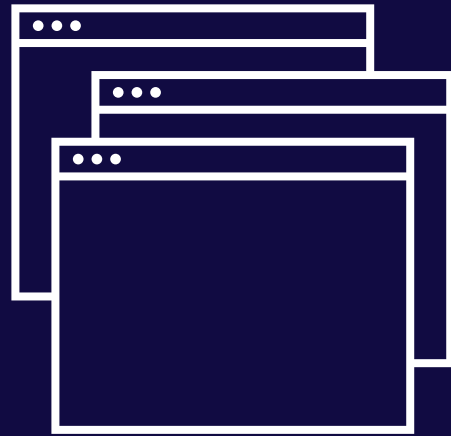
AUTOMATICALLY ADDED CONTENT FIELDS

One-Click Sites auto-display or hide content sections based on available elements in the data.

- Company logo
- Company base data (name, address, phone and email)
- Company description
- Product/service keywords
- Images/galleries
- Documents
- Webform
- Offers
- Lists
- Website link
- Social media links
- Videos
- Testimonials
- Opening hours
- Payment icons
- Links and downloads
- Map
- Reviews
- Legal page (hidden page)
- Privacy policy page (hidden page)

SECTION 3.3

The Mono Template System



DESCRIPTION

Mono's award-winning Template System leverages vertical-specific knowledge for SMBs and best-in-class website design practices to offer a quicker and more automated website production process. This is done through ready-made website templates designed and delivered to match different stages of the fulfillment process.

Designers can also leverage a wide variety of pre-designed rows available and sorted in themes, such as campaigns and galleries, that allow them to quickly add customized options to the client's website. This makes it super easy to tailor the content and the design in order to create a unique website for any small business' goals. All templates and pre-designed rows and pages are pre-optimized for different viewports to make customization highly efficient and ensure optimal production speed and performance.

Mono Templates give an advanced starting point for website designers, yet make it easy to add the creative elements that match any SMB's distinct brand identity and automatically cascaded across the site. The **Master Template** is Mono's own base template on which all templates have been built upon. It's been designed so that everything links

up correctly with Global Styling and stacks right on all viewports. Mono's **Style Templates** are variations of the Master Template based on Global Design changes. Style Templates are ideal for designing your own templates or alternatively, as a base for starting new websites. Mono's **Vertical Templates** are beautifully designed for a variety of common SMB verticals, including salons, restaurants and cafés, lawyers and architects, gardening and cleaning services, beauty and wellness, and more. Each template has been pre-configured with relevant conversion-optimized modules and relevant calls-to-action for their business vertical.

The full Mono Template Library is available in the Reseller Admin Interface (RAI) and contains ready-made templates that can be copied, edited and saved locally for proprietary use. You can also build your own templates from scratch for your local library. When you build a template, you can define intelligent template rules on various elements that are dynamic according to available Global Data on the site. When the template rules detect Global Data in specific modules, rows or pages, the site design will be modified according to the rules set.

FEATURE HIGHLIGHTS

TEMPLATES MADE FOR FULFILLMENT EFFICIENCY

- ▶ Advanced starting point for designing online solutions
- ▶ Minimize time spent on initial website design
- ▶ Efficient site production
- ▶ Beautiful design differentiation with minimal effort
- ▶ Pre-made layouts and rows perfect for any vertical
- ▶ All elements of a template can be changed
- ▶ Templates and pre-designed rows and pages are optimized for all viewports

INTELLIGENT DESIGN WITH TEMPLATE RULES

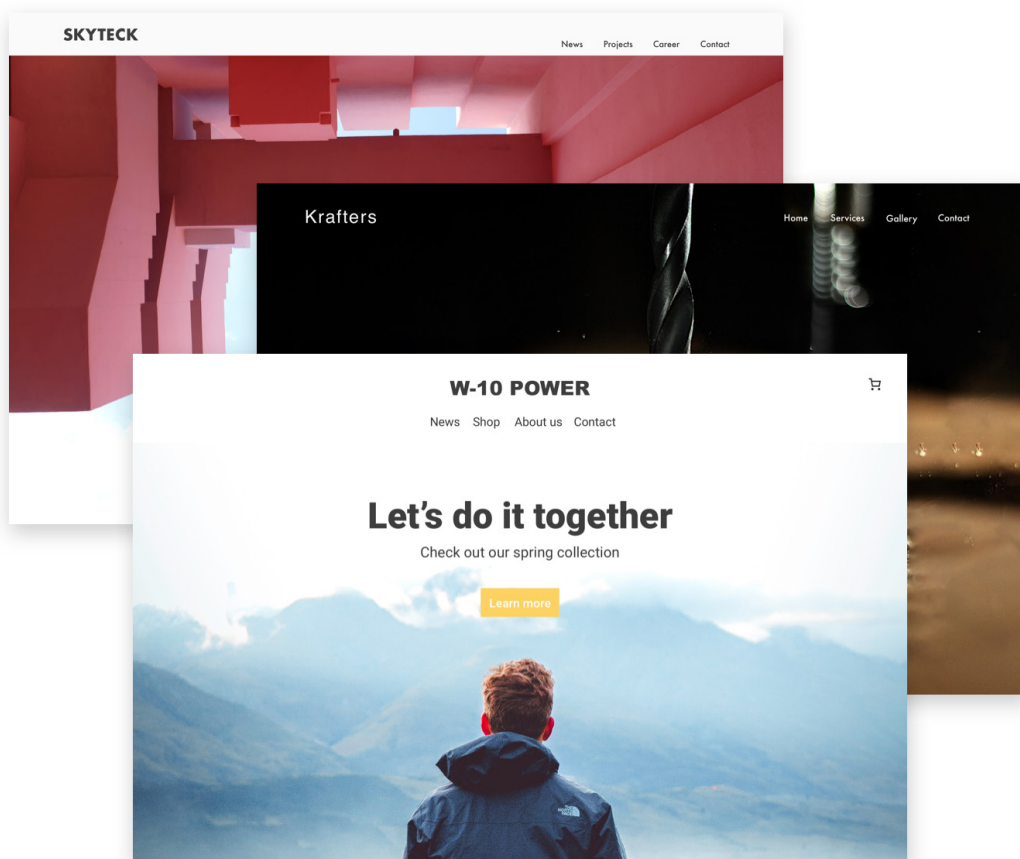
- ▶ A set of conditional rules allowing you to define template elements depending on available Global Data
- ▶ Use any Global Data element
- ▶ Add rules to modules, rows and pages
- ▶ Available on templates only (not for site creation)
- ▶ Template rule preview option
- ▶ Define template rules based on language versions
- ▶ Custom CSS classes

TEMPLATES ADAPTED TO PRODUCTION NEEDS

- ▶ Master Template (ideal foundation for building templates)
- ▶ Style Templates (style variations of the Master Template)
- ▶ Vertical Templates (industry focused with pre-filled content ideal for building websites)
- ▶ Product-Specific Templates (website, e-commerce, one-click and landing page templates)

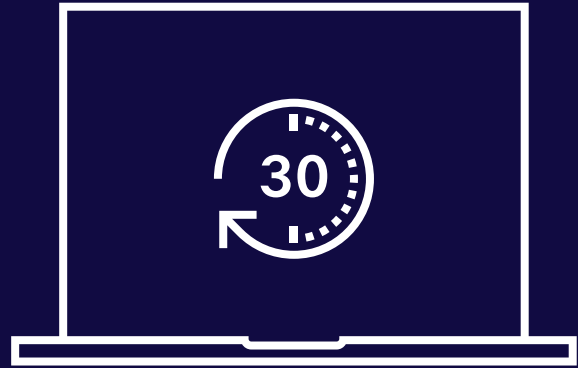
BUILD YOUR OWN TEMPLATE LIBRARY

- ▶ Create a reseller-specific template library
- ▶ Full ownership of the templates you create



SECTION 3.4

The Mono Quick Creator



DESCRIPTION

The Mono Quick Creator is a customizable site creation wizard that guides users through a step-by-step flow that allows them to choose a website template and modify basic styling and content. Once the Quick Creator flow is completed, users get direct access to the Mono Editor. The Quick Creator is a valuable tool for website offerings that requires SMBs to initiate the site creation process themselves. It can also be used to speed up the site creation process for fulfillment agents.

The basic Quick Creator flow consists of four steps. First users can choose a website template, then they

can choose to add basic business information which will be stored as Global Data to help the SMB save time filling out this information on their website and to improve the site's SEO value. After that, they can update the website font and color, and lastly register a domain. In short, the Quick Creator provides all the basic choices a user has to make when creating a solid foundation for their website. As a reselling partner, you can decide which of the steps to include, in which order they should be shown, and if each step should be mandatory or optional for the SMB client.

FEATURE HIGHLIGHTS:

ADAPTABLE FOR YOUR GO-TO-MARKET APPROACH

- Fully customizable flow - choose steps and order
- Choose any website subscription upon site creation

AVAILABLE STEPS

- Select a template
- Add business information (Global Data input fields)
- Select general font and color to apply on website
- Add domain

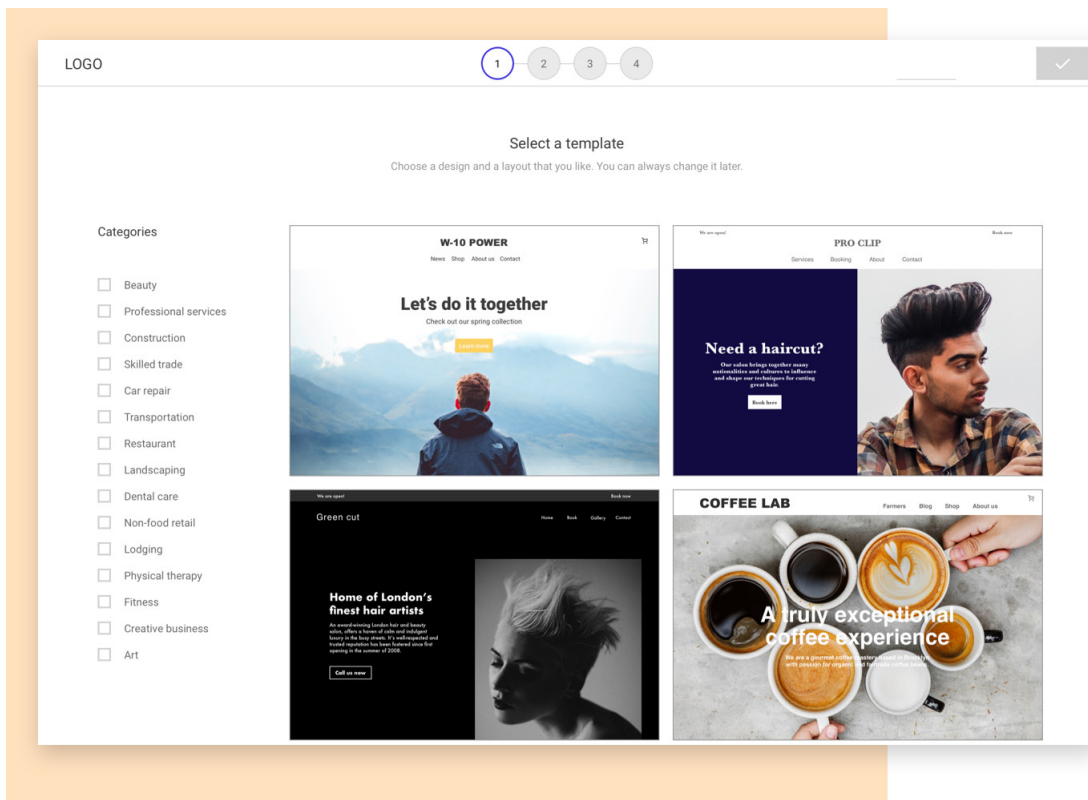
QUICK CREATOR FLOW CUSTOMIZATION OPTIONS

- Headline and preamble texts for all steps
- Templates used

- Template categories
- Global Data field labels (you cannot add additional text fields to the form)
- Rename labels on font and color selectors
- Rename domain field label
- Available domains (depends on existing TLD and ccTLD setup)

BRANDING OPTIONS

- Logo
- Logo background
- Button background color for “back” and “next” buttons



4. The full suite of Mono Products

Mono Customers

Mono Email Marketing

Mono On-Site Engagements

Mono E-commerce

Mono Scheduling

Mono Landing Pages

Mono Blog

The full suite of Mono Products

A strong digital presence requires more than simply establishing a website. No matter how modern or data-rich, a website needs to ultimately drive engagement for the visitor to bring value. As websites are increasingly no longer the primary destination of a search, the traffic that does flow to the website is likely there with a high intent to engage. Consumers are looking at small business websites for trust signals and validation. Interacting with these visitors is absolutely critical.

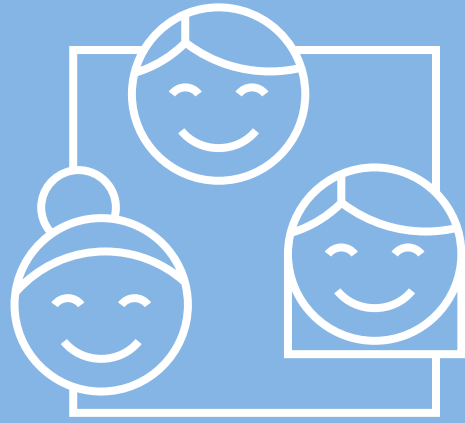
The Mono Platform offers a suite of native products designed to help drive more business for SMBs. All of these solutions can be managed centrally

from the intuitive Mono Editor, minimizing management complexity and lowering the cost and time spent for SMBs on managing their customer base, marketing and digital presence.

In this section read about Mono Customers, Mono On-Site Engagements, Mono E-commerce, Mono Email Marketing, Mono Scheduling and more. Just like with Mono Websites, each product is developed specifically for SMBs and can be managed with different user role permissions and platform access limitations to easily enable any go-to-market scenario.

SECTION 4.1

Mono Customers



DESCRIPTION

Mono Customers is a native customer database designed to help SMBs optimize their online marketing efforts by allowing them to better capture, collect, understand and manage their customer data.

Mono Customers is a central part of the Mono Platform where website visitor data is efficiently captured in a searchable native database to build strong individual customer profiles. This is done by automatically logging on-site user interactions

by capturing form data through website forms or features like Mono On-Site Engagements. This enables SMBs to automatically capture and utilize customer data to efficiently plan and create targeted marketing activities across the platform. They can easily segment customers into user groups that can be used to manage access rights to password protected websites or used to send targeted email campaigns through the Mono Email Marketing.

FEATURE HIGHLIGHTS

MANAGE USERS

You can easily view and manage your customers' individual data in the Customer section.

- View individual user profile
- Add, manage and delete users
- Manage user details (name, address, contact information and access to password protected pages)
- Add notes to individual user profiles
- Browse all available data collected on an individual customer
- Download individual user data reports

USER GROUPS

Create and manage as many user groups as you need for easy user segmentation.

- Create dedicated groups of users
- Tag user groups with relevant similarities
- Bulk add/move customers to a group

CAPTURE AND MANAGE DATA

Data collected on the website will be available in the Customers tab.

- ▶ Enable data collection on forms
- ▶ View form data under the Customers tab
- ▶ Export and download form data as .xlsx file

PASSWORD-PROTECTED PAGES

Build password protected web pages to offer exclusive access for particular groups of customers on the website.

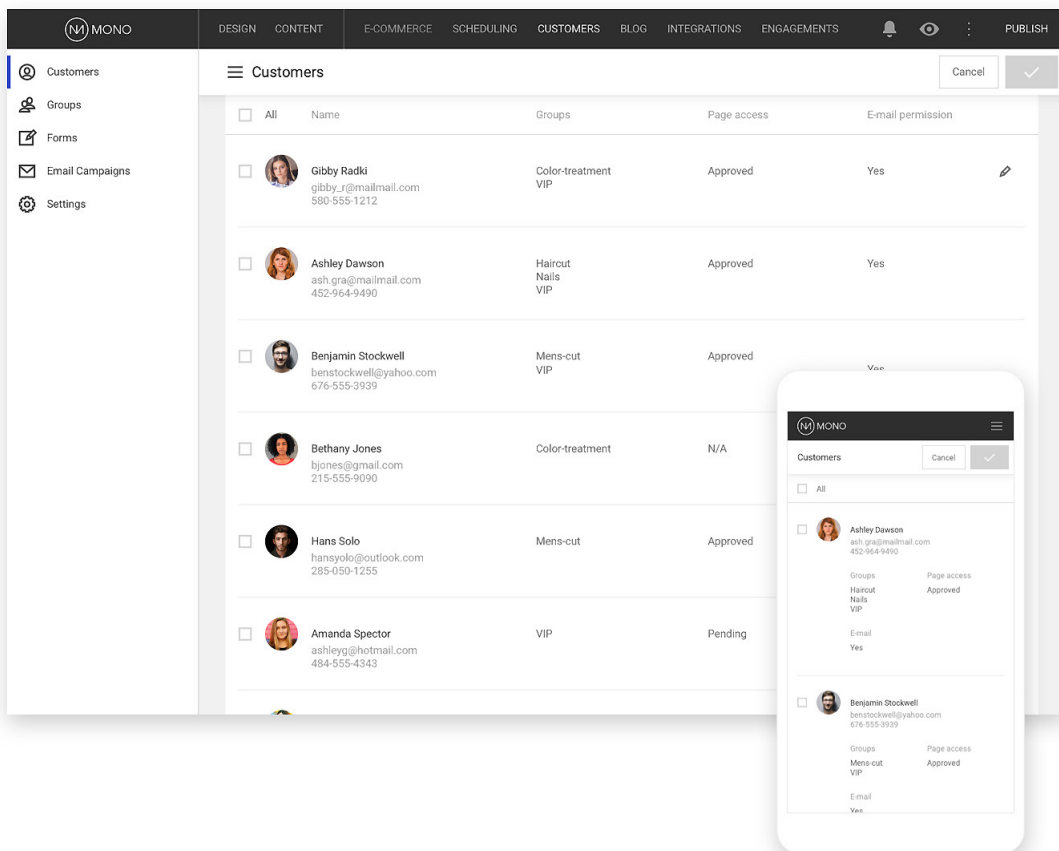
- ▶ Restrict access to specific pages for specific user groups
- ▶ Login to protected pages via login module

- ▶ Invite customers to password protected pages via email on customer profile
- ▶ Approve page access from the customer view page
- ▶ Email notification to site owner with approval requests
- ▶ Personal user profile page
- ▶ Opt in/out of newsletter from user profile page

DIRECT INTEGRATIONS

Mono Customers ties business driving features together for ultimate utilization of customer data across the platform that can be used to strengthen business relationships through marketing efforts, including:

- ▶ On-Site Engagements data
- ▶ Mono Scheduling data (coming soon)
- ▶ Mono E-commerce data (coming soon)
- ▶ Email Marketing data (coming soon)



SECTION 4.2

Mono Email Marketing



DESCRIPTION

Coming soon to the Mono Platform, Mono Email Marketing is a fully native solution that can help SMBs easily and effectively reach and engage their customers with news, updates, promotions and more through targeted email marketing campaigns.

Setting up an email campaign is easy. Choose from different pre-designed email layouts that fit the most common email marketing use cases. This makes it quick to construct an attractive newsletter for your SMBs clients.

It is easy to create a target audience directly in the email creation flow by selecting user groups from Mono Customers. You can send test emails and schedule them to be sent out at any future point in time, allowing fulfillment agents and SMBs alike to schedule finished email campaigns for their preferred date and time.

Relevant metrics such as open, click and bounce rate are shown for each email campaign to help the SMB measure the success of each campaign.

FEATURE HIGHLIGHTS

CAMPAIGNS PAGE

- ▶ Total campaign overview
- ▶ Create, edit, duplicate and delete email campaigns
- ▶ Sorting and search options
- ▶ Send date
- ▶ Email campaign status (scheduled, draft, sent)
- ▶ Metrics (number of recipients, open rate, click rate and bounce rate)

- ▶ In-editor preview in desktop and mobile view
- ▶ Edit text in rich text editor
- ▶ Import images directly from the File Manager
- ▶ Style spot color and font
- ▶ Undo and redo actions
- ▶ Send a test email
- ▶ Schedule email campaign

CREATING AN EMAIL CAMPAIGN

- ▶ Add campaign information (campaign name, recipients, sender name and email, subject line and pre-header text)
- ▶ Choose email background (boxed or full width)
- ▶ Preview and choose a pre-designed email layout

OTHER RELATED PLATFORM FEATURES

- ▶ Create email unsubscribe page as a hidden web page
- ▶ Email sign up form module
- ▶ Email marketing statistics on editor dashboard

SECTION 4.3

Mono On-Site Engagements



DESCRIPTION

Mono On-Site Engagements enable SMBs to create more engaging and personalized content for website visitors. This empowers SMBs to customize the online visitor experience and present more relevant content in real-time with minimal effort.

On-Site Engagements offer a wide variety of calls-to-action such as promotions, contact forms, newsletter signup that can be pushed to visitors based on pre-configured trigger events, such as location, page visits and website behavior. These calls-to-action can vary in appearance, placement and content and can be scheduled to correspond

with upcoming campaigns, enabling SMBs to create highly targeted visitor engagement.

An On-Site Engagement will only be displayed when all trigger events are fulfilled, which makes it possible to target and personalize website engagement in great detail. To make it easy for SMBs to maximize the value of On-Site-Engagements, it is possible to collect and store data from On-Site Engagement forms in Mono Customers for central customer management and then use it for marketing purposes through other products, like Mono Email Marketing.

FEATURE HIGHLIGHTS

EASY ON-SITE- ENGAGEMENTS MANAGEMENT

- List overview with relevant metrics and statistics (opened, closed, links clicked, phone links clicked, files downloaded, email links clicked, map interactions, map directions clicked, contact form submitted, newsletter signups, page shares, Twitter tweets)
- Search tool for locating past On-Site Engagements
- Create, delete and edit On-Site Engagements
- Styling options (background, border, spacing, title, text, links, close icon, button, inputs, map, form, thank you message)

REAL-TIME VISITOR ENGAGEMENT

- Create call-to-action based overlays
- Display relevant content based on a variety of pre-configured trigger events
- Queue to trigger in succession

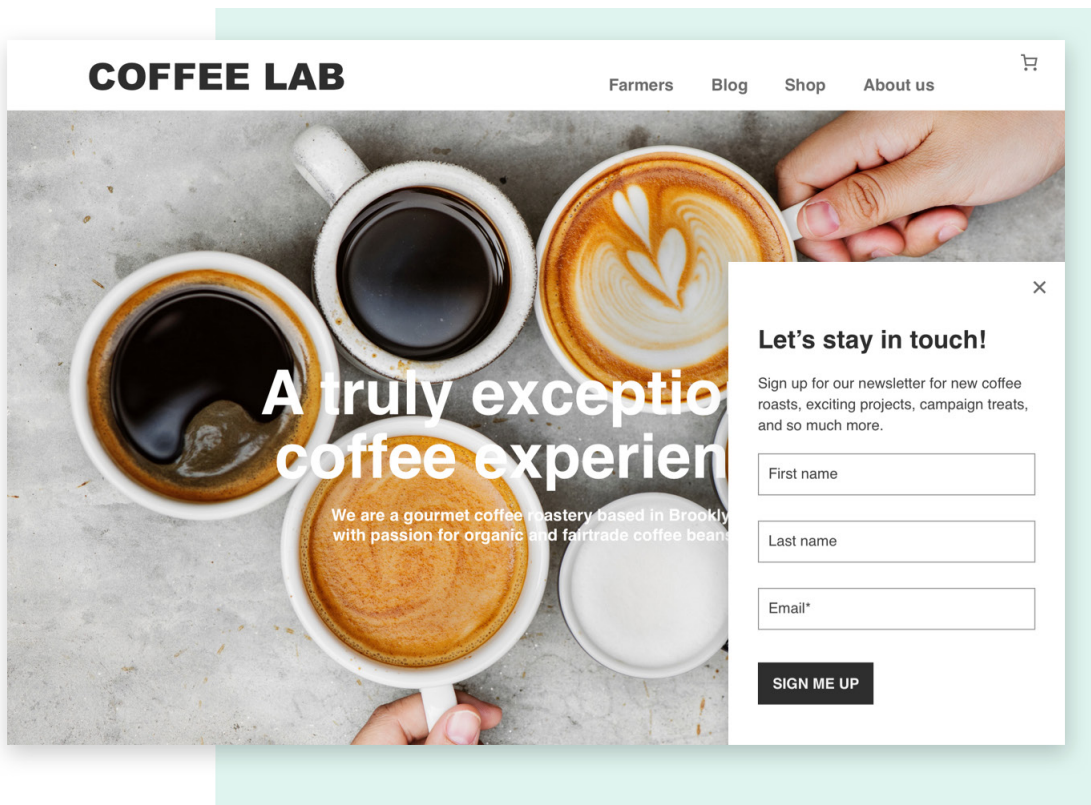
LEAD DRIVING FEATURES

- Collect visitor data and manage it in Mono Customers
- Easy user data management
- Schedule content to correspond with campaigns

VARIETY OF ENGAGEMENT TYPES

- Sticky: click to call/email, link to page, contact form
- Simple message without button

- Simple message with button
- Click to call
- Submit a contact form
- Download a file
- Show location on map
- Sign-up to a newsletter
- Send to a friend
- Social share



SECTION 4.4

Mono E-commerce



DESCRIPTION

Coming soon to the Mono Platform, Mono E-commerce is a fully-native solution that is designed to make setting up an online shop as hassle-free as possible. The product database allows SMBs to manage all products in one place including product variants, category tags and inventory, as well as allows you to manage it from any device. Once the products have been set up, it's easy to display them in multiple ways across a website using the E-commerce Catalog module.

Managing customers and orders is just as seamless with automatic emails for order confirmations and invoicing. The platform also supports all major payment gateways, multiple currencies and languages, international tax laws, shipping providers and more to allow for the perfect combination for individual SMB customers. As a fully-native solution, Mono E-commerce is highly search-engine friendly and provides a better on-site customer experience.

FEATURE HIGHLIGHTS

INTUITIVE INTERFACE AND E-COMMERCE BUILDING BLOCKS

- ▶ E-commerce module to integrate products anywhere on your website
- ▶ Select one or more category tags to display specific products in the catalog module
- ▶ Auto-generated product pages and checkout for simple setup
- ▶ Cart button module allows visitors to add products to their checkout cart
- ▶ Edit product quantity directly on the cart
- ▶ Product zoom option

INTEGRATED AND CUSTOMIZABLE CHECKOUT FLOW

- ▶ Native and secure checkout flow maintains brand look-and-feel throughout purchase flow
- ▶ Shipping integration with SendCloud for quick fulfillment with DHL, UPS, DPD and more
- ▶ Pick-up in store option
- ▶ Auto-generated invoice to customer once order has been completed
- ▶ Option to fully or partially credit orders
- ▶ Define your own shipping option (manually e.g. cash upon delivery, agreement with local shipping provider, etc.)
- ▶ Custom email texts for all notification messages to customers such as order confirmation and invoices

PRODUCT AND INVENTORY MANAGEMENT

- ▶ Manage Mono E-commerce from any device
- ▶ Product database allows you to centrally create and edit product details
- ▶ Create/edit product attributes: name, description, photos, custom delivery times, price, tax, visibility, weight, dimensions, tags and variation labels
- ▶ Create/edit an unlimited number of product variants (color, size, SKU, price, sales price, quantity and photos)
- ▶ Tag products and organize them in groups and languages
- ▶ Import/export products from an external inventory
- ▶ Settings for in-stock and out-of-stock behavior
- ▶ General settings for product display behavior
- ▶ Product search and filtering of multiple variants
- ▶ Set custom delivery times

ORDER MANAGEMENT

- ▶ Intuitive order management system
- ▶ Order overview (pending, completed, credited and cancelled)
- ▶ New order email notification
- ▶ Order overview documentation and PDF file download
- ▶ Partly or fully order refund

INVOICES AND ORDER CONFIRMATIONS

- ▶ Integrated invoicing and order confirmation flow
- ▶ Customizable invoice and order confirmation with merchant logo
- ▶ Invoice download option

LOCALIZATION

- ▶ Unlimited language versions of online shop
- ▶ Ability to add multi-language descriptions to products
- ▶ Auto-detection of browser language settings to display online shop in visitor's language preference
- ▶ Product category tags for easy filtering in different languages
- ▶ 18 regional site languages supported: Arabic (ar), Basque (eu), Catalan (ca), Croatian (hr), Danish (da), Dutch (nl), English (en), Finnish (fi), French (fr), French-Canadian (fr-ca), Galician (gl), German (de), Italian (it), Latvian (lv), Lithuanian (lt), Norwegian (Bokmål) (no), Spanish (es), Swedish (sv)
- ▶ Regional languages planned: Hungarian, Romanian, Slovenian, Polish (pl)

MULTI-CURRENCY SUPPORT

- ▶ The following currencies are supported: AUD, CAD, CHF, DKK, EUR, GBP, ISK, NOK, NZD, PLN, SEK, TRY and USD
- ▶ Associate a currency to each of the languages your shop is presented in

MAJOR PAYMENT GATEWAYS

- ▶ Supported payment gateways: PayPal Express checkout, QuickPay, WorldPay UK payment, Mollie payment, Realex payments, Midtrans, Stripe on-page payment, Payu LATAM, Postfinance, SaferPay, E-pay, Mpesa Paybill and Mpesa, Authorize.net, Payplug, E-transactions, Payzone
- ▶ Manual payments are supported (e.g. pay in store and cash on delivery (COD))
- ▶ The Mono Platform is fully-integrated with the Omnipay multi-gateway payment processor, and our platform is therefore compatible with all major international gateways and third-party gateways. However, please note that integration of a new payment gateway from the Omnipay umbrella with the Mono Platform does require a minimum five day set up period
- ▶ Ability to integrate with local gateways that are not supported by Omnipay (requires an available API and documentation, as well as the fact that Mono is not required to store credit card details)
- ▶ Bank transfers
- ▶ Our partnering payment providers comply with the Strong Customer Authentication (SCA) requirements

INTERNATIONAL TAXATION

- ▶ Automated tax calculation based on store and customer locations
- ▶ Fully and continuously updated with current tax rates
- ▶ Ability to define custom tax rates manually

MULTIPLE SHIPPING PROVIDERS

- ▶ Supported shipping integration (SendCloud in Austria, France, Germany, Belgium and the Netherlands)
- ▶ Ability to set up choice of shipping provider for manual shipment, including (Postnord, GLS Denmark, Generic, JNE Shipping)

API AND THIRD-PARTY INTEGRATIONS

- ▶ E-commerce is API-driven and features can be managed via the API
- ▶ Well-documented API that enables third-party integrations

BEST-IN-CLASS SEO

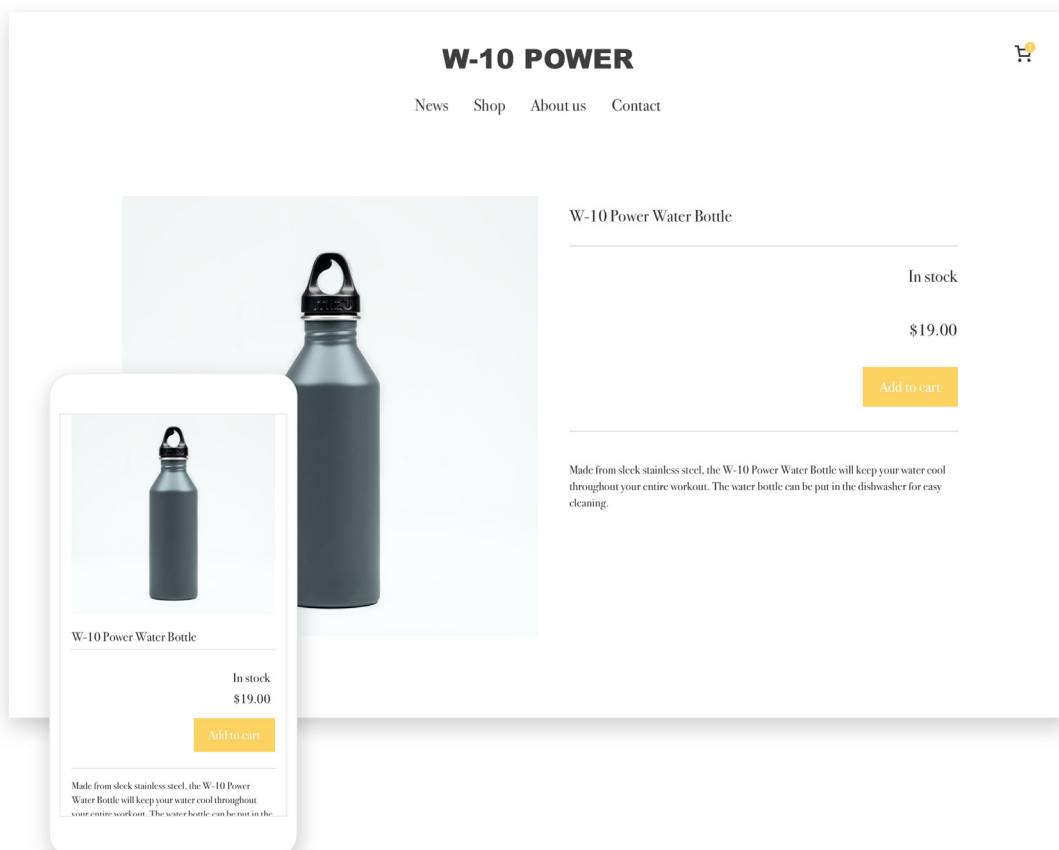
- ▶ Microdata supported
- ▶ All products have individual permalink (URL)
- ▶ Manage SEO meta settings for each product

PCI COMPLIANCE

PCI certification applies to organizations or merchants that accept, transmit or store any cardholder data.

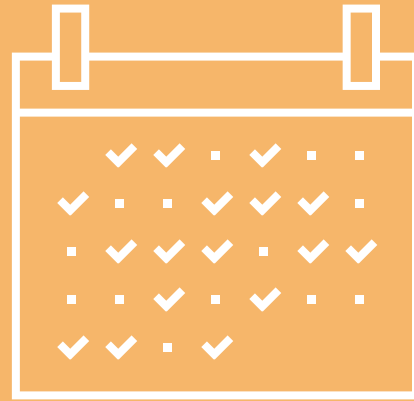
The Mono E-commerce solution does not fall under this category, as it does not transmit, store or accept cardholder data.

All cardholder data is handled by the integrated payment gateways that are PCI certified. During a checkout cardholder data is entered directly into the secure payment gateway, such as Paypal, Stripe, Simplify, Sage Pay. All transactions are done through the gateway using encrypted tokens. Mono does not have access to cardholder data.



SECTION 4.5

Mono Scheduling



DESCRIPTION

Mono Scheduling is a native online booking solution on the Mono Platform that allows business owners to seamlessly offer online booking on their websites with an intuitive booking flow that gives customers 24/7 access to appointment booking.

Mono Scheduling includes unlimited access to the most used online booking features needed by small business owners such as a calendar, manual or automatic booking approval, automatic email notifications and reminders, and automatic SMS reminders, a website booking wizard and more. Customers can add an unlimited number of staff members, services, clients, and bookings for ultimate flexibility and growth opportunities.

The booking wizard flow is configurable in the way that the business owner can decide if they want to display all or some services and staff members,

and how it should be styled. The flow can be set to automatically inherit the existing website design, saving production time and ensuring a consistent look-and-feel with the rest of the website.

Staff members can access and manage the booking administration from any device and manually add, edit and delete bookings at any time.

The Mono Scheduling wizard can also easily be embedded on external online platforms like third-party softwares, a Facebook page or a yellow page directory that allows for HTML and JavaScript embed. Mono Scheduling can also be sold as a standalone offering. This provides digital service providers with the opportunity to offer online scheduling to SMBs, regardless of their existing digital presence platform.

FEATURE HIGHLIGHTS

FLEXIBLE ONLINE BOOKING SOLUTION FOR SMBS

- ▶ Includes the most common online scheduling features needed by a small business
- ▶ User-friendly interface that can be managed from a desktop, tablet and mobile device
- ▶ Unlimited use and no feature restrictions
- ▶ Customizable email notifications
- ▶ Unlimited number of email notifications and reminders
- ▶ Customizable email and SMS reminders (Note: SMS reminders are an added subscription that incur an extra monthly charge)
- ▶ Add unlimited services and staff members
- ▶ Block time for staff members

- ▶ Multi-language support
- ▶ Time zone support
- ▶ Multi-currency support
- ▶ Planned functionality: Integration with Mono Customers for automatic collection and storage of customer booking data

APPOINTMENT CALENDAR FOR EASY BOOKING MANAGEMENT

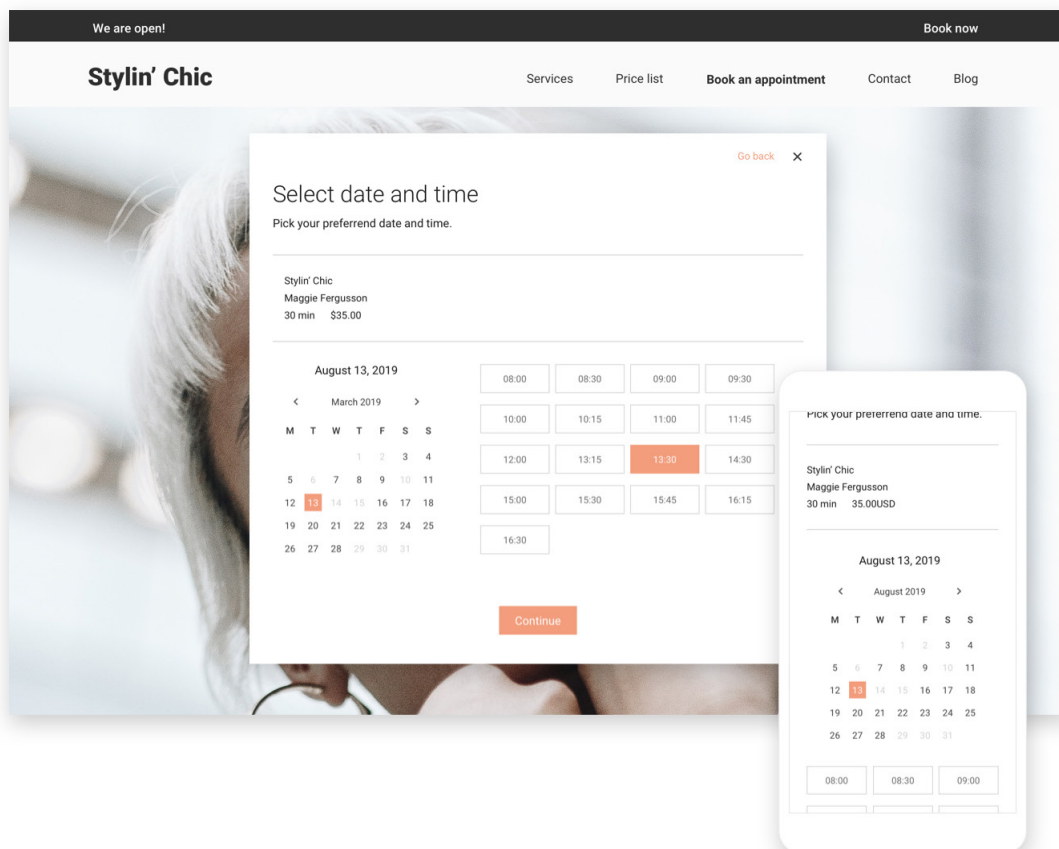
- ▶ Day, week, month and list view options
- ▶ Color differentiation for each staff member
- ▶ Manual or automatic approval of appointments
- ▶ Calendar filtering options to limit view to certain staff or services
- ▶ Automatic one-way calendar synchronization with external calendar application that support the iCal calendar format

CUSTOMIZABLE BOOKING WIZARD

- ▶ Native online booking wizard for seamless on-site appointment scheduling for website visitors
- ▶ Configurable steps and flexible styling options
- ▶ Customize the display of preferred staff, services and date and time for appointments
- ▶ The wizard can be set to automatically inherit the Global Design from the website template

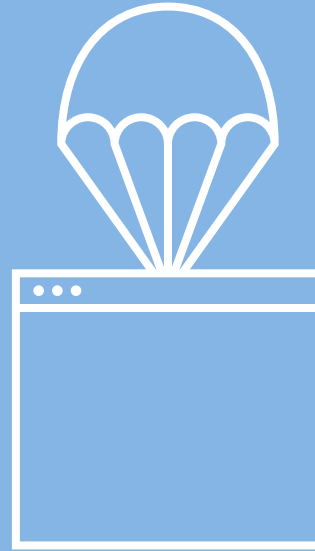
SCHEDULING EMBED FEATURE

- ▶ Embed the scheduling wizard on external platforms that support HTML and JavaScript e.g. third-party CMS/website builders, directories, listing profiles, Google My Business profile and Facebook Business Pages (note: SSL is required)
- ▶ Customize the styling of the embed booking button from the Mono Platform



SECTION 4.6

Mono Landing Pages



DESCRIPTION

Mono Landing Pages are one-page websites that are optimized for a specific call-to-action (CTA) to boost conversion for SMBs.

The Mono Platform features a library of professional landing page templates that are available directly in the Reseller Admin Interface (RAI). The templates are optimized for a specific type of conversion, such as call, book or buy. You can also easily build your own custom landing pages if you have special

design or contest requests and include relevant call-to-action options such as newsletter sign-ups, click-to-call buttons, file downloads, advanced forms, testimonials and more.

Mono offers an integration with leading Search Engine Marketing (SEM) software, sharing real-time analytics between platforms in order to adjust bids and optimize campaign performance for a lower cost-per-click.

FEATURE HIGHLIGHTS

CONVERSION-DRIVEN LANDING PAGES

- Landing page templates optimized by CTA type
- Build a custom landing page library
- Pre-designed landing page rows

CALL-TO-ACTION ELEMENTS

- Contact and map modules
- Unique selling points and product list modules
- Tap to call/email modules
- Form builder with built-in calls-to-action (collect phone number, email, location and files via download)
- Easy lead capture to Mono Customers
- Customize thank you messages and pages following form fills
- Integration with SEM providers for better campaign performance with real-time analytics (additional paid service)

SECTION 4.7

Mono Blog



DESCRIPTION

The Mono Blog offering is native to the Mono Platform and includes essential built-in SEO tools to ensure each individual blog post receives maximum exposure when potential clients search for local businesses and related content online. The built-in SEO tools allow blog posts to benefit a website's search engine ranking and drive more traffic to the site.

The Mono Blog comes fully equipped with the ability to add tags to each post to effectively

organize content across the website, as well as sort and display relevant posts on designated web pages. Each post can also contain a variety of functionality including images, galleries and videos, and downloads, such as brochures, catalogs or other branded content. Once the blog post is ready to be published, site owners can simply choose to make it live immediately or schedule it for a later date, and then share on their social media accounts.

FEATURE HIGHLIGHTS

BLOG POST FEATURES

- ▶ Create an unlimited number of blog posts
- ▶ Multi-language support
- ▶ Content features (date, author, title, preamble, post content, featured image)
- ▶ Add attachments (image gallery, downloads and HTML content e.g. video)
- ▶ Customize SEO content for different languages (title, description, keywords, permalink, 301 redirects, unique post URL)
- ▶ Schedule blog post for publish (set when the post should be visible from)
- ▶ Organize blog posts with category tags
- ▶ Option to share individual blog posts on social networks from the post
- ▶ Approve, hide and delete comments submitted by blog post visitors
- ▶ Manage how comments are submitted and approved (allow comments to be submitted, automatic/manual approval of comments, add data privacy options)
- ▶ Email notification for blog post comments
- ▶ Customize a thank you message for visitors that have submitted a comment
- ▶ Invisible spam protection
- ▶ Data privacy options
- ▶ RSS feed download button

BLOG CATALOG FEATURES

- ▶ Customizable blog catalog module (number of posts shown, columns shown, spacing between posts and max number of posts)
- ▶ Use tags to display a specific or multiple categories of blog posts
- ▶ Customize blog post preview (featured image, creation date, title, preamble, author, amount of comments and read more button)
- ▶ Manual or automatic blog slides (arrow navigation, pagination dots, pause on hover and auto change of slides)
- ▶ Blog slide animations (set transition interval for horizontal slide, fast fade-in and slow fade-in)
- ▶ Customize hover mode on blog post (elements on hover, transition type and icon)

GLOBAL DESIGN OPTIONS FOR BLOG


- ▶ For blog posts (customize background, container, main image, divider, post text, comma text, inputs and textareas, download button and share icons)
- ▶ For blog catalog (customize arrows, pagination dots, info text, title, text, background, spacing, background, border, spacing and hover)

The screenshot shows a web page for 'W-10 POWER' with a navigation menu (News, Shop, About us, Contact) and a shopping cart icon. The main heading is 'Blog'. Below it are three blog post cards. Each card features a featured image, a date and author, a title, a short description, and a 'Read more' link.

W-10 POWER 🛒

News Shop About us Contact

Blog




10/05/2019 - ANJA RASMUSSEN

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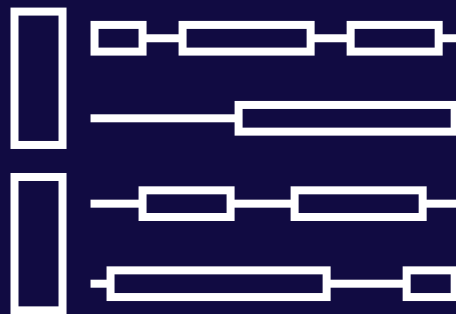
13/03/2019 - HEIDI JENSEN

Outdoor lovers' essentials

We made a list of everything you need for the perfect camping trip.

[Read more](#)

5. Process Efficiencies & Multi-Site Management



Process Efficiencies & Multi-Account Management

At the core of the platform lies a powerful and extensive REST-based application programming interface (API). The API enables partners to manage everything on the Mono Platform. This includes all aspects of Mono Customers (e.g. customer details or products), as well as site content and the management of the websites themselves, such as get- and set-content, publish and unpublish.

The API is well-documented and easy to work with, allowing partners hassle-free integration between

the Mono Platform and third-party systems, such as databases or billing systems.

The Mono Reseller Admin Interface (RAI) is a multi-site management interface. RAI provides all you need to manage thousands of subscriptions, customer accounts and additional digital services from our partner network (e.g. domains) completely hassle-free. RAI is designed to make large-scale fulfillment, production and customer management easy.

OVERVIEW OF MANAGEMENT TOOLS

TEMPLATE LIBRARY

Ready-made templates that can be applied to customer sites and auto-populated with content. The template library was fully updated in June 2018.

- Global Template library with templates made by Mono
- Local Template library with templates made by partner
- Local library is 100% proprietary

TEMPLATE SYSTEM

Ready-made foundation templates provides an optimized starting point for quick-and-easy site production with professional results.

- Master Template (Completely linked to Global Design. An advanced starting point for building your own templates)
- Style Templates (Alternative designs of the Master Template with design modifications made in Global Design)
- Vertical Templates (Industry-specific design and pre-designed styling. Made entirely of rows that can easily be removed or added)
- Step-by-step documentation on how to effectively customize templates

DOMAINS AND EMAILS

Easily provision domains and emails including DNS and MX records. Mono supports the registration, transfer and management of most TLDs, gTLDs and ccTLDs and offers email subscriptions with up to 15GB storage.

- Domain registration (mMost TLDs, gTLDs, ccTLDs, etc. supported)
- Domain transfer
- Domain management
- DNS and MX records management
- Custom email address with unlimited aliases
- 5GB, 10GB or 15GB of server side storage
- Branded webmail login
- Email forwarding

As an alternative to a regular email subscription, Mono offers an email forwarding account. This enables SMBs to automatically direct incoming messages to another email address, for example an existing private Gmail address that the SMB has been using to handle business communication.

Private email addresses are typically considered less trustworthy, therefore offering an email forwarding account can provide the SMB with a professional email address (e.g. mybusiness@domain.com) while keeping all prior correspondences in the existing inbox from where the SMB can manage all customer engagement going forward. Please note that an email forwarding account does not include an inbox or storage.

ACCOUNTS, SITES AND SUBSCRIPTIONS

The Reseller Admin Interface (RAI) is the control center that makes it easy to manage thousands of sites and customer accounts. The interface is 100% API-based, which means that the site management functionalities can also be fully integrated into the reseller's own CMS, CRM or ERP system.

- Account management
- Subscription provisioning and management
- Site management
- Search feature
- Account/site lists and filters
- Editor user role management

FLOW-BASED INTERFACE

Assign sites to different user-roles to optimize workflows and fulfillment processes.

- Fulfillment team roles management
- Flexible workflow manager

AUTOMATED SITE CREATION

Merge templates and content data to create a bulk of sites and landing pages automatically. Content can be managed centrally and pushed to the site.

- Content pull and push
- Automatic site creation
- Batch upload and bulk account creation

LOG

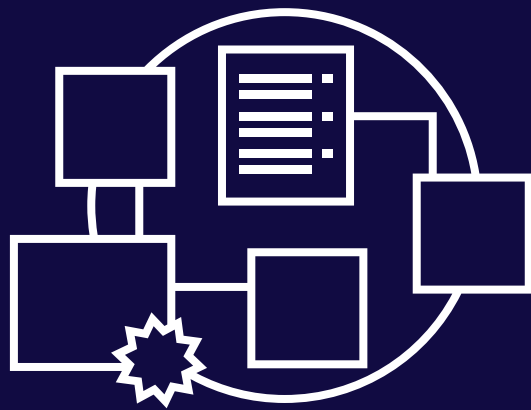
All user actions within the system are logged.

- Fulfillment team action log and report
- Log export
- User/customer editor actions (login and publish)

MISC. FEATURES

- Export lists
- Personal dashboard with assigned to do's

6. Third-Party Services



Third-party services

The Mono Platform also offers additional services provided by third-party technology providers. Third-party services include domain management, scheduling, analytics, SSL certificates, call tracking and more. All services are fully integrated and easy

to manage directly from the Mono Reseller Admin Interface (RAI) or using the Mono API. Detailed information is available for all of our integrations.

LIST OF THIRD-PARTY SERVICES

Amazon Simple Notification Service (SNS)

Messaging and mobile notifications service

Central Index

Automated site creation based on directory information

Google

Website tracking, web analytics and reporting

Google Maps

Google Maps for website map implementation

Leaflet

Map services for websites

Let's Encrypt

SSL certificates

MailChimp

Marketing automation platform and email marketing services

OpenSRS

Domain registration, maintenance and Email services

OpenStreetMap

Map services for websites

Payment Gateways

PayPal Express checkout, QuickPay, WorldPay UK payment, Mollie payment, Realex payments, Midtrans, Stripe on-page payment, Payu LATAM, Postfinance, SaferPay, E-pay, Mpesa Paybill and Mpesa, Authorize.net, Payplug, E-transactions, Sage Pay, Payzone

Sendgrid

Customer communication platform for transactional and marketing emails

SendCloud

Shipping provider

Touch Local

Domain registration and maintenance

uberal

Location data management

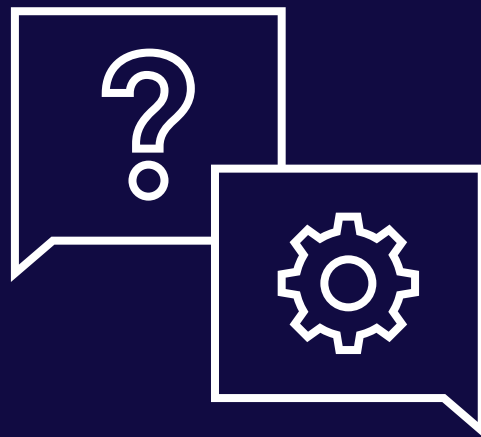
Web.com

Domains and SSL certificates

Yext

Location data management

7. Support, Training & Help Resources



Support, Training & Help Resources

MONO ACADEMY

Mono Academy is your educational resource to becoming an expert in the Mono Platform.

Get started with Mono Learning Portal - a series of online courses with built-in quizzes to test your knowledge. The Mono Knowledge Base features step-by-step article and tutorials for continued self-help and education.

help.monoacademy.com

A knowledge base for Mono's partners containing the Editor manual, RAI manual and all other documentation. This portal is Mono-branded and password protected. Mono partners are able to self-sign-up using their business email address.

- ▶ Editor guide
- ▶ RAI guide
- ▶ Partner information
- ▶ Domains and email guides
- ▶ Developer tools
- ▶ Release notes
- ▶ Image library
- ▶ Technical specifications
- ▶ API documentation
- ▶ Weekly release notes
- ▶ Product manuals
- ▶ Product announcements

help.sitecreate.pro

For the simple editing mode version of the Editor. This portal is unbranded and not password protected.

- ▶ Articles and video guides
- ▶ Searchable database
- ▶ Tips and tricks
- ▶ Supported languages (English, French and Danish)
- ▶ Planned languages (German)

help.buildwebsite.pro

For the full version of the Editor. This portal is unbranded and not password protected.

- ▶ Articles and video guides
- ▶ Searchable database
- ▶ Tips and tricks
- ▶ Supported languages: (English)

THIRD-LEVEL SUPPORT

- ▶ JIRA service desk

ONBOARDING TRAINING

- ▶ On-location training
- ▶ Online training
- ▶ Webinars
- ▶ E-learning platform (coming soon)

QUARTERLY BUSINESS REVIEWS

- ▶ As agreed upon with partner

SALES PORTAL

monsolutions.com/sales-portal

- ▶ Please request access

PARTNER-LEVEL SOCIAL MEDIA

twitter.com/monosolutions

linkedin.com/company/mono-solutions

youtube.com/monosolutions

8. Hosting & Security



Hosting & Security

GENERAL DESCRIPTION

The Mono server setup is built to scale with multiple locations around the globe. This ensures maximum site and editor performance from any location in the world. The two main elements of the setup are:

- Geo-replicated backends
- Local caching and HTTP2/SSL offloading nodes (CDN)

GEO REPLICATED BACKENDS

The Mono software application (also referred to as the 'web presence solution') is hosted at secure facilities in Europe, Canada and Australia. The Mono Site Editor and the API are served from these locations. All site content is mirrored and backed up between all our backend locations. Additionally, we also maintain an off-site backup.

In a failover scenario, we are able to switch between backends, allowing for higher content availability.

LOCAL CACHING AND HTTP2/SSL (CDN)

All Mono Websites are hosted on a secure and multi-redundant content delivery network (CDN) based on BGP/Anycast IPs. This includes the content of the individual websites.

The CDN has multiple nodes and fallback nodes located across the US, Europe, Asia and Australia. The CDN ensures optimized load speed for both the editor and sites no matter where they are located. The CDN also lowers latency and ensures maximum uptime of customer sites as each node acts as a local failover server. For each location, we have a minimum of two nodes (servers/virtual

machines). Additional CDN locations are being added on an ongoing basis. Partners also have the option to host websites themselves using their own infrastructure.

BACKUP RESTORE

Mono provides an API-based snapshot service which allows site owners and fulfillment teams to restore a site up to 30 edits back (default). In this case, restoration is immediate. Additionally, Mono does a server-side backup on a daily basis for the past week, as well as weekly backups for the past month, and lastly monthly backups for a minimum of the past 12 months. In the case where a full-site restoration beyond 30 edits back is required, Mono will resolve it as a raised issue by the terms set forth in our software license agreement (SLA).

SECURITY, IP AND TECHNOLOGY

Mono operates with our own IP range which provides our CDN set up with further protection from DDoS attacks, as well as fast and secure failover procedures. Reseller specific IPs are also an option. The platform runs on an optimized PHP code base, which is updated and sanitized on an ongoing basis. The Mono Platform offers the highest industry standards in terms of platform stability and availability.

MONITORING

We monitor all our services using state-of-the-art and robust SaaS-based monitoring services. The current status of our platform can always be viewed on: www.mono-status.com

SSL CERTIFICATES AND HTTP2

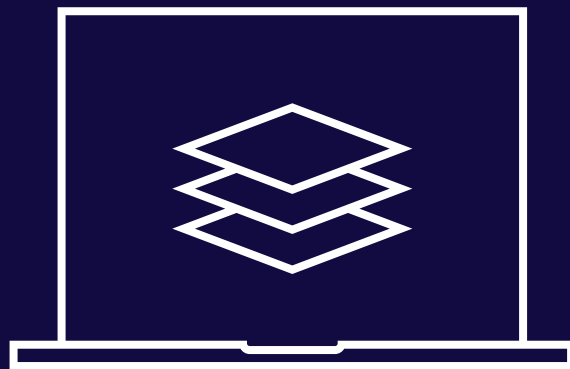
SSL certificates are a fundamental component of website security, and websites that are encrypted with an SSL certificate are favored by Google. HTTP2 dramatically increases website load and performance. Websites with SSL certificates hosted with Mono automatically have HTTP2 enabled.

SSL certificates are administered and provisioned directly within the Mono Platform.

Our SSL certificates are provided by Let's Encrypt. They are fully-automated, and provide all the SEO and security benefits of traditional SSL authorization. It is free and Mono only charges a small fee to administer the certificates for your customers' sites.

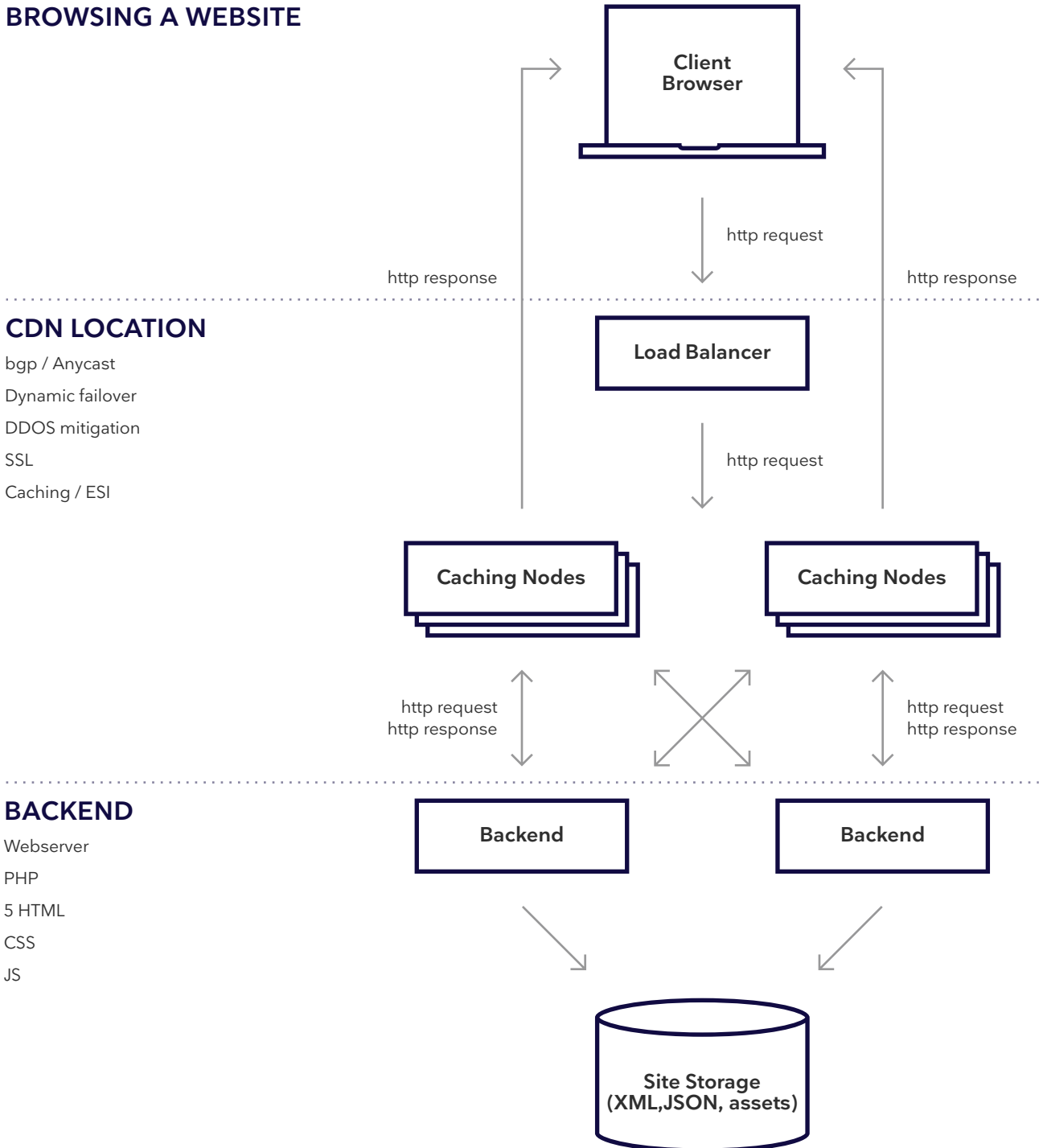
Existing SSL certificates can also be installed, but will incur a monthly management fee for Mono to handle installation and hosting.

9. Technology Stack



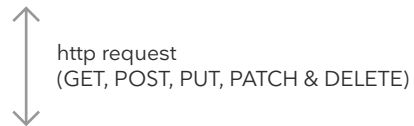
Hosting & Security

BROWSING A WEBSITE



EDITING A SITE

Javascript
HTML
CSS



REST API

PHP 5
JSON
XML
PHANTOMJS



SITE CONTENT STORE

Webserver
PHP 5
HTML
CSS
JS

Permissions/
Settings



Analytics

HAL REST API

PHP 5
SQL
MongoDB

