

ROADMAP WEBINAR

The Mono Platform in 2020 & 2021

December 9, 2020





Join our daily holiday raffle!

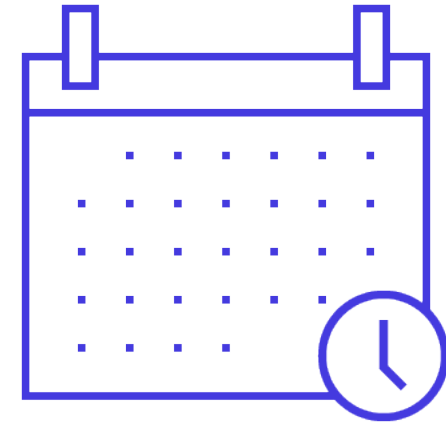
The Mono 2020 Holiday Calendar

- Every day, we're posting a new raffle
- Answer a simple question to enter and win a treat for a small business #supportinglocal
- A new window opens every day at 10 am
- Check it out on: www.mono2020holidays.com

Update on holiday opening hours

Mono Solutions will be closed for the holidays

- Mono is closed from Thursday, December 24
- Mono will re-open on Monday, January 4
- Mono Service Desk will be available on December 28-30
- As always, the infrastructure of the Mono Platform will be monitored, and any critical issues that may arise will be addressed.
- Questions? Please reach out to your Partner Success Manager or via your designated Mono Service Desk - Slack channel.



Today's presenters



ALETTE HOLMBERG-NIELSEN

Product Director



LINE JULIUSSEN

Product Manager



RUNE RASMUSSEN

Product Manager



Agenda

2020 in summary

Mono Websites

The Editor

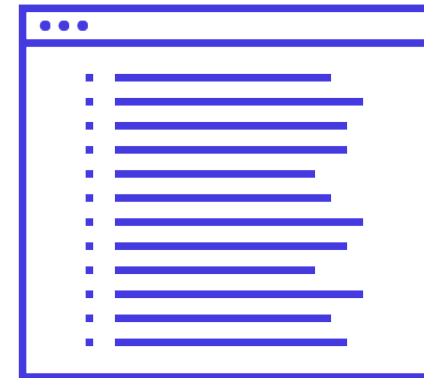
DIY

E-commerce

Scheduling

Future themes

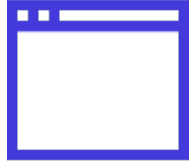
Q&A



2020 in summary

**Be the preferred solution by our partners
to help small businesses engage and
do business with their customers online**

2020 in summary



WEBSITES

Faster and prettier websites with even better SEO

EDITOR

Boost website production time and add standout design features

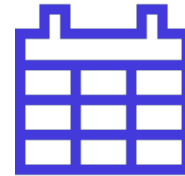
DIY

White-label DIY for cost-effective acquisition and upsell opportunities



EMAIL MARKETING

Launched email marketing solution in June 2020



SCHEDULING

Easier to use and set up, particularly for stores and home services

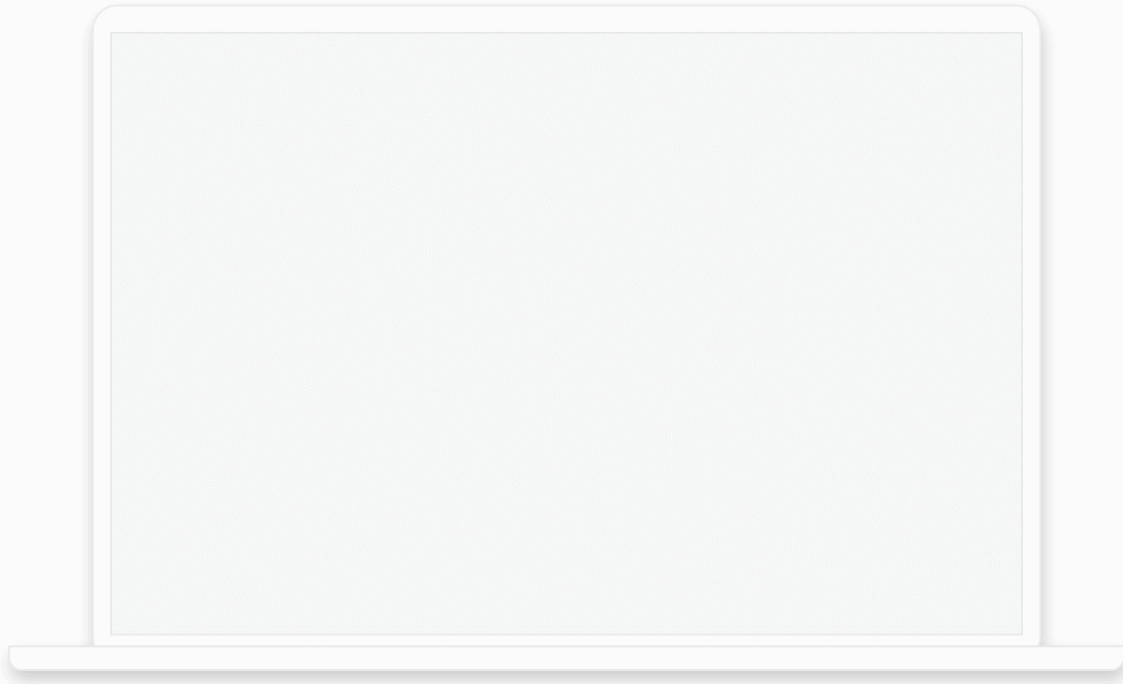


E-COMMERCE

Bolstering the Mono E-commerce entry-level product while offering a premium E-commerce+ option

Mono Websites

In 2020, our websites have gotten even faster, prettier and better optimized for search engines!



2020: Websites

It's all about speed!

We're constantly analyzing opportunities for winning those extra milliseconds of load speed. In 2020, we introduced a setting to defer unused CSS, added support for WebP images, and tweaked our scripts to load even faster.

Brand new "Super SEO" templates

We launched - and will continue releasing - a new generation of templates that load fast and are pre-optimized for SEO and accessibility.

New templates

Exclusive Ceramics & Pottery Shop

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

[VIEW PRODUCTS](#)

2021: Websites

It's still all about speed!

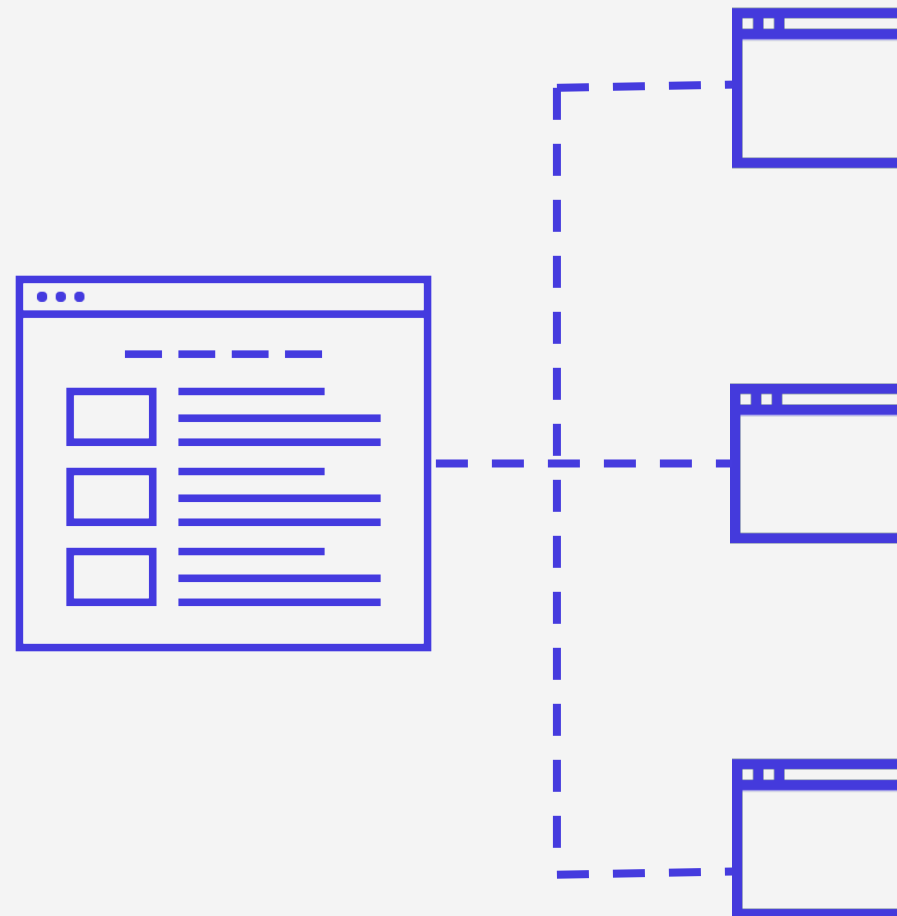
By leveraging prefetching technology and proactively preloading resources, we'll make your websites load 20-30% faster.

Security update to all live websites

We're upgrading our JavaScript libraries to the latest version to boost security on all live websites (and score 100 in Best Practices in Google Lighthouse)

Mobile load speed improvements

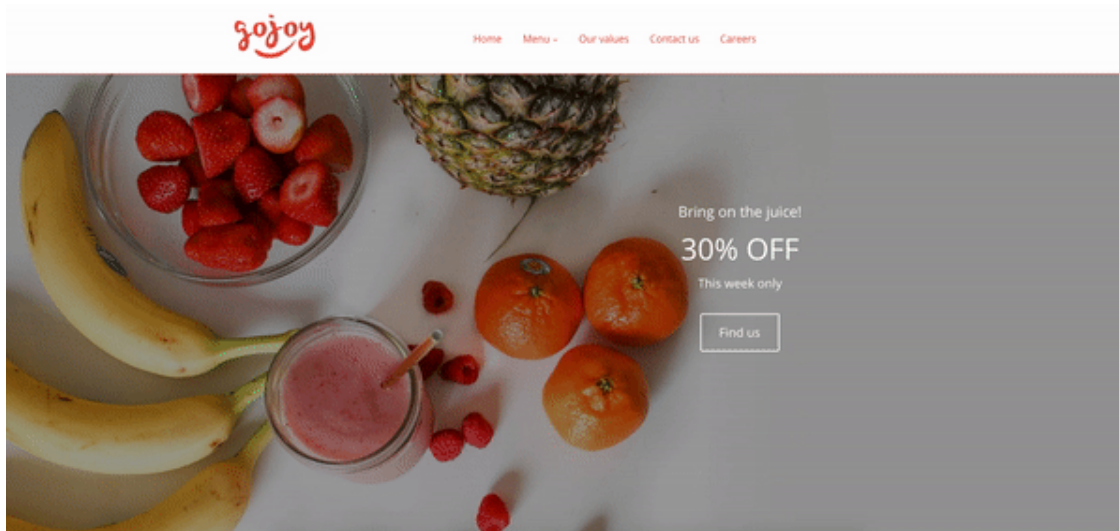
We'll be looking into further improving website load speed on mobile, particularly considering Google Web Vitals.



The Editor

**Boosting website production time and
adding standout design features**

2020: The Editor



Productivity boosters

We helped you build websites faster by adding search for modules, rows and pages, a brand new Manage Pages menu, the ability to move elements between header/footer and body, and more!

Design sophisticated websites

A much greater degree of design flexibility with the additions of more animations, animation delays, shadows, full screen rows, font weights, shrinking header, fixed position buttons, and more!

2021: The Editor

Complete UI overhaul

Get ready for a better-looking editor! We'll be introducing a brand-new design language, new components, a new main navigation, and much, much more.

All new row library

100+ stunning new rows to help you and your SMB clients build great-looking page layouts in no time.

Helping you get things done, faster

We'll clean up module and Global Design overlays, make it easier to replace your header, enable you to save custom rows, introduce a new color picker, etc.



White-label DIY solution

In 2020, we launched a DIY white label solution for our partners, who want cost-effective acquisitions and upsell opportunities.

2020: White-label Mono DIY

This year, we've launched our white-label, do-it-yourself solution:

DIY white-label solution

Empower our partners to combine their DIFM expertise with a DIY offering which has proven to be an efficient and much needed go-to-market offering in 2020 and beyond.

Leveling with the DIY user

The Mono Platform was built first and foremost for professionals, but with the new DIY offering we are making it more intuitive for less tech savvy users to build their own website.

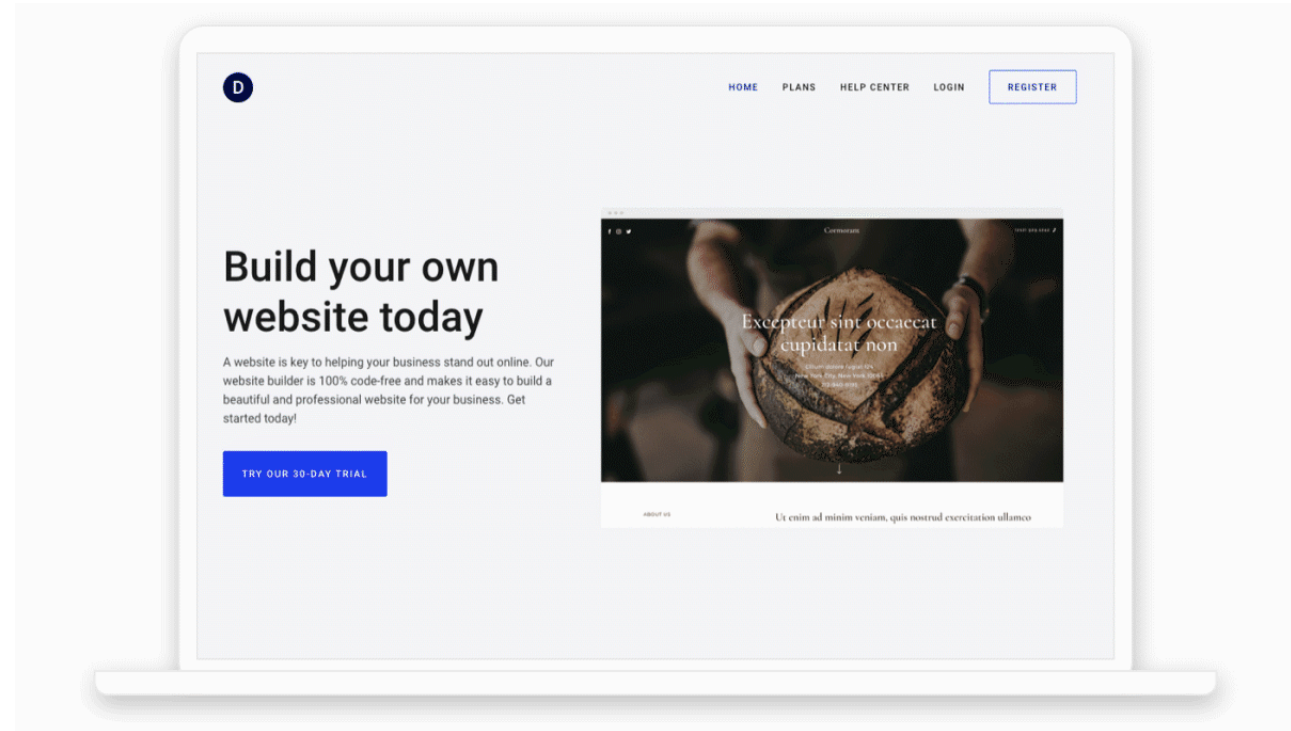
New site creation flows

In November, we launched UX and UI enhancements to the Quick Creator and added a new simple site creation flow that allows especially non-tech savvy users to build up a professional website in a few easy steps.

The core offering

The DIY offering includes:

- Free trial or freemium subscriptions and matching editor features
- In-editor upgrade incentives
- A native account center (or option to link to external setup)
- Mailchimp & Stripe integrations
- Dynamic dashboard options



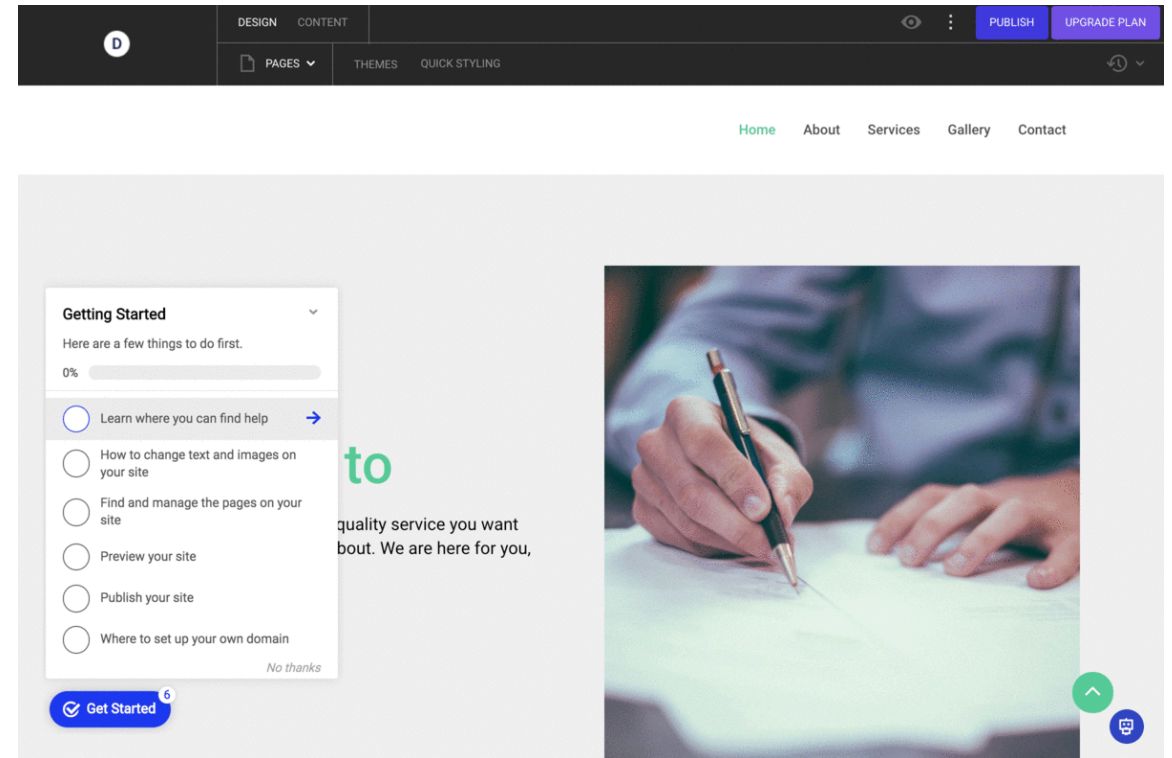
Onboarding flow

Enable for specific user roles
(e.g. only for Freemium/Free trial users)

Language based on editor language

Checklist feature with 6 onboarding flows
for easy and fast editor introduction

User can re-watch flows as many times as
they want, and disable the checklist when
they are ready



Website creation

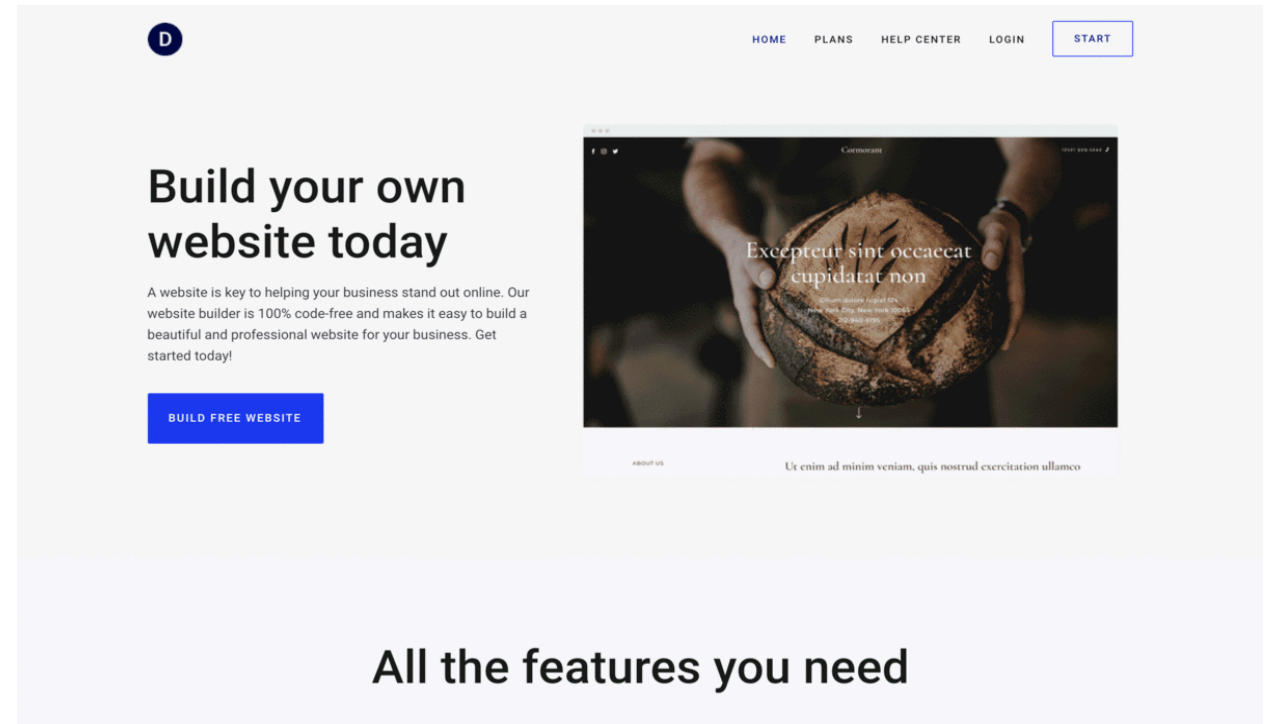
UI enhancements for the Quick Creator
(General update)

New simple question-based site creation
flow --> Publish-ready website

Offer 2 different site creation flows at once
(Template based or question based)

Users can switch between flows

Account creation at the end of the flow



DIY freemium offering

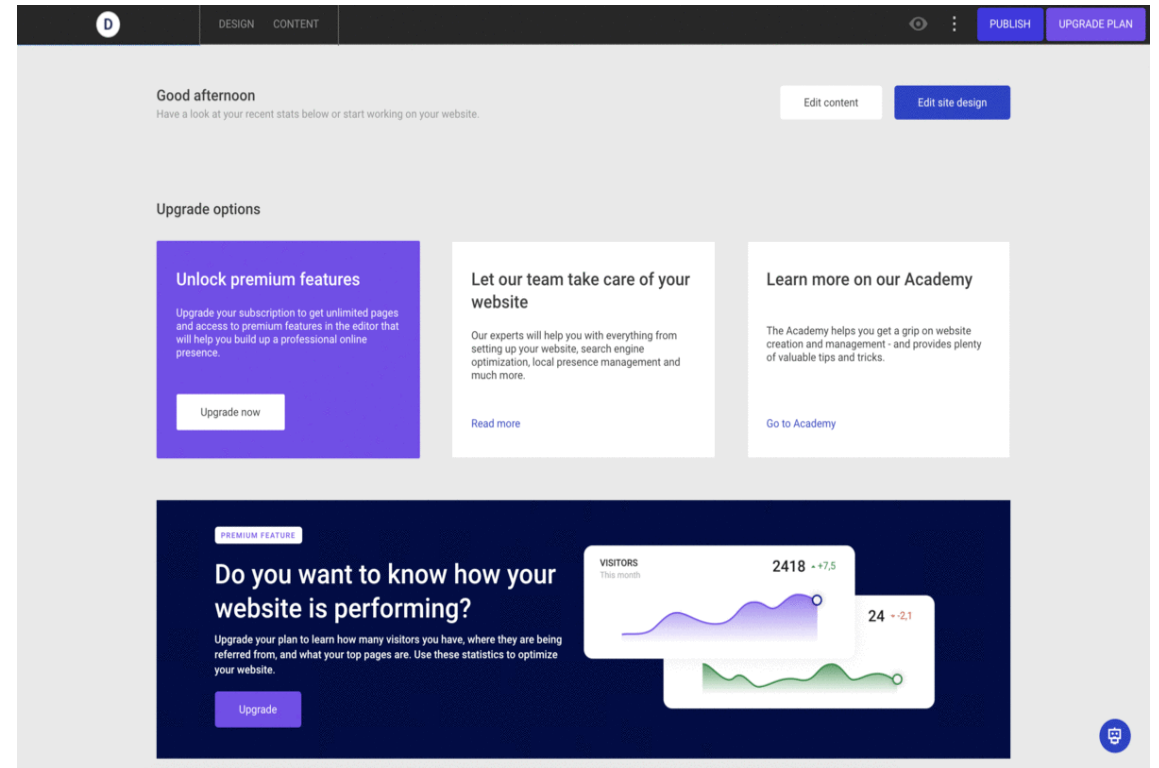
In-editor feature limitations (HTML module, video module, Instagram module, site analytics, animations & favicon)

Partner branding on live site for increased traffic to sign-up portal

Subdomain only

Upgrade button in main header navigation

CTA color in the editor to guide the user to upgrade



Let's do a quick demo...

2021: White-label Mono DIY

Our plan for the future of our white-label, do -it-yourself solution include:

Continuous conversion rate optimization

We are already now conducting a range of user tests to guide us on where we need to focus our efforts to optimize the DIY solution for conversion.

Product suite expansion

Making adjacent Mono products available for DIY users (Scheduling, E-commerce, Email Marketing & Customers).

Data collection & sharing

The data collected from our user tests and user behavioral tracking will be shared with partners using the DIY solution to help improve their DIY efforts.

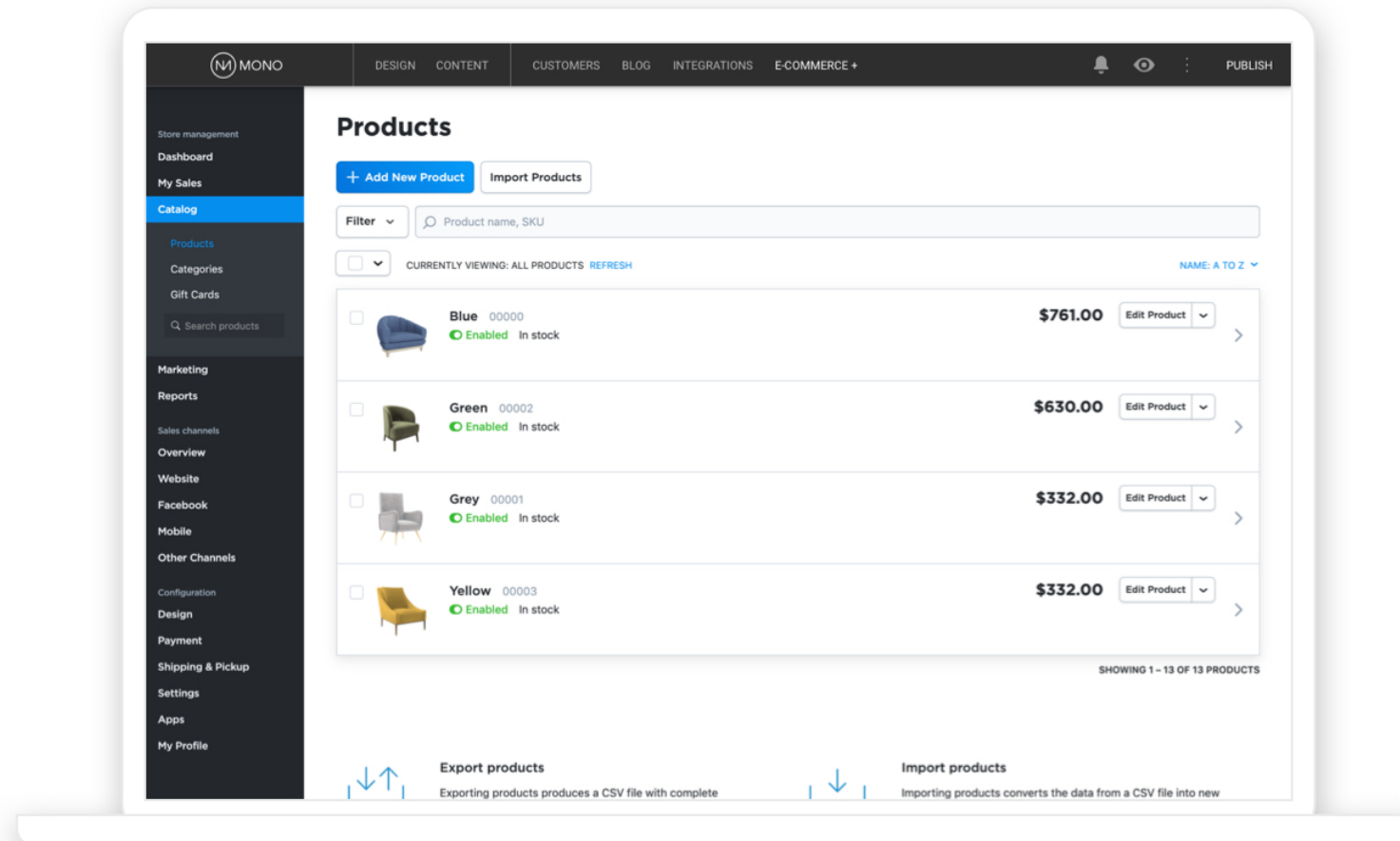
We already have 14 partners using or testing our DIY offering. If you're interested in getting a demo or a trial set up, don't hesitate to reach out.

Mono E-commerce & E-commerce+ (Ecwid)

Bolstering the entry-level Mono E-commerce product, while offering the premium Ecwid E-commerce+ option

Launched E-commerce+ (Ecwid)

50+ subscriptions across 4 partners so far



A quick live demo...

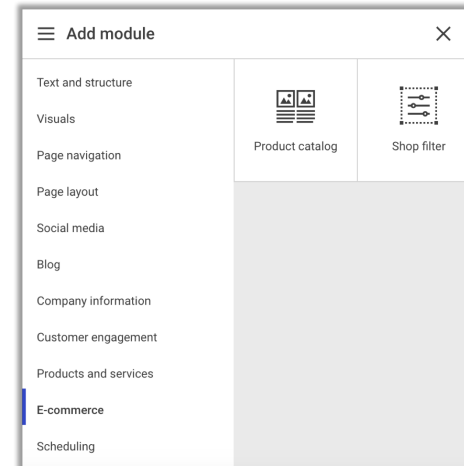
2020: E-commerce

Improved Mono E-commerce launched on the Improved Interface

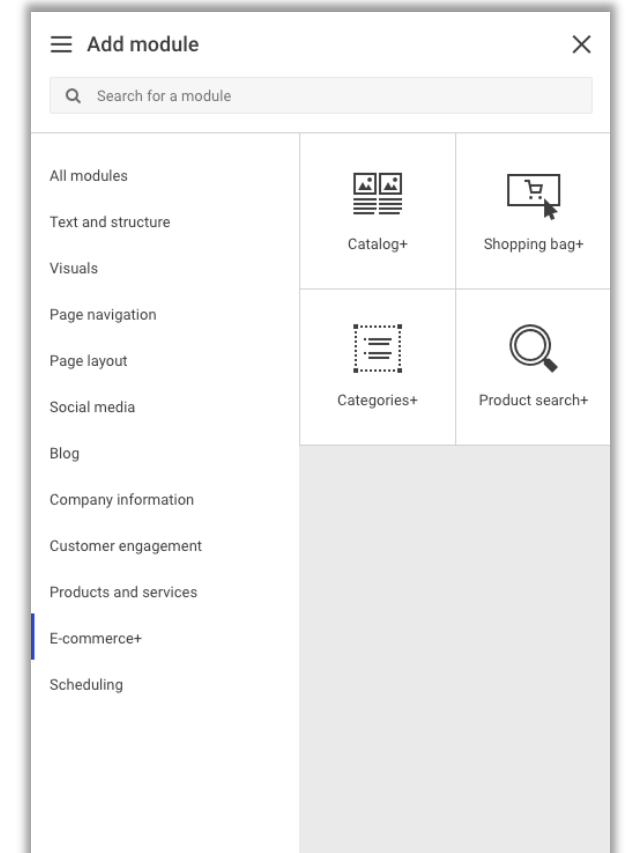
Easy to use, entry-level E-commerce solution for SMBs with easier initial setup, better in-Editor guidance, and a brand-new option to *showcase* products.

E-commerce+ launched

Premium-level e-commerce solution powered by Ecwid. Seamlessly integrated on Mono websites through four unique E-commerce+ modules.



E-commerce modules



E-commerce+ (Ecwid) modules

2021: E-commerce

E-commerce upgrade path

We want to make it easier for you to upgrade from Mono E-commerce to E-commerce+ (Ecwid).

Increased adoption

Our focus is on adoption and being responsive to feedback



Mono Scheduling

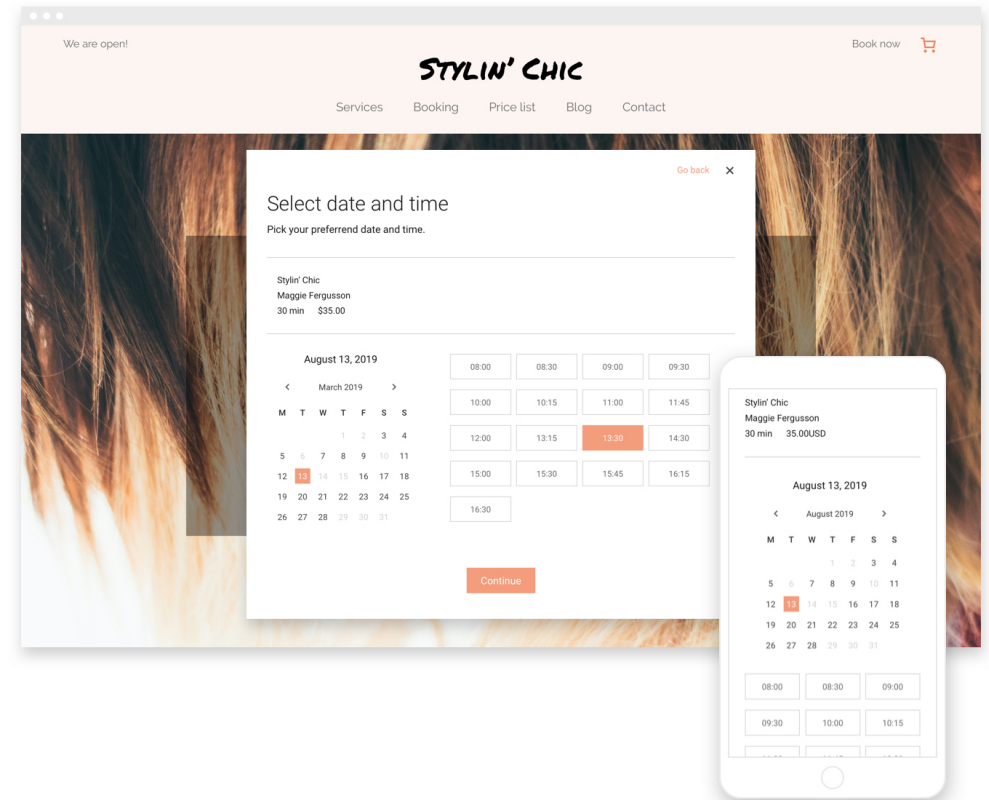
In 2020, we've invested in making Mono Scheduling easier to use and to get set up particularly for stores and home services.

And seen a 5X increase in the number of subscriptions sold.

2020: Scheduling

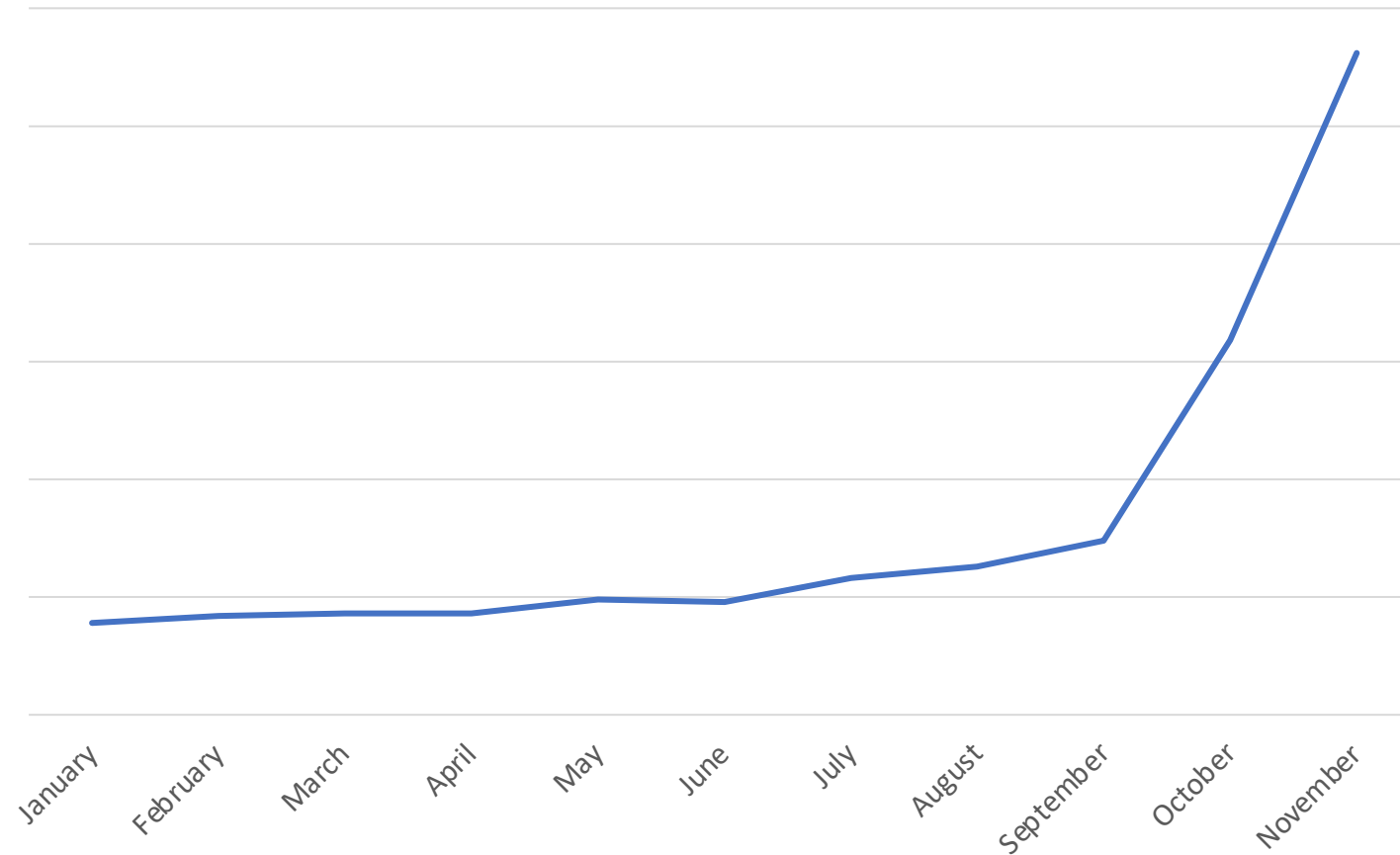
More features are continuously being released, and we'll update you in the release notes.

- Collect consent for email and calling customers
- It's easy to re-order staff and services by dragging and dropping
- Review and manage appointments straight away in a list view
- Lock bookings X hours from now



Traction for scheduling in 2020

We've seen an increase in demand for private appointments due to COVID.



Collect consent in the Scheduling Wizard

[Back](#) ✕

Your information

Fill in your information below so we can get in touch with you and send out notifications.

fdsfsdf
07/12/2020 14:30:00
mr does it all
10min 22USD

First name Last name

Email Phone

Notes

[Phone consent Terms and Conditions](#)

[Email Marketing Terms and conditions](#)

Manage appointments

The screenshot displays a web application interface for managing appointments. The interface is divided into a sidebar on the left and a main content area on the right. The sidebar contains a navigation menu with the following items: Dashboard, Calendar, Manager, Staff, Services, Appointments (highlighted), Settings, General, Business information, Opening hours, Terms and conditions, Notifications and reminders, Client page, and Calendar sync. The main content area features a header with the MONO logo and navigation tabs for DESIGN, CONTENT, and SCHEDULING. Below the header, the title "Appointments" is displayed, followed by a placeholder text: "Lorem ipsum dolor sit amet, liber harum luptatum eu mea, at vel enim voluptatum. Eos vidisse neglegentur in. Mea ex nostro necessitatibus. Et mei option legimus, prima assum nec id." A "Change status" button and a search input field are located above the table. The table itself has a date range filter set to "7/10/2020 - 14/10/2020" and dropdown menus for "Staff", "Service", and "Status". The table columns are: Date, Time, Customer, Assigned to, Service, and Status. The status column includes a dropdown menu with options: Approved (green dot), Pending (yellow dot), Declined (red dot), and Rejected (red dot). Each row also includes icons for visibility and editing.

<input type="checkbox"/>	Date	Time	Customer	Assigned to	Service	Status		
<input type="checkbox"/>	7/10-2020	09:00	John Hansen	Karen Birkey	Mens haircut	Approved		
<input type="checkbox"/>	9/10-2020	10:30	Lydia Balmer	Karen Birkey	Mens haircut	Pending		
<input type="checkbox"/>	12/10-2020	12:15	Tayna Jones	Mike Pence	Childrens haircut	Declined		
<input type="checkbox"/>	14/10-2020	14:45	John Wayne	Mike Pence	Childrens haircut	Rejected		

2021: Scheduling

We will be responsive to feedback from you

A lot of the development this year has been driven directly by feedback from specific partners and their customers with very fast turn around.

Third party integration

Supporting payments, double sync and class booking. We know your customers need it!

Scheduling for DIY

We will include Scheduling in our DIY suite of products and improve the ease of use for the SMBs.



Future themes

Cookie consent

We will enable visitors to provide granular consent, e.g. to essential, marketing and statistics cookies.

We will enable the SMBs to change the legal text on the banner.





On the radar...

- Cookie consent
- Website review
- Reseller Admin Interface (RAI)
- Third-party scheduling solution

The Mono Product team is now working with a three-month planning set up.

We welcome your input (feedback, feature improvement requests) via Mono Service Desk.



New research on small businesses

In cooperation with Localogy!

Join us tomorrow at 8 pm (CET)/ 2 pm (ET) as we look at our newly-released research on the service model preferences of small businesses.

- What does “as-a-service” mean do them?
- What gaps are there in the service model?
- What is their preference for DIWM?

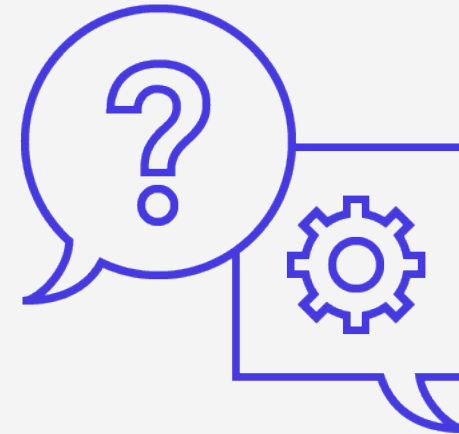
We'll send out the the webinar registration link in the follow up email to this webinar.

Time for Q&A!

Any questions for the Mono team?

We'd love to answer any questions that you may have.

Feel free to type it in to the GoToWebinar control panel.



Thank you