



Joined-up digital

CERIUM™
APRIL 2016

ABOUT **CERIUM**TM

Cerium™

Cerium™ is the product of our joined-up approach to digital. It's an efficient content marketing system that we use to create websites and campaigns that provide multi-unit brands with **personalised, localised and integrated online presences** for each of their businesses. It's fully scalable, customisable and device-responsive – which is why it's also surprisingly affordable.

- Full **brand control** 'business-up' content management
- Fully **personalised**, geo-aware websites and campaigns
- Latest **responsive design** for mobile devices
- User-personalised **rewards hub** with behavioural tracking
- Integrates with **email/CRM, booking and e-commerce** platforms
- **CMS training** for local-level maintenance and communication
- 24-7 **customer support** platform



Seamless solution

HOW CAN IT BENEFIT YOUR BRAND?

- Many multi-site operators have a 'brand-down' web strategy, leaving individual businesses without much local profile. While this may seem cost-effective, it creates a raft of visibility and user-experience issues.
- In a nutshell, Cerium™ solves these with its 'outlet-up' framework, ensuring both brands and their premises – no matter how many – benefit from all the localised presence and personalisation they need

cerium



Built for your business

RETAIL IS DETAIL

Built for businesses with multiple locations and multi-brand models, Cerium™ gives you ultimate granular control of your digital marketing activity. With the platform's *brand-group-premises-page* principle, content can be as specific or generic as required, making it ideal for managing varying requirements across national and local levels.

A BETTER DIGITAL PLATFORM

Cerium™ allows you to provide a more joined-up experience by seamlessly bringing together your email subscriber campaigns, voucher rewards, CRM and identity management – all resulting in improved ROI.

SCALABLE LOCALISED TARGETING

With customisable features such as geo-location and personalisation for both outlet and user – as well as cross-device compatibility – your businesses can maintain a strong and relevant online presence and connect directly with your local audiences.



Intuitive integration



BOLTS ON TO YOUR BUSINESS SYSTEMS

- Cerium™ comes with many advanced features such as social log-in, sharing and campaign management, right out of the box. But it's also a breeze to integrate into your sales, voucher reservation and CRM systems

SUPER-EASY CMS

- Cerium's™ content management system is so simple for brand-side users to navigate, with a little help from the clever wizards on the admin panel

DEVELOPER FRIENDLY

- Your developers and creative teams will love Cerium's™ ease of maintenance and content management. Complete with clear user-guides and helpful support available around the clock

SOCIAL INTEGRATION

- With intuitive social integration and an aggregated monitoring dashboard, we can engage with, and respond to, your followers on national and local levels



Built for your customers

RELEVANT & USEFUL

- Cerium™ was designed with your users in mind – from personalised content and device-aware delivery through to highly interactive search and convenient functionality

LOCATION AWARE

- Realise the marketing potential of locally targeted content and campaign delivery, providing compelling online experiences users will come back to

MOBILE RESPONSIVE

- It's not just about scaling your messages to fit smaller screens, but also about making the most of your brands in the pockets of your customers, at home and on the move



Why Cerium™?



Fully localised, personalised online presence for all your brand's individual businesses, with pinpoint customer targeting and tracking



Brings together all your digital assets for joined-up cross-channel campaigns, and integrates seamlessly into existing business systems



Scalable, customisable framework affording your digital marketing strategy fantastic economies of scale



Responsive across devices as standard, with a separate platform for mobile-specific site development if needed

Cerium™ features

- Brand and Pub level web sites
- Brand/Group/Pub based logic underpins all
- Front end editing
- Campaign management
- News system with tagging for grouping articles/offers
- Announcements
- Hidden offer pages
- Sign up integration and sign up rewards
- Social integration and OpenGraph tags
- Inline menu system and PDF menu generator
- Basic booking system
- Find a pub
- Advanced masking system (tokens) to power content
- Galleries and slideshows
- Price band logic for menus and more
- Testimonials system
- File management system
- Analytics Event tracking
- Reward system and UTM tag based logic




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