



Driving Transformation

Engagement, Connectivity and Experience

2020

A YEAR OF TRANSFORMATION

A woman with dark hair, wearing a yellow ribbed top, is shown in profile, looking towards the right. She is holding a glowing blue tablet in her left hand and reaching out with her right hand towards a complex, futuristic digital interface. The interface consists of various data visualizations, including line graphs, bar charts, and network diagrams, all rendered in a semi-transparent, glowing style. The background is a soft, blue-toned gradient with a large, glowing orange circle on the right side, suggesting a sunset or sunrise. The overall aesthetic is high-tech and digital.

Online Customer Acquisition Is
Core to Digital Transformation

Digital Customer Journey



Discovery



Experience



Engagement



Conversions

OUR VISION

Drive **“Online Customer Acquisition”**
By Building It Natively in our Platforms

Touching Key Online Customer Discovery and Acquisition Points



Core Technology

DISCOVERY

ENTERPRISE SCALABILITY

AGILITY

SECURITY

```
operation = "MIRROR_X":
    mirror_mod.use_x = True
    mirror_mod.use_y = False
    mirror_mod.use_z = False
elif operation == "MIRROR_Y":
    mirror_mod.use_x = False
    mirror_mod.use_y = True
    mirror_mod.use_z = False
elif operation == "MIRROR_Z":
    mirror_mod.use_x = False
    mirror_mod.use_y = False
    mirror_mod.use_z = True

selection at the end --add back the
mirror_ob.select=1
modifier_ob.select=1
bpy.context.selected_objects[0]
print("Selected" + str(modifier_ob))
mirror_ob.select = 0
None = bpy.context.selected_objects[0]
except:
    print("please select exactly two objects")

OPERATOR CLASSES
class Mirror(bpy.types.Operator):
    """This adds an X mirror to the selected object"""
    bl_name = "Object Mirror X"
    bl_label = "Mirror X"

    @classmethod
    def poll(cls, context):
        return context.active_object is not None

    # set mirror object to mirror object
    mirror_mod.mirror_object = mirror_ob

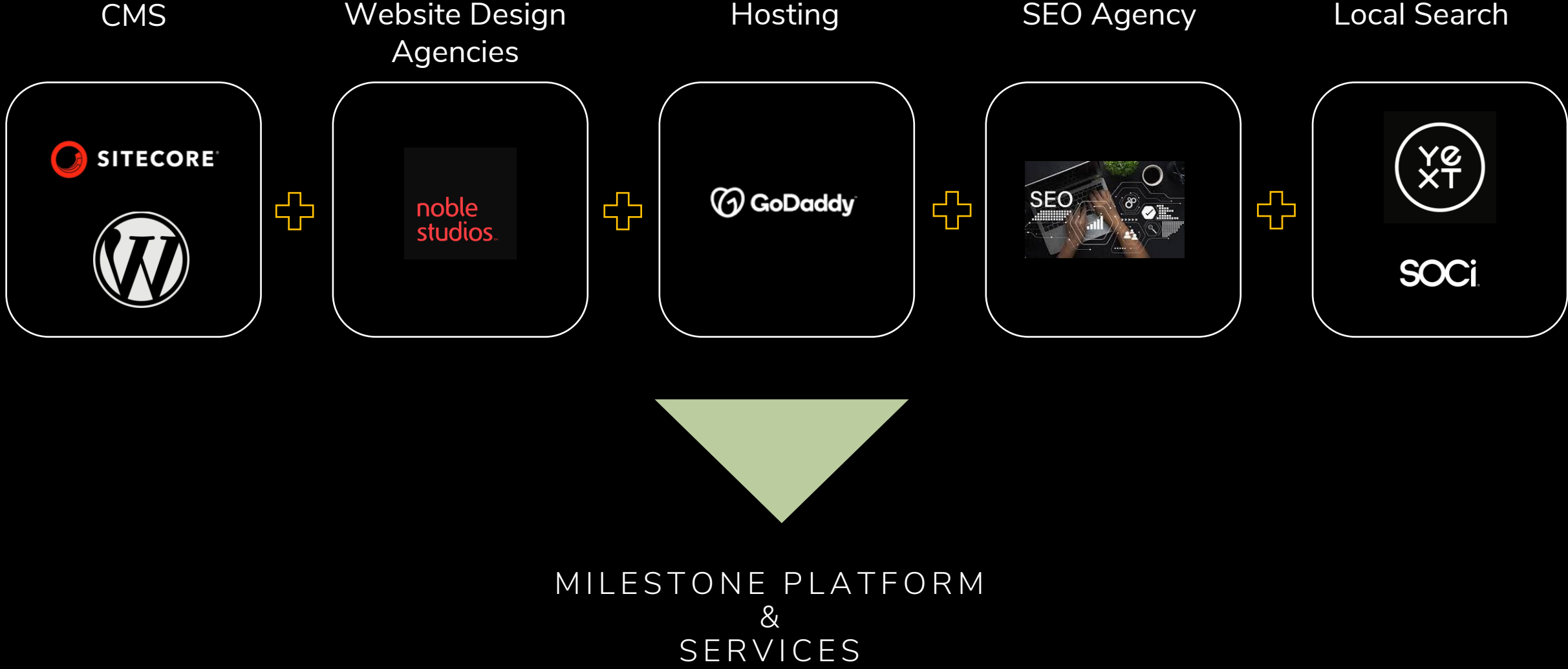
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```

Simplifying Vendor Ecosystem Yet Making It More Impactful



Impacting Visibility for Brands at Scale

CMS



269M Sessions*
35M Leads
\$1.1B Revenue
(Hospitality)

Schema



17B Impressions
539M Clicks
2.5B Rich Results

Local



3.78B Searches
41M Directions
15M Calls

FAQ



17,500 FAQs
580 Websites

** Previous 12 months as of June 30, 2022*



HOSPITALITY



HOSPITALITY



FINANCIAL



RETAIL



AUTOMOTIVE



ENTERPRISE

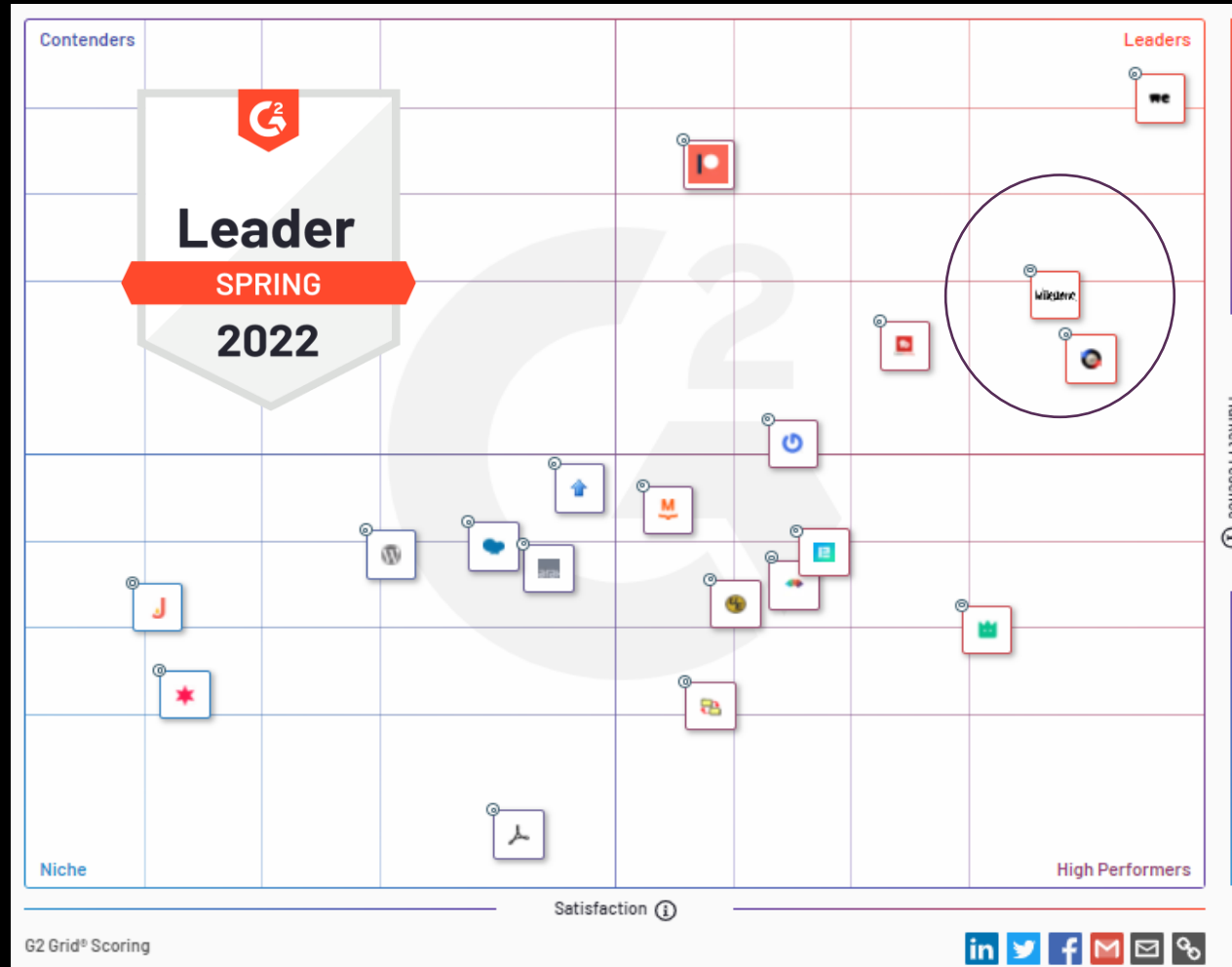


A person stands on a rocky peak at sunset, raising their fist in triumph. The background shows a vast landscape of mountains and valleys under a colorful sky.

Adrian Awards 2021

President's Award

Our Customers Are Voting Us as Leaders in G2



Content
Platforms

Recognized by Forrester

Forrester Report Prepared For Milestone admin With Milestone

Now Tech: Agile Content Management Systems, Q2 2022

Forrester's Overview Of 31 Agile CMS Providers

April 8, 2022

By Nick Barber with Linda Ivy-Rosser, Kara Wilson, Madison Bakalar

FORRESTER

NOW TECH Agile Content Management Systems Q2 2022	LARGE >\$50M in annual category revenue	Acquia	Optimizely
		Adobe*	Oracle*
		Automattic	RWS
		Contentful	Sitecore
		OpenText	
	SMALL <\$20M in annual category revenue	Cloud CMS	Kentico (Kontent)
		dotCMS	Milestone
		GraphCMS	Sanity.io
		Ibexa DXP	Storyblok
		Jahia	Umbraco

FORRESTER

Home > Featured Blogs > Three Reasons Why A Multi-CMS Approach May Be Right For Your Brand



Three Reasons Why A Multi-CMS Approach May Be Right For Your Brand

Subscribe to updates

JAN 24 2022

Flagship CMS

Use cases: flagship brand site/experience, commerce use cases, multilanguage sites

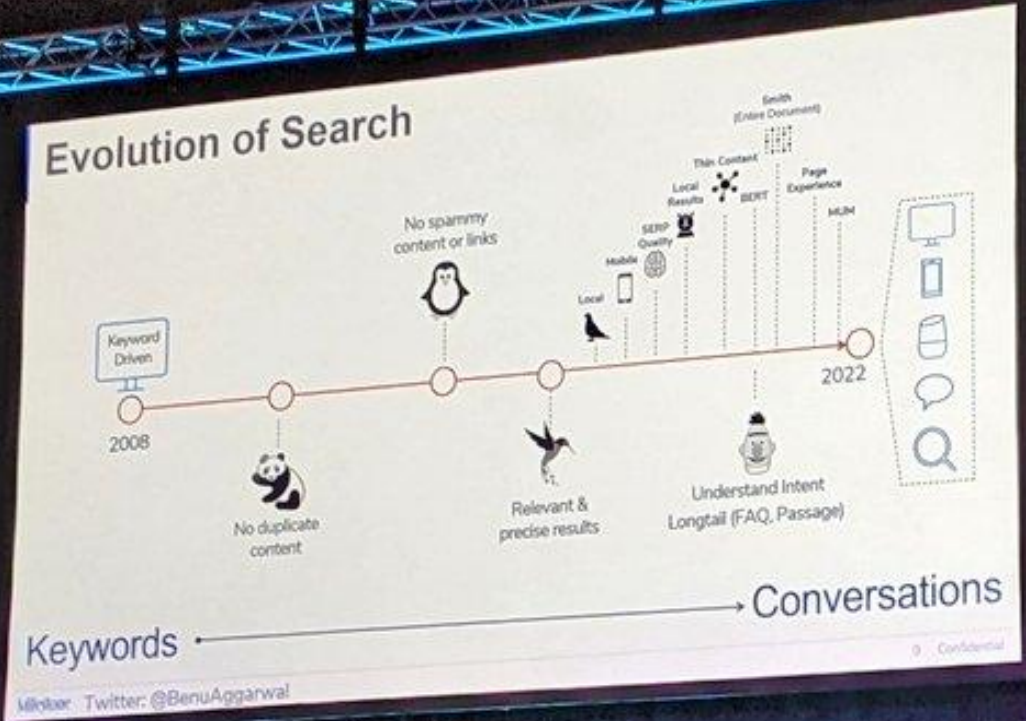
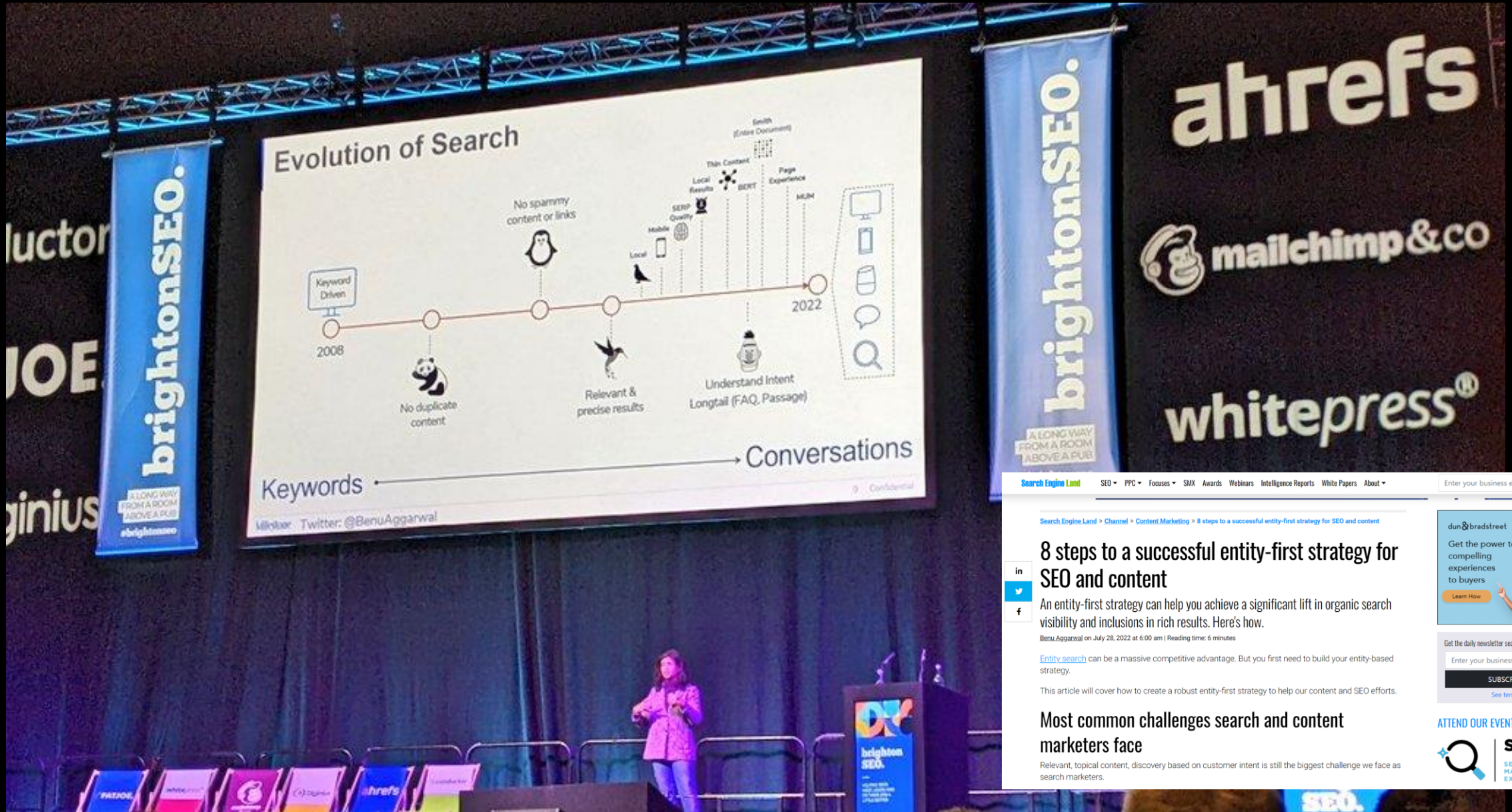
Example vendors: Acquia, Adobe, Contentstack, and Optimizely

Complementary CMS

Use cases: marketing sites, landing pages, microsites, blogging

Example vendors: Milestone Inc., Salesforce, Wordpress, etc.

Global Thought Leadership



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Search Engine Land > Channel > Content Marketing > 8 steps to a successful entity-first strategy for SEO and content

8 steps to a successful entity-first strategy for SEO and content

An entity-first strategy can help you achieve a significant lift in organic search visibility and inclusions in rich results. Here's how.

Benu Aggarwal on July 28, 2022 at 6:00 am | Reading time: 6 minutes

Entity search can be a massive competitive advantage. But you first need to build your entity-based strategy.

This article will cover how to create a robust entity-first strategy to help our content and SEO efforts.

Most common challenges search and content marketers face

Relevant, topical content, discovery based on customer intent is still the biggest challenge we face as search marketers.

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Get the daily newsletter search marketers rely on. Enter your business email here. SUBSCRIBE See terms.

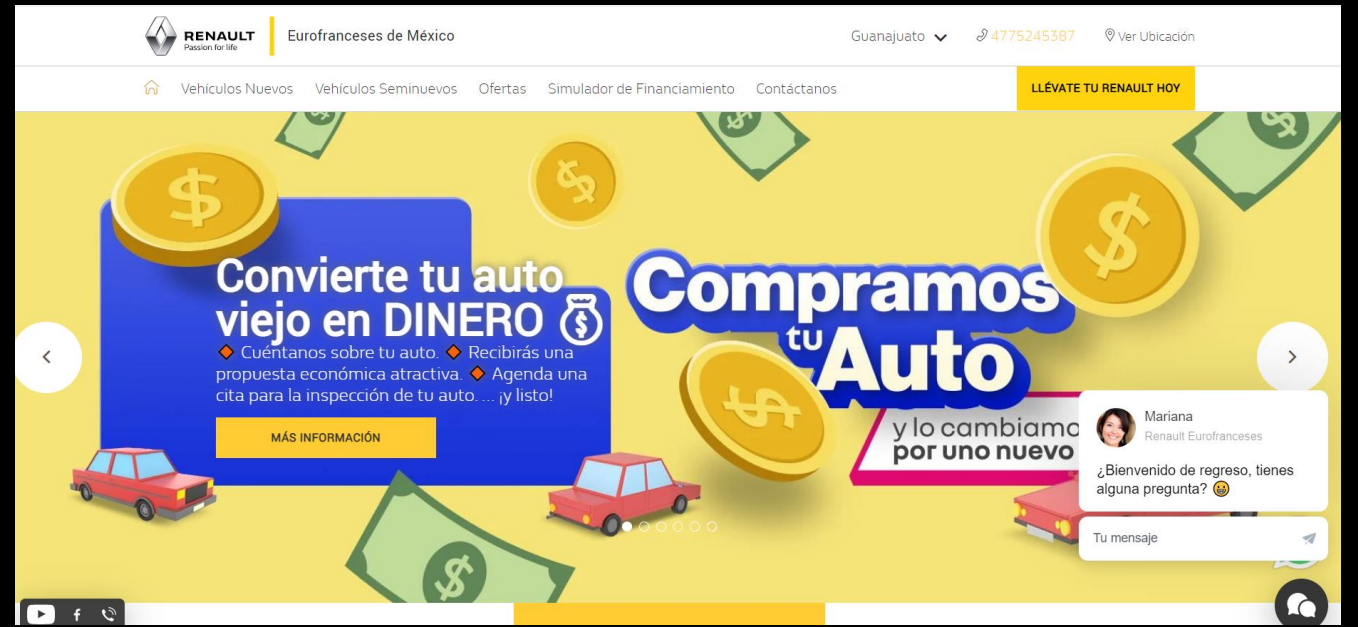
ATTEND OUR EVENTS

SEARCH MARKETING EXPO

What Gets Me Excited!

AUTOMOTIVE

When Automotive Dealership experiences **5.5X** increase in traffic, **33%** in leads, and **30%** increase in sales



What Gets Me Excited!

HOSPITALITY

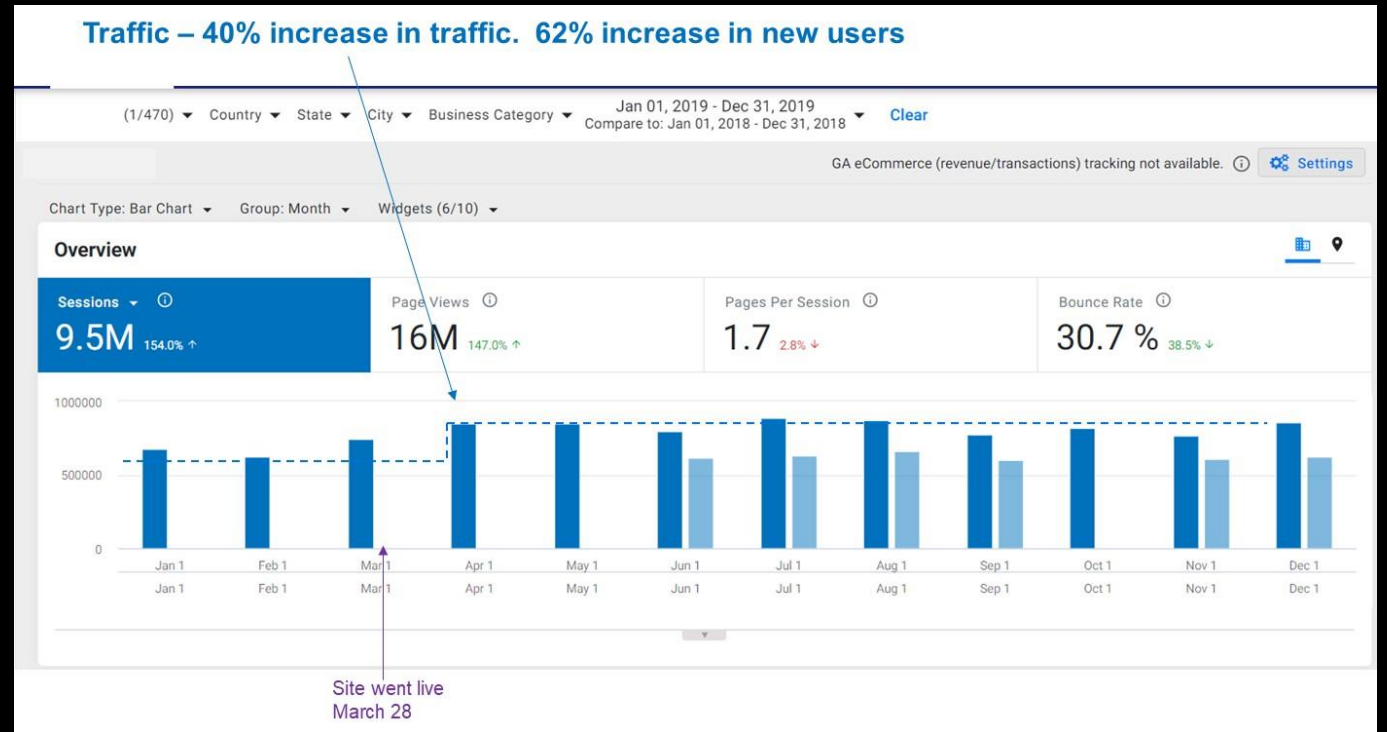
When a Hospitality Brand Website Sees **20%** Growth in Traffic and New Users and **93%** Increase in Engagement

The screenshot shows the Sun Outdoors website homepage. At the top right, it says "Reservation Center: (888) 886-2477". The main navigation bar includes "OUR LOCATIONS", "OUR BRANDS", "WAYS TO STAY", "SPECIAL OFFERS", "EXPERIENCES", "VACATION HOME SALES", and a yellow "FIND RESORTS" button. The central banner features a photo of two children underwater wearing goggles, with the text "SUN RV RESORTS IS NOW SUN OUTDOORS". Below the banner is a search bar with fields for "Destination" (with a search icon and placeholder text "Search state/province, city or resort name"), "Arrival" (set to "Aug 13, 2022"), "2 Nights" (with a right-pointing arrow), and "Departure" (set to "Aug 15, 2022"). A yellow "FIND A LOCATION" button is on the right. A small play button icon is in the bottom right corner.

When a Bank Website Sees 40% Growth on Moving to Milestone CMS

What Gets Me Excited!

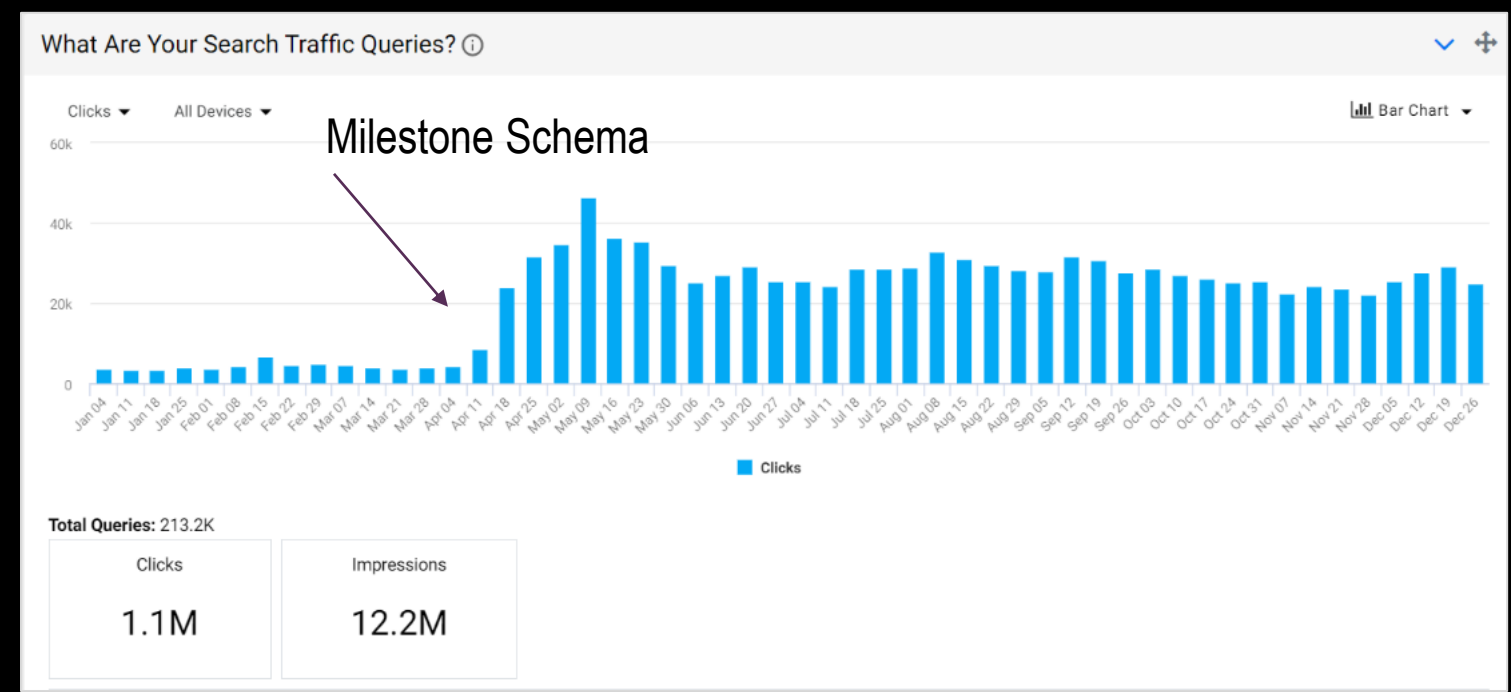
FINANCIAL SERVICES



What Gets Me Excited!

RETAIL

Fastest Time To Money In SEO



THANK YOU

To our customers and
our employees

WELCOME TO ENGAGE 2022

