

# Clickability Delivers Design Flexibility on Multiple Websites for Allured

## Magazine Publisher Leverages cmPublish to Tap New Revenue Streams and Strengthen Competitiveness

Magazine publisher Allured serves the cosmetic, spa, fragrance and flavor industries. Allured magazines include Cosmetics & Toiletries, Skin Inc. and Global Cosmetic Industry. In addition, the company maintains seven related websites, including thecosmeticsite.com which covers the entire cosmetics industry. Updating sites with the latest industry information is essential for Allured because professionals in their industry look to the Internet first for emerging trends.

### THE FACTS

#### Business

Magazine Publisher for Cosmetics, Spa, Flavor and Fragrance Industries

#### Location

Carol Stream, IL

#### Websites

- www.thecosmeticsite.com
- www.skininc.com
- www.perfumerflavorist.com
- www.globalcosmetic.com
- www.cosmeticsandtoiletries.com
- www.faceandbody.com

#### Size

Up to 30 new content items per week.

#### Users

8

#### Challenges

- Limited design capabilities
- Support for only a few content types
- Slow and unreliable website performance
- Lost advertising revenue

#### Solution

- cmPublish core content management
- cmPublish Reporting
- cmPublish Ad Server

#### Advantages

- New revenue streams
- More satisfied subscribers
- Greater productivity
- Competitive edge

*“Clickability absolutely makes us more competitive -- it has been a major asset to our business.”*

### THE CHALLENGE: MEETING SUBSCRIBERS NEEDS

“Web publishing is emerging as a critical step for our industry,” said Chris Hawkins, Corporate Web Editor for Allured. “Our websites serve as a connection to our subscribers. Before Clickability, however, we struggled to leverage our websites.”

Allured’s previous content management system (CMS) was slow and unreliable; supported only a few basic data types; and provided limited design capabilities.

“We did not have the flexibility we needed to design the websites the way we wanted,” Hawkins explained. “It was difficult to differentiate one of our websites from the other, since they all came from the same cookie-cutter template.”

The websites were awkward for users to navigate and difficult for Allured to maintain, and consequently site traffic was low. A slow system and frequent downtime also impacted site traffic.

“Studies show that people are willing to wait 8 seconds for a web page to come up,” Hawkins said. “We were not meeting this window, which meant we were always in danger of losing customers that fuel our advertising revenue. We lost a significant amount of advertising revenue using the old CMS, because the site was so slow.”

“Name a problem that a website can have and we had it -- nightmare after nightmare,” Hawkins continued, “and add to that the fact that the CMS vendor was unresponsive and impossible work with.”

## » THE SOLUTION: PROVIDING FLEXIBILITY AND SPEED

Allured implemented the cmPublish hosted content management service from Clickability and gained the flexibility and performance they needed to develop functional and eye-catching websites with up-to-date, meaningful content that encourages readers to keep coming back. Clickability delivers all the power needed by Allured's web professionals in an easy-to-use package for editors with minimal technical experience.

### Design Flexibility

Allured needed design flexibility from a visual and functional standpoint. With Clickability, the Allured web team will be able to totally redesign the company websites.

"cmPublish is great for our designers because anything they design can be built in cmPublish," said Hawkins. "The ability to add new content types, and structure our content in a way that makes sense to us, is a great benefit."

### High Performance

"Speed is a huge advantage to us because the readers get the pages more quickly," Hawkins added. "Clickability is at least ten times faster."

### Ease of Use

The Allured staff, primarily editors and writers, find the cmPublish interface very easy to understand and intuitive. "Compared to the other CMS interfaces we investigated, the cmPublish GUI is the most elegant and easy to use," Hawkins said.



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*"Clickability provides the tools I need to handle the technical aspects of our websites. But our editors can also use cmPublish on a daily basis to update articles and add advertisements. So the solution works on both levels."*

*Chris Hawkins, Corporate Web Editor  
Allured*

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### Customer Service

"Clickability delivers the highest level of service we have experienced from any vendor," Hawkins confirmed. "We appreciate Clickability's knowledgeable staff and quick response. Unlike the situation with our previous CMS provider, we can get questions answered and make decisions quickly, which is very important to us."

### Hosted CMS

"Hosting a CMS is not our core competency and it shouldn't have to be," said Hawkins. "We wanted to avoid the expense of hardware, web connections and 24/7 support. Clickability meets all those needs and allows us to concentrate on our business and our customers."

### Hosted Website

Clickability is the only hosted CMS offering an integrated website delivery and caching system. The previous vendor simply published a web page directly to a hosted web server, which severely reduced the speed of Allured's site. Clickability uses a sophisticated caching system that provides rapid response times, more redundancy, faster publishing and the ability to mix static and dynamic content.

### Cost-Effectiveness

"Clickability is especially unique for the price range," Hawkins said. "Companies offering similar services are cost prohibitive, while other vendors in the same price range offer only a fraction of Clickability's services. The sheer value we get from Clickability is impressive."

**»ADVANTAGES: GROWING SITE TRAFFIC TRANSLATES TO REVENUE AND COMPETITIVENESS**

**New Opportunities for Revenue**

Clickability empowers Allured to explore revenue streams it could not consider previously. For example, cmPublish’s flexibility has made web advertising an increasingly important part of Allured’s revenue.

*Clickability is at least 10X faster than Allured’s previous website platform.*

“Before Clickability, we were limited in the design of advertisers showrooms,” said Hawkins. “Now cmPublish enables us to tailor showrooms to our advertisers’ needs, which helps us build new revenue.”

**More Satisfied Subscribers**

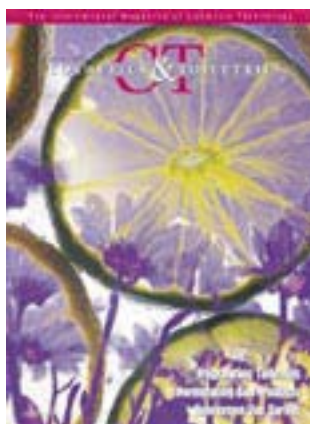
“cmPublish enables us to make our websites look more appealing and provide more functionality for readers,” Hawkins explained. “By keeping the relationship strong, we keep them as subscribers -- and keeping the traffic up drives our sales numbers.”

**Greater Productivity**

Allured can update websites in a fraction of the time on cmPublish, which frees editors up to write more articles and improve content. “The advantages ripple through the entire company,” said Hawkins. “In addition, the less time I have to spend resolving CMS issues, the more time I can spend developing internal tools to improve our websites.”

**The Competitive Edge**

“Clickability absolutely makes us more competitive -- it has been a major asset to our business,” Hawkins concluded. “Our advertisers are looking for a large user base, fast website response time, and benefits beyond just hosting an ad. cmPublish helps us deliver all three.”



**About Allured**

Allured Publishing Corporation is a global information leader in the cosmetic, spa and fragrance and flavor industries, publishing magazines, books and websites.

**About Clickability**

Clickability is the leading single source provider of on-demand web content management software, delivering award-winning, fully integrated hosted solutions to the top names in the publishing and enterprise worlds. Clickability is a privately held company headquartered in San Francisco.

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