

REPLATFORMING TO UNIFY A DIVERSE BRAND PORTFOLIO AND IMPROVE EDITORIAL AND DEVELOPMENT EXPERIENCES



SourceMedia is a growing business information and performance media company serving senior-level professionals in the financial, technology, and health-care sectors. With over 20 brands in its portfolio, SourceMedia provides its 2.5 million subscribers, attendees, exhibitors, and advertisers with the resources they need to excel in their individual markets.

CHALLENGE

SourceMedia faced a common dilemma in today's digital-first world: being held back by an ineffective network of legacy content management systems. Up until 2017, the company had used 17 content management systems to operate all of its sites, including flagship publications American Banker, Financial Planning, and Accounting Today.

To enable deeper engagement among professional communities, SourceMedia's tech-savvy team sought a CMS with a scalable, customizable open framework that would provide them with full control while unifying all brands under a common codebase. They required a multisite, single authoring tool that would improve the editorial experience, the mobile user experience, and native advertising integrations across all properties.

SOLUTION

Brightspot's modern CMS platforms empowers SourceMedia to:

- **Manage all brand sites through one CMS** with a single authoring point under a common, unified codebase.
- **Take ownership of the platform** with a flexible, open-development framework that the in-house development team could learn and continue to develop independently.
- **Customize the admin experience**, making it easier for the editorial team to manage millions of assets and publish, share, and integrate high-value content quickly.

“Brightspot is the LEGO set of the CMS world, and with it we have the power and flexibility to customize any part of the system to suit our exact needs.”

MATT CRIBBS,
SOURCEMEDIA'S VICE PRESIDENT
OF TECHNOLOGY

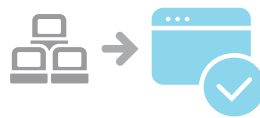
- **Streamline mobile integration** and increase revenue opportunities by enabling users to purchase content via mobile and advertisers to target mobile readers.
- **Diversify digital revenue** by creating content packages for purchase and integrating native advertising into the content of each site.
- **Create a unique content access feature** for federal office customers, giving them access to prepurchased content that's delivered to a recognized customer's IP range.
- **Organize conference microsites** using customizable templates with drag-and-drop features that standardize and simplify the process to speed up launch times.

IMPACT

SourceMedia unified 25 different sites with one state-of-the-art CMS, enabling deeper engagement among its professional communities, unlocking new growth and development opportunities and garnering six awards for innovation and leadership in the B2B industry.

KEY SITE FEATURES

-  Natively Multi-site
-  Mobile Integration
-  Flexible Front-End Architecture
-  Digital Asset Management
-  Conference Microsites



17 CMS PLATFORMS TO **1**



OVER **3.6 MILLION**
 EDITORIAL ASSETS HOUSED
 IN **BRIGHTSPOT**



OVER **36,000** AUTHORS



16 SOLUTIONS INTEGRATED
 WITH BRIGHTSPOT

BRIGHTSPOT | **PERFECTSENSE**
 EMPOWERING DIGITAL POSSIBILITIES