

# EMPOWERING THE EVOLUTION FROM PRINT TO DIGITAL-FIRST PUBLISHING WITH MULTI-SITE CMS CAPABILITIES



Created in 1976, Hanley Wood is the largest analytic- and editorially driven construction industry database.

Hanley Wood provides premier information, media, and marketing services to the residential, commercial design, and construction industry.

## CHALLENGE

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To successfully expand into a robust digital-first company, Hanley Wood needed a flexible CMS platform that would enable it to deliver great digital experiences and create efficient editorial workflows for over 80 editors. Hanley Wood set out to scale its content efforts and eliminate editorial pain points.

With a digital publishing platform that was too time-consuming and costly to maintain, Hanley Wood partnered with Perfect Sense to redeploy all of its 22 distinct digital properties with a single authoring point. Hanley Wood's platform requirements were clear: integration into its existing tech stack, multisite and multichannel capabilities, real-time analytics and reporting, and the ability to distribute and manage sponsored content and targeted content packages.

## SOLUTION

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Brightspot's next-gen CMS platform empowers Hanley Wood to:







- **Deploy and reuse content rapidly** while selectively pushing stories to print production through a single interface.
- **Maximize development and editorial efficiency**, decreasing newsletter publishing time from two days to under two hours, resulting in significant cost savings.
- **Integrate seamlessly with existing systems**, even those with diverse publishing ecosystems, to bring information together in new ways.

- **Delight editors with tailored workflows**, real-time preview capabilities, centralized media galleries, image editing, editorial feed curation, email newsletter management, and real-time analytics and reporting.
- **Unleash new ad product and revenue opportunities** by distributing and managing sponsored content and targeted content packages.

## IMPACT

Brightspot empowered Hanley Wood to deliver sponsored and targeted content packages across 22 distinct digital properties with a singular, powerful CMS platform.

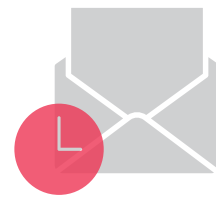
### KEY SITE FEATURES

-  Natively Multisite
-  Simple Email Newsletter Management
-  Content Syndication
-  Organized Media Galleries
-  Flexible Editorial Workflows
-  Editorial Feed Curation



SAVED 80 EDITORS WORKING  
ACROSS THE CMS

**2-3 HOURS**  
PER DAY



DECREASED NEWSLETTER  
DEPLOYMENT TIME FROM 2  
DAYS TO AS LITTLE AS

**12 MINUTES**



**22 SITES**  
HOSTED ON BRIGHTSPOT



REDUCED 22 TEMPLATES TO  
**3 TEMPLATES**

**BRIGHTSPOT** | **PERFECTSENSE**  
EMPOWERING DIGITAL POSSIBILITIES