Mono Solutions

2023 Roadmap

Mono's 2022 in Review

❯ **Acquired by Ten Oaks Group** in June 2022

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❯ Redefined clear, **partner-centric focus**

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❯ Delivered **strong financial performance** in FY 2022

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❯ Increased pipeline and developed **new partner relationships**

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❯ Developed and started executing **new commercial strategy**:

- Focused on developing core website builder product

- Invested in Chief Technology Officer and Development team

- Built Partner Success team to work closely with our partners

Redefined Partner-Centric Priorities
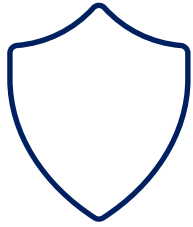
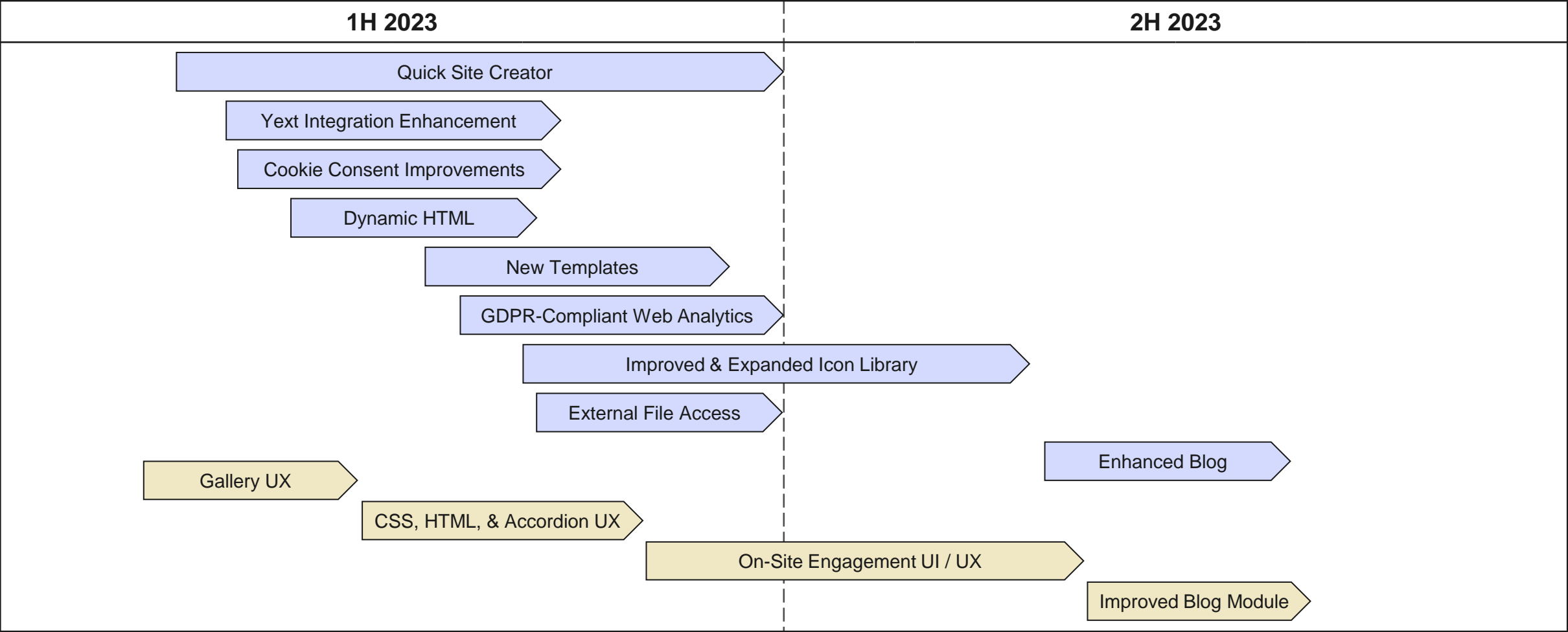Protect the value created by and alongside our partners

Grow our partner base

Listen to our partners to provide them with more value

Mono's 2023 Roadmap

1H 2023	2H 2023

Quick Site Creator

Yext Integration Enhancement

Cookie Consent Improvements

Dynamic HTML

New Templates

GDPR-Compliant Web Analytics

Improved & Expanded Icon Library

External File Access

Enhanced Blog

Gallery UX

CSS, HTML, & Accordion UX

On-Site Engagement UI / UX

Improved Blog Module

See descriptions on following pages

Key: General Improvements   UI / UX Improvements

2023 Roadmap Details (1 of 2)

	Description	Value for Partners
Quick Site Creator	New and improved site creation module for partner sales to create sites quickly and efficiently	*Reduces site production time and partners' sale cycle*
Yext Integration Enhancement	Strengthening our integration with Yext to resolve recent bugs and making sure websites using this integration are up-to-date with the latest business information from Yext	*Addresses recent incidents related to Yext*
Cookie Consent Improvements	Splitting up Mono's CookieBot account so each of our partners can have their own, offering more customization (e.g., cookie banner appearance, content of cookie declaration and cookie widget)	*Provides more customizations for Cookie Consent*
Dynamic HTML	Allows external dynamic content to be put into the Editor. A partner has a single endpoint exposed towards Mono that allows Mono to fetch items – each item represents a snippet of code that can be updated by the partner.	*Includes external dynamic content in the Editor; possibility to update elements across all sites via a single module and to offer widgets*
New Templates	Adding a range of new and modern templates in the Editor for different industries (e.g., digital marketing, project management/consultancy, service, IT product)	*Provides more optionality in templates*
GDPR-Compliant Web Analytics	Replacing Google Analytics with an in-house, GDPR-compliant structure to collect and analyze web traffic data	*GDPR compliance in web analytics*
Improved & Expanded Icon Library	Upgrading our Font Awesome implementation to be able to offer new icons for website use (e.g., TikTok and Snapchat icons)	*Offers greater selection of icons and enables greater connectivity across social media platforms*
External File Access	Ability for partners to view and upload images from external file sources in the file manager to use on their websites	*Enables integrations with any image provider or site-specific content from an external Content Management System*
Enhanced Blog	Enhancing Mono's Blog product to be easier-to-use, with improved usability, design, and flexibility	*Improved usability of blog solution, which can help increase traffic and customer engagement*

2023 Roadmap Details (2 of 2)

	Description	Value for Partners
Gallery UX	Improved functionalities with new and more flexible ways to order and display images in the Gallery module	*Provides functionalities on the ordering and display style for images*
CSS, HTML, & Accordion UX	Updating the input field of the CSS, HTML, & Accordion modules to be bigger so that the code/content is easier to work with	*Improves usability of these modules*
On-Site Engagement UI / UX	Developing new functionalities (e.g., including an image) and revisiting usability of existing functionalities for the On-site Engagements module (pop-ups and sticky buttons) – for both website creators and visitors	*New and improved functionalities of On-site Engagement module, which can help increase customer engagement and conversion*
Improved Blog Module	Evaluating the user experience of the Blog module to offer more flexibility in how blog posts are organized and displayed on a website's blog catalogue	*Offering more freedom and a more modern feel to the Blog module, which can help increase traffic and customer engagement*

Preview of Example Areas Mono is Exploring for 2024

- **Chatbot** – Automated online chat function supporting different verticals (e.g., customer service, sales); 3rd party integration

- **Scheduling** – Booking/scheduling feature that supports the verticals of our partners; 3rd party integration

- **AI** – Further exploring using AI to make partner sales more efficient and reduce production time on design and content creation for the websites

Contact Us to Learn More

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