
CORE FUNCIONALITY

- Full support for responsive websites for maximum viewability and performance on any screen and device
- Intuitive and user-friendly interface complying with the highest modern standards, tested with clients and content managers on 100+ websites
- Comfortable management on mobile devices, regardless of device or operating system
- Possible integration with e-commerce, ERP and accounting systems, catalogs and blogs
- Incorporated newest possibilities and trends – drag&drop, multi-upload, HTML5, etc.
- Unlimited number of language mutations for your website
- Administration interface available in English and Slovak with the option to add your specific language
- Automatic language detection based on geolocation

MODULARITY AND CUSTOMIZATION

- Scalable to support growth of your company and accompanying changes
- All menu items are customizable to your specific needs
- Adbee Shop Enterprise comes with integrated Adbee CMS
- Support for integration of external services via API, REST or SOAP

CONTENT MANAGEMENT AND PUBLISHING

- WYSIWYG rich text editor, customizable to your needs
- Intuitive management and publishing of multimedia and tables
- One-click creating of new pages
- Changes tracking
- History of revisions
- Separate content and web layout
- Easy tag management with different user rights for individual users
- Full support for uploading and viewing of PDF documents (popular with electronic magazines etc.)

FUNCTIONAL SUBPAGES

- Simple creating of subpages reflecting your needs
- Preset styles and modules for setting up long HTML pages
- Optimized landing pages with forms and downloadable digital content for supporting your content and inbound marketing strategy

FORMS AND SURVEYS

- Simple and easy creating of forms and surveys directly in Adbee CMS, including editing images, backgrounds, banners and various sections
- Automatic input control
- Easy management of running or partially completed surveys
- Evaluation of surveys and export of results
- Automatic backup even in the case of hitting the Back button

SEARCH

- Functional and reliable fulltext search using sophisticated Google algorithms
- Integration of Google Custom Search
- Support for advanced search options: boolean, phrase, relevance, wild cards, fuzzy, groupings

NEWSLETTER INTEGRATION

- Adbee CMS is fully compatible with MailChimp
- Full capacity of email marketing without leaving your website
- Integration of automatic email grouping and filtering according to source (campaigns, landing pages etc.)
- Campaign statistics available directly in Adbee CMS – open rate, conversion rate, bounce rate, clicks etc.
- Easy-to-use customers segmentation and data export
- Simple form for creating mailing lists

BLOGS

- Focus on user needs and comfort
- Simple choice of document format
- Comfortable content management and sorting via categories and tags
- Automatic publishing on set time and date
- Possibility to moderate publishing via required approval by supervisor
- Integration with RSS and social media via buttons and meta tags
- Discussion available via Facebook Comments or Disqus
- News application and its categorization according to years, topics and sections

SOCIAL MEDIA INTEGRATION

- Adbee CMS can be integrated with any social network
- Option to generate shortened links suitable for social sharing
- Option to generate links with UTM codes enabling campaign tracking via Google Analytics
- Open Graph protocol

GOOGLE ANALYTICS INTEGRATION

- Intelligent integration enables you to display relevant analytics data from a trusted source directly in your CMS, eliminating the need to search and interpret the data across several different platforms
- All analytics available in one place, streamlining operation and increasing productivity and performance
- Ability to track individual pages, blog, news or documents
- Ability to integrate Facebook pixel and Hotjar heatmaps

SEO

- Adbee CMS is correctly optimized for SEO and won't harm your search results
- On-page SEO automatization saves you time and effort
- Automatically generated SEO first-level URL addresses , e.g. www.honey.sk/tags
- URL customization according to your needs
- Automatic redirect of old URL addresses to newest page versions, preventing loss of your search results position
- Rich snippets (microdata, microformats)
- Management of your own redirections directly in CMS — useful when transferring content, sections or pages
- Automatic generation of sitemaps for SEO purposes
- Dynamic generation of website taxonomy
- Automatically generated sitemap.xml necessary for Google optimization
- Option to create and place sitemap within the website

PERFORMANCE AND STABILITY

- Cutting-edge technologies ensure Google will discover your web with each search
- Advanced content caching
- Memcached / Redis / Wincache / APC Page Caching
- Load balancing
- Varnish acceleration

SECURITY

- Adbee CMS employs highest security standards according to OWASP Top 10 for maximum attack and fraud protection
- Newest security algorithms such as Blowfish, AES-256, Rijndael-256, RSA
- Brute force protection
- CSRF protection
- Form tampering protection
- Option to force SSL
- Session management
- Option of placing the admin interface behind company VPN

PASSWORD PROTECTION

- Individual password protection on several layers — from the entire website to individual sections, subpages or even individual documents
- Access via registration form
- Password-protected access with central password management
- Accessing documents via filling out simple form integrated with database of contacts