

ONLINE PUBLISHING COMPARISON MATRIX

FEATURES		APP*	FLIPBOOK	CASzine
PLATFORMS	Web Browser Compatible			
	Internet Explorer	-	✓	✓
	Chrome	-	✓	✓
	Firefox	-	✓	✓
	Safari	-	✓	✓
	Opera	-	✓	✓
	Android	-	✓	✓
	Tablet Compatible			
	iOS	✓	-	✓
	Android	✓	✓	✓
ANALYTICS	Smart Phone Compatible			
	iOS	✓	-	✓
	Android	✓	✓	✓
	Analytic Capabilities			
- Unique visits	-	-	✓	
- Devices (Tablet, mobile, desktop)	-	-	✓	
- Source (eDMs, webpage etc)	-	-	✓	
- Visibility within Google analytics	-	-	✓	
NAVIGATION	Navigation			
	- Access either the previous or the next page	✓	✓	✓
	- Vertical and horizontal navigation	✓	-	✓
	Layering Scrollable content on page	✓	-	✓
	Fast Loading No loading time	-	-	✓
	Links Directly link to eCommerce or other content	✓	✓	✓
	Thumbnails View the pages in a smaller size	✓	✓	✓
	Instructions Display the how to use help	✓	✓	✓
EDITING	Real time Make changes in real time	-	-	✓
	Edit page Edit layouts by page or pagination	-	-	✓
	Edit links Change content links	-	-	✓
	Edit copy Change copy in real time	-	-	✓
	Edit Offers Change offer based info in real time	-	-	✓
FEATURES	Video			
	- Embedded	✓	✓†	✓
	- Viewed in full screen	✓	-	✓
	360° view products	✓	✓	✓
	Pop-ups	✓	✓	✓
	Gif Animation	✓	✓	✓
	Print Print one of several pages	-	✓	✓
Send to a friend Share on social networks Facebook, Twitter, Pinterest	✓	✓	✓	
HOSTING	Content is hosted at a server facility in Fremont, California			
	The facility is fire and earthquake protected			
	Access to the facility is by security passed staff only			
	Power supply is three level redundancy plus a 24 hour battery supply back-up			
	The facility is one hop from the NAP for fastest possible connection to the backbone			
APPLICATION	Application is hosted on a high availability LAMP stack server configuration			
	All hardware has multi-level redundancy to avoid any single point of failure			
	All data is backup hourly			
	Full application back-up on tape daily			
	All server hardware is protected by Bare Metal back-up for full disaster recovery			
SEO	The application uses the latest HTML 5 and jQuery techniques			
	Meta description includes the plain English description of the CASzine			
	Meta keywords includes products listed and key search terms			
	All pages have an index-able description field			
All links to external ecommerce pages have name and title fields				

*Apps - require a publication fee, payable to Apple. Leadtime and approval for publication can take several weeks.

† Flipbook - embedded videos have design constraints and limited performance.