

# Elevating Membership Experiences

Core dna's Comprehensive Solution



# Elevate Your Membership Experience



YMCA of Greater Toronto

We saved more than  
100k/year and increased  
our online registrations by  
more than 500%!



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Core dna presents a comprehensive guide to elevating your membership experience with our Platform. Below are all the elements you need to run smooth operations and deliver exceptional members' experience.

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# What's The Right Solution for Membership Organizations?

Membership organizations need:

- Members portals
- Members tiers
- Gated Content
- Event management
- Payment processing
- Personalizable experiences

Solution:

A robust and integrated CMS & eCommerce platform.



Let's explore  
together



## **Key Considerations in Selecting a Solution for Membership management.**

When evaluating a solution for a membership organization, several key factors must be taken into account:

- Integrated Content and Commerce
- Scalability and Flexibility
- Enhanced & Tailored User Experiences
- Secure Platform
- Comprehensive Support and Services

# Integrated Content and Commerce

Core dna is a complete digital experience platform with integrated CMS and eCommerce solutions. We offer a wide range of capabilities tailored to the unique requirements of membership organizations.

It is an all-in-one digital platform that allows you to create and manage solutions for content, eCommerce, intranets, and communities, all from a single login.



# Content & Members

## Management

### Content Management

This module provides a user-friendly, low-code environment built for marketers to create, manage, and publish content for one or multiple websites. It includes built-in blog templates, forms, and multilingual capabilities reducing time to market.

### Members Portals and Communities

Core dna simplifies the creation and management of member profiles and levels, allowing organizations to tailor benefits, pricing, and access without any code. This structure enables organizations to easily manage and update membership offerings.

### Content Gating

Core dna allows you to gate content effectively, making it accessible only to logged-in members or those who meet certain criteria. This is useful for organizations that offer tiered memberships with varying access to resources.

### Event Management

Create events which can include a variety of fields such as date, location, number of attendees, speaker profiles, and registration status. Integration with the member profiles entity ensures that members receive notifications and information relevant to their interests and membership tier.

### Omnichannel Content

Core dna's headless capabilities mean content created on the platform can be delivered and adapted to various platforms without requiring duplicate efforts: web, mobile apps, IoT devices, etc... This way Brands can maintain a unified brand experience regardless of how or where their audience is.

*"The new website has been an incredible success! People love it. In Karen's words, it is drastically better, with a 350% increase in traffic—going from 20K visitors per month to 70K—while maintaining optimal load speed and no downtime despite the spike in traffic, all supported by Core dna."*

Karen Leskiw  
Marketing Manager  
at The National Institute of Circus Arts



# Integrated eCommerce

## Operations

### **eCommerce Solution**

With integrated e-commerce functionality, such as online registration, membership renewals, recurring payments, and more, your organization can provide a convenient one-stop shop for its members.

### **Highly Configurable**

Configure all aspects of your commerce solution. Organizations can set up a wide range of pricing options, including tiered pricing, volume discounts, and personalized pricing for individual customers or member groups. The platform supports the creation of complex pricing structures that cater to diverse market segments.

### **Grouping & Bundling**

Group products together as part of special offers. Bundles can be configured with specific discounts and are an excellent way to cross-sell products and introduce customers to new offerings.

### **Discounts and Promotions**

Easily configure and manage promotions and discounts. This includes the ability to set up conditional promotions, such as percentage discounts, buy-one-get-one-free offers, and time-limited sales. Discounts can be applied at the product level, category level, or across the entire catalog, providing flexibility in how promotions are executed.

### **Streamlined Workflows**

Streamline eCommerce operations by automating various backend workflows related to order processing, inventory management, and customer communications. These automated workflows ensure that commerce operations are efficient and error-free, allowing businesses to focus more on strategy and less on day-to-day management.

*Not many platforms can pull off a website with so many intricacies. Also, we can integrate new websites into our environment with a small amount of effort that yields a big return. This is where Core dna shines in this relationship.*

James Campbell-Harris,  
Director of e-Commerce - RANDYS Worldwide



# Scalability & Flexibility

Core dna's provides membership organizations with a flexible platform that allows them to create members' experiences that match their unique requirements.



# A Platform That Grows with Your Members

## **One Platform, All Your Needs**

The platform is designed to scale effortlessly as your organization grows. Whether it's adding more sites, complex operations, or expanding the features and functionalities of existing sites, Core dna can accommodate that growth without changes to the backend infrastructure

## **Create Your Data Structure**

Create data models specific to your business needs. Whether it's managing complex product details, user profiles, event registrations, or any other type of data, you can design entities to store and manage this information in a way that makes sense for your operations.

## **Optimized Performance**

With dynamic resource scaling, advanced caching, and automatic asset compression, coupled with lazy loading techniques, Core dna ensures peak performance under any traffic conditions.

## **Robust API and Webhook**

Core dna is design to communicate seamlessly with external systems and databases, facilitating smooth integrations with third-party tools, APIs, or legacy systems. Data will flow in and out of Core dna for a secure, unified, and successful business.

## **Automated Workflows**

Easily automate content publishing, user notifications, or data synchronization based on specific triggers or conditions defined within Core dna. This automation not only saves time but also reduces the potential for human error, enhancing overall operational efficiency.

*Core dna rose to the occasion during Taylor Swift's monumental Australian Tour, showcasing our platform's robust capabilities and unwavering reliability. As millions of eager fans flooded our system with ticket requests, our innovative technology seamlessly managed the surge, ensuring a smooth and efficient ticketing process for all attendees. This remarkable feat not only demonstrated Core dna's technical prowess but also underscored our commitment to delivering exceptional user experiences, even during record-breaking events."*

# TAYLOR SWIFT THE ERAS TOUR

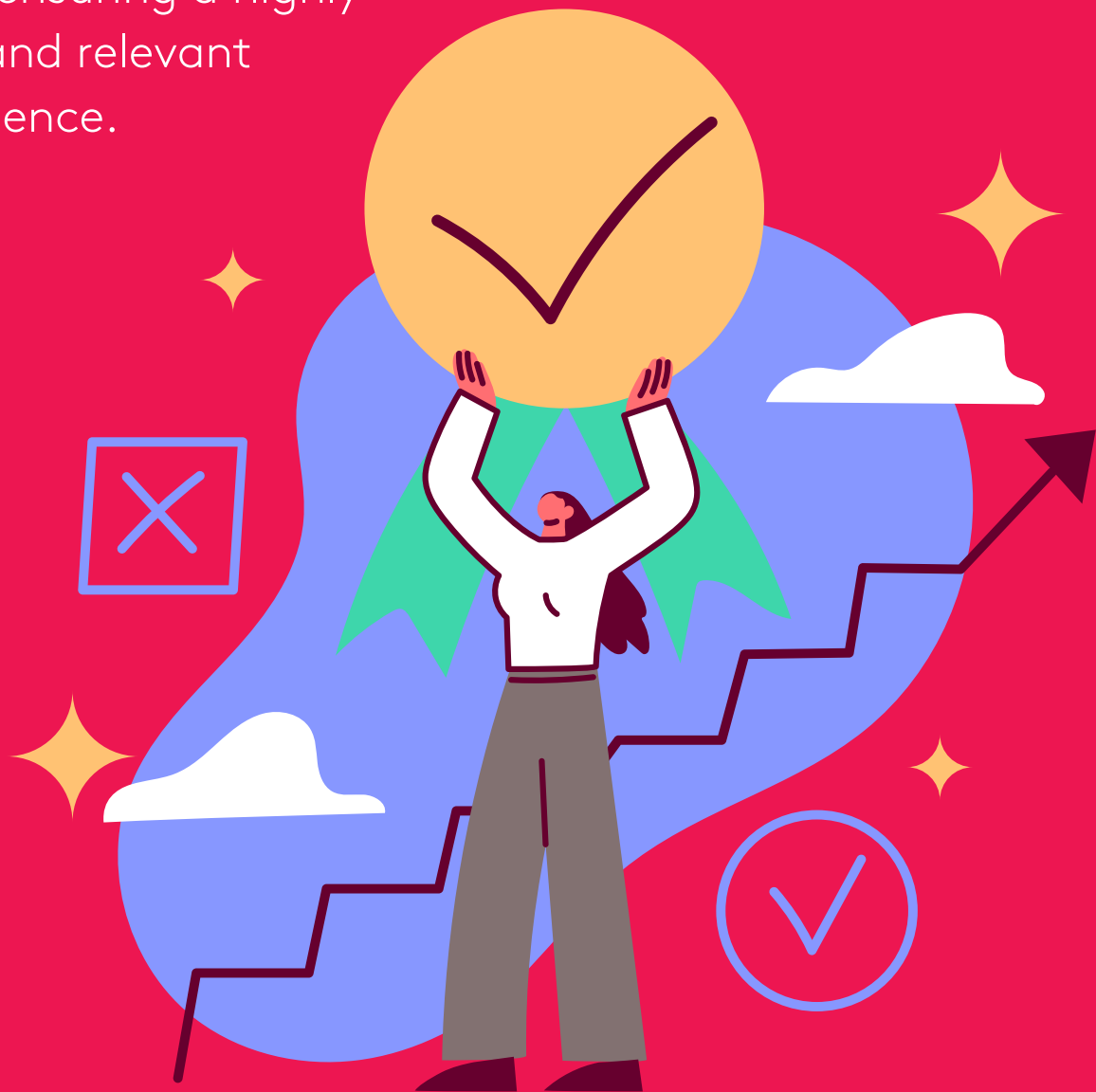
**FRONTIER**

**X**

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# Enhanced User Experience

Core dna's personalization engine is a powerful tool that allows membership organizations to tailor experiences for their members, ensuring a highly engaging and relevant digital presence.



# Create a membership experience that resembles your brand

## **User-Centric Philosophy**

At Core dna, we start every project by asking, "What is the job to be done?" This user-centric question guides our process, ensuring solutions are tailored to meet real user needs for maximum satisfaction and optimal experience.

## **Action-Driven Experience Tailoring**

With our robust APIs, you can deliver personalized content based on user behavior, preferences, and past interactions. By integrating with analytics and customer data platforms, Core dna can tailor content dynamically, serving the most relevant information to each user.

## **Real-time Content Delivery**


Content teams have the freedom to create, update, and publish content in real-time across all and any platforms. This helps maintain relevancy and engagement in fast-paced market environments.

## **Advanced Search and Filtering**


Core dna supports Elasticsearch, you can enable complex, high-speed searches across your website. This allows users to search for content across various types of data and fields within the platform. Elasticsearch ensures that results are both accurate and delivered quickly.

## **Customized Content Delivery**

It enables tailored content delivery based on the site, location, or membership tiers. Each site can have customized content that addresses the specific needs and interests of its local membership base while maintaining overall organizational themes and messages.



*"Core dna transformed YMCA of Greater Toronto's digital experience, boosting online registrations by 500%. With streamlined content management and seamless user navigation, Core dna exceeded our expectations, delivering remarkable results. With Core dna, we're empowered to elevate our online presence and exceed customer expectations."*



Saad Javed,  
Digital Marketing Manager  
at YMCA of Greater Toronto





## A Secure Platform

Core dna makes it its priority to ensure a robust, secure, and performing platform. We deliver a comprehensive solution that supports the evolving needs of modern businesses. Let's take a look at the core features that define its reliability and efficiency.

# Keeping your digital presence secure

## **Security and Compliance**

With regular updates to our security protocols, compliance with international standards, and advanced encryption methods for data at rest and in transit, your digital presence is secure.

## **Plugin Security**

One of the most common sources of security breaches in open-source websites is third-party plugins and themes. Core dna's functionalities are built-in into the platform eliminating reliance on potentially insecure third-party components.

## **Performance at its best**

Core dna is hosted in a multi-tenant cloud environment that provides automatic scaling and load balancing to handle increased demands effortlessly. Core dna delivers fast loading times and smooth performance, critical for maintaining an excellent user experience and enhancing SEO rankings.

## **Robust Authentication and Access Controls**

Core dna provides strong authentication mechanisms and granular access controls, allowing you to precisely manage who can access their digital environments and what actions they can perform.

## **Infrastructure and Performance Monitoring**

Core dna's advanced infrastructure with built-in security features like firewalls, intrusion detection systems, and continuous performance monitoring. These tools help in immediately identifying and mitigating any potential security threats before they can impact the system.



# The Best Team for Your Organization

We take great pride in the exceptional service we provide to our customers. You are more than just a number to us; every client receives a dedicated team available for daily interactions. We are committed to your success because when you succeed, so do we.



# Rest Assured You Are in Good Hands

## **Outstanding Customer Support**

Core dna's dedicated customer support team is available to assist with any questions or issues that may arise, ensuring a smooth and efficient experience.

## **Extensive Documentation and Guides**

Comprehensive documentation, guides and video tutorials are available to help organizations understand and leverage the full capabilities of the platform.

## **Professional Services**

For organizations requiring additional assistance, Core dna offers professional services, including implementation support, customization, and training, to help maximize the value of the platform.

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**THE ESSENTIALS**

## Create Better Experiences

### Design freedom

Create engaging and personal user on any screen and any device

### Get personal

Segment your audiences for personalization of content & experiences.

### Launch in weeks, not months

Build complex, highly dynamic, and personalized websites rapidly.

### Future proof

Advanced functionality ready to use with new features and patches applied continuously.

### Integrated experiences

Manage your content, commerce and workflow automations from a single login.

### Integrations

Add workflow automations to connect to other systems and exchange information seamlessly.

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## Build on a Scalable & Secure Platform

### Modern architecture

Built to scale and grow with your business. Deliver content and ecommerce across any channel or system.

### Enterprise cloud

Best-in-class architecture designed for scale and performance.

### World-leading security

Protect your valuable data with multiple layers of security and processes.

### Harness our industry experience

Use our deep knowledge and libraries of industry know-how.

### API First design

Build with both headless and templated frontends. Design and build your content like lego.

### Version control

Native support for GIT with multiple staging and production environments. Develop in parallel without constraints.

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## Evolve Your Digital Business

### Be agile

Satisfy your customers through rapid and continuous delivery of updates.

### Reduce cost of ownership(TCO)

Empower your marketers, free up your IT team and contain your costs.

### Seamless & regular updates

New features and updates delivered every month.

### Never re-platform again

Join the Core dna community, contribute to the roadmap, new features and benefit from shared learning.

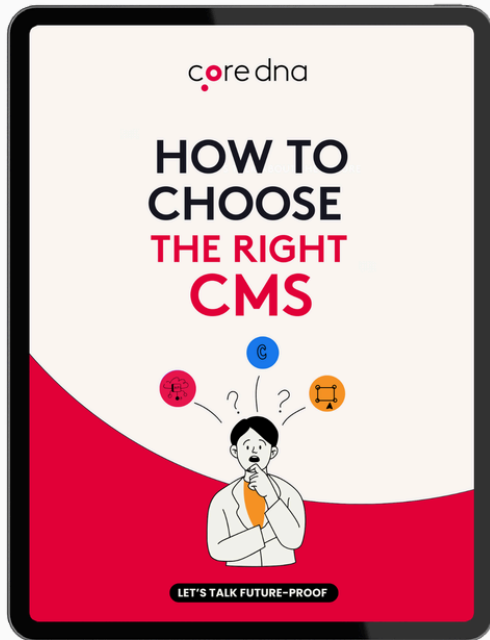
### Work better together

Create, share and collaborate on projects in a single environment.

### Exceptional support

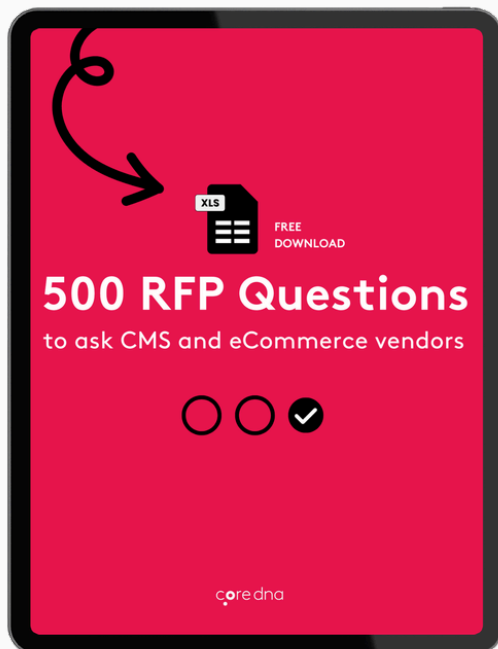
Dedicated account management and global helpdesk provides support around the clock.

# MORE RESSOURCES



How to choose a CMS  
detailed guide

**Download the guide**



RFP questions to ask CMS  
and eCommerce vendors

**Download the guide**