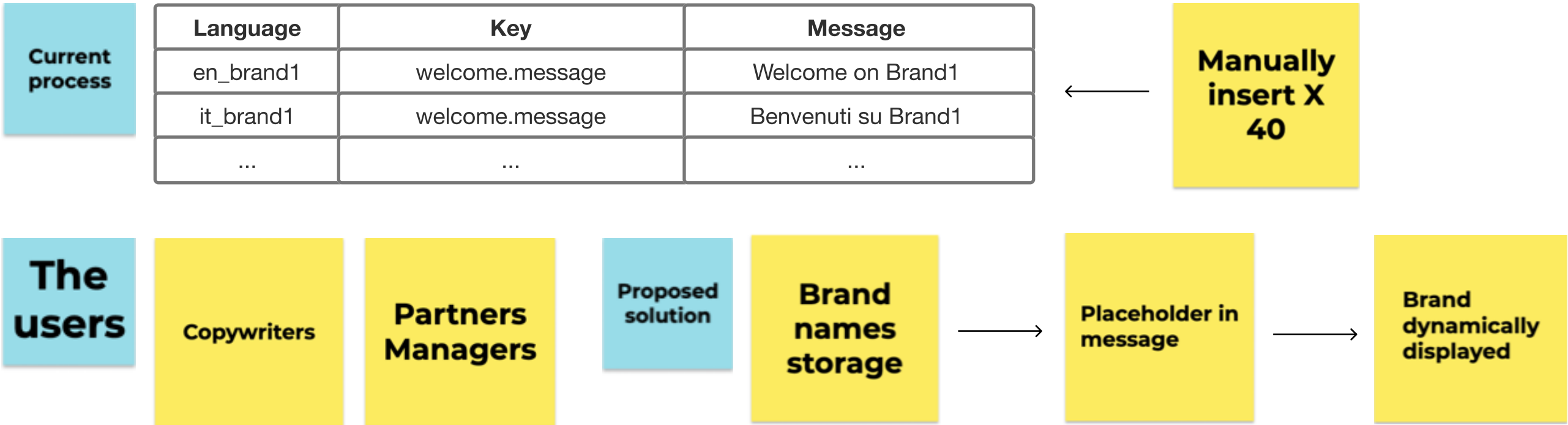# Case Study

The Challenge

A manual process that involves duplicating content and replacing the company's brand with its partners' in a CMS.

The brand name is repeated throughout the website 50 times, in 40 languages (2000 entries).

For one person this would take a whole working week every time the company takes onboard a new partner, as well as creating a lot of duplicated content.

User Story

"As a copywriter/partner manager, I'd like a way to dynamically display the right brand for the right partner, so the onboarding process time is reduced drastically."

Current process	Language	Key	Message		Manually insert X 40
	en_brand1	welcome.message	Welcome on Brand1	←	
	it_brand1	welcome.message	Benvenuti su Brand1		
	...	...	...		

The users — Copywriters — Partners Managers — Proposed solution — Brand names storage → Placeholder in message → Brand dynamically displayed

Solution

Build a new feature in the CMS where it's possible to store all the different brands. These are mapped to each partner.

The storage will feed the data in the messages which contain placeholders rather than hard-coded text.

The partner's white label will display the right brand simply using the default content.

Brands Storage

Brand1 — ☐ Edit

FlyWithAlex.com — ☑ Add new

☐ Add new

☐ Add new

Add more

Save

Language	Key	Message
en	welcome.message	Welcome on {0}
it	welcome.message	Benvenuti su {0}
...	...	...