



# How an e-commerce company for key duplication gave creative control of regionally segmented content to the marketing and sales team



Built out complex, regional content for hundreds of kiosks



Sales team can quickly create targeted content to pitch in-store kiosks to retailers



Gave complete creative control to their marketing teams

## ABOUT KEY.ME

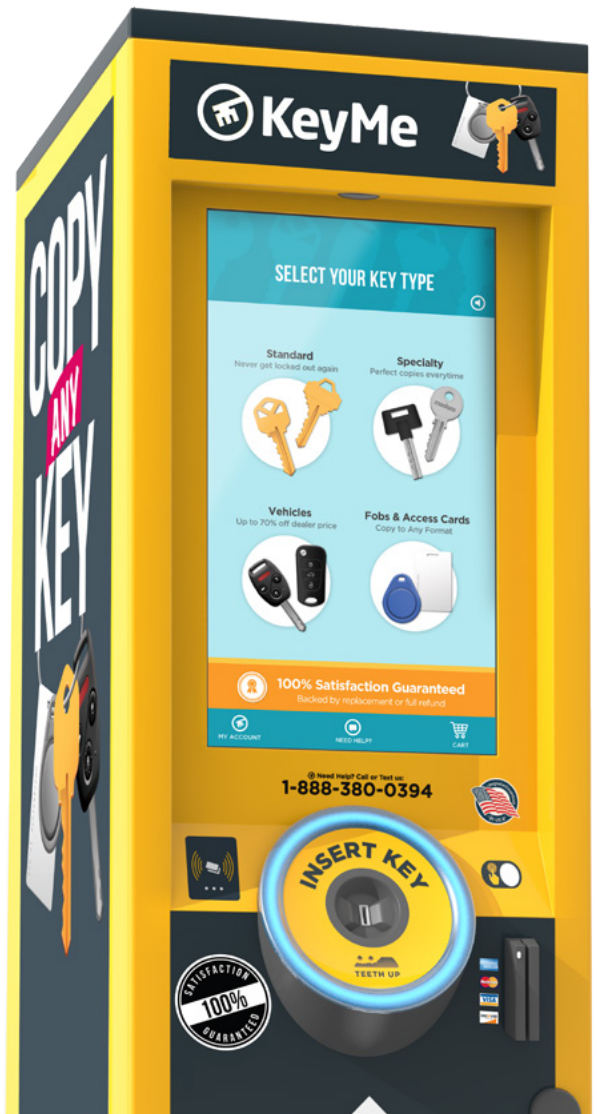
Key.Me is an advanced technology company using artificial intelligence (AI) and robotics for key-duplication. It offers locksmith additional services to complement their product offering. With kiosks offering Key.Me services around the country, people can now get brand new

keys cut instantly without having to find a locksmith shop. In addition, people can be connected with a trustworthy locksmith if they get locked out of their home or car, including up-to-the-minute notifications of when and who will be there to help them out.

## EXECUTIVE SUMMARY

Key.Me is blazing a path to modernize the locksmith industry by providing regional specific key duplication and locksmith services at hundreds of kiosks around the United States. ButterCMS enables Key.Me to quickly customize their marketing messaging and product offerings available at any of their hundreds of Kiosk.

This helps the Key.Me team simplify the marketing and sales teams' process for managing the complex, regionally segmented content and gives them complete creative control of their content.



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It turned out to be way more capable than we initially even thought, and it turned that it could solve more problems and take more of the copy and marketing decisions off of the engineers' plates than we thought.

**DILLON BURNS**

Front-end Developer, Key.Me

## BUSINESS CHALLENGES

# Simplify the process for creating regionally-specific content for hundreds of kiosks without draining developer resources

Each Key.Me kiosk provides location-specific key replication and locksmith services. Supporting this kind of “endpoint” experience can be challenging, as the common key-duplication needs vary significantly from location to location.

For example, the need for car key replication in New York City is relatively low compared to an average Midwestern city. Just as the need varies, so does the marketing messaging to the different regions.

The developer team at Key.Me knew that creating and maintaining all of this content would take

up significant engineering resources that would be better spent elsewhere. They knew that in order to provide speedy updates to their dynamic marketing content on their website, as well as at their kiosks, they needed a content management system (CMS).

Dillon Burns, the Front End Developer for Key.Me, recalls how his search began. “I knew that a headless CMS seemed like something that we wanted to use just because we already had the frontend in place. We just needed somewhere to store copy and images and be able to pull all that into the specific places that we wanted.”

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## SOLUTION

# Built out cascading content to tie all appropriate regional data to each unique location

The engineering team discussed the option of using WordPress as a CMS solution. However, Dillon and his colleagues were not interested in spending extra time learning Wordpress when there were better, more modern options that they could get up and running with much less effort. “No one on the team wanted to work with one of those old bloated systems.”

Once Dillon started using ButterCMS, he was up and running with a proof of concept on the same day. Dillon was able to build out what he calls “cascading content” using Butter’s

Reference Fields feature with Collections, which tied all appropriate regional data to each unique location.

“We already had the front-end in place,” recalls Dillon. “We just needed somewhere to store copy and images and be able to pull all that into the specific places that we wanted.” Now, the team at Key.Me can make calls to their own API for specific kiosk information, then decide what specific content to show at a kiosk based on the products and services available in that location or region.

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## RESULTS

# Engineers can now be hands-off for making content changes and the Sales and Marketing teams can make quick updates in just minutes

Several months into their project, the engineering team is happy with their decision. “Butter makes it so easy to construct complex models of whatever shape or form your content has.” The team started by building out the content models needed to support their website pages. Their first Butter project to build localized content and marketing materials only took about two weeks to complete.

In addition, the team has now integrated the retailer logos and marketing copy onto the web pages where their kiosks are located. “The VP of Product was really happy to be able to quickly create a page and then be able to pitch it to

retailers,” says Dillon. This type of change is something the marketing and sales team now has full creative control over. “This enables the engineering team to build the thing one time and then hand it off to marketing.”

Without Butter this sort of change would have taken about four hours of engineering resources to update and deploy changes. Thanks to Butter, the engineers can now be hands-off for making content changes and the Sales and Marketing teams can make quick updates in just minutes.

*Images courtesy of Key.Me*

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