

Digital Portal Enhancement Using EPiServer



ATTENTION. ALWAYS.

aspire 
SYSTEMS
attention. always.

THE CUSTOMER

Our customer is one of the largest marketing associations in North America. They are a professional community of individuals and organizations involved in the practice, teaching and study of marketing. Their members and academics provide essential information, education, and networking opportunities to other members and the industry at large.



THE CHALLENGE



Our customer is one of the prominent members of marketing community, where they discuss and publish relevant content related to all marketing activities in the industry. Our customer had a complex system where they had to go through many interfaces to perform any marketing activities, due to which they were not able to trigger any lead generation or campaign management activities on time. They were not able to track or get the behavioural data on their site visitors and their web page performance. Also our customer was not able to derive any clear insights to connect with their users and their needs for decision making process.

The customer approached Aspire to create a centralised portal where they can perform all marketing activities including lead generation, campaign management and user tracking. They needed one system to perform everything that takes care of every need and requirement.

THE SOLUTION

Aspire used EPiServer, a web content management tool, to create a digital marketing platform for a personalized and connected experience for marketers and customers alike.

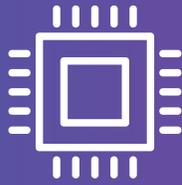
Some of the other requirements they needed were:

- 1 Provide marketers with an efficient digital platform for lead generation and campaign management processes.
- 2 Implement contextual intelligence to understand user behavior and personalize content with automatic landing pages.
- 3 Implement on-page analytics to provide marketers real time insights on campaign/page performance.
- 4 Implement visitor segmentation with progressive user profiling with data captured across multiple channels.
- 5 Develop a social connect to channel marketing initiatives on different social networking platforms.
- 6 Provide the best response time for pages using an efficient client side stack.
- 7 Implement a complete responsive site across devices with different form factors.

Aspire addressed the customer's issues and helped them to meet their business goals by providing a solution that includes solving all the challenges faced by the customers. Aspire used EPiServer, a web content management tool, to create a digital marketing platform for a personalized and connected experience for marketers and customers alike. Some of the other main solutions include:

- 1 Used EPiServer 9.x, EPiServer MVC, EPiServer Find, Bootstrap, and Angular JS 2.0 to develop an efficient digital platform for managing campaigns and scoring new leads.
- 2 Used custom EPiServer CMS properties to develop content authoring features with simpler drag and drop interface.
- 3 Used Bootstrap to develop a highly responsive digital portal across different form factors and devices.
- 4 The client side stack implemented using Angular JS 2.0 improved the response times by several folds.
- 5 Implemented an optimized Search Engine using EPiServer Find.
- 6 Integrated Google analytics with EPiServer to generate useful information and valuable insights for better decision making in real time scenarios.

TECHNOLOGY SNAPSHOT



EpiServer 9.x
EpiServer MVC
EpiServer Find
Bootstrap
Angular JS 2.0

RESULTS

Aspire with its approach and capability was able to meet the requirements of the customer that benefited them with:



A new digital portal for the marketers with excellent content authoring and publishing features.

Simpler and easier campaign management and lead generation process.



Achieved more content personalization providing visitors with a unique digital experience.

An improved and efficient search interface.





Marketers provided with important insights in real time to help them generate a tailored content for all visitor segment.

Visitor information across multiple channels captured and stored in user profiles for behavioral analysis and target segmentation.



Improved social connect on different networks.

FUTURE IMPACT

With Aspire creating a new digital portal, our customer was able to optimize their web pages that improved their digital experience and marketing activities. Our customer has created a great level of control in every part of the experience with an advanced portal management and marketing automation solution. They were able to connect with more people and created a community of knowledge that engages people on the ongoing marketing trends, thereby establishing itself as one of the leading marketing solution provider with wide variety of opportunities and dedicated followers.

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ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

SINGAPORE
+65 3163 3050

NORTH AMERICA
+1 630 368 0970

EUROPE
+44 203 170 6115

INDIA
+91 44 6740 4000

MIDDLE EAST
+971 50 658 8831

For more info contact
info@aspiresys.com or visit www.aspiresys.com