Melexis

INSPIRED ENGINEERING

Melexis re-imagines corporate online presence

Supplier of semi-conductors realigns marketing communication with historic achievements and future ambitions

Founded: 1989   •   Employees: > 1,500   •   Rotterdam, Netherlands   •   melexis.com

Melexis, the Belgian-based global manufacturer of semi-conductors and sensors, knew its marketing communication was getting out of sync with its historic achievements and future ambitions. The company's growth ambitions and entry into new markets required a branding overhaul and a re-imagined corporate online presence.

The Challenge

Melexis started by choosing The Reference, a cutting-edge marketing and technology agency, to support their branding and online presence overhaul. The collaboration began by reconceptualizing Melexis's website. And this began with setting out the corporate objectives that the website would support.

To specify how this support should be provided, The Reference conducted online research — looking at competition and keywords searched, determining target audiences and their behavior online. Keyword research was particularly revealing for one specific target audience: the research engineer. Analysis of more than 10,000 search terms made it abundantly clear that research engineer's usually searched for products with the functions of a sensor, using terms such as "measure heat."

By entering into the mind of an all-important persona, the research engineer, Melexis and The Reference determined how to best organize Melexis's products on the site.

This data-driven way of working avoided unproductive discussions about taxonomy (do we arrange by sector? field of application? technology?).

In addition to research engineers, other target audiences, such as decision-makers, financial analysts, and future employees, were also defined and researched. Aligning their findings with Melexis's business objectives and how the site will support them, the collaborative developed the website's information architecture and functionalities.

Once clear on the website's functionality, architecture, and design, they established the website KPIs using the previously developed corporate objectives.

The Sitecore Solution

For the technological platform, the team chose Sitecore. The platform's extensive and user-friendly content management functionalities were one of the main reasons for this choice. For implementing Sitecore 8.1, the team chose Microsoft Azure. The platform's extensive flexibility made it a perfect match for Melexis's needs. It will also empower Melexis's uptake of sophisticated marketing tactics, such as personalization, at a later stage. By adapting content to specific visitors' industries, for example, the website's relevance and value will increase when personalization is adopted.

The Outcome

The new concept had to be implemented and up and running in 12 months. The Reference met the launch date. And during this intense year, they built a fruitful relationship with Melexis through their discerning planning – especially during the strategic phase, which involved C-level executives and board members – sagacious creativity, and successful implementation of Sitecore.

To learn more visit sitecore.com

Success Snapshot

- Sales related inquiries increased by 10%
- Quantity and recruitment of candidatures improved
- Reduced costs
- Melexis.com's authority almost doubled
- Melexis Brand house
- The corporate identity: completely new house style
- New corporate website on Sitecore 8.1

the REFERENCE

The Reference is a cutting-edge digital agency, operating at the intersection of marketing and technology. They are known for their result-oriented approach, reflected in their motto: "it's more than digital, it's your business." Working with Sitecore since 2006, The Reference has numerous Sitecore awards, 3 Sitecore MVPs, and 40+ active Sitecore customers.

the-reference.com