



Sitecore's digital transformation showcases power of personalization

Global leader in digital experience leverages customer journey map to deliver right content at right time

Industry: Technology • Founded: 2001 • Employees: 1,400

Headquarters: San Francisco, California, United States • [sitecore.com](https://www.sitecore.com)

As the world's leading provider of digital experience and content management software, Sitecore empowers the world's smartest brands to build enduring relationships with its own customers. Sitecore considers always-on personalization its built-in superpower – orchestrating content, commerce, data and operations into insights that deliver the best possible digital experiences. More than 5,200 brands – including American Express, ASOS, Carnival Cruise Lines, Kimberly-Clark, L'Oréal, and Volvo – across 50 countries trust Sitecore to deliver the personalized interactions that drive revenue, delight audiences, and build loyalty.

Recently, Sitecore transformed its own digital presence to be the best possible showcase for what its own technology could do – from 1:1 personalization at scale to serving up the right customer content at the most relevant time.

The Challenge

Sitecore was launched in 2001 by five friends who ran a systems integration company. Building multiple websites for clients, they imagined a better future for digital marketers: What if marketers could deliver meaningful and engaging online brand experiences without leaning on developers?

So, they created Sitecore to manage the entire content lifecycle from creation to delivery to measurement. Today, Sitecore is recognized by both Gartner and Forrester as a leader for Digital Experience Platforms and Web Content Management Systems, respectively.

Sitecore has advanced its platform so that the world's leading brands can leverage content, commerce, and data in increasingly sophisticated ways, and have set the industry standard for customer-centric clarity and capabilities across marketing channels. Marketers, developers, e-commerce experts, and IT professionals all rely on Sitecore to bring the best possible experiences to their customers.

In 2019, it was time for Sitecore to do the same for its own digital presence. Sitecore is a technology company, but ultimately that technology is used by people to address the needs of people. The company set out to better understand its own customers' journey online and leverage its own personalization capabilities to deliver the right content at the right time to site visitors.

"We wanted to build a much better front door to Sitecore.com, to make it easier for people to quickly understand what it is we do, and how it can benefit them," said Jason Cardillo, Director of Web Marketing at Sitecore. "We've always been a product-centric organization. So, we wanted to shift the conversation to start with understanding our customers' needs."

Industry 1st

Personalized web browsing option

5 / 625 / 1,500

Languages / new pieces of content / new pages

5,000

Images

// The customer journey map became a huge tapestry that showed all of the ways customers were trying to interact with us on the website, and the questions they were asking at each stage. That became a rallying point for this entire project.”

– Paige O’Neill, Chief Marketing Officer, Sitecore

The Sitecore Solution

Sitecore’s partner ecosystem comprises more than 1,400 Solution Partners and 18,000 Sitecore Developers. Many customers engage a Sitecore partner to support their digital transformations. Likewise, Sitecore carried out a detailed search and validation process to identify the best-fit partner for its web transformation. It evaluated five suppliers against four areas of expertise: strategy, UX/design, development, and content. Sitecore even considered a mix of partners.

The winner was Sitecore’s long-standing and trusted partner Valtech – chosen because of its industry expertise, strategic digital thinking and, most significantly, its extensive understanding of how and why customers use Sitecore.

In collaboration with Valtech, Sitecore embarked upon an extensive website mapping and analysis process. It used real-life customer journeys and input from customers, the Sitecore community, partners, and internal stakeholders to build a detailed picture of why and how the website is used, where users go, and what they want. The results were illuminating because, by mapping and analyzing customer journeys, the team highlighted and deepened Sitecore’s understanding of different personas and the hurdles they encounter online.

“It was a huge tapestry that showed all of the ways customers were trying to interact with us on the website, and the questions they were asking at each stage,” said Paige O’Neill, Chief Marketing Officer of Sitecore. “That became a rallying point for this entire project.”

“Making personalization a reality on Sitecore.com starts with understanding the customer journey,” Cardillo said. “It looks to the data points we must collect to build that picture of every visitor to our site, and then maps content and resources to deliver the exact information the customer is looking for, whenever they’re looking for it.”

The team learned that although Sitecore is known for personalization, its own website did not optimize this capability to its greatest potential.

The journey mapping triggered a huge amount of work to rebuild and transform the site using the complete Sitecore Experience Cloud™ solution comprising Sitecore® Experience Platform™, Sitecore Content Hub™, and Sitecore® Experience Manager™. A team of 20 built 1,500 new web pages populated with over 5,000 images with both new and repurposed content. Additionally, the new site features an industry-first capability that allows visitors to toggle site personalization on or off – shifting personalization from invisible and ad-hoc to visible and in support of the buyer journey.



// One of the key pillars with the Sitecore redesign and website relaunch was ensuring the user experience was front and center. We wanted to make sure the content was there, and the experience was there as well. One month after launch, the time onsite increased by 17% and the bounce rate decreased by 10%. Visitors were also spending more time on key information pages.”

– Blair Roebuck, *Lead Marketing & Data Science, Valtech*

The Outcome

The transformed Sitecore website, unveiled in July 2019, has achieved a raft of successes that underpin the power of Sitecore’s industry-leading technology and first-class personalization capabilities. Significantly, the new site has shifted from product-orientation to being customer-first and the results validate the new content and information architecture.

In the first month after launch, overall site traffic was up 20% and visitors were staying 20% longer and spending 5% more time on key-information pages. Overall bounce rate declined by 10% while campaign landing page bounce rate declined 23%. Other improvements include stronger search engine optimization (SEO) highlighted by an increase of 100,000 search impressions.

The site is also easy and simple to manage. Summer interns were able to support content entry and editing with minimal training, and experienced Sitecore content authors needed almost no training.

Additionally, end-to-end integration with Sitecore Content Hub provides digital asset management (DAM) capabilities for the design and web teams to organize and customize images and streamline content production. Updating or replacing web images can be done seamlessly between Content Hub and Sitecore.com pages.

The new site is meeting visitors where they are at any stage of their engagement with the Sitecore platform – from beginners just learning Sitecore’s offerings, to “power users” diving into advanced analytic and commerce capabilities.

“We know, especially for people who are new to Sitecore, that they aren’t going to use all of the tools and toys right out of the box,” Cardillo said. “Constantly showing the potential of the platform is a great way to keep them involved and keep them moving forward with their own projects to make sure that ultimately they are as successful as they can possibly be.”

“Our visitors finally understand what it is that we do,” said Zarnaz Arlia, Vice President of Corporate Marketing at Sitecore, “because now we’re telling our story in a simple, human way – no jargon.”

To learn more visit sitecore.com



Success Snapshot

- Sitecore Experience Cloud™
- Sitecore Content Hub™
- Sitecore® Experience Platform™ (XP 9)
 - Sitecore Experience Analytics
 - Personalization
- Sitecore® Experience Accelerator™ (SXA)
- Integrations
 - Sitecore Coveo Search
 - JSS/ Headless
 - Sitecore on Microsoft Azure (Fully scaled Sitecore PaaS architecture)
 - Salesforce
 - Demandbase
 - Language Wire (translation module)

valtech.

Sitecore Platinum Implementation Partner

Valtech and Sitecore have worked together since the early origins of both companies. The partnership today covers five continents and taps into more than 2,500 digital experts to deliver best-in-class integrated systems, from connected services to commerce platforms. Valtech’s approach, methodology and deep experience in the digital space combine with Sitecore’s solution suite to accelerate clients’ digital transformation and business success.

valtech.com