



# Bosma's IndyQuiz

Ntara

## Our Mission

*Creating opportunities for individuals who are blind or visually impaired.*

### NON-PROFIT

Bosma Enterprises provides employment, employment training, and in-home services for the blind and visually impaired community. They needed to drive more visitors to their website and increase overall brand awareness for their services to an underserved demographic.

## Quiz Completion Rate

**77%**

## Background

Bosma Enterprises has been delivering vital services to the B/VI community in Indianapolis for a century. Today, Bosma Enterprises is the leading provider of rehabilitation and training services for people who are blind or visually impaired in the state of Indiana.

Ntara's first engagement with Bosma was when the Ntara team helped them modernize their customers' digital experience through a total site redesign. This included incorporating features from online forms and job applications to telling brand stories and highlighting Bosma as the expert in Indiana for blind rehabilitation, employment and advocacy. Through this redesign, the Ntara team gave Bosma the ability to accept online donations and increase its capacity to sell, merchandise, and add product lines online to both B2B and B2C consumers. The purchase of Bosma's products through its website creates jobs for people who are blind or visually impaired. Through these lines of business, Bosma is able to employ nearly 200 people and also fund essential programs and services.

Ntara also worked with Bosma through the site redesign to build an online community that actively participates and returns to the site for more information by showcasing stories, promoting programs, educating users on products, and listing job opportunities. The entire Bosma website is accessible to blind and visually impaired visitors according to WCAG 2.0 standards.

## Goals

After redesigning Bosma's website, Ntara set out to further increase Bosma's brand awareness by better familiarizing the Indianapolis area with the huge need for (B/VI) services. It was also important to show how these provisions make a tangible difference in the lives of those living in the community.

## Challenges

Bosma needed to drive more visitors to their website and to increase overall brand awareness for their services to an underserved demographic. The Ntara team decided to implement a new solution they had never created before—an interactive quiz all located within one page. This new functionality was also requested within a short timeframe, complete with full accessibility for (B/VI) users.

## Solution

Ntara developed an industry-leading website breaking the mold for visual accessibility. Their developers innovated on accessibility methods and gained recognition for their work entitled "INDYQUIZ – a fun and shareable local trivia quiz."

For the first time, Ntara built a quiz-like template on Kentico's platform using a custom module that could be replicated for future uses by the client.

*"The functionality available through Kentico's custom module feature allowed the team at Ntara to raise our brand, mission and purpose to new heights. Bosma's expertise relating to accessibility caused us to be very selective when we decided to outsource our website build. Through Kentico's platform Ntara was able to create a website to achieve our accessibility requirements for individuals who are blind or visually impaired. After great success and the flexibility of the Kentico platform, we also now have a quiz module template to help us grow our web presence."*



**Lise Pace**  
Director of Marketing  
Bosma Enterprises

The Development team implemented customized tabbing functionality for accessibility ease and screen reader compatibility. With this tabbing functionality, the use of a mouse is unnecessary. Blind or visually impaired individuals can use the Tab key, Enter key, or Space bar to move through each question in the quiz. Each of the 16-quiz questions and answers were all published on a single page and dynamically appear based on each user's selection.

Our Integrated Marketing team recognized an opportunity to insert Bosma messaging into fun content for people in the Indianapolis area. The increasing popularity of social media has resulted in many new trends, including quizzes that challenge users' knowledge and know-how on a variety of topics. Our team was up to the challenge, so we developed a fun, 16-question quiz about Indianapolis and included two questions about one of Indy's most valuable assets – Bosma. Visitors who completed the quiz would learn about Indianapolis, and would inadvertently learn about Bosma, the community it serves, and how it functions. The quiz was promoted primarily through Facebook and resulted in incredibly high engagement metrics.



## INDYQUIZ

### Welcome to Bosma's **INDYQUIZ**

It's time to test your knowledge of Indianapolis. Complete the questions to see if you're a Naptown Novice, Indy Intermediate, or a Circle City Sage. You'll get a score at the end. Share it on social media and challenge your friends!

[Start the Quiz](#)



[Learn More About Bosma](#)

## Results

With a relatively small promotional spend, Bosma was able to reach thousands of Indianapolis residents with their important mission. By creating engaging, shareable social content on an easy to use, user-friendly interface, Ntara captured the following data:

- \$0.19 Cost Per Awareness
- 77% Quiz Completion Rate
- 20 Minutes Average Time On Page
- 15% of those who completed the quiz shared it on social media
- 9.6% bounce rate





## Key criteria for choosing Kentico

- Web parts
- Custom Modules
- Mobile/responsive
- Social integration
- Code Architecture / API
- Ease of Use / UX
- 508 Admin
- E-Commerce Features
- Salesforce Integration

## Ntara

Some say we're a new breed of interactive marketing agency. We say we're a band of strategists, designers and developers all working toward a common goal—to solve the challenges of sales and marketing organizations within the Fortune 1000.



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