



www.ebinger.co.at



Ebinger

Emakina

RETAIL SERVICES

For more than 80 years, Ebinger has been producing traffic signs. As founding member of the traffic signs committee in the Road and Transportation Research Association, Ebinger was there from the start and still sets itself the task of improving safety on Europe's roads.

Increase in email requests

37%

Background

Ebinger sees itself as innovation leader in the field of traffic technology and always seeks to offer products for modern traffic technology as well as printing and advertising technology, and vehicle customization.

Goals

The aim was to redesign and modernize the Ebinger website and to optimize it for mobile use. It was equally important to create a personal and clear appearance as well as a structured presentation of all information relating to the extensive range of high-end products in the fields of traffic, advertising and printing technology, vehicle foliation, and other services.

Challenges

On a technical level, the challenge was to implement a quick and easy collection of content via an efficient Content Management System and the possibility to easily expand in the long-term with additional state-of-the-art modules and functions. As far as e-commerce is concerned, the current turnover in the online shop was to be increased and the dropout rate as well as shopping-cart-abandonment rate during the order process to be reduced.

Solution

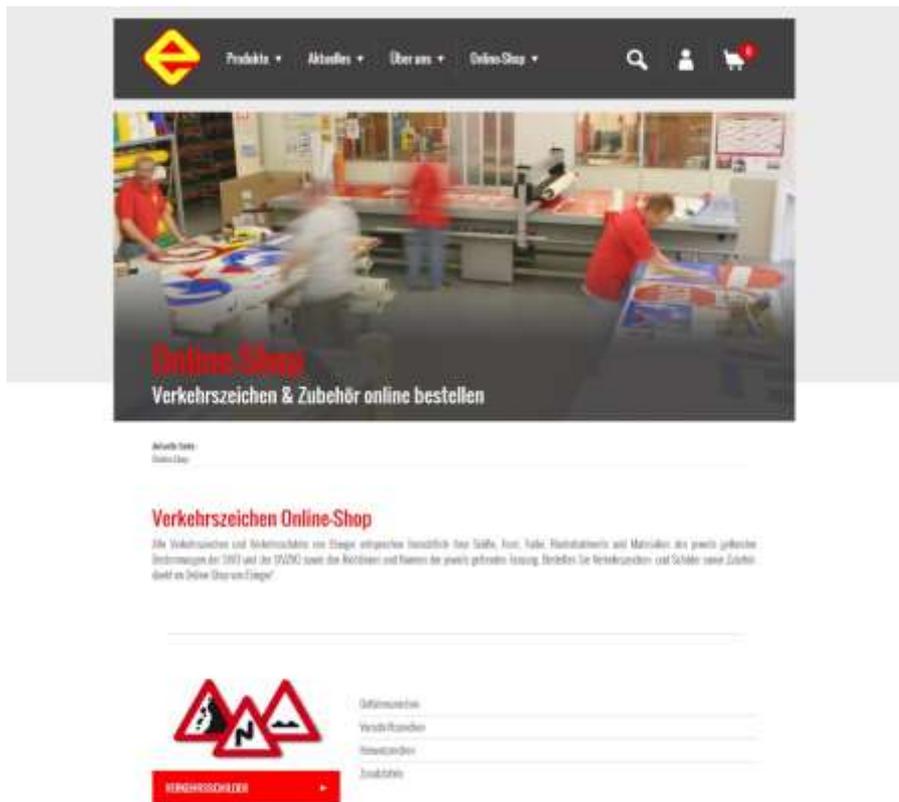
The Ebinger website underwent a complete relaunch. The generous new layout and the uncluttered and clear structuring of products and services help the user to find their way at the first go. Thanks to responsive design, the use on mobile devices is also completely problem-free.

In the new online shop, Ebinger traffic signs can be ordered quickly and comfortably in a variety of different versions. This enables Austrian municipalities to order traffic and road signs online, according to current regulations and in the size, shape, and color as well as different materials required. Road equipment and spare parts are also available in the online shop. The Ebinger experts are always personally available for their customers and can be contacted at all times directly via the website.

"We are very happy to help our customers with processes which aim at realizing more than just a website. Together with Ebinger we have developed business processes which will put the company on a good path toward future challenges."



Chris Budgen
COO
EMAKINA CEE



"We are very pleased that our customers can now reach their goal quicker and easier. On our website, everyone finds what they are looking for instantly—be it the local authority needing a new traffic sign or the VW-golf driver who wants to add racing stripes on his car," says Wolfgang Hammer, manager of Ebinger. "The specialists from EMAKINA CEE have successfully met the challenge of creating and implementing a new, uniform online shop aimed at reaching all our target groups while clearly defining our various fields of activities."

Wolfgang Hammer
 Manager
 Ebinger

The website and the online shop were implemented using the Kentico Content Management System which enables the quick and easy administration and editing of content. The modular shop structure also enables Ebinger to be flexible and independent in including current special offers and promotions on the website anytime they wish to do so.

A new centralized search function, the implementation of a newsletter as well as the inclusion of social media channels (Facebook, Twitter, Google+, Instagram, Pinterest) are additional measures aimed at optimizing the web appearance. Furthermore, the content of the website was adapted to the modern SEO standards whereby better access results have been achieved.

Results

With the more distinct structure of the miscellaneous contents and the focus on the differing customer journeys of the several target groups in the shop, it was possible to increase the sales in all areas of operations.

The overall concept, the content-related realignment, and the business optimization were realized by Ebinger in cooperation with EMAKINA CEE, which resulted in a close partnership.

Key criteria for choosing Kentico

The main reasons for choosing the Kentico CMS and E-commerce solution were the easy handling, the flexible connection, and the modular expandability with a view to future developments.

EMAKINA Central & Eastern Europe GmbH

Originally founded as the diamond:dogs|group in 1999, EMAKINA CEE has been part of the Emakina Group since September 2015, which is listed on Alternext of Euronext Brussels. The Emakina Group is one of the top three independent digital communication groups in Europe and relies on more than 800 experts. With more than 15 offices all over Europe and a worldwide network of partners, Emakina's clients include renowned and leading businesses and institutions from all over the world, such as BILLA, BMW, BNP Paribas, Brussels Airlines, Danone, Datalop, EVN, Fabric House, Greentube, HEAD, Heineken/Brau Union, Högl Shoes, HYPO NOE, Hyundai, Karl Lagerfeld, L'Oréal, Merkur, Microsoft, Mister Green, ÖAMTC, REWE Group, SOS-Kinderdorf, Siemens, Swisscom, Swiss Post, Volkswagen, ZPD, etc.



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