

RedEye delivers unrivalled conversion and ROI through Marketing Automation Technology and Conversion Rate Optimisation services

Right Customer, Right Message, Right Time, Right Channel

Our purpose is simple - to constantly increase customer lifetime value for our clients. We do that by employing data driven strategies and unique technologies and solutions. This provides our clients with customer insight and data that drives highly personalised and successful cross channel communications that attract, engage and convert prospects and customers.

Redeye

Positive Technology

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IT, MARKETING/PR
ONLINE MARKETING

The overall purpose of this site was to specify, design, and build a new website for RedEye International. The design was based on the 'mobile first' philosophy aimed at RedEye's B2B audience. Integration with RedEye's HubSpot instance was a primary requirement reflecting their business proposition.

Page views increased by

12%

Background

RedEye delivers unrivalled conversion and ROI through Marketing Automation Technology and Conversion Rate Optimisation services. Positive was asked to build a new web presence for the company to support the business goals that were not being met with the existing website.

Goals

The primary objectives for RedEye were to:

- Deliver a dynamic, mobile-first customer experience, reflective of RedEye’s services for their clients.
- Integrate with the technology that RedEye are experts in deploying for their customers.
- Launch the site within a strict timeframe mandated by the RedEye marketing team.
- Build in the ability to refine the page layouts over time without recourse to Positive’s development team.
- Enable the deployment of country-specific sites at a later stage of the project utilising the Translation abilities of the Kentico.

Challenges

When Positive was asked to build the site, another agency had already been contracted to develop the new website but this project had failed. Therefore, Positive was mandated to not only build the site to meet the various challenges for the business as a whole, but was also tasked with delivering to a ‘no fail’ timeline to meet the original go-live date from the previous developers. The challenges in delivering to meet this goal were:

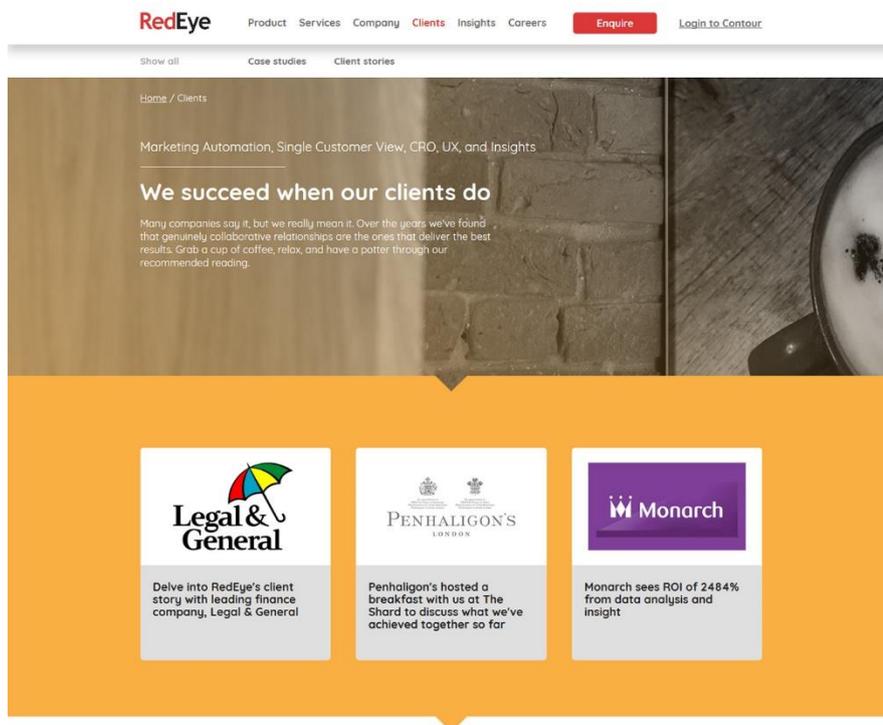
- **Customer Experience.** As user experience experts, Positive had to deliver an excellent customer experience within the site. They worked alongside the RedEye team to ensure their experience was brought to bear in combination with the Positive team’s knowledge.
- **Budget.** RedEye’s budget for the web build had been partially consumed by the previous project, so Positive had to deliver the build on an extremely tight budget.
- **Timeframe.** The delivery timeframe was exceptionally tight, especially when the Christmas holidays were factored into the project.
- **Integration.** The site needed to be integrated with the existing RedEye HubSpot instance.



Solution

Kentico was instrumental in delivering the project on time and in scope. Various aspects of the CMS were leveraged in the build:

- To enable the flexibility in design, the site was created using the Portal Engine and Layout Widgets to build the templates. By creating the pages in this manner, RedEye can adapt and change the site based on their requirements and analytics over time.
- Custom widgets were created to place the HubSpot forms and panels into the site.
- Bootstrap was implemented in the Portal Engine to provide the mobile responsiveness.



"We turned to Positive after a hugely disappointing experience with another agency.

Positive reacted immediately and constructively—they quickly created a plan and a solution, which they successfully delivered on.

Positive architected an elegant, customer-first B2B solution for our new website and the delivery truly exceeded the expectations of our key challenges to them; speed to deliver and value of the final solution. All in all an outstanding outcome and we are delighted with the result."



Matthew Kelleher
CCO
RedEye

Results

The new site was delivered on time to the client's hard deadline and within budget, plus it exceeded the client's expectations.

Since launch, the site has seen:

- A 12% uplift in page views
- Increase in the 'quality' of enquiries from the site
- A reduction in page load time of 35%

Key Criteria for Choosing Kentico

For Redeye and Positive, the key criteria for choosing Kentico to deliver this site were:

- Speed of delivery from initiation to launch
- Agile and efficient development environment
- Ability to 'drag and drop' widgets on page to create page layouts
- Intuitive content management interface for non-technical editors
- Ability to develop custom web parts and integrate web services
- Responsive support team with regular bug fix policy

Positive Technology

Positive Technology prides itself on maintaining open and collaborative relationships with clients and third parties and forming strategic partnerships which grow over several years. They have implemented proven processes, from account management through development to delivery, to ensure that projects are not only delivered on time and within budget but that stakeholders at many levels are updated on the progress throughout the project.

POSITIVE.

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