

# Case Study

## i3 Digital

[www.i3digital.com](http://www.i3digital.com)



### Industry

Services, Web Development,  
Web Design

### Partner

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*“Using Kentico to manage our own web presence demonstrates to our existing and potential clients that the platform we are proposing to them is one we trust for our own.”*

**Adrian Bradley**  
Managing Director  
i3 Digital MD

## Background

As one of Ireland’s first design, technology and communication agencies, i3 Digital brings decades of experience, perfectly combined with an innovative approach to business, design and technology.

As a multi award-winning agency, it uses its finely-honed digital skills, technical knowledge, and design know-how to create measurable results for their clients.

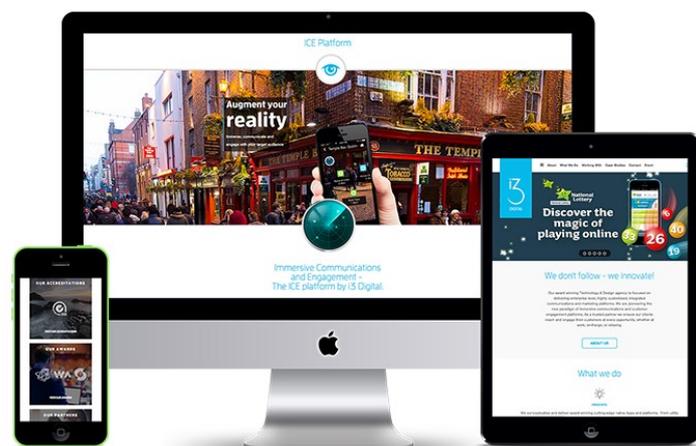
i3 Digital’s talented, certified and accredited team integrate online processes into everyday business practices. From innovative native and non-native app development, to integrated digital marketing and communication platforms, and high-availability 24/7/365 hosting and facilities management; the i3 Digital team develops solutions that deliver first-class digital experiences.

## Goals

The goal of this project was to unify i3 Digital’s branding onto one domain while upgrading to the latest version of Kentico and introducing the newest in EMS functionality into a responsive website solution.

## Challenges

Alongside the build of the website, i3 Digital were also conducting a rebranding exercise and they used Kentico to manage the consolidation of two other websites that previously served the company. With over 500 pages across the 2 sites, the main challenge of the website was to gracefully retire this content while retaining the SEO ‘juice’. This meant detailed Content Architecture Planning was required to ensure the transition to the new URL, and switch-off for the older websites did not affect users more familiar with their older brand identities.



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## Solution

Planning for the website started in March 2014 and the website was deployed in September 2014. The steps i3 Digital took were the same ones they would have taken for any client. The process started out with internal stakeholder meetings to discuss the overarching Digital Strategy for the company. Once this was completed, content architecture planning was conducted alongside persona and user journey workshops.

i3 Digital took time to verify these and then started working on wireframes for the key pages in line with the architecture and user journeys. Using third party tools they validated the design concepts at every stage up to high fidelity, to ensure optimal user journeys, tone of voice and goal-driven activity. Using Kentico Best Practice Development, they developed the website on the latest version of the CMS. Their marketing team then focused on URL redirect planning and optimising of content for the new website before deploying to the live environment.

Now that the website is live, they are using the platforms built-in A/B and MVT testing tools to further optimize the website content and structure based on actual user journeys taken by their website visitors.

By utilizing the user management tools they are able to build up a bigger picture on their users and how they interact with the website. This has impacted how they communicate with their clients as they have tied the marketing automation and email functionality into their communications strategy with Kentico, acting as the single point of contact information. This will allow them to build upon the current user experience by allowing them to provide bespoke personalized content in the future.

## Results

- The website has already seen an increase in user sessions by 32%
- The bounce rate has reduced by 14%
- Mobile Bounce rate has reduced by 46%
- Mobile Tablet engagement has increased by 42%



## Key criteria for selecting Kentico

- Ease of integration that allows them to extend the solution to integrate CRM functionality in the future.
- Full online marketing suite allowing for detailed understanding of their users, and their website performance.