



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



Allergan

MMT Digital

HEALTH  
PHARMACEUTICAL

The number of visitors using mobile devices increased from seven percent of site traffic to 22%, an increase of about 1000 users per day.

Page views increased by

56%

## Background

Allergan are a multi-billion dollar pharmaceutical company with a global presence. They wanted a complete redesign of their corporate website before the creation of country and product-specific websites throughout 2014 and 2015. They were originally using an old Microsoft CMS Platform that was no longer supported by Microsoft and which was becoming more and more difficult to support. Allergan wanted to embrace responsive web design and use modern technologies to elevate their content offering to website visitors. For example, there was a clear desire to improve their content marketing by making use of video and images in order to appeal to key site-user groups like investors. They also wanted to implement sophisticated online marketing functionality like content personalisation and marketing automation in order to deliver superior user experiences.

MMT Digital have continued to work with Allergan since the launch of the corporate website and the most recent project, completed in 2016 involved moving all of the country sites across to the Microsoft Azure platform to enable the website to serve users in all geographic regions equally as fast and to be able to adapt quickly to spikes in demand.

## Goals and Challenges

As mentioned in the Background section of this case study, Allergan wanted to modernise their web presence to provide a truer reflection of the brand.

Their previous website was not responsive, and the look and feel were outdated. It was also far from user-friendly for Allergan's Content Editors.

Allergan have five key customer segments who they needed to satisfy:

1. Investor
2. Healthcare Professional
3. Journalist
4. Consumer
5. Pharmacist

It was important that user journeys were established in order to satisfy each of these user groups in each of the 45 countries to which the site was rolled out, including Switzerland, Russia, Finland, Denmark and Sweden.

All of the websites needed to be translated into the relevant foreign language.

A core aim of the project was to introduce a shared visual identity throughout the Allergan web estate with country sites adopting the same look and feel as the corporate site, but channeling country specific news and features. The architecture was designed to reflect this and also

*"MMT Digital displayed excellent communication, co-creation and project management skills. They went the extra mile to meet our requests and challenged us with alternative solutions to ensure that we always got the best possible result."*



**Hjordis Arnadottir**  
*Director of Corporate Communications*  
Allergan



allow editors and administrators to share content, web parts and templates across the sites.

In addition, the aim was to allow for virtually every aspect of the site to be “translatable” – extending out the common functionality offered by the CMS.

It was also important that the new web platform seamlessly integrated with a number of third-party software products for their careers page and news feed.

Finally, a \$66 billion acquisition (Actavis bought Allergan and decided to adopt the higher profile Allergan) during the project meant that MMT Digital had to factor in a global rebrand of the site, all in time for an international launch of this combined company on Wall Street, where Allergan had the honour of ringing the opening bell on the New York Stock Exchange (<http://video.cnbc.com/gallery/?video=3000388485>). Allergan now has an Enterprise Value of \$165.79 billion.

## Solution

MMT Digital created a fully responsive website for Allergan, and the user experience is now excellent across all devices.

Every site is localised using a site vocabulary module that translates all content, including calls to action. This means that all 45 websites worldwide launched have content in the relevant native language.

Content can also be shared across all sites as a result of the widgets and page types that MMT Digital created. For example, a news story only needs to be uploaded to one place, and when it goes live, it will go to all websites selected as opposed to Allergan’s content team needing to create it separately for every site.

The content editors at Allergan now find it significantly easier to manage their sites. MMT Digital have given them the power and confidence to create web pages on their own using the pre-styled widgets and page types we have created and not have to ask us for help. This is far more cost effective.

MMT Digital integrated with a number of third-party software products. All investor news is announced through Thomson Reuters, and the Allergan web platform has scheduled tasks that poll the Thomson Reuters XML feed every 5 minutes. The latest new articles are then imported into Kentico, and the API is used to create these new articles as pages within the site, enabling them to be indexed by the site search. In addition, these pages are instantly restricted so that no one can edit the documents from within Kentico.

MMT Digital also integrated the site with an external application for global careers called Kenexa. For this, MMT Digital connected the site directly to the Kenexa SQL Server database in order to pull the data to populate the filters, provide search options and to handle the search results. The basic information is pulled into Kentico to enable searching from within the site and held within custom tables.

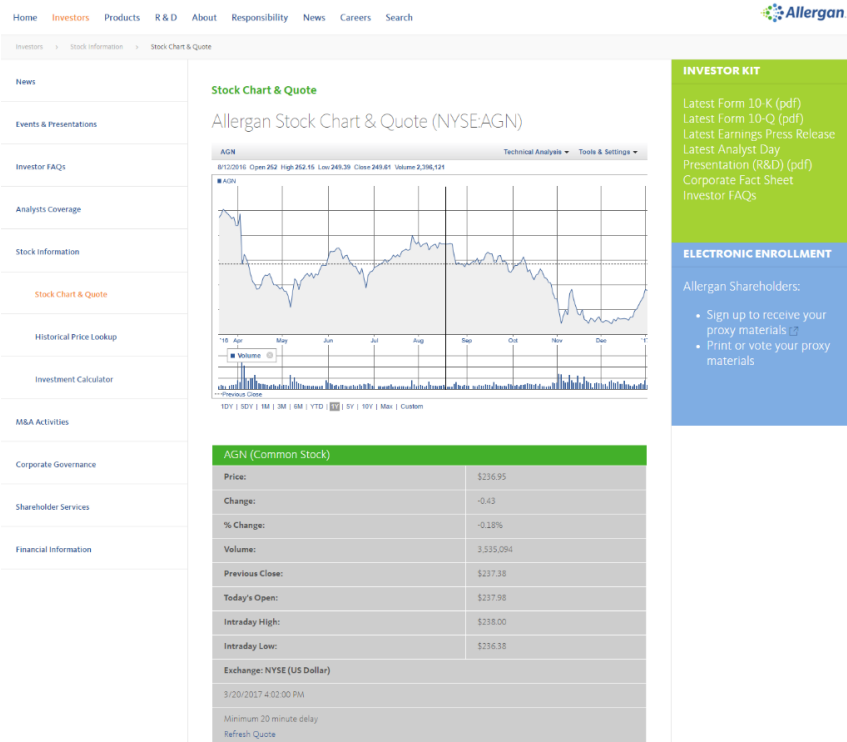
Alongside members of the creative team, MMT Digital worked with Allergan from the very start of the project to establish who their key customer segments were (see the Background section of this document), and what these user groups are hoping to achieve from visiting the site. This information is channelled into user personas held within the system.

MMT Digital utilised Kentico EMS in order to create online marketing functionality. This solution provided Allergan with the power to deliver personalised content for each individual visitor. This content is based on previous site behaviour. For example, if a user has been searching product pages for drugs to combat arthritis, the next time they visit the site these product pages will be in prominent positions.

Previous site behaviour is also used for marketing automation in order to have customer touch points at the right times. For example, the same user mentioned above will be sent a white paper on arthritis drugs via email when they have concluded their visit.

MMT Digital have also provided Allergan with the power to perform A/B testing. This means that Allergan can run the same page at the same time but with a slight difference e.g. a different lead story on the homepage. They can then track the results and see which page is performing better.

Lead scoring is another marketing tool that Allergan can now use. This means that they can allocate points to certain activities e.g. making an order = 50 points, reading a white paper = 1 points. A league table is essentially created which allows Allergan to easily identify their best customers, and they can market to them accordingly.



## Results

The number of visitors using mobile devices increased from seven percent of site traffic to 22%. That's an increase of about 1000 users a day. The site saw a 56% increase on pages visited per session since the launch. A successful global launch for the company's rebrand on Wall Street in New York which followed three weeks of rebranding work and resulted in over 15,000 new visitors. A significant amount of time and costs were saved by being able to share content across sites and spin up web pages internally when needed. The number of visitors using tablet devices increased from seven percent of site traffic to 22%. That's an increase of 425 users a day. The average time-on-page has doubled from 45 seconds to 1 minute 35.

The migration to Microsoft Azure has been extremely successful and the use of Azure's powerful features has enabled MMT Digital to deliver even greater levels of performance for Allergan. The improved performance of the site has had a huge impact on user retention and engagement, there has been an increase in visits to the site and a decrease in drop off rates.

- 9.55% decrease in page load times
- 51% reduction in drop off rates in news section
- 27% reduction in drop off rates in the investors section

## Key Criteria for Choosing Kentico

- Enterprise standard performance
- Multi-lingual functionality
- Flexibility in integrating with third-party systems
- Actively supported by Kentico and strong developer community
- Built in asset management
- Sophisticated online marketing functionality
- Ease of extension
- Easy to manage

## MMT Digital

MMT Digital have been providing UX, web design and build services for nearly 20 years. In that time they have become the world's leading Kentico Gold Partner, creating Kentico solutions for organisations operating in a multitude of industry sectors.

MMT Digital have built over 150 Kentico websites and have 23 certified Kentico developers. They have 9+ years of working with Kentico and have the only Kentico MVP in the UK, this is the highest possible Kentico award for a developer.



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