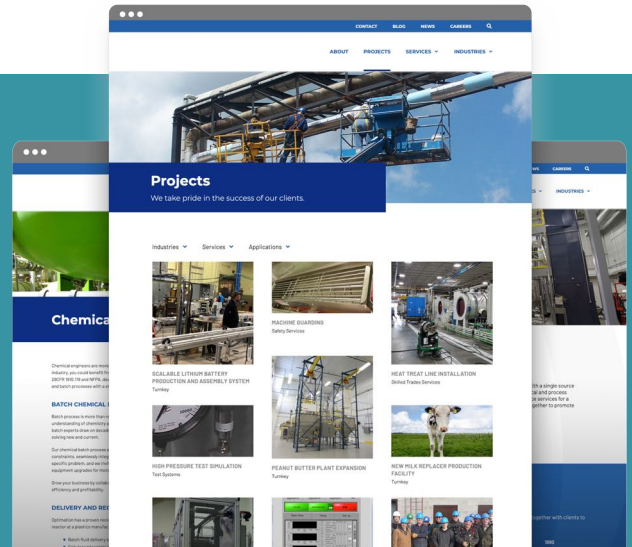




INDUSTRY UPDATE: ENGINEERING, DESIGN & CONSTRUCTION OPTIMATION'S NEW ONLINE PLATFORM COMMUNICATES VALUE, DELIVERS 'MORE THAN JUST A WEBSITE EXPERIENCE'

SUCCESS STORY

Optimation asked ITX Corp. to help reinvigorate its online presence and preeminent selling tool. Leveraging a WordPress content management system and a product marketing perspective, ITX delivered a refreshed website experience featuring a refined architecture, revamped content strategy, and delightful design to boost visitor awareness and appreciation for Optimation's expertise and business offerings.



PERFORMANCE IN THE WEEKS FOLLOWING LAUNCH

↑ 69%
PAGE VIEWS

↑ 25%
NEW SITE VISITORS

↑ 245%
TIME ON-SITE

↓ 35%
BOUNCE RATE

MEET THE BRAND

Optimation is a full-service engineering, design, and construction company. Founded with a passion for manufacturing and a desire to provide industrial clients with a single source for projects, Optimation provides mechanical and process engineering and design, automation and systems integration, skilled trades fabrication, and maintenance services for a variety of industries.

FEEDBACK

THANK YOU! I love it! – I've gotten lots of great feedback on the website and many compliments so far. Thanks again to the ITX team!

– Jennifer Palumbo, Optimation

GOAL

Enhance visitors' online experience; create a powerful marketing tool on a manageable, easily updated content management system (CMS) that communicates a deep awareness and understanding of Optimation's unique offerings and considerable expertise.

STRATEGY

Integrate a product marketing approach and new content management system (CMS) to refine the site's underlying infrastructure before kicking off its UX redesign and creative marketing efforts.

TOGETHER, WE IDENTIFIED THREE CRITICAL PRODUCT REQUIREMENTS:



Reduce Site Complexity
& Content Density



Ensure Consistency Across
Design Elements



Develop on a Flexible CMS:
WordPress

ITX's product marketing approach translated Optimization's business challenges into actionable objectives. Behind the scenes, a new content strategy and creative style guides solidified the user experience.

UNDERSTAND THE PROBLEM



ADDRESS TO IMPLEMENT

ITX's product marketing team addressed the site's complex infrastructure and content density before initiating redesign efforts. A comprehensive site audit revealed opportunities to streamline navigation and smoothly guide users to desired information. The newly defined structure and simplified user workflows helped Optimization revitalize its overall content strategy.

ITX launched the new Optimization user experience on WordPress. Content priority guides defined each page's messaging goals and elevated them to the forefront of the strategy. Market research guided our human-centered design, which delivered purposeful messaging and powerful calls to action. Website style guides addressed design elements to solidify the user experience.

ITX combined a refined infrastructure, a new CMS, and market-driven approach to deliver a user experience that would accelerate revenue growth and provide scalability as needs expand.



RESULTS

- ▶ Optimization's online performance reveals impressive improvement:
 - Page Views increased 69%; New Site Visitors increased 25%; Bounce Rate decreased 35%
- ▶ Visitors clearly delighted in the easy navigation and consistent content strategy.
 - A 52% decrease in pages on the site led to streamlined content and a 245% increase in time on site.
- ▶ By leveraging technology solutions through a product marketing perspective, ITX delivered a revenue-generating online experience that is more than just a website.