

Tourism Barrie Increases Engagement, Boosting Visitors and Ad Revenue with Sitefinity



COMPANY
Tourism Barrie

INDUSTRY
Travel and Tourism

PRODUCT
Progress Sitefinity

COUNTRY
Canada

To fulfill its mission to attract visitors to the region, Tourism Barrie has deployed Sitefinity’s analytics and customer journey optimization capabilities to gain better insight into visitors to their site with the goal of delivering each visitor a rich, personalized and engaging experience.

CHALLENGE

Offer each visitor to the site a personalized and engaging experience to promote tourism in the region.

SOLUTION



Analytics to build detailed customer profiles and track online behavior



Analytics that enable marketing to target new personas to increase site visitors

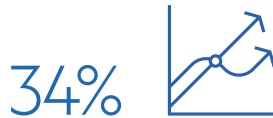


Custom widgets to readily highlight businesses featured on the site

RESULTS



Increase in return users and session lengths up 50%



Increase in mobile traffic, with new users increasing by 34%



Readily sell prime ad spaces using analytics that detail user behavior on a page

“Our goal is that every piece of content generated is linked to a persona so that individual gets a rich, personalized and engaging experience.”

PAM BOTHWRIGHT
MARKETING MANAGER

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