

Wärtsilä Boosts Monthly Lead Gen by 3x with Sitefinity

CASE STUDY

CLIENT



INDUSTRY
Manufacturing

PRODUCTS
Sitefinity

SUMMARY

Wärtsilä embraces the digital age with a fully redesigned website, complete with personalized content and customer journeys.

Challenge

As a global company, Wärtsilä's website plays a pivotal role in the company's digital marketing efforts. However, the Finnish manufacturer had a problem—its website had become a complex ecosystem of digital content over the years. In 2014, Wärtsilä finally reached the end of the line. The web content management system the company was using at the time was full of shortcomings; it simply lacked the features necessary to build and support a modern, scalable digital experience.

After getting in touch with Progress partner Siili Solutions, Wärtsilä began envisioning a new site with three specific requirements:

1. The website needed to deliver a modern user experience, complete with responsive design and mobile compatibility
2. The new CMS had to help Wärtsilä improve operations and cut costs
3. Personalization was a must so Wärtsilä could create a more engaging customer journey

Solution

After exploring a variety of options, Wärtsilä and Siili went with Progress® Sitefinity™. Despite all the content in the Wärtsilä digital ecosystem, the migration was a smooth process and the new global site was launched in just six months.

Maud Bernard, Digital Marketing Manager at Wärtsilä, credits the ease of the transition in part due to how approachable the Sitefinity platform is for new users. With more than 100 users, Wärtsilä needed a content management system that was easy to learn without any compromises in terms of feature set.

"For Wärtsilä, the user-friendly interface of Sitefinity was a big selling point," Bernard said. "It's so easy for anyone to pick up and learn, you don't need to spend hours in the backend to obtain mastery."



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Maud Bernard,
Digital Marketing Manager
Wärtsilä

Redesigning and relaunching the website was only the first step. Wärtsilä wanted to further improve the customer journey with personalization from Sitefinity Insight.

A great customer journey is built upon the ability to serve the right content to the right person at the right time. Using Sitefinity Insight, Wärtsilä could effectively assign visitors to different persona categories based on on-site activities. Wärtsilä can then use this information to further personalize the user experience with three different approaches:

- Making unique behavior-based content recommendations for different visitors
- Tailoring content depending on product interest, job title or other demographic information
- Changing the content on a given page depending on number of visits

Results

In the B2B space, every lead counts—a single converted lead could generate millions of dollars in revenue for Wärtsilä. Sitefinity CMS and Sitefinity Insight enable Wärtsilä to give each prospect the attention they deserve.

With the new design and personalization capabilities, Wärtsilä's website has become a major part of the organization's lead generation process. Approximately 38% of leads are driven by the personalized content, resulting in a 3x increase of average monthly leads.

“Sitefinity Insight is the future of digital marketing at Wärtsilä,” Bernard added. “The B2B world needs more personalized experiences, and Sitefinity Insight enables us to create them.”

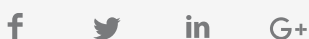
About Wärtsilä

Wärtsilä is a global leader in smart technologies and complete lifecycle solutions for the marine and energy markets. By emphasizing sustainable innovation, total efficiency and data analytics, Wärtsilä maximizes the environmental and economic performance of the vessels and power plants of its customers. In 2017, Wärtsilä's net sales totaled EUR 4.9 billion with approximately 18,000 employees. The company has operations in over 200 locations in more than 80 countries around the world. Wärtsilä is listed on Nasdaq Helsinki.

About Siili Solutions

Siili Solutions (NASDAQ: SIILI) is a creative design and technology powerhouse. Since 2005, we've crafted services for the mobile age, bringing together the best of business, data and devices. Our passion lies in rapid business development, which is fueled by the lean startup philosophy, design thinking and agile methods. Headquartered in Helsinki, Finland, Siili is a fast-growing modern technology company with operations in Oulu (Finland), Wroclaw (Poland), Berlin (Germany), Los Angeles and New York (USA).

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