Essilor of America, transforming digital experiences.

Razorfish and Adobe deliver new digital marketing platform, enabling Essilor to more than double engagement and increase provider searches by 46%.

"Essilor can now launch new products using the same set of components and templates, but with a personal touch for each brand. That’s the beauty and power of Adobe Experience Manager."

Vasan Sundar, Group Vice President of Technology, Razorfish

SOLUTION
Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions within Adobe Marketing Cloud

RESULTS

DISTINCT BRANDING
Created central platform that standardized content with the ability to tailor individual assets per brand

ALIGNMENT
Built a platform that could streamline marketing efforts globally, optimizing marketing spend

CROSS CHANNEL
Delivered interactive experiences across desktops, tablets, and mobile devices

MARKETING-DRIVEN
Increased Find a Provider searches by 46%, proving that marketing can drive action
Building transformative digital experiences for four distinct brands

Essilor of America is a leader in the eyeglass lens industry. Its brands—VARILUX® progressive lenses, CRIZAL® No-Glare lenses, XPERIO UV™ polarized prescription sun lenses, and EYEZEN™ glasses—are available through independent eyecare professionals.

Essilor of America’s existing websites weren’t persuasively conveying its technical superiority, and there was an opportunity to improve awareness of its lens brands in the United States. The challenge was that each brand needed to have its own look and feel to reflect the unique features of the lenses while conveying the consistent characteristics of the Essilor of America brand as a whole. This decentralized approach was not cost effective given the architecture development, asset creation, and creative governance required to build and manage four separate marketing campaigns at the same time.

Adding to the sense of urgency, Essilor of America was launching television advertising campaigns to drive consumers to its websites to search for an eyecare professional near them. With the large investment in the campaigns, Essilor of America needed a way to effectively demonstrate the benefits of the lens brands and help consumers find a participating provider in their area.
Streamlining marketing processes while driving effectiveness

Essilor of America engaged Razorfish, a Publicis Groupe agency, to help develop an effective digital strategy, design a reliable marketing platform, and execute on the company’s vision for four core brands. In short order, Razorfish rolled out a new marketing platform based on Adobe Experience Manager that would give Essilor of America the ability to build a series of templates that could be customized to meet the specific requirements of each brand. Each site was standard across brands in structure and publishing processes, yet tailored thematically between products to reflect different target attributes and preferences.

As a result, a new interactive experience was launched for Varilux lenses within 6 months, and subsequent sites for Crizal, Xperio UV, and Eyezen lenses were launched 8 to 10 weeks later. The digital marketing platform and websites run on Amazon Web Services for scalability and flexibility, making it possible to cater to the peaks and valleys of advertising campaigns.

"Razorfish enabled Essilor to quickly scale this new digital marketing strategy to other brands—within 8 to 10 weeks with limited internal developer resources," says Vasan Sundar, Vice president of Technology for Razorfish. "Essilor can now launch new brands online using the same set of components and templates, but with a unique touch for each brand. That’s the beauty and power of Adobe Experience Manager."

The Adobe and Razorfish solution provides:

• Central Asset Management: Adobe Experience Manager enables consolidated content management across brands. Standard templates and assets can be shared between campaigns and tweaked to meet specific requirements. This allows Essilor of America to streamline marketing processes throughout brands and accelerate time to market.

• Integration with Business Apps: Razorfish built integrations between the marketing platform and Essilor of America’s existing business solutions, such as the company’s consumer engagement campaign application and its analytics solution, for better data sharing and analysis.

• Measurable Results: Key metrics such as time spent on page and total number of Find a Provider searches are tracked, giving Essilor of America valuable insight into the success of its marketing campaigns. Proven strategies can now be applied on other brands and in other markets, delivering results while optimizing marketing resources.

"We really want to empower internal marketing teams to take ownership over their campaigns and author new content that fits with the global templates," says Sundar. "They can then share best practices that have been proven to work throughout the entire organization at a fraction of the cost."
Measuring marketing’s ability to drive sales

Consumers are now able to access interactive modules on each of the four brand websites and explore the products in detail prior to visiting an eyecare professional. Side-by-side viewpoints provide before and after pictures, showcasing the improved vision through Essilor lenses. Consumers can access the modules on multiple channels—including desktops, tablets, and mobile devices—while marketers analyze and optimize modules for best engagement based on the user’s channel.

“We get as close as we can to letting end consumers experience what the difference is like through the creation of various interactive modules and demos,” says Sundar.

These unique experiences have helped drive awareness in conjunction with Essilor of America’s advertising campaigns. According to metrics tracked by Razorfish, organic visits have gone up 23% since launch, and engagement (measured in average time spent on page) has more than doubled. However, the most important measurement—the number of people who have conducted a Find a Provider search—has gone up 46%, proving that Essilor of America’s marketing campaigns are driving action. People are hearing about Varilux, Crizal, Xperio UV, and Eyezen lenses and are visiting the websites to learn more, make an appointment and ask for Essilor lens brands by name.

Why Razorfish

- Business Transformation: Razorfish focuses on building experiences that transform businesses. Essilor of America’s lens brands revolve around different consumer experiences, and Razorfish was dedicated to delivering consistent yet unique experiences for each one. The agency was able to steer its client throughout the entire process from developing a website strategy to platform development to execution—with an eye toward an assertive go-to-market timeline.

- Always On Vision: Razorfish has extensive experience working with organizations around the world to transform their digital marketing strategies. The Essilor of America project aligned with the Publicis Groupe’s Always On global marketing platform initiative—a set of co-created solutions and best practices that automate and connect all components of marketing to deliver on the dynamic needs of the always-on, hyper-connected consumer.

- Adobe Expertise: Razorfish is an Adobe Experience Manager Specialized Partner, proving to the industry that it has developed and put in place a consistent set of skills throughout the organization that meet specific standards for quality and consistency.
SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager, Adobe Analytics and Adobe Target solutions

IN PARTNERSHIP WITH

About Razorfish

Part of Publicis Groupe, Razorfish is a full-service digital agency at the intersection of creativity, media, and technology. It provides services to clients all over the world, including web development, technology and innovation, media planning and buying, emerging media, analytics, advertising, creative, social influence marketing, and search.

About Publicis Groupe Always On

The global solution developed and implemented for Essilor of America builds on the Publicis Groupe Always On digital marketing platform that automates and connects all components of marketing to deliver on the dynamic needs of the always-on, hyper-connected consumer. The Always On Platform is delivered by Adobe and Publicis Groupe, and is available to all agencies in the Publicis Groupe network.

About Essilor of America

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index, photochromic, and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 10,000 people throughout North America. Essilor manufactures optical lenses under the VARILUX®, CRIZAL®, TRANSITIONS®, XPERIO UV®, DEFINITY®, THIN&LITE®, and other Essilor brand names.

Essilor Laboratories of America, Inc. is the largest, and most trusted, optical lab network in the United States and offers a wide choice of services and lens brands, including Essilor premium lenses, to eyecare professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, a publicly held company traded on the Euronext Paris stock exchange.