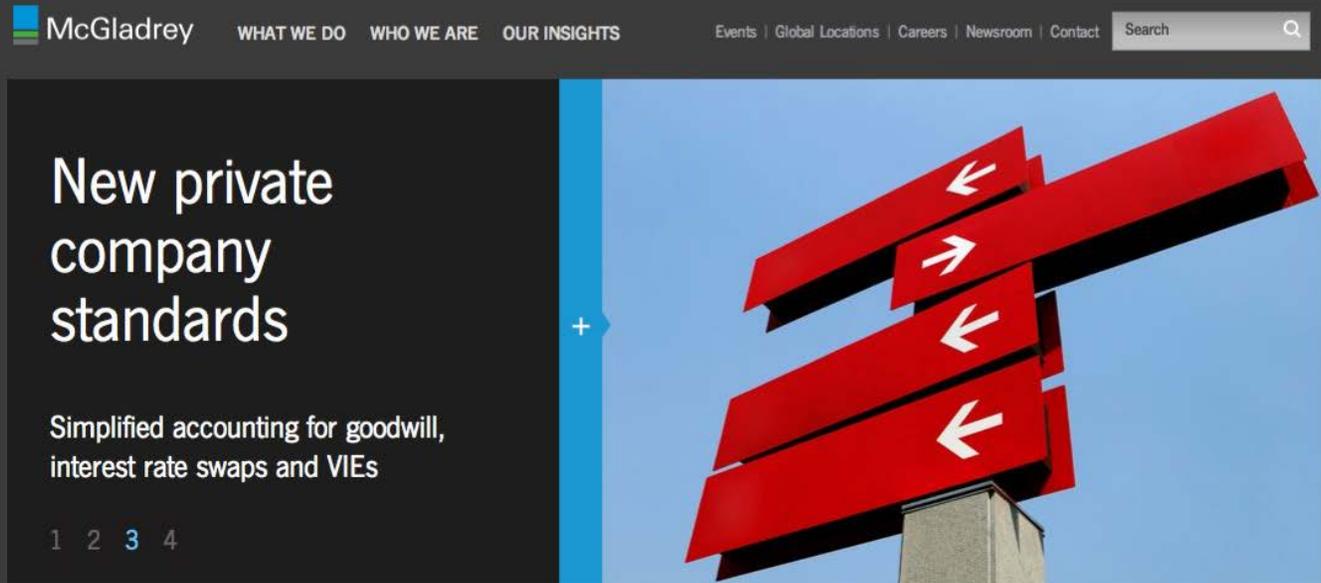# McGladrey, shaping customer experiences.

Largest U.S. provider of assurance, tax, and consulting services strengthens brand marketing and improves online experiences with Adobe Marketing Cloud.

McGladrey

"Working with Siteworx and using Adobe Marketing Cloud enabled us to engage our clients with valuable information where and when they need it."

Ken Foster, director of digital media, McGladrey

McGladrey WHAT WE DO   WHO WE ARE   OUR INSIGHTS   Events | Global Locations | Careers | Newsroom | Contact   Search

New private company standards

Simplified accounting for goodwill, interest rate swaps and VIEs

1 2 **3** 4

SOLUTION

Adobe Analytics, Adobe Target, and Adobe Experience Manger solutions within Adobe Marketing Cloud

IN PARTNERSHIP WITH

SITEWORX.

RESULTS

AWARD-WINNING
Rebranded website was honored by the 2013 Interactive Media Awards, winning Best-in-Class Website in the Professional Services category

AGILE RESPONSE
Real-time analytics reports and streamlined content publishing enable teams to act quickly on business opportunities

OPTIMIZED EXPERIENCES
Through testing and analysis, teams can learn more about what types of content visitors respond to and optimize available content

MOBILE
Responsive design enables content to be created once while retaining readability and navigability on tablets and smartphones

McGladrey

Established in 1926

Employees: 6,700

Chicago, Illinois

www.mcgladrey.com

Siteworx

www.siteworx.com

CHALLENGES

- Optimize webpages to highlight content promoting thought leadership
- Improve lead generation through increased site traffic and a more engaging customer experience
- Eliminate guess work associated with web content decision-making

2013 Interactive Media Awards Winner: Professional Services

Putting clients first

As the largest U.S. provider of assurance, tax, and consulting services focused on the middle market, McGladrey embraces a commitment to putting clients first. A critical element of its approach involves understanding every client's business model, objectives, and daily realities.

Because McGladrey employees are domain experts in a broad range of business strategies, the company's website offers an ideal channel to provide clients with high-value content to promote McGladrey's expertise and thought leadership. This helps McGladrey to establish credibility with existing and potential clients, with the goal of converting site visitors into customers.

"We wanted our website to highlight McGladrey's thought leadership to compliment the services we offer our existing customers and to build affinity with prospective ones," says Ken Foster, director of digital media at McGladrey. "It was also important for the website to capture our focus on customers by making content engaging, available, and easy to consume."

McGladrey approached digital agency Siteworx to help reimagine its website using the Adobe Experience Manager solution within Adobe Marketing Cloud. Siteworx collaborated with McGladrey to create a design that would refocus the website around the customer experience, making it easier for people to quickly access relevant information. The agency also encouraged McGladrey to transform its digital content by making use of high-quality visuals and video.

Working together, Siteworx and McGladrey redefined clients' online experiences. For instance, the company's Digital Media team wanted visitors to have faster access to more personalized, updated content. Siteworx helped McGladrey tap into integrated Adobe Analytics and Adobe Target solutions within Adobe Marketing Cloud. Through proven analytics and optimization strategies, McGladrey can now continually test, analyze, and refine client experiences.

Engaging customers across devices

With approximately 16% of its visitors coming to its website via mobile devices, McGladrey needed to optimize experiences for visitors on tablets and smartphones. Using Adobe Experience Manager, Siteworx used responsive design to develop a site that showcases content, functionality, and eye-catching visuals no matter which device a customer uses to view the site. The resulting pages are not only engaging but are also easy to read and navigate on any kind of mobile device.

"Adobe Marketing Cloud enables McGladrey to offer existing and prospective clients the best possible mobile experience."

"We can now publish new content faster, enabling us to quickly and efficiently service our business partners and content creators within McGladrey."

*Ken Foster, director of digital media, McGladrey*
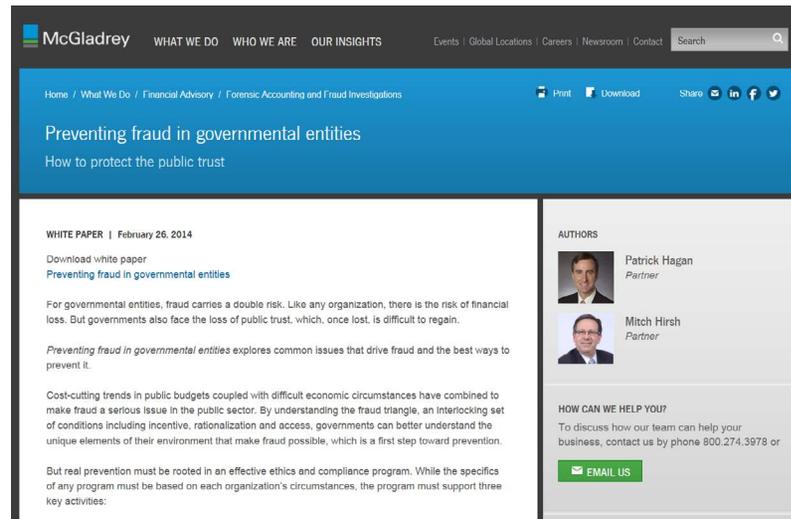
"We set out to transform digital interactions and bring the website literally into visitors' hands," says Gregg Wyland, vice president of client services at Siteworx. "The mobile website now almost identically reflects the experience that a customer has with the McGladrey brand on the desktop site." Adds Foster, "Adobe Marketing Cloud enables McGladrey to offer existing and prospective clients the best possible mobile experience."

Using web content management capabilities in Adobe Experience Manager, along with its included digital asset management features, Siteworx created the website's foundation with reusable templates and components that enable McGladrey teams to manage content and site functionality more efficiently.

Because Experience Manager templates are customizable, a small team can manage a vast library of content, including videos, white papers, articles, cases studies, webcasts, and more to bring depth to any topic. At the same time, the use of a standard template helps ensure consistent branding and responsive design across pages. "We can now publish new content faster, enabling us to quickly and efficiently service our business partners and content creators within McGladrey," says Foster.

Other key features of the website are videos or webcasts created by McGladrey thought leaders. These videos or webcasts include valuable information, with McGladrey subject matter experts delivering the content themselves or through interviews done by credible industry leaders such as Bloomberg. Posting this rich content to the website in a timely fashion is critical to continually attracting new visitors to the website. Siteworx enabled this by hosting the videos using BrightCove and leveraging the out-of-the-box video component in Experience Manager.
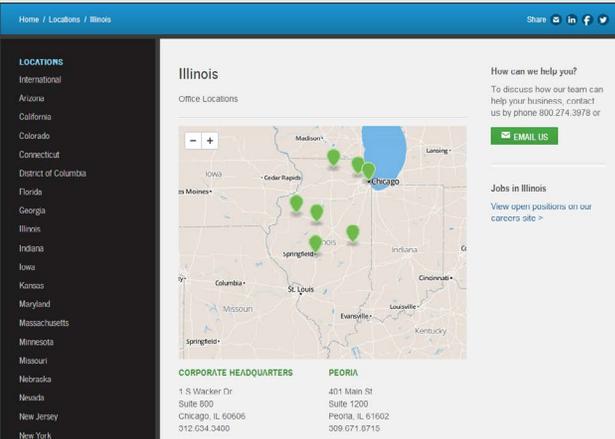
"We worked with McGladrey to transform the website with a confident and modern look that enhances McGladrey's thought leadership position."

Gregg Wyland, vice president of client services, Siteworx

Siteworx also helped McGladrey integrate with MapBox to make finding office locations a more engaging experience. Using Adobe Analytics, the web team determined that the page containing information about its United States office locations was one of the most visited pages on its site, which presented an opportunity to engage new customers by making the page easier to use and more compelling. Using integration between Experience Manager and MapBox, the U.S. office locations webpage is now highly interactive and more accurately reflects the spirit of the McGladrey brand.

Response to the new McGladrey website has been overwhelmingly positive—from both users and industry professionals. In fact, the website and Siteworx were honored by the 2013 Interactive Media Awards, winning Best-in-Class Website in the Professional Services category.

Effortless content presentation

The McGladrey website has a wealth of resources for customers, from white papers to video, but this content cannot serve its purpose if visitors struggle to find it. Siteworx developed a comprehensive new taxonomy and tagging approach for the content using Experience Manager. Content, including videos, are now tagged extensively by industry, author, content type, and other criteria. This enables visitors coming to the site to easily locate content that is of interest to them using search and filtering that produces accurate and relevant results.

Tagging and the new taxonomy also support dynamic linking and faceted navigation. Enabled by Adobe Experience Manager and Adobe Target, content on a specific subject can now be dynamically linked, for example, chronologically to a predefined page and location on the page using tagging and capabilities in Target. This allows content publishers to create resource centers on a specific topic with the most important content appearing to a visitor first, by aggregating content to a preset location automatically. This saves time and also creates a very accurate and relevant content experience for visitors. The power of a faceted navigation lies in the ability for site visitors to create their own custom navigation by combining various perspectives rather than forcing them through a specific path.

Appealing to a data-driven culture

Using reports from Adobe Analytics, McGladrey can determine which pages are the most popular and deliver more engaging content for visitors. The team looks at metrics such as average time spent on a page and which pages or content are visited the most frequently to determine which content is acting as a more effective engagement mechanism. Because reports in Adobe Analytics can be automatically delivered to individuals, the digital team can effectively report its findings to marketing, which can make its decisions in a data-driven way.

SOLUTION AT A GLANCE

• Adobe Marketing Cloud, including the Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions. Capabilities used include:

- • Marketing reports and analytics
- • A/B testing
- • Site search and browse
- • Search-driven merchandising
- • Multivariate testing
- • Web content management

Adobe Acrobat Professional

McGladrey further enhances its focus on customers by testing online experiences using Adobe Target. "We chose Adobe Target because of its advanced testing and targeting capabilities and streamlined integration with other Adobe Marketing Cloud solutions," says Foster. "We wanted a solution that could grow with our business for years to come."

Using Adobe Target, McGladrey has improved data-driven decision making. For example, the team tests homepage topics to understand which performs best. This helps them increase customer engagement on the most important pages of its website by serving the most relevant and popular topics to our homepage visitors.

Before using Target, these decisions were made based on intuition. In one test, the digital team discovered that a topic that the company had previously assumed would incur many click-throughs, performed poorly. This enabled the marketing organization to eliminate the topic from its valuable homepage real estate and instead focus on topics popular with the broadest audience. Additional value from Adobe Target is evident in improved visitor experiences on McGladrey pages, where enhanced site search and browse capabilities help ensure that visitors easily find relevant content and do not encounter dead-end searches.

The company's data-driven processes are improving site engagement and also eliminating the time consumed by uncertainty and guesswork previously associated with decision making. Also significant, testing homepage content has lowered bounce rates through greater click-throughs and increased overall customer engagement.

"We worked with McGladrey to transform the website with a confident and modern look that enhances McGladrey's thought leadership position," says Gregg Wyland, vice president of client services at Siteworx. Adds Foster, "At McGladrey, we see every interaction with our clients and prospects as a chance to provide service and strengthen relationships. Working with Siteworx and using Adobe Marketing Cloud enabled us to engage our clients with valuable information where and when they need it."

For more information
www.adobe.com/solutions/web-experience-management.html

www.adobe.com/solutions/digital-marketing.html