



A motorsport brand grows brand engagement via community involvement leveraging Adobe Experience Manager



Increased customer conversion by 2x



Improved customer retention and experience



Improved marketing operations with analytics

Driven by adventure

The motorsport brand is for the professional outfitter! This is a community that gets outdoors and enjoys powersports and one-of-a-kind experiences. They create curated and guided adventures on land, road, water, and snow.

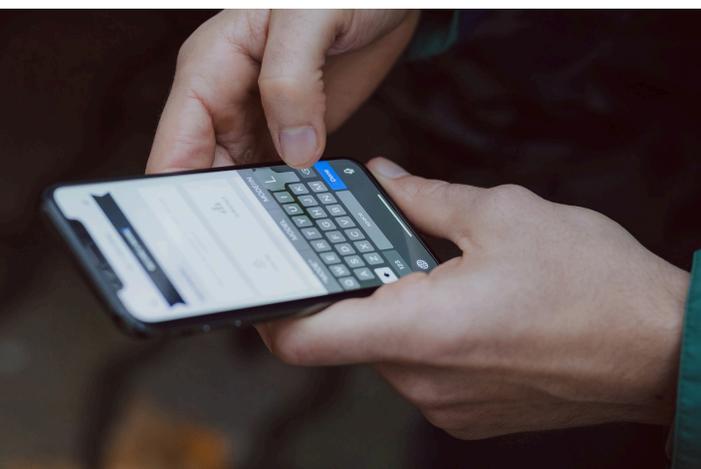
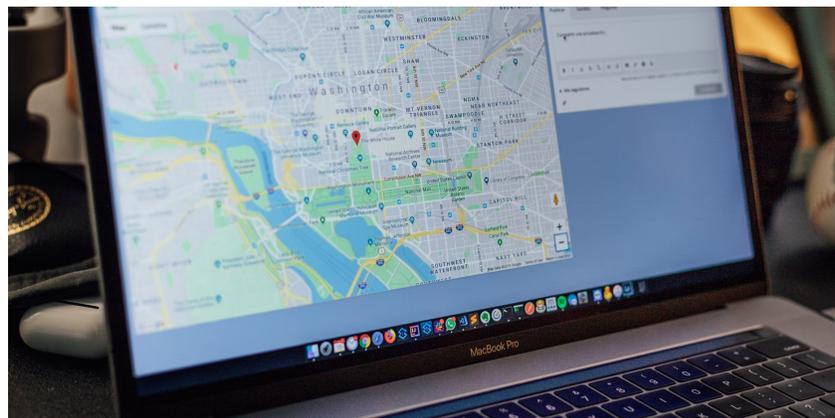


Creating an engaging community

for a motorsports brand to bring together brand aficionados and provide inspiration for trip and experience ideas requires a great deal of highly customized and relevant content. They know they needed to develop and customize new components for the website, built on Adobe Experience Manager, to make it more useable and user-friendly, and convert the main experience to a single page application. The ultimate goal was to provide a great user experience and ensure the community was engaging and drove further brand interaction.

Munvo developed multiple custom components

for the brand, including a single page application integrated with Google Maps that provided search and filtering capabilities for products, multilingual functionality, and social media/newsletter integration.



Through supporting the brand

in strategic planning and structuring innovative AEM features that followed the brand's vision and site usability, user conversion doubled its original rate, and marketing operations improved for the business. They saw an increase in users who visited the website and clicked through to adventure pages. Overall, customer experience drastically improved with the ability to search by map location and filter products on customer's personal preferences. Additionally, updated components eliminated manual entry by AEM operators.

Results

Building the website on Adobe Experience Manager (AEM) enabled improved user experience, a 2x increase in customer conversion and improved marketing operations by utilizing SEO capabilities to track user analytics with the Adobe Analytics integration.

“ Consolidating multiple pages into a single experience through the creation of a single page application, backed by AEM content, allowed them to deliver new content seamlessly to users through a familiar map and search experience.



— Henry Rosvick
AEM Practice Lead



30+ products
delivered through the
single page application



Multiple pages
consolidated to a
single page experience



30x faster
delivery of new
experiences to users

