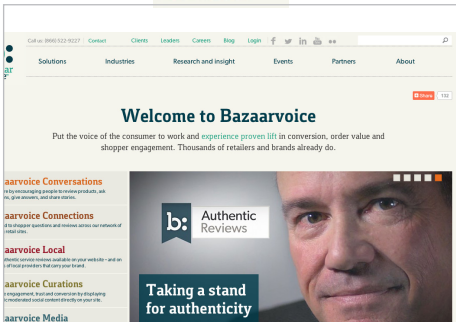# Clickability
by upland

Case Study: Bazaarvoice

"I joined Bazaarvoice during a time of rapid growth. My first order of business was to re-design and launch a new website. Before I could undertake that effort, I knew I needed a SaaS solution that would free my team from being dependent on IT to manage content and design changes to the website. " - **Greg Frame**, *Director of Internet Marketing at Bazaarvoice*

Company HQ: Austin, TX

Industry: High-Technology

Clickability Product: Clickability® Web Content Management (WCM) Platform

Goals:

- Reduce IT involvement in the website
- Launch a global replatform of the website on a tight timeline
- Empower marketers to create, manage and update website content
- Launch new features and products quickly

Advantages of the Clickability WCM Solution:

- Powerful easy-to-use WCM features and functionality
- Responsive design capabilities to publish to all mobile screens
- Trusted partnership with Clickability Services Team
- SaaS delivery model and faster implementation times

About Bazaarvoice

Bazaarvoice is a network that connects brands and retailers to the authentic voices of people where they shop. Recently named a Leader among Social Depth Platform Vendors by Forrester in the Forrester Wave™: Social Depth Platforms report, Bazaarvoice connects 400 million monthly unique customers that share feedback on tens of millions of products on a single network. Headquartered in Austin, Texas, Bazaarvoice has offices in Amsterdam, London, Munich, New York, Paris, San Francisco, Singapore, Stockholm, Sydney and Tokyo.

Challenge

Before Bazaarvoice chose Clickability, web marketing was reliant on development resources on a regular basis for content management and changes, and those were either outsourced or accessed internally case by case, which was costly and encumbered. The team was reliant on Bazaarvoice internal IT support for hosting and configuration issues or changes and there was very little bandwidth that internal IT could apply. It's CMS was based on Drupal, an open-source solution, which meant that even the smallest updates to content on the website required development resources that were not easily accessible to the team. This hamstrung the marketing team at a time when the company was growing quickly through international expansion and acquisition.

Bazaarvoice was about to undergo a global redesign and replatform of its website on a tight timeline and longer-term needed its marketing team to have the ability to update site content easily without help from IT; they needed a CMS to support these needs. With only a small team of 3 people responsible for content, they needed the ability for their marketers to independently author and manage content on the website.

Solution

Bazaarvoice went through a robust selection process evaluating sixteen vendors based on over 50 criteria and demoing all of them. The process took nearly three months. Key criteria that Bazaarvoice considered during the evaluation process were:

> "The best thing about working with Clickability has been the tightness of the relationship and the knowledge that we have a partner in technology and also strategy for our properties has really paid off for us overtime."

Greg Frame, Director of Internet Marketing at Bazaarvoice

Ease of Use: Bazaarvoice needed a solution that would liberate marketers to create, pubish and manage content without being dependent on other development resources.

True Partnership Approach to Support: Bazaarvoice needed a trusted parter to support and train their team on the platform and help them meet a tight two month development time to launch their rebranded websites globally.

High Performace and Scalable Infrastructure: Performance was critical -- Bazaarvoice needed to know that their websites weren't going to experience performance or reliability issues. They didn't want to worry about their websites going down.

Support for Mobile Marketing Initiatives: With 20% of their traffic from mobile, growing their mobile channel was very imporant. They wanted to be responsive and needed a CMS that could publish content optimized for all screen sizes.

Benefits

Bazaarvoice was able to smoothly launch a global website redesign and rebranding just two months after implementing Clickability. Since launching the new website, they have seen traffic double, visitor engagement grow and bounce rates decrease. Bazaarvoice has launched international sites with ease and the marketing team can easily create, publish and manage content across all of their sites from one single platform. An added benefit, is that with this new platform, they do not incur incremental costs when they need to roll-out a new localized website.

Marketers are able to refresh content with agility and content management is maximized in all ways. Bazaarvoice does their template work internally and doesn't have to worry about website performance.

With a robust, easy-to-use SaaS-based content management solution in place, the marketing team is able to focus on higher-level strategic work instead of getting bogged down fighting with cumbersome content management technology and IT processes. They are able to accomplish more with the same size team.

About Clickability

Clickability, a product line within Upland Software, is a leading software-as-a-service (SaaS) Web Content Management platform (WCM). We enable marketers and online publishers to efficiently create, manage and publish content globally to any device; track and personalize visitor experiences; and implement web-based branding, social media, and demand generation campaigns. Our easy-to-use platform offers comprehensive, constantly advancing capabilities that empower customers to successfully execute their digital strategies with agility. As a result, they can rapidly create and deliver dynamic digital content experiences that boost their brand, increase engagement, and drive conversions.

More information is available by calling **+1.888.352.9682** or visiting

www.clickability.com