



Case Study:

ePrize.com Deep Discovery and Light Redesign

// ePrize used Deep Discovery to transform their website from an online portfolio into a highly effective source of new business.

It's not always easy to ask for help when you're the global leader in an interactive industry and you already have a great looking website. The marketing leadership at ePrize realized the value of having an outside perspective and turned to Awecomm to help them restructure ePrize.com with the goal of increasing lead generation. In the first 30 days after completion, the Deep Discovery process led to an increase of over 600% in new leads for ePrize.

-Chris Spiek | AWS Managing Partner

Business Goals

When ePrize approached Awecomm they had a number of goals in mind that their new site needed to address:

- ➔ Drastically increase the number of leads that the website generates.
- ➔ Allow for the simple management of content through the use of a Content Management System (CMS).
- ➔ Introduce technology that would allow ePrize to increase its online reach, such as an integrated blog and RSS feeds for frequently-updated content.



Strategy

A number of unique challenges can be associated with the creation of a website focused on lead generation for a complex business-to-business offering. They include the level of previously-acquired knowledge that the website visitor has about the product, the qualification of prospective customers.

As the level of product complexity increases, so does the amount of supporting information that the user needs, and the importance of carefully planned navigation and site structure.



After meeting with individuals from ePrize's sales, marketing, and strategy departments, Awecomm was able to architect a solution that provided information to users with unique approaches.

Using the new architecture, visitors can choose to browse information related to the results that ePrize solutions generate (Increased Leads, Brand Engagement, Consumer Education, etc), or information related to how specific types of promotions work (Sweepstakes, Instant Wins, Advergames, etc).

The solution provides clearly defined calls-to-action on each page that drive users towards supporting information (a Portfolio section, and Case Studies), and an easy to use Get Started form that visitors use when they're ready to begin the process of creating an interactive promotion.



The screenshot shows the ePrize website interface. At the top right, there is a phone number (877) 837-7493 and icons for email and home. The ePrize logo is on the top left, with the tagline 'INTERACTIVE PROMOTION RESULTS'. A navigation menu includes 'GET STARTED', 'SOLUTIONS', 'PORTFOLIO', 'COMPANY', and 'CONTACT US'. The main content area features a large blue banner with the text 'Unique Company. Unique Results.' and a call to action 'Click here to GET STARTED!'. Below this is a red mouse icon. To the right, a 'FEATURED PROMOTION' section highlights 'WIN A RIDE WITH JIMMIE SWEEPSTAKES' with a photo of Jimmie Johnson and a Chevrolet truck. Below the promotion details, there are buttons for 'LAUNCH PROMOTION' and 'VIEW PORTFOLIO'. A 'CLIENTS' section lists NBA, National City, MTV, and Marriott. A 'WE'RE HIRING' section includes a 'Learn More' link. At the bottom, there are city locations: Detroit, Chicago, New York, Los Angeles, Dallas, and London. The footer contains copyright information for 2007 ePrize, LLC and a Privacy Policy link.

Results

During the first 30 days after launching, the rearchitecture and redesign of ePrize.com led to an increase of 600% in web-generated leads.

"The Deep Discovery process clarified the site's navigation, restructured our content, and developed strong calls-to-action. This combined form with function to create an enjoyable user experience," said Alesya Opelt, Senior Director of Marketing at ePrize, "Awecomm brought a much-needed outside perspective to the table. The changes made to ePrize.com led to a drastic and immediate increase in the number of leads received from the web."