GREEN BAY PACKERS SCORE BIG WITH PROGRESS SITEFINITY, BOOSTING MOBILE TRAFFIC BY 55%

Client

![Green Bay Packers logo]

Implementing Partner

![americaneagle·com]

Awards

![Telerik Sitefinity WEBSITE OF THE YEAR 2014 CATEGORY WINNER: Sports]

Challenge

The Green Bay Packers are a formidable force in the National Football League, with a league-leading 13 championship seasons under their belts and a thriving fan base. However, the organization's ability to connect with an increasingly mobile fan base couldn't match the team's ability on the field. The previous Packers' mobile site offered limited content and an RSS feed-driven look and feel, falling far short of the organization's vision for how it wanted to connect with fans across all device types.

"We wanted the new mobile site to be automated and responsive, easier to navigate and able to evolve and scale over time," said Duke Bobber, Manager of Digital of the Green Bay Packers. So, the team embarked on a mobile site re-design, intended to reach those goals and provide a cleaner, more graphical look with easy content navigation.

There were several challenging requirements. All NFL sites have to adhere to the organization's branding, advertising and retail standards. Additionally, Packers' staff responsible for making changes to the website has a broad range of technical proficiency, so the platform supporting the mobile site has to be easy to use.

Additionally, the new solution has to integrate with:

- **The core Packers' site**, pulling the raw content, team data, images and videos from the NFL's CMS
- **The Akamai content delivery network** to conditionally direct appropriate traffic to the mobile site
- **A third-party API** to enable geo-mapping, for the new "Find a Bar" feature
- **Google DoubleClick** for managing online advertising
- **Omniture Analytics**, for multi-channel analytics to enable a holistic, 360-degree view across all website properties
- **Optimizely, for A/B testing** of improvements and testing of new feature roll outs
- **Live stats, scoring and game data** via integration with NFL approved third parties

The team wanted to launch the new site prior to the playoff season, to capitalize on its unveiling and collect analytics data to show the value of advertising to sponsors for the next season. And, because implementation began in September, this was a very aggressive timeframe—under four months. Finding the right solution was a tall order.

Solution

The Packers enlisted the help of Americaneagle. com—a certified Progress® Sitefinity™ partner named North American Partner of the Year by Progress in 2014 and 2015—who presented Progress Sitefinity CMS as the potential solution. "As soon as we saw the demo of Sitefinity CMS, we were impressed by the tool's potential," said Bobber. "We didn't need to see any other solutions, because it accommodated all our requirements."

For example, one requirement was to create a site that runs by itself, so the web team didn't have to enter content in multiple places. To that end, the implementation team at Americaneagle.com created logic to handle content on the mobile site properly so the Packers mobile site is never out of compliance with NFL guidelines. "It's truly a hands-off experience," said Bobber.

Sitefinity CMS provides a complete toolset for both technical and non-technical users, along with high levels of personalization and flexibility, a modular development approach and ease of implementation. Additionally, it's more cost effective; its ease of management enables automatic categorization of

different content feeding into the site, and its module builder and backend processes make inserting advertisements into templates much easier.

The new Packers mobile site includes a homepage content feed that aggregates news, video, live streams, photo galleries and the latest editions of the popular "Ask Vic" daily column. The user experience is further enhanced with real time updates, stats, game highlights and recaps that are dynamically displayed based on a pre-game, live or post game focus.

In addition to the new features, Sitefinity CMS has opened new opportunities to connect with fans. Its popular "find a bar" feature enabling fans to locate nearby establishments airing the game was added easily to the mobile site. And, Sitefinity CMS has enabled new co-marketing opportunities. For example, the Packers held an in-stadium contest with Coca-Cola using Sitefinity CMS, in which audience members could enter their seat, section and row numbers from mobile devices for a chance to win prizes. The contest tool can be rebranded and used for other sponsors in the future.

"With Progress Sitefinity CMS, we can give our fans a site that entices them with content, placing advertising in a targeted way, rather than flooding them with ads—that makes for a much better user experience," said Bobber.

Sitefinity Platinum Partner— Americaneagle.com—Delivered Results

> "As soon as we saw the demo of Sitefinity CMS, we were impressed by the tool's potential. We didn't need to see any other solutions, because it accommodated all our requirements."
>
> **Duke Bobber**
> **Manager of Digital, Green Bay Packers**

> "Sitefinity CMS holds tremendous potential for us in terms of leveraging our mobile site to best serve our fans."
>
> **Duke Bobber**
> **Manager of Digital, Green Bay Packers**

According to Craig Briars, Director of Sales at Americaneagle.com, Sitefinity CMS provided the Green Bay Packers with ease of use and developer flexibility. "Sitefinity CMS is an intuitive, flexible and scalable platform that empowers our team to deliver solutions that transform our client's mobile, web and digital marketing ecosystems," he said. "Our focus was on providing the Packers organization with a digital asset to deliver a mobile fan experience all NFL teams would aspire to emulate."

Results

Bobber said his team noticed results immediately. "With Sitefinity CMS, we have more hands-on control and better integration with our desktop site, because one workflow feeds both platforms," he said. "More importantly, we now have a responsive mobile site."

According to Bobber, one of the biggest unknowns prior to the relaunch was whether or not they'd see immediate returns. That question was quickly answered. "We've seen a significant portion of our audience consuming more of our content on our mobile website and mobile app, in line with industry trends," he said. Since the re-launch in April:

- Site visits are up 55 percent
- Pages views are up 37 percent
- Retention rates are up 18 percent

"Sitefinity CMS holds tremendous potential for us to leverage our mobile site to best serve our fans," said

Bobber. "It makes it easier to incorporate fan engagement features such as polls and trivia, to make the site much more than a content outlet."

Long-term, Bobber and his team plan to take advantage of user-specific personalization features and analytics, and extend those capabilities across all Packers web properties. "It's validating to see mobile continue to grow, and, thanks to Sitefinity CMS, we are well-positioned for that future growth."

> "Sitefinity CMS is an intuitive, flexible and scalable platform that empowers our team to deliver solutions that transform our client's mobile, web and digital marketing ecosystems."
>
> **Craig Briars**
> **Director of Sales, Americaneagle.com**

About Green Bay Packers

The Green Bay Packers are a professional American football team based in Green Bay, Wisconsin, that competes in the National Football League. The team is a member of the league's North division of the National Football Conference. For more information, visit www.packers.com

About Americaneagle.com

Americaneagle.com, Inc., founded in 1978, is a leading digital strategy, web design, development, and hosting company based in Des Plaines, Illinois. The company is a multiple award-winning Sitefinity Platinum Partner that has completed nearly 200 Sitefinity websites. Its Sitefinity team consists of 50+ certified developers and CMS/DEC consultants. Currently, Americaneagle.com employs approximately 300 professionals in offices throughout the country including Chicago, Cleveland, Dallas, Washington D.C., New York, Philadelphia, and Los Angeles. Some of its 5,000+ clients include the Chicago Bears, Green Bay Packers, Capstone Publishing, Stuart Weitzman, International Paper, ADA, Komatsu USA, and more. For additional information, visit www.americaneagle.com.

Learn More
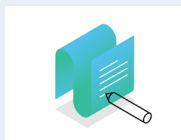
More Case Studies In Your Vertical

Digital Marketing Maturity Evaluation Guide

About Digital Factory

About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premise and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at www.progress.com or 1-781-280-4000.

Progress® Sitefinity™