

CUSTOMER STORY:

# CMSWire

**Simpler Media Drives Up Relevance and Conversions  
on CMSWire.com Using Coveo for Sitecore**





Product: Coveo for Sitecore

Industry: Media

HQ (country): USA

Number of employees: 10k+

Number of users: 3.5M visitors/year

Annual Revenue: Over \$2 Billion

Content sources: Sitecore, custom application database

## KEY METRICS

**125%**

increase in mobile  
conversion rate

**32k**

articles from 1300  
authors managed

**100%**

searchable content, with  
95% of the homepage's  
titles being search-driven

## CUSTOMER GOAL

CMSWire.com, a B2B publication produced by Simpler Media Group, Inc., is the go-to resource for digital marketers, software buyers, practitioners, vendors and analysts. The platform attracts 3.5 million readers annually, 85% of which play a key role in influencing software purchase decisions. With revenue growing between 40% and 60% a year, the CMSWire property needed an architecture that could easily scale and support multiple brands, websites, and publishing targets as the site grows. Also, as competition increases, and loyalty becomes more elusive, the push is on to create compelling value-adds that keep readers on-site, encourage them to come back, and extend their stays.

## SOLUTION

In its earliest iteration, the site had a rudimentary search system that was not customizable. “Over time that has evolved. But back then readers could only do basic article searches with no concept of the types of stories or assets,” explains Brice Dunwoodie, Founder and CEO of Simpler Media Group. As is common with many CMS applications, the open-source search capabilities that are bundled for free, don’t have the feature depth nor the flexibility to handle more complex content. Simpler Media needed much more to build an intelligent website.

To meet its content management needs, Simpler Media moved CMSWire.com from Movable Type to the Sitecore Experience Platform, which had an embedded Lucene search engine. Shortly thereafter, they opted to add Coveo for Sitecore, an easy-to-use and proven integrated intelligent search app for Sitecore. “Lucene was too basic for our needs and requires a lot of customization. Coveo’s out-of-the-box capabilities allow us to scale our infrastructure quickly,” explains Dunwoodie.

Dunwoodie wanted a content platform that would enable him to pool all content assets - articles, logos, videos etc - from across his organization; with all that context available through a single unified index with Coveo, he’d be able to use intelligent search to dynamically select and populate content for new topics and channels in CMSWire.

Besides standard user controls, Coveo also offers MVC-based search interfaces that are also responsive, which allows CMSWire to take advantage of Coveo’s advanced search components on its MVC-based Sitecore platform. “With Coveo, we’re going to have a lot more power in our hands to dream up wonderful things,” says Dunwoodie.

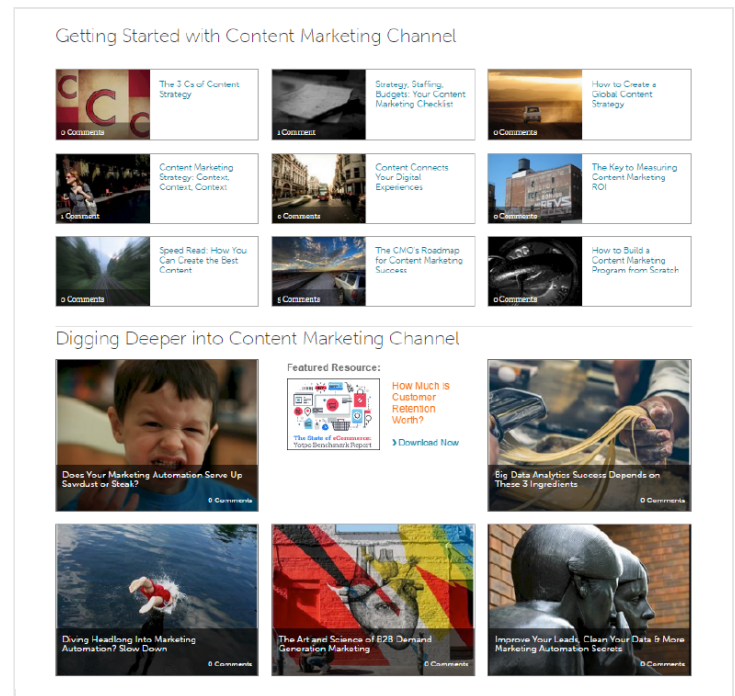
The CMSWire.com team uses Coveo to:

- ▶ Index and surface content across its Sitecore CMS and custom application database on CMSWire.com
- ▶ Automatically pull and surface relevant content for the respective topics in the content channels. For example, within the Content Marketing Channel, recommended content for “generalists” is displayed under “Getting Started” while content for “specialists” can be found under “Digging Deeper”
- ▶ Aggregate content on sections of its site, such as content channels – based on publishing state, publishing target and taxonomy, and other metadata like sophistication level – and the events calendar
- ▶ Automatically recommend the most relevant content based on other factors like recency, given the news focus of the site
- ▶ Create richer facets that surface filters like location, availability of discount codes, subject matter and event types

## RESULTS

The user experience on CMSWire.com has improved greatly since the implementation. All the content can now be queried, and found – something that was impossible to do before. Site visitors are delivered the most relevant recommended content automatically when they explore the content channels. Publishing more than 200 articles per month and catering to a diverse audience, having the ability to improve content relevance without a lot of manual tuning, was a big win.

Mobile conversion rates also increased by 125% over the last 12 months, made possible by the launch of the fully responsive Sitecore website and Coveo for Sitecore, together with continual campaign optimization.



Coveo works under the hood to automatically surface content categorized according to different levels of expertise

## WHAT'S NEXT

Coveo has opened up new possibilities for Simpler Media on CMSWire.com and what they've accomplished is just the beginning of CMSWire's evolution.

Dunwoodie and his team are starting to think about the cooler stuff such as personalizing content based on the reader's geographical location and transitioning to the cloud edition of Coveo for Sitecore.

**“It's been a challenge for a relatively small team to run both Sitecore and Coveo as on-premises software,” says Dunwoodie. “The cloud edition will free up developer time so they can focus on building interesting features.”**

Dunwoodie also plans to use the Coveo Reveal machine learning capabilities of Coveo for Sitecore Cloud Edition to further enhance the content channels. “Content channels are becoming one of our most high demand products and we have the opportunity to build a micro-community for each channel,” explains Dunwoodie. “When we start creating community experiences that are topically focused, the way we bring content into that is going to be a mixture of curation and machine learning. We're looking forward to using Coveo to drive that.”



# Learn more about Coveo

To learn more about how Coveo for Sitecore can improve the proficiency of your organization, contact us today.

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