

Case Study

Web & Mobile Applications

UNHCR – the UN Refugee Agency

Demo access: <http://unrefugees.org>

Client

USA for UNHCR supports the UN Refugee Agency's life-saving and life-changing work to help refugees and other displaced people. Together with UNHCR, they strive to meet the needs of the world's most vulnerable people through education, advocacy and fundraising in the United States. Established by concerned American citizens, USA for UNHCR is a 501(c) (3) non-profit organization, headquartered in Washington, D.C.

Challenge

A top fundraiser required a way to boost its donations. The website was built on a legacy technology platform which was difficult to administer nor able to provide the flexibility needed to react to donation opportunities as they arose. It was also difficult to implement tests to optimize conversions based on messaging, imagery and call-to-actions to increase donations and advocacy as well as leverage social media opportunities. Using optimization testing methodologies to reducing the amount of clicks a user has to make in order to engage can significantly increase conversion rates and time on site. Weil & Jones was given the directive to boost visitor conversion numbers and other metrics.

Services Rendered

Consulting

Project evaluation/planning

Solution Engineering

Setup test scenario and performance tracking model

Prototyping

Wire-framing

+30% goal completion
+8% conversion rate

CATALYSTS

CLOUD

Setup Amazon Web Services VPN virtual private network, EC2 webserver, RDS database and Cloud Watch services to reduced TCO Total Cost of Ownership, speed deployment, reduce downtime and increase scalability

INTEGRATED MARKETING

Integrated Wordpress and Engaging Networks platform with Google Analytics, Tag Manager and Search Console to produce an end to end marketing ecosystem that increased performance tracking and conversion tracking capabilities across email, banner and direct marketing campaigns

A/B TESTING

Improved campaign messaging using Google experiments across the integrated marketing platform

Development

Database design/architecture, Data Migration, Server & Client Tier programming

Solution

Wordpress was utilized as a platform to provide the basis for quickly deploying content and ease in management particularly in A/B test and multivariate testing scenario resulting in an economical and easily manageable way to perform optimization testing. Google Analytics was integrated and Google Experiments was utilized for performance tracking, Add-This for social sharing and other third-party plugins to execute a complete solution. We also leveraged a third-party payment solution – Engaging Networks - to allow flexibility in distribution of donation and sign-up forms across third-party promotional partners to support outbound campaigns exclusive of the main website.

Results

The actions taken to improve site performance yielded measureable results. Overall goal completions increased by over 30+% and the donation goal conversion rate improved by almost 8%. Other site metrics such as on-page engagement and time on site increased as well.

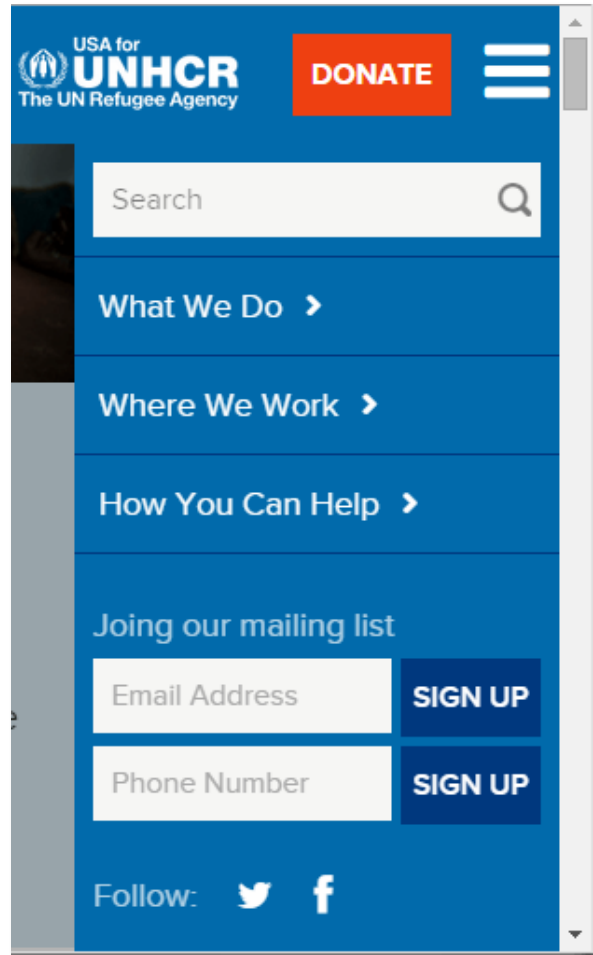
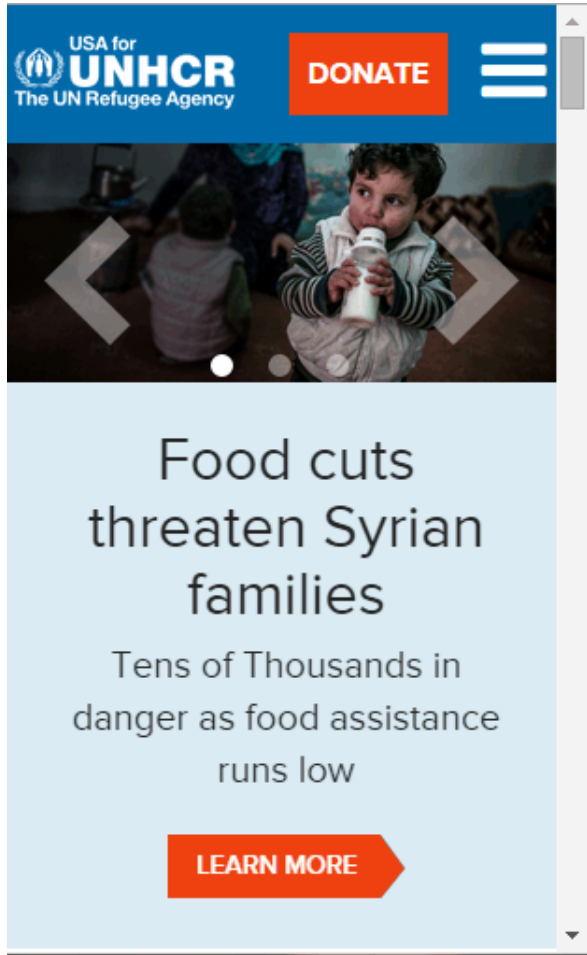
Features

- Customized Wordpress implementation allowing flexible content authoring
- A/B and Multivariate testing program – reusable for additional tests
- Custom reporting dashboards via Google Analytics

Screenshots



Unrefugees.org – Website View



Unrefugees.org – Responsive / device view navigation