

CASE STUDY

A MAJOR AIRLINE TURNS TO JUDGE CONSULTING FOR A NEW PARTNERSHIP MICROSITE BUILT ON ADOBE EXPERIENCE MANAGER

The client turned to Judge Consulting to quickly and efficiently build a new microsite to showcase a recent partnership. The site was built and optimized on Adobe Experience Manager (AEM), utilizing the client's established design and component library. Judge delivered the project in phases, ensuring flexibility, scalability, and localized content for specific audiences. The result is a microsite optimized for efficient updates, ongoing support, and personalized user engagement.

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THE CHALLENGE:

Developing a New Partner Microsite with Consistent Branding and Flexibility

A major airline company required a new microsite to highlight a recent partnership with an innovative carrier that offers unique air taxi services. The new microsite was to feature an engaging and dynamic user experience, robust site search functionality, and custom, localized content for specific audiences. The site was to be built and optimized through Adobe Experience Manager to align with the client's other sites and to utilize the client's standard partnership design and core component library.



THE SOLUTION:

A Phased Approach to Web Development Maximizing the Potential of AEM

The client engaged Judge Consulting for the creation of the new microsite based on their web development and AEM experience and expertise, as well as their familiarity with the client's systems. Judge presented a solution that divided the project into five phases, including project initiation and discovery, design and development, testing, analytics integration and launch preparation, review and launch, and post-launch support.



“The microsite developed by Judge allowed the client to showcase their new partnership in a way that engaged users and provided them with localized and custom content.”



Key deliverables from the project included:

Core Website Setup: Development of the core partnership site using the standard partnership design and core component library.

News Feed Feature: Integration of a news feed with content sourced from the partner's website.

Site Search Feature: Implementation of an advanced site search feature, allowing users to easily find content on the site.

Email Signup Feature: Development of an email signup form to collect user email addresses for newsletters or updates.

Adobe Analytics Integration: Integration of Adobe Analytics to track user behavior and site performance.

Referrer Tracking Setup: Implementation of referrer tracking to monitor traffic sources and user referrals.

Market-Specific Optimization: Custom content and optimization for audiences in New York (NY) and Los Angeles (LAX).

Post Deployment Support: Ongoing support and maintenance post-deployment.



THE RESULT:

A Flexible Partner Microsite Built for Quick and Efficient Updating and Personalization

Judge used the POD delivery model for execution of the project to deliver scalability, efficiency, and maximize output with an eye on controlling costs. The Judge delivery team consisted of a content author, UI/UX developer, UX/UI designer, developer, quality assurance tester, AEM architect, and project manager. The microsite developed by Judge allowed the client to showcase their new partnership in a way that engaged users and provided them with localized and custom content. The build of the site allowed the client and Judge team to maintain a dynamic site, pulling in updated content from the partner site as well as quickly and easily publishing new content and assets as needed. Judge continues to support the client in the management of the site through content authoring, publishing, and ongoing site support and maintenance.

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