

RE-PLATFORMING IN A CRISIS

15below

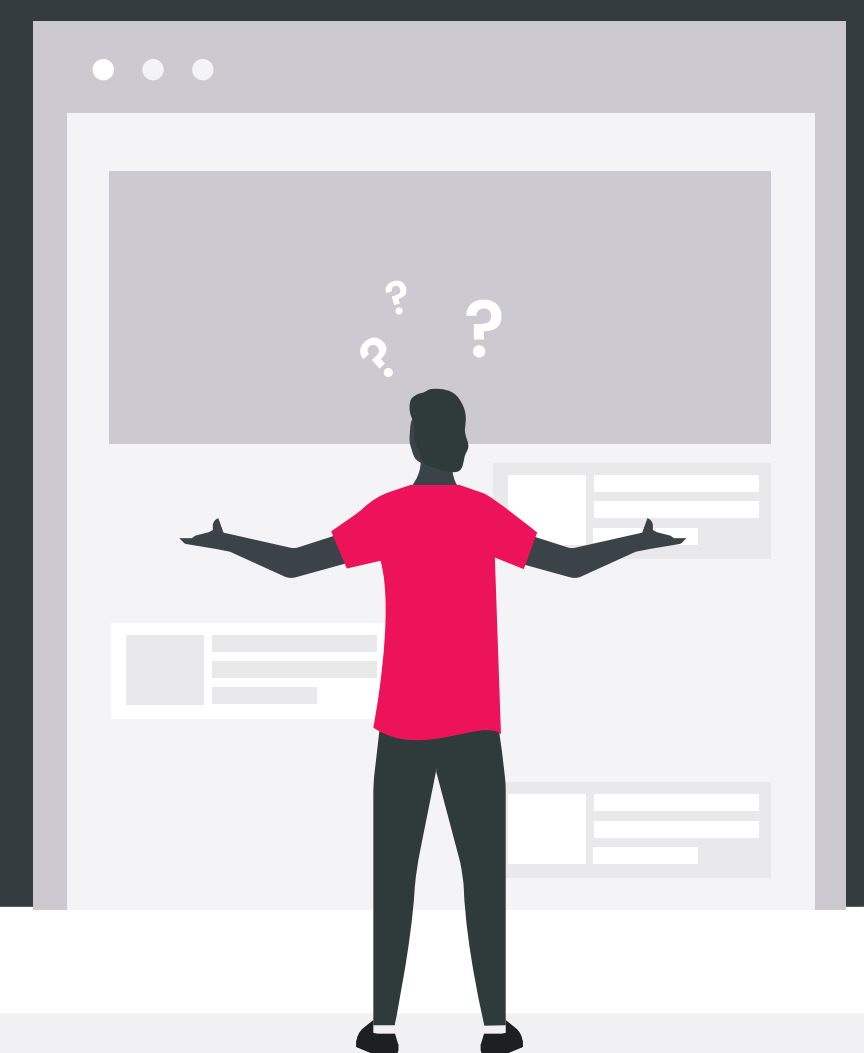
The Client



- › Specialise in passenger communications for the travel industry.
- › Deliver targeted, personalised and automated notifications for the world's biggest airlines, rail and other travel companies.

The Challenge

- › Covid-19, travel stopped overnight.
- › Tens of thousands of people around the world in the travel sector lost their jobs. Points of contact were gone with no warning.
- › Millions of passengers' travel plans were cancelled.
- › Old and inflexible website blocking the ability to pivot.
- › Low engagement from existing site.
- › Non-existent conversion.
- › Around 70% of 15below's prospect leads came from events.



Read the full case

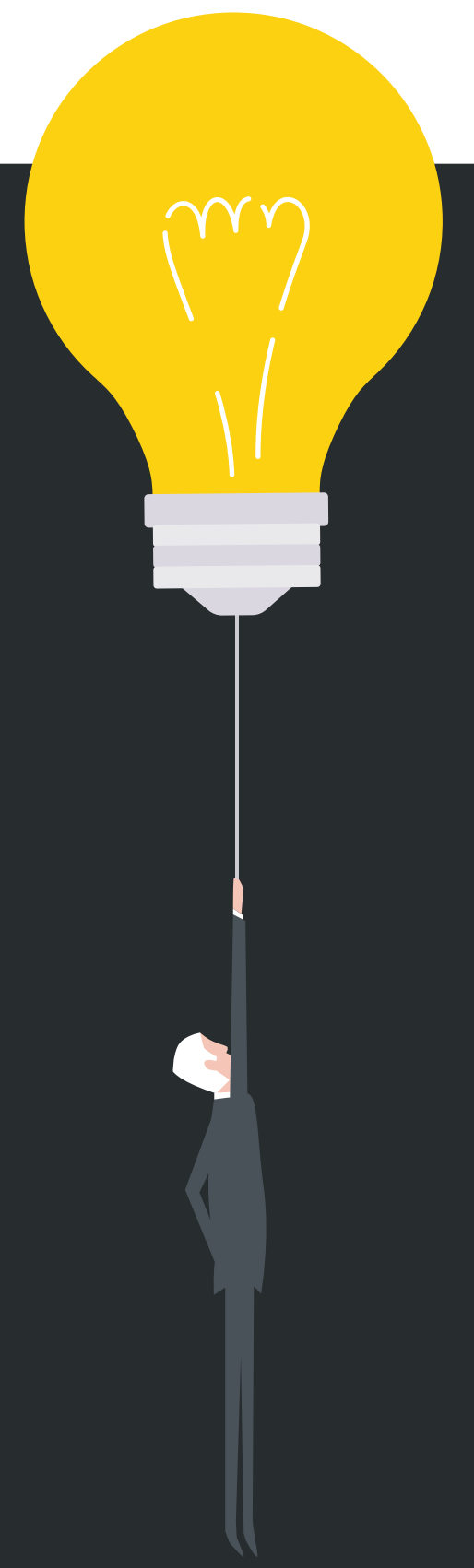


“We had to get our message out to the market very fast to turn this challenge into an opportunity.”

Natalie McLeod, Head of Marketing at 15below

The Solution

- › **Acquia Site Studio**
A kit that that Coherence Digital are experts at integrating. It delivers low-code site builds which enables editors to change messaging, create and publish pages with no coding skills.
- › **Coherence Web Design Systems**
A reusable component and design pattern library that ensures the marketing team always stay on brand.
- › **Drupal 9 CMS**
The latest open source technology so no proprietary issues.
- › **Acquia hosting**
Enterprise grade cloud hosting for Drupal and over 4000 companies and organisations.



The Results

- › Website built in 10 days
- › The launch of their most successful campaign to date
- › Unprecedented engagement and rapid messaging as a result of new marketing agility
- › New client wins
- › Won the Acquia Engage Award for Most Creative Project
- › And maybe most importantly...

83% reduction in average sales cycle



“Coherence Digital built our site in just 10 days, which was simply incredible. Without this rapid build the results would not have been possible.”

Natalie McLeod, Head of Marketing at 15below

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