

RE-PLATFORMING IN A CRISIS

# 15below

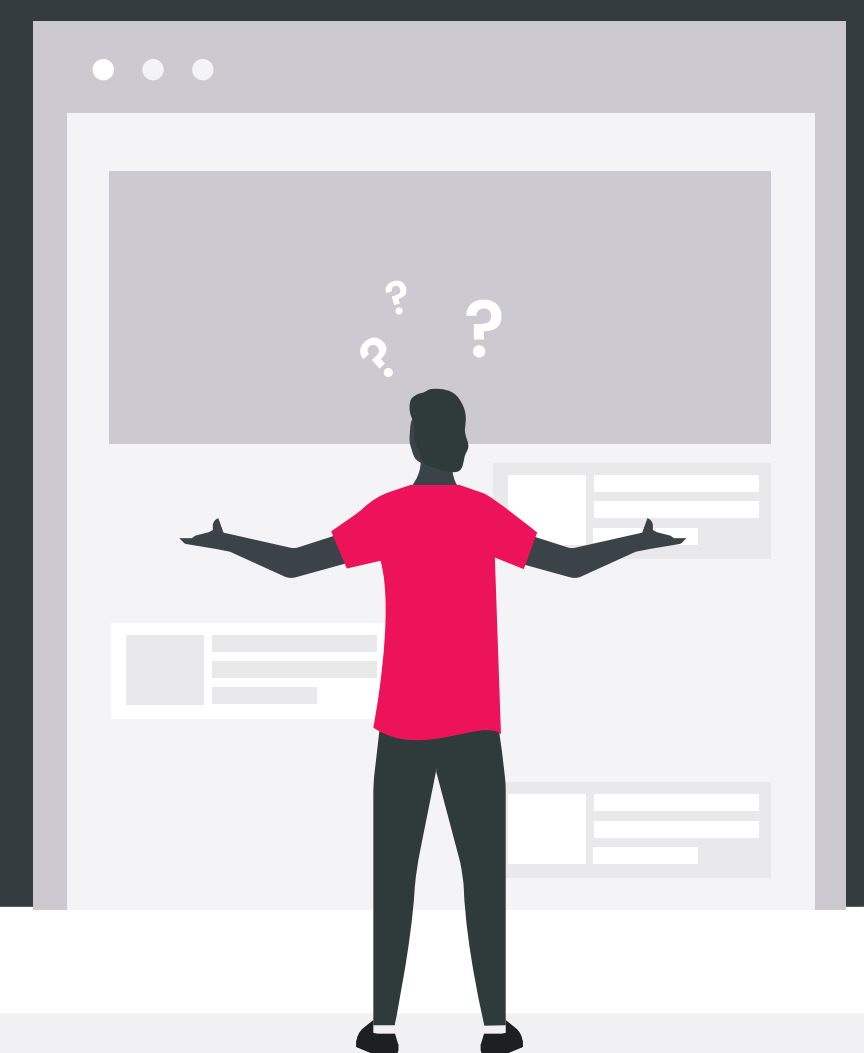
## The Client



- › 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.



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

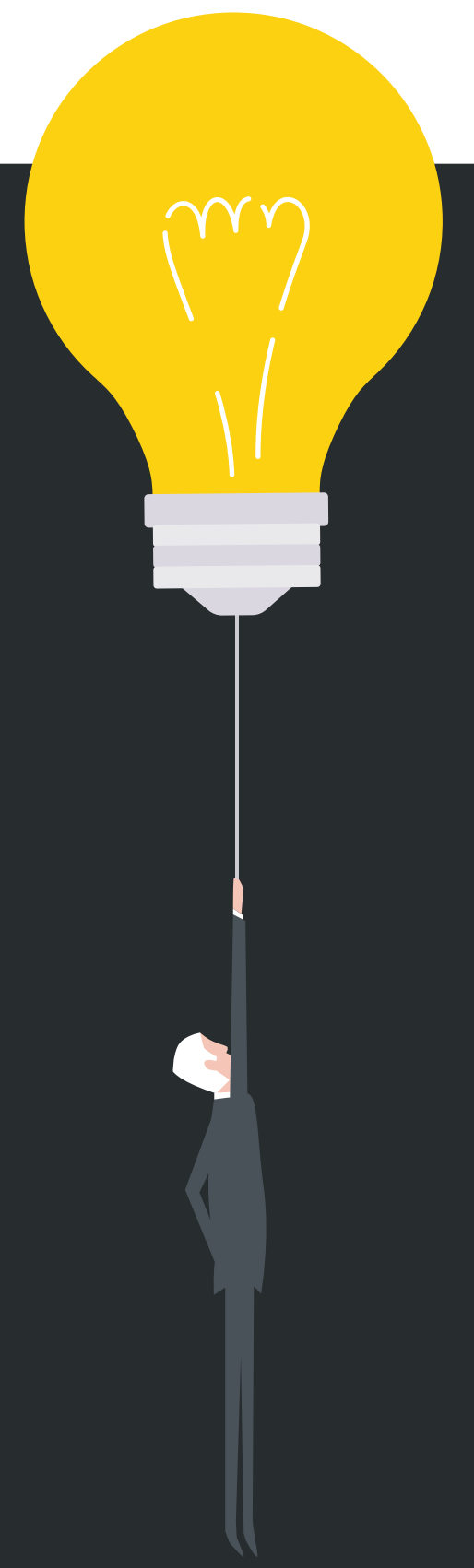
Natalie McLeod, Head of Marketing at 15below

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## 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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