



# My Move, resource for stress-free moving.

Website uses Adobe Experience Manager to quickly roll out new content, tools, reminders, and customized offers for movers.



My Move is the resource for stress-free moving.

“With the Adobe solution helping us to keep our content fresh and relevant, we’re better able to satisfy customer expectations and build brand affinity.”

Ada Vassilovski, vice president of product and marketing, My Move

You are moving to San Francisco in 48 days!

Now sign up to get full access to exclusive deals and a customizable checklist.

[SIGN UP](#)

## SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

IN PARTNERSHIP WITH



## RESULTS

25%  
INCREASE

**HAPPY CUSTOMERS**  
Increased customer satisfaction ratings by 25% after switching to the new website



**FAST TURNAROUND**  
Reduced time to market for new content and offers through templates, reusable content, and simple asset management



**DEEP INTEGRATION**  
Easily integrated with key back-end systems that drive revenue and improve services



**RESPONSIVE DESIGN**  
Optimized viewing experiences across a wide range of devices without needing to build or manage additional websites

## My Move

Waltham, Massachusetts

[www.mymove.com](http://www.mymove.com)

## ICF Olson

[www.icfolson.com](http://www.icfolson.com)

### CHALLENGES

- Enable expansion of My Move by transitioning to a more scalable and manageable foundation
- Integrate easily with back-end systems
- Reduce development effort for delivering content to multiple devices and screen sizes

### A foundation for growth

Many of the 40 million Americans who move each year turn to MyMove.com for information, support, and special offers to help reduce the stress and cost of moving. My Move is an advertiser-funded website that draws almost 600,000 unique visitors each month by offering a wealth of content about every stage of a move, from selecting a new neighborhood to learning how to properly pack fragile items to landscaping a new yard.

As consumers interact with the site, providing information about their move date and location of their new home, the site offers them expert advice, calculators, checklists, tools, and targeted special deals and offers. Moving consumers can navigate to landing pages specific to their situation, such as job relocation, first-time homebuyer, or empty-nester.

My Move launched its website in 2011 and quickly achieved success. More recently, the rapidly growing online company looked to relaunch its website and rebuild it on a foundation that could better support its growth and potential for further expansion.

My Move—which is owned and operated by Imagitas, Inc., a lifestyle marketing services company and subsidiary of Pitney Bowes—had initially built its site using an open source portal that had to be heavily customized. As My Move grew, it began experiencing limitations with that solution, including restricted publishing capabilities and dealing with unstructured content that couldn't be reused easily.

“We needed a more robust web content management solution,” says Ada Vassilovski, vice president of product and marketing for My Move. “Time to market is critical for us, so we looked to provide our editorial and marketing teams more direct control so that they could publish more current content and targeted offers rapidly, without having to go through our development team.”

Jon Herberger, senior vice president and CIO at My Move, and his team looked at the available solutions, placing a high priority on the ability to implement and update the site quickly, ease of use, an open architecture, and support for delivering role-based content. My Move identified the Adobe Experience Manager solution within Adobe Marketing Cloud as a possible foundation for the new website. Adobe Experience Manager offers an intuitive, web-based environment built on Java for creating, managing, and delivering high-impact, online content.



“Analysis showed us that when we switched to the new site, our customer satisfaction ratings improved by 25%.”

Ada Vassilovski, vice president of product and marketing, My Move

## An essential capability: integration with back-end systems

My Move had to be certain that Adobe Experience Manager would address one of its most important requirements, which was integration with several mission-critical back-end systems. The company’s IBM WebSphere system is essential because its business logic enables My Move to target more than 6,000 custom deals offered and amended daily, which is a key revenue generation mechanism for the company. The company’s checklist systems are another powerful marketing tool because they store users’ updates in an Oracle database, and then use WebSphere to target people with ads that are likely to be relevant and timely, according to the checklists. User registration data, stored in an Oracle database, is also vital.

My Move worked with ICF Olson, a global IT consultancy specializing in web experience management, to build out and implement the new website. “Integration with our back-end systems was key because those systems help drive revenue and improve the services we provide to consumers,” says Herberger. “Adobe Experience Manager, along with ICF Olson’s expertise, enabled all those integrations where many other content management systems couldn’t or would have made it much more difficult.”

## Familiarity with Java speeds implementation

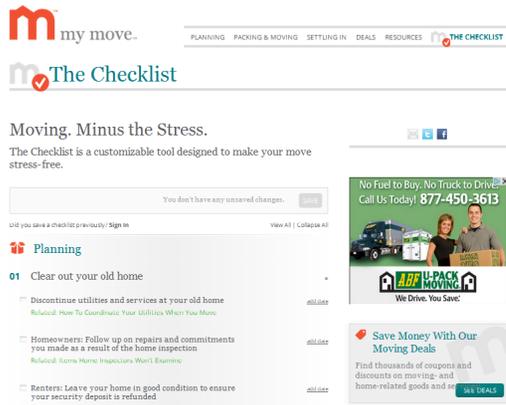
Collaborating with ICF Olson, My Move implemented its new website using Adobe Experience Manager, including web content management and digital asset management capabilities, within four months. ICF Olson worked on the initial build out while My Move trained its internal staff on the Adobe solution. Training was straightforward, as the team was already familiar with Java.

“We now really act as one team with the ICF Olson experts,” says Herberger. “We have a standing daily meeting, which includes staff from ICF Olson and My Move, to walk through the tasks.”

## A new view for visitors

Visitors who were familiar with the earlier My Move website noticed the different look and feel of the site, as well as the quicker access to more up-to-date content. They also noticed that the site now works as well on mobile devices as on their desktops.

What visitors don’t see is that in addition to a wholesale visual design change, My Move changed the information architecture using Adobe Experience Manager for easier management and reuse of content. My Move content experts can now update the advice, news items, and tools on the site within minutes, so that content reflects seasonality and even picks up on current topics in the news to keep visitors coming back. Website templates and components also reduce the time to create and publish online content and support a consistent look and feel on all pages across the site.



## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
  - Web content management
  - Digital asset management

For more information

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)

Another important behind-the-scenes change is that the new site uses responsive design, so that My Move designers only need to design each page once for end user viewing on a variety of devices. Using responsive design, My Move can build its content to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices including tablets and smartphones.

## Testing and refining experiences improves satisfaction

My Move continually tests website experiences and refines content to optimize every customer interaction—all without needing to rely on IT development resources. Analytics tools help the company track site metrics to measure customer satisfaction, visitor behavior, engagement, and e-commerce activity, while Adobe Experience Manager makes it easy to create and publish relevant content.

“Analysis showed us that when we switched to the new site, our customer satisfaction ratings improved by 25%,” says Vassilovski. “With the Adobe solution helping us to keep our content fresh and relevant, we’re better able to satisfy customer expectations and build brand affinity.”

## Moving up in a growing market

Currently, the My Move website receives almost 600,000 unique visitors per month, or approximately 18% of the 40 million Americans who move each year. It’s off to a strong start, but still has enormous potential for growth.

For the innovative company, Adobe Experience Manager is providing a strong foundation. With its ease of use, integrations, and enhanced creation and content management capabilities, the Adobe solution is helping My Move make the most of its potential in this lucrative market.

“We were able to deliver an entirely new site that more fully engages people with our services,” says Herberger. “And we did it quickly with outstanding results, realizing an immediate payoff in customer satisfaction. With the Adobe foundation, we’re confident we can reach even more customers with high-quality experiences.”