



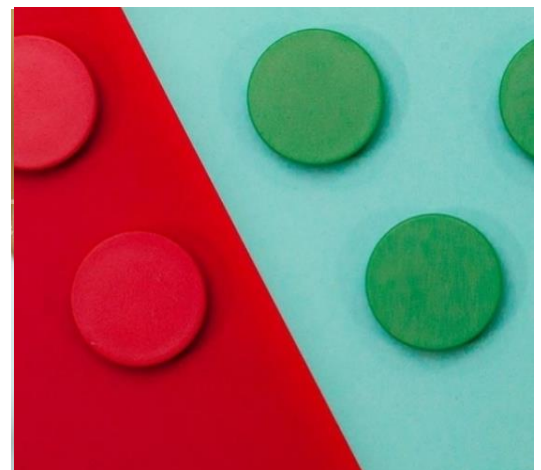
Personalisation is key for Zuken's award winning Sitecore website

Zuken wanted to give website visitors a better understanding of who Zuken is, to offer them the ability to identify products of interest and to explore core areas within the website. The key was to generate more customer demand through personalisation and marketing automation.

INTEGRATION AND A CUSTOM TOOL

We used our expertise to help Zuken adopt a flexible design approach on its Sitecore website. This included carousel navigation and rotating banners. To meet the data capture requirement we integrated Web Forms for Marketers. To enable Zuken's marketing team to filter and export data more efficiently we developed a bespoke tool called the Tag Analyser. This tool extrapolates data from Sitecore Analytics in order to generate email campaigns using collected data tags.

Sitecore's flexibility enabled us to configure pre-defined rules as set out by Zuken. Added to Sitecore's Rule Set Editor for implementation in Sitecore's Digital Marketing System (DMS), the





IMPROVED EFFICIENCY

Zuken's fresher and personalised enhanced Sitecore website offers easier navigation, eye-catching carousels and rotating banners as well as an easier registration process. The new database stores every piece of information submitted by a user through a web form. The Tag Analyser exports data relating to sales leads (based on a set of definable rules within Sitecore), which then distributes them automatically amongst resellers and direct sales reps every 24 hours.

Zuken can also define goals and campaigns, and through Sitecore Engagement Analytics can generate reports to identify visitors by location.

PERSONALISATION

Sitecore's flexibility enabled us to configure pre-defined rules as set out by Zuken. Added to Sitecore's Rule Set Editor for implementation in Sitecore's Digital Marketing System (DMS).

By enabling Sitecore's DMS Zuken can assign persona personalisation rules to its home page. Other personalisation features includes GeoIP targeted banners and event listings, and GeoIP location based personalisation on Zuken's home page, which serves country-relevant specific banners and events listings depending on the visitor's country.



What was achieved:

- ✔ Sitecore award winning website in Manufacturing, Automotive & Technology category
- ✔ Personalisation based on GeoIP targeted banners and event listings
- ✔ Language fallback
- ✔ Custom development of Tag Analyser tool

ABOUT ZUKEN

Zuken is a global provider of leading-edge software and consulting services for electrical and electronic design and manufacturing. Founded in 1976, Zuken's headquarters are in Yokohama, Japan with its European base in Munich. It employs 1,200 staff worldwide and reported revenues of \$231 million (£141 million) in its financial year ending March 2013.

Zuken's global website targets European and American markets, but is global in focus. Site content offered in four languages; English, German, French and Italian. Zuken also has other websites run by its offices in Japan, China, Korea and Taiwan.

ABOUT CODEHOUSE

We design and build effective websites that make global businesses more successful. Understanding our customers' helps create exceptional customer experiences and grow revenues.

As one of the few Sitecore Platinum Partners, and with both Technology and Digital Strategist Sitecore MVPs, we pride ourselves on our unparalleled technical and digital marketing expertise. Our services include creative design and build, consultancy and training, with 24/7 customer support.