



WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Building an engaging online experience.

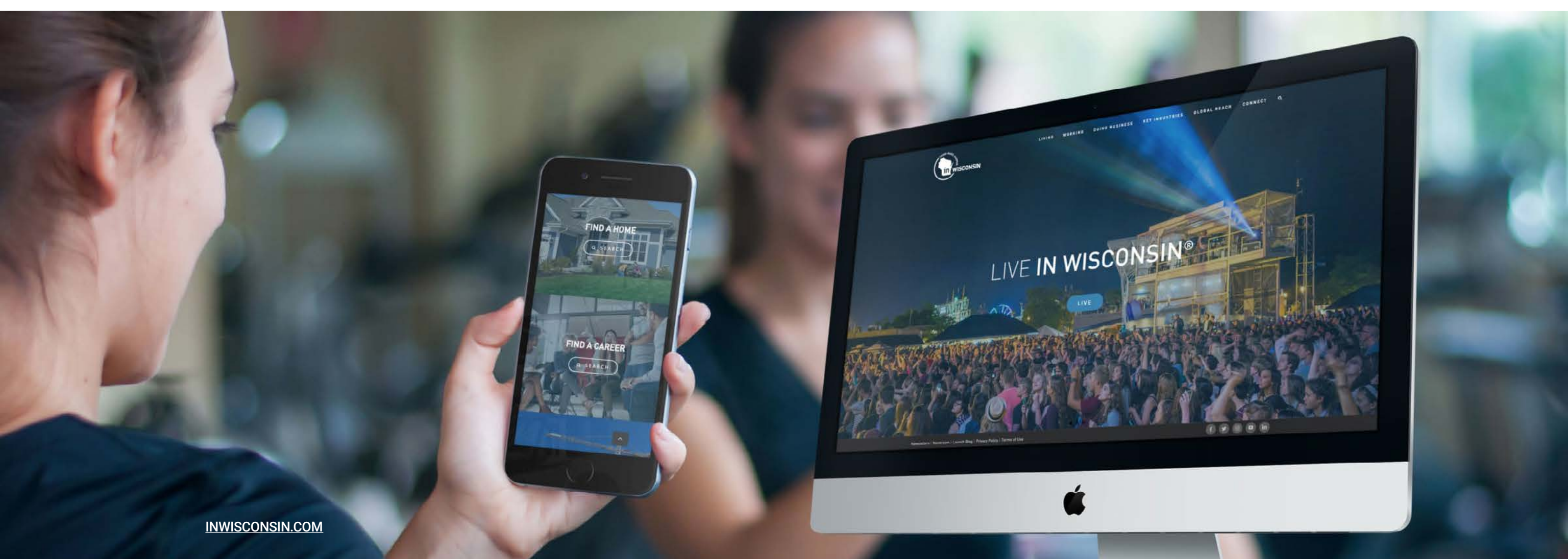
WEDC CASE STUDY

ATTRACTING A NEW AUDIENCE.

The Wisconsin Economic Development Corporation (WEDC) has long been the leader in attracting, supporting and retaining businesses in Wisconsin. More recently, the organization expanded its mission to help these businesses solve their workforce shortages by attracting out-of-state talent to work and live here, which meant we had to expand the focus of their website. This provided a significant challenge as WEDC had not historically spoken directly to talent, so our solution was to build a new website from scratch, creating a highly visual and engaging Wisconsin experience for both prospective talent and businesses.

Building an engaging online experience begins with uncovering an enticing user insight.

POV



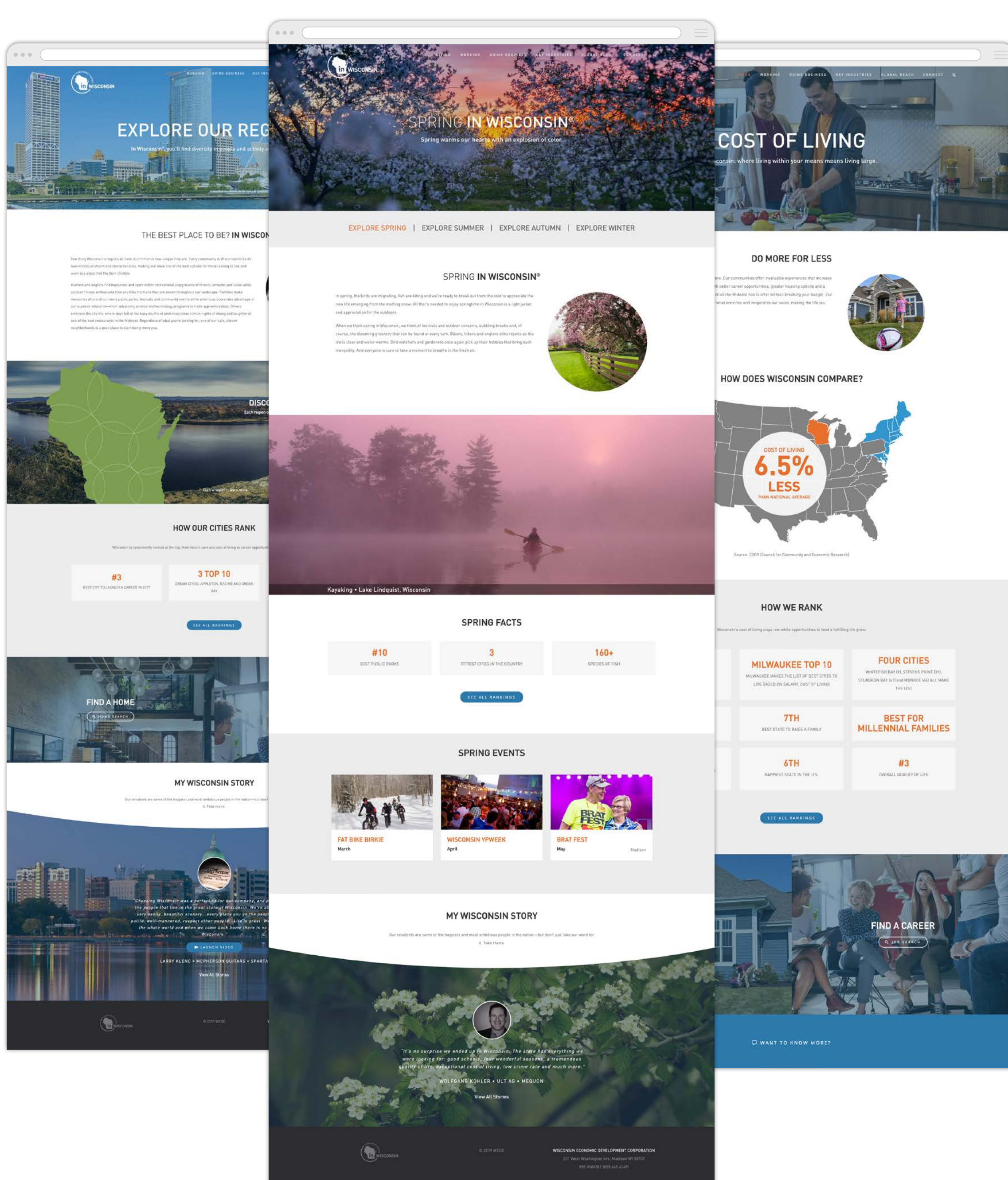
The overarching objective of WEDC's new website was to promote Wisconsin as a premier location for professional and personal fulfillment, driving users from awareness to interest to action.

AN INSIGHT HIDDEN IN PLAIN SIGHT.

We started with in-depth research. Surveys in five surrounding states revealed a treasure-trove of insight. People were genuinely surprised and intrigued by all the amazing things Wisconsin offers as a place to live and work. We were, too. As lifelong residents, we hadn't seen our state through that lens. So we built the experience around these stats, facts and hidden wonderments that were right there in front of us all along. To ensure the experience resulted in conversion, we created completely new customer journey maps, persona studies, user flows and comprehensive user experience iterative testing.

Even as lifelong residents, we were surprised at all the amazing things we uncovered about Wisconsin. This became the core idea for the site.

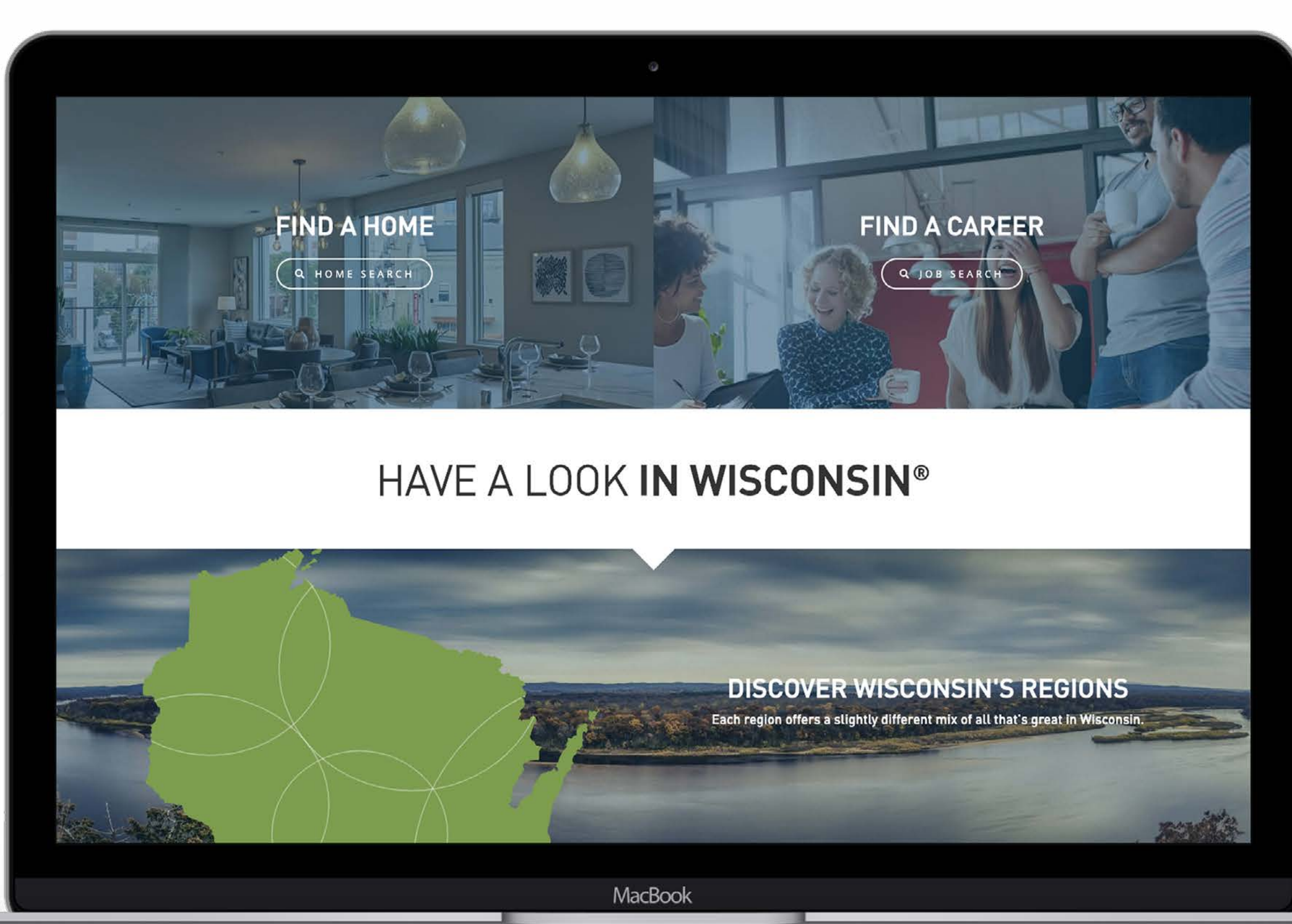
INSIGHT



By creating manageable user flows and frictionless browsing, our content seamlessly covered all the factors people take into consideration when moving to another state while highlighting the hidden gems that make Wisconsin the best destination.

CONVERTING USERS TO WISCONSIN RESIDENTS.

The site saw 156,000 unique visitors in its first two months, putting it on pace for 936,000 unique visitors annually. This nearly doubled the projected annual traffic of 485,000 visitors. Additionally, conversions for the most important tools – find a home and find a career – have far exceeded projection with a combined conversion rate at an astounding 48%. The conversions are funneled into a marketing automation workflow, triggering drip campaigns as well as customized web content across the site to nurture users as they consider where to move for their next job opportunity.



Strategic conversion actions were built into the site to drive users toward a decision. The most important conversions – the Find a Home and Find a Career tools – resulted in an astounding combined conversion rate of 48%.

156K

There were 156,000 unique visitors in the site's first two months.

48

The most important tools – find a home and find a career – realized an astounding 48% combined conversion rate.

WEDC CASE STUDY



"We believe the most powerful user experience is created when a website enables the user to configure the information in a personal way, which ultimately creates much higher conversion rates."
CLAY KONNOR, GROUP CREATIVE DIRECTOR