



## CASE STUDY

# irth Solutions Refreshes Brand and Launches New, Market-Driven Website

irth Solutions is a market leading provider of field service management solutions to the utility, energy and telecom industries. The company's cloud-based software is engineered to maximize business growth by optimizing the performance of people, the work they do and the assets and equipment they use.

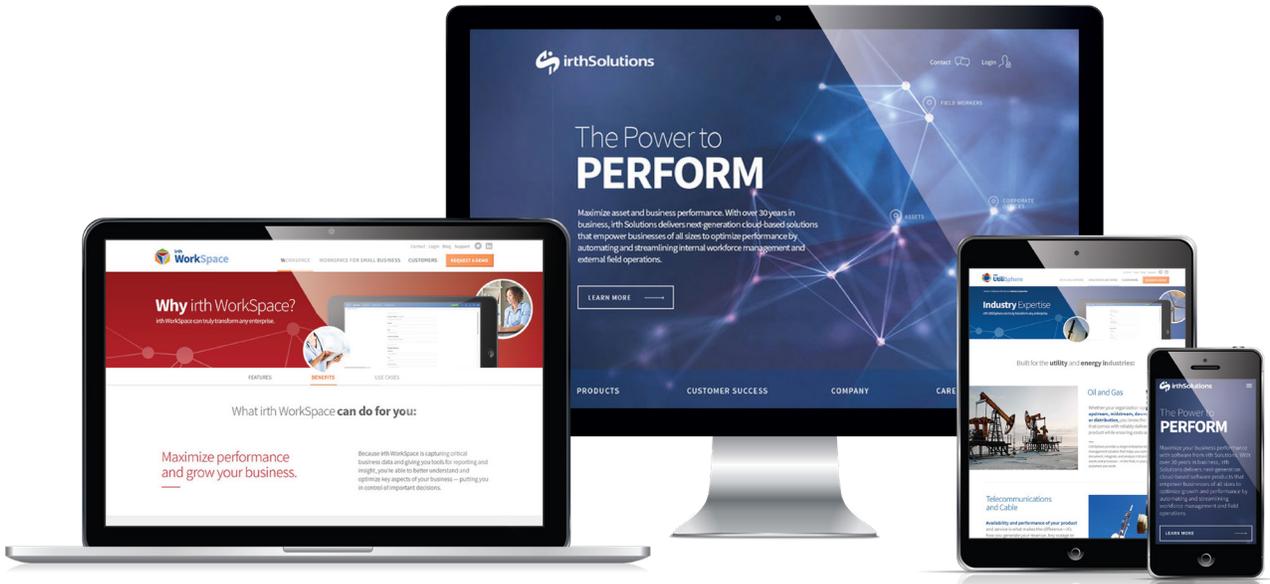
[irthsolutions.com](http://irthsolutions.com)

**FOCUS**  
B2B

**SIZE**  
1-50

**PRODUCT**  
Software

**INDUSTRY**  
Energy & Utility



**INTEGRATIONS**



**INTERCOM**

**DNN MODULES**

- DigArticle

**Challenges and Goals**

- Expand outside of existing sectors and increase reach to new markets
- Build three unique websites: Two for products entering new markets, and one site for a brand new product
- Build the sites on a new CMS for easy maintenance and management
- Integrate the updated websites with Marketo and Salesforce

**Our Solutions and Strategic Approach**

- Define target audiences and reposition the product
- Refresh branding for two products, and develop a new brand to address emerging market needs
- Update content and messaging throughout the sites
- Utilize DNN to integrate Marketo and Salesforce
- Simplify content management across all three sites utilizing DNN's open source CMS platform

**Results**

- Designed and launched three new websites with refreshed content utilizing the DNN content management system
- Increased traffic to each unique website
- Improved overall user experience
- Drove increased conversions
- Reduced overall bounce rates
- Dramatically increased SEO rankings for specialized industry keywords

**Get In Touch**

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