

CLIENT CASE STUDY: **MBA**



“We now have a site that’s completely streamlined and integrated so we can cross-sell and serve members better.”

ALICIA PAYNE ROUNDY
Associate VP, Digital Marketing Strategies



BEFORE



AFTER

CLIENT PROFILE

MORTGAGE BANKERS ASSOCIATION (MBA)

LOCATION Washington DC

MEMBERS 2,200

STAFF 137

REVENUE \$52 million

GOALS

- Visually align web properties with MBA branding
- Implement mobile-friendly delivery
- Better organize content & resources
- Improve search functionality
- Update technology & streamline processes
- Create scalable foundation for growth

SOLUTIONS

- Stakeholder interviews & digital strategy
- Responsive web design
- Revised IA & Solr site search
- Ingeniux CMS implementation
- Single sign-on (SSO)
- iMIS, Informz, Eventsential integration
- Event & publications micro-sites
- Custom mobile advocacy app

RESULTS

- Unification of websites under a single brand family
- Multiple mobile delivery options
- User-focused navigation & content delivery
- More effective content management
- 30% increase in average session duration
- 75% increase in traffic on conference/meeting pages



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SUCCESS BEGINS HERE