

# CLIENT CASE STUDY: AOCS



“This has by far been my best experience with a vendor. The amount of care and support has been unbelievable.”

**AMY GARREN**  
Web Content Strategy Manager



BEFORE



AFTER

## CLIENT PROFILE

**AMERICAN OIL CHEMISTS' SOCIETY (AOCS)**

**LOCATION** Urbana, IL  
**MEMBERS** 4,300 worldwide  
**STAFF** 44  
**REVENUE** \$6 million

## GOALS

- Grow & better meet needs of global members
- Facilitate member self-service & access to resources
- Engage a larger segment of the market
- Streamline online purchases & increase revenue
- Reorganize IA & content to improve SEO
- Create scalable foundation for growth

## SOLUTIONS

- Content presentation strategy
- Audience persona development
- Custom online resource library
- Responsive web design
- Ingeniux CMS implementation
- Solr site search
- Single sign-on (SSO)
- Personify .NET controls & Higher Logic integration

## RESULTS

- More intuitive experience for global audiences
- Tighter integration with AMS to serve member-only content & facilitate ecommerce
- More effective content management
- More successful search results
- 93% increase in site visits
- 46% decrease in site exits



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