



Life Technologies Corporation, transforming lives through science.

Biotech firm grows online traffic by 25% and boosts e-commerce orders by 6.1% with help from Adobe Marketing Cloud.



"Adobe Marketing Cloud enables us to scale easily to support future demands. It gives us a proven, flexible platform that is vital to our success."

Richard Milne, global director of e-commerce and digital marketing, Life Technologies



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SOLUTION

Adobe Experience Manager, Adobe Analytics, Adobe Social, and Adobe Media Optimizer solutions within Adobe Marketing Cloud

RESULTS

25%
INCREASE

MORE TRAFFIC
Grew online traffic by 25% in one year

44%
FROM SEARCH

GREATER VISIBILITY
Improved search engine optimization results by 44%

DOING MORE WITH LESS
Accelerated posting of new content without adding headcount

ONLINE TRANSACTIONS
Increased e-commerce orders by 6.1%

Life Technologies Corporation

Established in 1983

Products: 50,000+

Carlsbad, California

www.lifetechnologies.com

CHALLENGES

- Manage web content for multiple global sites
- Help ensure that content standards are met across all regions while removing bottlenecks to data access for local teams
- Replace complex, fragmented technology stack with an integrated digital marketing solution
- Increase conversion by tracking and improving online experience for customers

Building a life sciences information hub

Demand for biotechnology tools is expanding rapidly worldwide as scientists seek new ways to advance medicine, grow crops, enhance forensics and molecular diagnostics, and ultimately improve human lives. Life Technologies is at the center of this revolution, providing innovative products and services to customers in more than 180 countries.

As customers go to the web to investigate biotechnology offerings, Life Technologies is positioning its digital properties, including www.lifetechnologies.com, as a leading resource for products and information. With the goal of building a daily digital destination for life sciences, the company is continually refining its digital marketing strategies to provide customers the best online experiences across devices. Serving more than two million visitors per month, www.lifetechnologies.com transacted more than US\$1 billion in e-commerce last year. Today, demand for the company's online information and services continue to grow, with some of the largest increases coming from customers in Asia.

"In many Asian markets our traffic is growing 100% year over year," says Richard Milne, global director of e-commerce and digital marketing. "One major challenge has been maintaining a single instance of our global website while localizing and optimizing content for each region. We need to be able to respond to local market conditions, but we also need centralized oversight to help ensure that our high content standards and brand values are consistently met."

Balancing control and empowerment

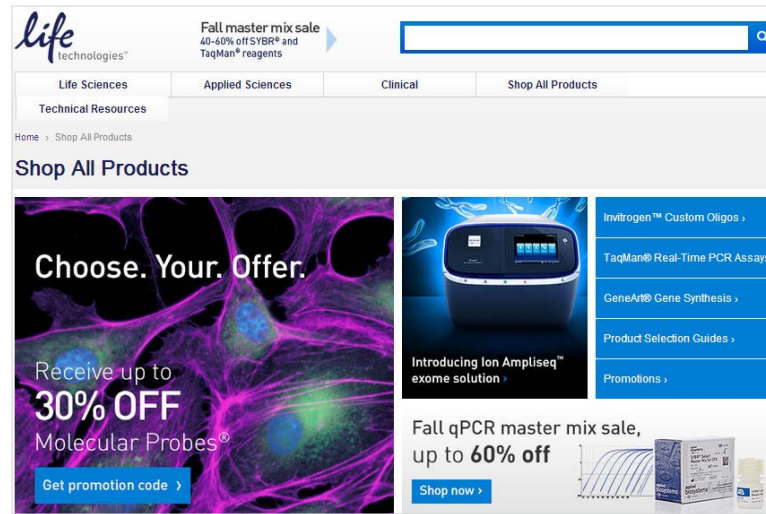
To manage and deliver web content, the company previously used fragmented and complex technology solutions from multiple vendors that had evolved over the years. Wanting to replace the legacy systems with an integrated solution, Life Technologies engaged Adobe to perform a Strategic Value Assessment (SVA).

"Adobe showed us how we could unite our analytics and web content management platforms," says Milne. "We were provided with a solid foundation to understand how a simplified, integrated solution built on Adobe Marketing Cloud could transform our operations and our returns."

Today, Life Technologies uses the web content management and digital asset management capabilities in Adobe Experience Manager within Adobe Marketing Cloud to deliver www.lifetechnologies.com. Using Adobe Experience Manager, www.lifetechnologies.com is delivered in nine regional markets with localized languages, product content, and pricing information, providing customers worldwide with rapid, reliable access to accurate information. The Adobe solution integrates seamlessly with Cloudwords translation services to make high-quality translation to different languages quick and easy.

"Adobe Analytics is the eyes and ears of our website... We're moving away from standard reporting to real-time insights driven by big data."

Richard Milne, global director of e-commerce and digital marketing, Life Technologies



"To empower regional teams to manage content creation and publishing, you need to ensure consistency and quality—otherwise you run the risk of eroding brand equity," says Milne. "The ability to establish approval workflows that govern content publishing within Adobe Experience Manager helps assure our standards are met regardless of the region in which the content is offered."

Life Technologies has accelerated the posting of new content for www.lifetechnologies.com, supporting a rate of change that previously would have been impossible without adding headcount. Equally important, there are now fewer broken links and fewer misspellings on its websites, improving the customer experience. "We've been able to restructure areas of www.lifetechnologies.com in ways that we never could have before," says Milne. "For instance, we have 1,000 pages in Chinese and 1,000 pages in Japanese being served out to local markets, helping to drive new revenue for those key businesses."

The tagging capabilities in Adobe Experience Manager delivered an immediate uptick in site traffic. Inbound site traffic from search engines driven by natural search increased by over 44% this year due to improvements in content organization and architecture.

Tracking the funnel

To better understand where traffic is coming from and how well it is—or isn't—converting, Life Technologies uses the Adobe Analytics solution within Adobe Marketing Cloud. The company uses the intelligence it gleans from the solution as the basis for all of its marketing efforts. Daily and weekly reports alert the team to any early warnings about where conversion is underperforming or could be improved.

"With Adobe Social, we have a unified platform for delivering more targeted content to social communities, listening to conversations, and responding accordingly."

"Adobe Media Optimizer gives us the visibility we need to make our paid search advertising as efficient and profitable as possible."

Richard Milne, global director of e-commerce and digital marketing, Life Technologies

"Adobe Analytics is the eyes and ears of our website," says Milne. "The ability to track the funnel of user activity from beginning to end and take past behavior into consideration makes it an incredibly valuable tool. We're moving away from standard reporting to real-time insights driven by big data."

These insights are allowing Life Technologies to optimize portions of its site based on differences in user behavior by geographic region. "We're empowering local teams to take action and react faster," says Milne.

Maximizing social media rewards

Social media is an ever-increasing part of Life Technologies' business. To tie social media interactions to business results and give regional marketers the ability to engage their local communities, the company uses the Adobe Social solution within Adobe Marketing Cloud, which integrates with Adobe Analytics. At Life Technologies, social media is often used as a blogging environment during regional trade shows and scientific events, which can be leveraged to drive traffic to www.lifetechnologies.com. The company also actively uses Facebook, Twitter, LinkedIn, and YouTube to acquire talent and promote new products.

"We're bringing our social strategy together, supported by one framework—Adobe Social," says Milne. "With Adobe Social, we have a unified platform for delivering more targeted content to social communities, listening to conversations, and responding accordingly."

Getting the most from paid search

To make the most of its paid search advertising budget on Google, Bing, Yahoo!, Japan, Baidu, and others, Life Technologies uses the Adobe Media Optimizer within Adobe Marketing Cloud. The solution provides a consolidated view of how paid search advertising is performing, along with tools to both accurately forecast and continually optimize paid search advertising spend to deliver peak return on investment.

"We're just getting started with Adobe Media Optimizer, and we've already uncovered some very interesting trends," says Milne. "We've identified new revenue streams and conversions in places we didn't expect. Our goal is to drive additional traffic to the site that converts well while making the most efficient use of our budget. Adobe Media Optimizer gives us the visibility we need to make our paid search advertising as efficient and profitable as possible."

Looking ahead, the Life Technologies team will also use Adobe Media Optimizer to improve its display advertising investment and better understand its channel attribution.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager, Adobe Analytics, Adobe Social, and Adobe Media Optimizer solutions. Capabilities used include:
 - Ad-hoc analysis
 - Marketing reports and analytics
 - Social analytics
 - Web content management
 - Digital asset management
 - Listening and moderation
 - Search and display optimization
- Adobe Creative Cloud

The results are in

Life Technologies' extensive use of Adobe Marketing Cloud to support its digital marketing strategies is already delivering measureable business value. With the help of Adobe solutions and other innovative steps taken by the marketing team, traffic to the website has grown by 25% over the past year, e-commerce orders have increased by 6.1%, and search results are bringing 44% more people to the site.

"Adobe Marketing Cloud makes my job easier, but more importantly than that it provides a system around which you can structure and measure an entire digital marketing organization—allowing every function to connect together like Lego bricks to create a much more effective team," says Milne.

An added advantage to standardizing on Adobe solutions is the integration between Adobe Marketing Cloud and Adobe Creative Cloud, which brings new efficiencies to Life Technologies' efforts to develop and publish high-impact, digital content. For example, web design and creative teams at Life Technologies use tools within Adobe Creative Cloud to build wireframes and design graphics. "We're excited about the integration between Adobe Creative Cloud and Adobe Marketing Cloud. It gives us one unified environment to execute on our digital marketing initiatives," says Milne.

Scaling to drive double-digit growth

Growth is the name of the game for Life Technologies, and the company is poised to benefit from the surge in global demand. And with the use of Adobe solutions, the agile marketing team can continue to grow market share in the digital space without adding new teams.

"Adobe Marketing Cloud enables us to scale easily to support future demands," says Milne. "It gives us a proven, flexible platform that is vital to our success. If we're going to serve 5 million online customers a month rather than 2 million, or support 15 languages instead of 9, all of that depends on a scalable system. Adobe is a long-term partner that will help us scale, stay current, and adapt faster."

For more information

www.adobe.com/solutions/digital-marketing.html



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