



CASE STUDY

Amelia

Expand Readership with Mobile-Ready Sites

To continue to serve customers, long-running companies must follow user behavior. Companies must create mobile responsive sites as more and more customers engage through digital devices.

— THE COMPANY

Since its establishment in 1995, Amelia has quickly become the most successful magazine for women in Sweden. Amelia required a strong web platform to handle a huge volume of traffic. And as they saw an exponential increase in the use of the mobile website, they wanted to make their site adapt to various devices.

— THE RISK

The new platform had to be powerful enough as it would be the backbone of several different websites.

— THE TOOLS

Episerver CMS 7

Episerver Community 7

SOLR

Visual Studio

MSBuild

— THE SOLUTION

We had a well-rounded and self-managed team build the full product, from development to testing.

- ✓ The final platform is ready to support multiple digital media websites with high traffic.
- ✓ The website is responsive no matter you use computer, tablet, or mobile.
- ✓ By redesigning the web, we created spaces for advertisements, making it visible to readers.

With an optimized digital experience, the upgraded site offered a great reading environment to Amelia's readers, therefore, increasing its readership, especially on mobile.