



Sitecore
Case Study:



ATP – ATP & Sitecore Power a Global Digital Network marketing 62 Tennis Tournaments in 32 Countries

Summary

As the governing body of the men’s professional tennis circuit “ATP World Tour”, the ATP serves a uniquely global sport and geographically diverse audience with 62 tournaments in 32 countries and showcases the finest male athletes competing in the world’s most exciting venues. ATP World Tour multilingual web sites were the first of many built on top of a highly scalable ATP Digital Platform designed and developed by the digital design, strategy, technology and marketing company Digitaria—using Sitecore as the platform..

Challenge

ATP’s strategic marketing plan began in 2009 with the launch of the ATP World Tour brand and FEEL IT advertising campaign which intended to connect the global attributes of the circuit with the unique brand character of men’s professional tennis. In order to reach the broadest audience the ATP required a digital platform and new web sites which would establish a presence for the ATP World Tour brand and translate across a variety of languages in many countries.

Prior to the new web sites, the ATP struggled to efficiently manage content on the web which restricted the ability to grow reach and increase fan engagement. Additionally, the ATP was unable to create interactive experiences capable of driving consumption of content and increasing visit duration with the ATP World Tour. Key components to a solution included the following:

- **Content Management System (CMS):** Editors previously required HTML skills for basic content

ATP World Tour
Site

www.ATPWorldTour.com



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updates. Many changes required design and development support as data and presentation layers were not separated. ATP required a site that was intuitive to administer and would allow web editors to spend more time creating content to be shared across many sites opposed to spending time posting content.

- **Streamlined Workflows:** Previously, there was not an efficient process for sharing and translating content for the web or mobile web. ATP needed to translate shared content across many languages, many sites and many devices.
- **Search Engine Optimization (SEO):** The previous site suffered from the inability to handle search engine spiders because of an exposed database and lack of automated content relationships. ATP required a focus on SEO to exploit a depth of content and to increase site traffic naturally.
- **Mobile Friendly:** The former web site did not provide a mobile friendly presentation. The ATP needed to reach new fans and increase engagement with existing fans by providing access to critical content while on the go anywhere in the world.

- **Consumer Relationship Management (CRM):** The ATP previously had a limited ability to capture, collect and utilize consumer data for marketing and remarketing purposes. It was critical that the new experience integrated a CRM acquisition and retention program to promote content and sell tickets.

Solution

ATP conducted a comprehensive discovery phase to compare all available web and mobile web content management solutions as well as evaluated professional services organizations with experience implementing digital platform solutions to the scale required.

“Sitecore emerged as the clear choice as it was the most flexible and scalable solution to manage multiple sites in multiple languages that the ATP could own a license to in perpetuity. As a Sitecore partner, Digitaria provided the ATP an immediate leg up on the competition through the implementation of a world class publishing process and consumer experience with room to grow.” said John Phillips, SVP Digital Marketing, ATP.

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compelling web experiences[™]

According to John Van Spyk, GM/VP Digitaria Sports, “Digitaria has always enjoyed our partnership with the ATP, as we’ve continually worked together to define and execute a digital strategy that focuses fan interaction. Sitecore provided a flexible and scalable framework for the web site, mobile as well as adobe air application development, allowing Digitaria to expand ATP’s digital blueprint and deliver interactive experiences that are best in class.”

The ATP digital platform now powers web sites and mobile web sites from a shared database of more than 25,000 male professional tennis players, scores, news, photos and video content published in English, Spanish, French, Italian, Portuguese, and Chinese.

Solution customizations include the following:

- **Statistics Engine:** The ATP digital platform features a powerful statistics engine that Digitaria engineers built exclusively for the ATP which threads live scores, stats and rankings, throughout the web sites.

- **Site Search:** In addition to enabling an intuitive and browsable information architecture, Digitaria reworked the underlying search architecture to effectively expose a depth of content through intelligent site search.
- **Flash Media:** Digitaria developed extensive and search engine friendly flash media players integrated with Sitecore providing fans with a rich media experience and the ability to expand, rate and share content.
- **Content Tagging:** Every asset and every page served by the ATP digital platform is tagged automating relationships between content and providing context based on recency and relevancy.
- **Mobile Web Sites:** Digitaria developed mobile modules within Sitecore to extend virtually every page of the web sites for mobile web browsers, with device detection and redirection, requiring no additional resourcing to manage English, Spanish and Chinese language versions.



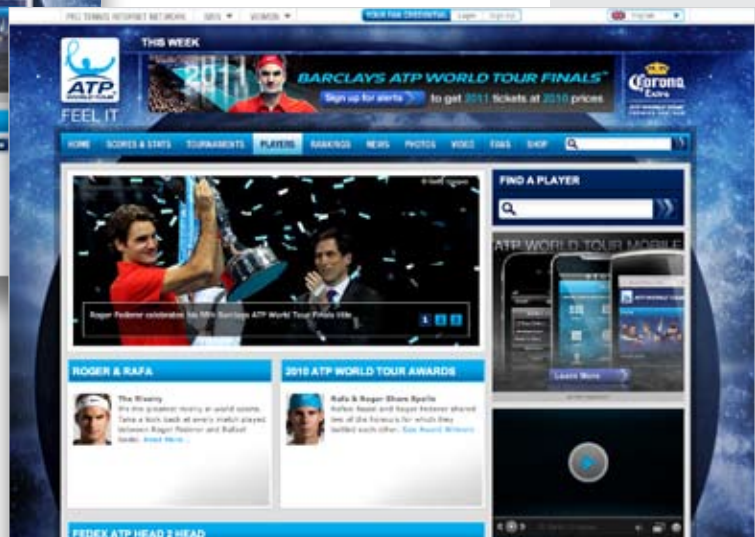
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Result

The new ATP World Tour web sites and mobile web sites have an engaging, interactive design that is reflective of the excitement of men’s professional tennis and enables fans to follow their favorites year round through live scores, ranking updates, video highlights and more. The ATP is now able to efficiently manage information and produce more content through improved workflows and automated content relationships through tagging and publishing across relevant web sites on the desktop and on thousands of mobile devices worldwide.

Site traffic has increased by 20% and the amount of time spent per visitor is up 30%, consumer database has grown from 0 to 250,000 subscribers and email marketing alone has driven more than \$3 Million in online ticket sales per year.

Says Van Spyk, “We are pleased to have met this challenge and look forward to their continued success in making ATP World Tour one of the most important sports brands in the world.”

Technology Description

Solution Special Ingredients:

Ooyala – Video Platform & Players

Mirror Image – Content Distribution Network

Silverpop - Email Service Provider & CRM

Adtech - Ad Server



Sitecore’s Web Content Management System (CMS), portal and marketing automation software solutions enable companies to deliver compelling Web experiences. Sitecore’s award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore’s industry leading flexibility and scalability allow companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies, utilize Sitecore solutions for their websites. These organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, LEGO, Lloyd’s of London, Microsoft, Omni Hotels, Sara Lee, Siemens, Thomas Cook and The Knot. Connect in the Sitecore Community to experience Sitecore’s success and that of its customers, partners and developers.

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