



Sitecore
Case Study:



PANDORA Jewelry – A Website Worthy of a Global Powerhouse

Summary

PANDORA Jewelry is sold in some 7,000 jewelry and gift shops in 20 countries and on 20 websites around the world. Despite its impressive US \$230 million annual turnover, PANDORA's weak online presence held it back from even greater success. They needed an online global presence to mirror their personal, creative and user-friendly in-store concept. In other words, they needed a powerful, flexible foundation for a thoroughly modern site with simple, engaging functionality.

Explosive success

With a custom-built interactive website, based on Sitecore CMS .NET Web Content Management System (CMS), PANDORA has seen traffic more than double in top markets in just two and a half months. Google Analytics shows that the 12-language site has been visited 700,000 times with 13 million pages viewed. The site is truly an experience that keeps customers coming, and coming back: its PANDORA Club exploded to a community of 60,000, with nearly 1,000 new members joining each day. That's pretty impressive.

Challenge

Creating an engaging, individualized experience for the masses

PANDORA, once a local store with one location in Copenhagen, Denmark, owes its enormous success to its concept of elegant jewelry that customers design themselves, combining hundreds of ready-to-wear items with their own unique creations made from a huge selection of beads and charms.

PANDORA's web presence was not on par with its brand quality or style. Its many old static HTML sites combined with those developed by individual dealers meant that no two pages had the same look or architecture – and few contained up-to-date online shopping experience technology. PANDORA hired Copenhagen-based web agency Dwarf to create a single site that customers would immediately recognize, dealers would want to use, and search engines would rank highly.

Dwarf chose Sitecore CMS, since a flexible and scalable CMS was necessary to build a powerful site with dual

user administration – allowing dealers to easily maintain their parts of the site while global administrators could keep overall control.

Ease-of-use and user appeal were key, too. “We needed to centralize user and product data across countries to give PANDORA and its dealers easy access to various data,” says Nick Artby Olsen, Senior Project Manager of Dwarf A/S, “and the solution needed to be interesting enough to bring both customers and dealers back to the site again and again.”

Solution

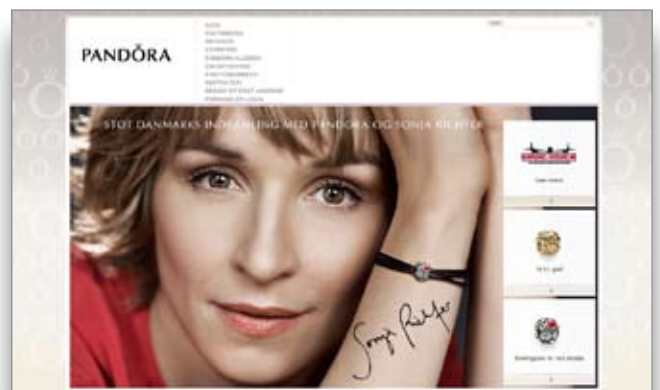
A fast, rock-solid platform

To support high volumes of traffic, versioned content and frequent updates, PANDORA required a large-scale, thoroughly-tested solution. And it needed it to be fast. So Dwarf recommended Sitecore's .NET Web CMS for the new site's platform. “After a few simple adjustments, the web platform performed extremely well – even with

continued on reverse

PANDORA Jewelry Site

www.pandora-jewelry.com



Sitecore Case Study:



“The new website has dramatically reduced the cost per lead and proven to be a great investment. As membership grows, the cost per lead diminishes – all while our customer’s brand loyalty grows. This is the best possible result we could have expected from a business standpoint.”

**— Peter Rantau,
PANDORA’s Director of
Brand Management**

“Sitecore’s flexibility is their advantage. The flexible data structure facilitates a large dynamic system across countries, languages and functionalities. Its dynamic interface is completely integrated with the product database and the image editor. So when PANDORA adds new items to their inventory, the site gives distributors and customers immediate access to them.”

**— Nick Artby Olsen,
Senior Project Manager
for Dwarf A/S**

www.sitecore.net

its 25,000 published items and 10,000 unique visitors per day,” says Olsen. To quickly load content-rich pages, the site incorporates optimized search indices, cached menus, data and domain adapters, and other development tricks. So even pages in country sections, where information is customized to reflect regional product information, load extremely quickly.

To get there, Dwarf and PANDORA had to import and combine all the information, set up new structures, create new, consistent product images, and produce and translate content for the regional sites. The new high-resolution product images were uploaded to Sitecore, and then automatically reproduced in the six formats needed to display them on various pages – such as the “Build Your Own Bracelet” application, where the bead measurements have to be identical.

Driving sales with engaging content for dealers

The new platform features a global Dealer Area with independent, country-specific content that allows dealers to download new marketing material, order forms, radio spots and education movies faster – and on their own. The Dealer Area will soon be updated with an easy online ordering system.

Some countries’ Dealer Areas also include an incentive program where sales representatives can upload and compare results – and get rewarded for strong performance. This program became an instant hit.

An integrated newsletter platform for customer communications

Whenever PANDORA launches a new collection or has news to share with its customers or dealers, the company can now communicate in a modern, direct and simple way through newsletters.

Result

Traffic and sales that beat all expectations

In just two and a half months, the site has yielded impressive results. The traffic has more than doubled in top markets, and Google Analytics show that it’s been visited 700,000 times and 13 million pages have been viewed. On

average, people spend eight minutes on the site and visit 19 pages, browsing the large selection of products.

64% of the visitors are new – and the bounce rate (average percentage of initial visitors who go to a different site rather than continue on to other pages within the same site) is only 10.8%. PANDORA Club now has about 58,000 users, with about 1,000 new members every day.

Greater brand value

But there’s more to the site’s success than just numbers. First, as Olsen puts it, “the brand value of the website is now as elegant as the product.” The online presence fully supports – and even strengthens – PANDORA as a premium jewelry brand.

Second, the site is making it easier for PANDORA to speak with one voice and have one image everywhere in the world. All global sales representatives now easily access professional marketing materials, product news and information and use the incentive program with one login – and no delays.

And the unified marketing effort is paying off. The new leads fit into PANDORA’s target group and are clearly engaged. When they voluntarily join the PANDORA Club, they have already seen 20+ pieces of PANDORA jewelry, saved their favorites, created their own designs and Wish Lists – and given PANDORA permission to communicate with them. This is taking a website to its full potential.

Technology Description

Site special ingredients

- Sitecore’s Newsletter Module keeps visitors coming back for more, building loyalty, thought leadership, and an ongoing service value with prospects and customers.
- Dealer Area with independent, country-specific content
- Google™ Analytics for site analytics



Sitecore’s Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore’s award-winning CMS software makes it easy for businesses to create and keep up-to-date dynamic, full featured Web sites of all types. Sitecore’s industry leading flexibility and scalability allows companies to better leverage their content to 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 Web sites. These organizations have created and now manage over 5,000 dynamic Web sites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, WebTrends and Atlanta Falcons. Sitecore has offices and representatives in more than 50 countries around the world.

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