

## CASE STUDY

Website design and  
development on Sitecore®  
Web Content and Experience  
Management Platform for  
**Fulton Bank.**

A collage of photos showing a man and a woman laughing and holding a pair of pink boots. The man is on the left, wearing a dark t-shirt and a patterned headscarf. The woman is on the right, wearing a blue tank top and a straw hat. They are both smiling and laughing. The photos are arranged in a geometric, overlapping pattern.

# Fulton Bank

# 1 RAISING THE DIGITAL BAR

When we first met Fulton Bank in 2016, they had a history very similar to most established brick-and-mortar banks. They were well-loved by longtime customers who enjoyed the convenience and familiarity of going to one of Fulton's 250 branches for their banking needs.

But, just like most banks, that story began to change as the children of those customers came along. You know the ones who were born with a smart phone in hand that seek an Amazon-like experience with any business they encounter.

Fulton knew it had to cater to the needs of this new generation of customers to compete with the 'big bank' brands who were starting to put a lot of focus and energy into digital – they had to get tech savvy, and fast.

Working with SilverTech, Fulton made a bold move to raise the digital bar so high that they won the highly coveted Sitecore Site of the Year award for best use of personalization. Together, we dove in headfirst to create an online experience that delivered an easy, tech-progressive, immersive online experience. One that

delivered 'next best product' ideas, relevant promotions, and cross-sells and up-sells that were unique to the needs of individual customers. How, you may ask? With a smart use of data, successful implementation of a powerful CMS, a behind-the-curtain tested strategy and a mutually rewarding open and honest client/agency partnership.



## THIS IS HOW WE APPROACH PERSONALIZATION

### Crawl

Identify your personas, their journeys, and content needs.

Provide personalized recommendations based on behaviors, situational, historical information.

### Walk

Begin to add external data sources to further segment your users.

Personalize based upon user data.

### Run

Provide specific promos to your known users, 1:1 conversations.

Leverage your internal data.

### Sprint

Omni channel and AI/ML, Predictive modeling.

Next best product based upon transactional history.

# 2 SERVICES

- › User Experience Strategy
- › Data Analysis & Consulting
- › Data Architecture
- › Information Architecture
- › Digital Brand Development
- › Responsive Design
- › Development on Sitecore Content Management System
- › Sitecore Analytics & Reporting
- › Sitecore Experience Manager & Database (xDB)
- › Personalization Strategy & Implementation
- › Salesforce Integration
- › Managed Services & Hosting
- › On-going Digital Support

Sitecore®  
Experience  
Awards '18  
Winner

Best use of  
Personalization

North  
America

# 3 RESULTS

Several hundred thousand online visitors to [www.fultonbank.com](http://www.fultonbank.com) each month now enjoy a proactive, tech-savvy online experience that also delivers individual attention. In fact, over 53% of Fulton's visitors are seeing personalized content.

54.99%

There was a 54.99% increase in total web visitors in the first year.

65.3%

65.30% increase in new web visitors in the first year.

41.61%

41.61% increase in new user visits via organic search.

# 4

# FROM BACK STORY TO SUCCESS STORY, SILVERTECH CHANGES THE GAME.

