

## CASE STUDY



### 2009 Christmas Gift Ideas

GIFTS.MARTHASTEWART.COM

#### INDUSTRY

Consumer Goods and Services

#### BACKGROUND

Martha Stewart Living Omnimedia, Inc. is an integrated media and merchandising company that provides consumers with valuable content and products.

#### CHALLENGE

Martha Stewart needed an easy way to create and manage their online holiday gift guide.

#### WHY SITEFINITY

Martha Stewart has many different sites to manage. A holiday gift guide was created and the idea was to use it as a template for developing similar gift guides in the future. The Sitefinity CMS facilitates easy and quick updates and changes to the gift guide for different occasions.

#### TECHNICAL DETAILS

The gift guide was designed and rapidly developed in under two months with an important Thanksgiving deadline. The site was developed in ASP.NET, SQL Server and Sitefinity CMS.

#### RESULTS

The gift guide is a great addition to the Martha Stewart brand. The flexibility to

## HOW SITEFINITY WAS USED TO CREATE AN ELEGANT MARTHA STEWART GIFT GUIDE.

#### THE CHALLENGE

Martha Stewart chose the design agency Concentric Studios to design their first gift guide, which had a very important Thanksgiving deadline in time for the start of the holiday shopping season. The non-technical staff wanted a site that had an elegant design and content that can be easily managed. In addition, the site should be built so it can be easily reused for future holidays and events.

In summary, the challenge was an important and aggressive deadline, the need for elegant design, easy content management, and flexibility for future reuse.

#### THE SOLUTION

With Sitefinity CMS, the gift guide was easily developed and the products were organized in different categories and were assigned tags for ease of reference.

Custom data was added to the Sitefinity database for the gifts. Their tags and custom modules were created to support the relational data of the gift guide. Five different custom modules were created to make managing the gift guide a breeze. The custom modules were able to integrate with the normal sitemap and page API to seamlessly create SEO pages. The library manager was used to allow easy upload of images for gifts, bloggers, and advertisements. Content editors needed no previous HTML experience and were able to add content without the help of experienced site administrators.

#### THE RESULTS

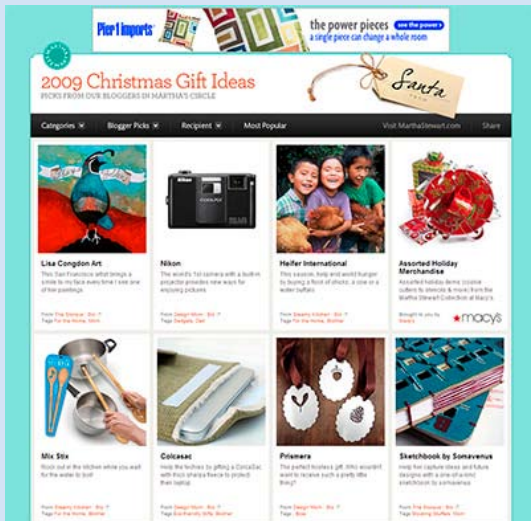
The gift guide averages between 5,000 and 9,000 unique visitors a day and despite the heavy traffic, the site we developed on Sitefinity is very responsive and quick to operate. In addition to the overall performance, site editors admitted that updates and changes to the site have been fast and easy with the new CMS. Changing sponsor advertisements, logos, including small

change the gift guide for future occasions and events allows reuse of the web site for a long period of time. The Sitefinity CMS provides an easy way to update the site and always offer fresh creative ideas to Martha Stewart's customers.

but inevitable changes to content have been likewise easy to do thanks to the Sage Webworks's great implementation of the Sitefinity CMS. The bulk uploading of images with the library manager made it very easy to add binary data to each of the gifts in the gift guide.

The strong framework allowed the development staff at Sage to implement the design, load content, and deliver the site on time.

The site is poised for future rapid gift guide updates for any occasion because of the powerful content management system that steps outside the traditional Sitefinity modules and into the world of a highly customized and specific feature that is the hallmark of a great web application.



SOLUTION PARTNER

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