ADA's websites deliver increased revenue from digital advertising in first year

Company

The American Diabetes Association (ADA) was founded in 1940 by 26 physicians. It now has more than 1 million volunteers, a membership of more than 500,000, a professional society of nearly 14,000 health care professionals, as well as more than 800 staff members.

Challenge

In 2016, the ADA decided to undertake a holistic redesign of their content platform. The Association wanted to give advertisers the view-ability they required, provide a streamlined, simple reader experience, and respond to the increasing demand for access on mobile and tablet devices.

Solution

HighWire converted ADA's four journals to the new JCore platform. In less than five months, the sites launched with increased viewability options for advertisers, a responsive design to support mobile readers, and ready-to-use web page designs that ADA could customize to meet strategic goals.

American Diabetes Association.

HighWire

Four new journal sites go live in under five months to deliver ADA's objectives of better user experiences and enhanced advertising revenues.

The Goal

Recognising the opportunities now available as a result of technology developments and changing user expectations, the Association wanted new journal sites that would provide enhanced user experiences and drive better engagement, provide a more advertising friendly platform to increase revenues and enable ADA to manage ongoing page design and content through a simple CMS.

The Problem

ADA began their relationship with HighWire in 2001. The continuous and rapid development of technology, as well as the growth in content being published, had meant that by 2016, despite features being amended and added, their journal sites had become outdated. ADA recognised they needed new journal sites, but the thought of migrating four sites was daunting.

The Capability

To optimise user experience, the new sites needed to be mobile responsive and have a customized design to support image and article carousels for more dynamic content features. ADA required a self-service CMS to enable a more frequent and flexible approach to selecting featured content.

To achieve the revenue growth goals the web page design needed to provide more advertising positions with better viewability.

The Benefit

The successful delivery of new web sites requires not only technical expertize but also process and people expertize. HighWire's project management tools supported the fast delivery. Mock-up designs and requirement documents informed stakeholders of progress and ensured the project stayed focused on the key needs of ADA's users. Short, daily phone calls between the HighWire Project Manager and ADA's project owner kept this fast-moving project efficient and focused.

The Results

The clean, elegant platform with a better user experience was fully supported by ADA's editorial board. The self service CMS gave immediate control of and more ways to feature content to support authors, editors, and program goals.

Impressively, increased advertising revenue in the first six months helped offset the costs of developing and launching the new sites.

> "Our new design delivers an elegant reader experience, makes it easier to find important content, and has resulted in increased advertising revenue"
>
> Christian Kohler, Associate Publisher, Scholarly Publishing, American Diabetes Association