



# Value Line®

Value Line, Inc. is an independent investment research and financial publishing firm. They are the uncontested authority in reliable, unbiased information, that gives accurate and insightful investment research on companies, industries, markets and economies.

## 175%

Increase of Market Focus Sign Ups

## 121%

Increase of Trial Sign Ups

## 18%

Increase of Free Trials to Paid Subscriptions

## 13%

Increase of Website Users



## Background

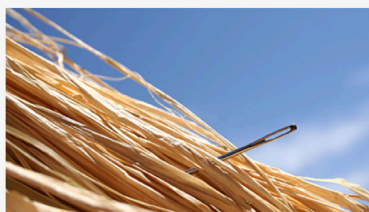
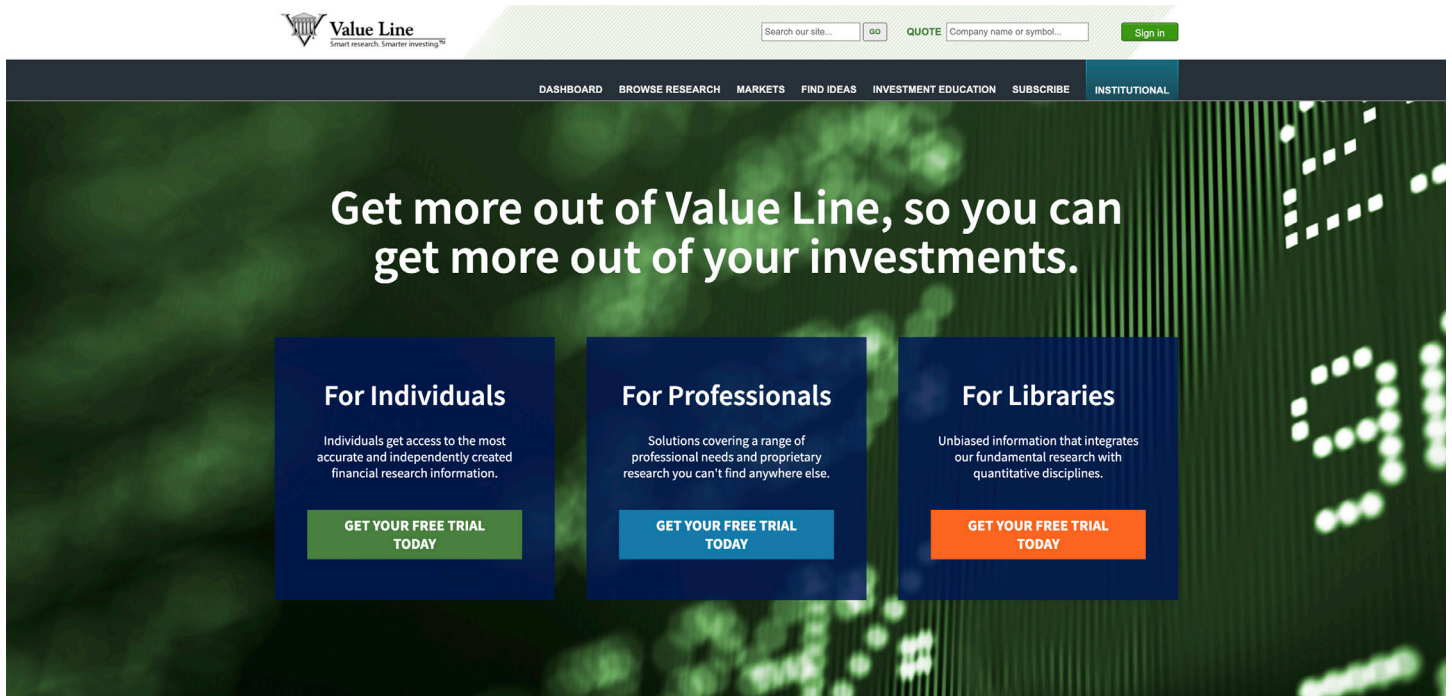
Value Line partnered with Wakefly to redesign their primary public facing website. Their existing site was built on the Ektron CMS 400 platform. During the on-boarding process, it was decided to develop the new website on Kentico's Xperience 13 CMS. In addition to the CMS upgrade, other areas of their website were addressed including navigation, UX and many other functional points.



Launch date of November, 2021



Built on Kentico Experience 13



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# Goals & Challenges

## Kentico Xperience

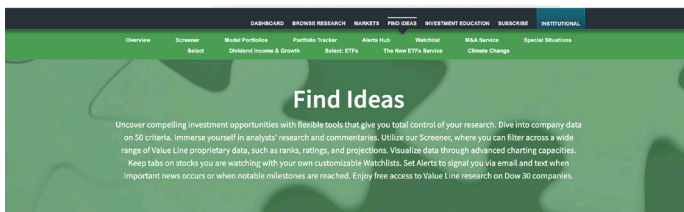
During initial meetings, many project requirements were uncovered to ensure a successful engagement. One of the most important objectives was to move the existing website off the current development platform, Ektron's CMS 400. Being close to twelve years old, the Ektron platform was far from supporting the needs of the website in today's marketing environment. In addition, the platform was no longer supported by Ektron in a way that was helpful to Value Line. During the sales process, Value Line chose to build their new website using Kentico's Xperience 13. This choice would give them the technical support and cover their needs for the foreseeable future. The decision to use Kentico Xperience 13 would also improve the experience and impression given to Value Line prospects and existing customers. Internally using Kentico's Xperience addressed all of the issues those tasked with content creation were having with the Ektron product.

## Conversion Actions

Other goals included developing frictionless ways to increase signups for free trials, purchase a subscription, signups for newsletters and the downloading of both free and paid product offerings. The conversion of new customers while retaining their existing customer base is also important to Value Line. They had become too reliant on existing customers and needed to reach a younger demographic.

## Navigation/UX/Content

The existing Value Line website was in need of a new approach to navigation and the way in which users moved through the site. Part of the challenge was to present teasers to gated content. Most of the Value Line website resides behind individual user accounts. For a prospect, it was necessary to let them interact with enough useful information that in turn, would encourage them to either sign up for a free account trial or go for the commitment of a full subscription.



Home > Find Ideas

**Innovative Online Research Tools** | This content requires a subscription

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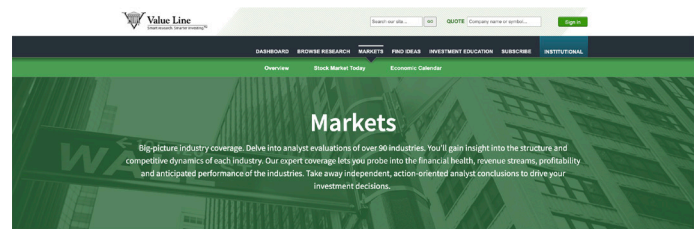
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# Solution

The Wakefly team came together to develop and build a website that addressed all the needs Value Line required. A first rate CMS was chosen. Kentico's Xperience 13. A flexible platform that will support their needs for many years to come. The use of CTAs in the right areas of website page combined with marketing messages help ensure the different demographics are encouraged to take action that will result in a conversion to either sign up for a free trial or purchase a subscription to a Value Line account. Special attention was given to the design and layout of pages in order to address the needs of a younger demographic while considering the Value Line's existing customer base that is more senior in age. Content was reorganized in a thoughtful way to improve the user experience without changing things so drastically that it could make for a confusing experience for those accustomed to the way the old site worked and presented content.



Home > Markets

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Our daily market updates put you in the driver's seat

Value Line's sophisticated, enhanced market analysis reveals hidden market dynamics and includes analyst short-term forecasts, so you can invest with confidence.

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# Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.