



Case Study



Keeping dream vacations alive with world-class speed and support.

Jacada Travel creates bespoke, luxury vacations using its fast, scalable and secure website.

Industry

Travel & Hospitality

Site

jacadatravel.com

Challenge

Jacada Travel outgrew their Drupal site and turned to StrategiQ, an integrated marketing agency to rebuild their site.

Solution

WP Engine Digital Experience Platform, LargeFS, Integration with CRM

Results

Better performance of overall page speed, especially on mobile as well as improved SEO

Jacada Travel creates bespoke, luxury trips to Latin America, Africa, Australasia, Europe, India, Asia and the polar regions.



The challenge.

StrategiQ is an integrated marketing agency in the UK, working in everything from website design and development to marketing campaigns to pay per click. "Our strategies are tailored sets of integrated marketing activity, carefully crafted to create a solution to the business challenges our clients are facing, while achieving tangible results," said Simon Thompson, Developer for StrategiQ.

One of their clients, Jacada Travel has a very unique business, with its own set of challenges specifically across their website. As a luxury, tailor-made holiday brand, Jacada Travel serves clients globally in planning their dream vacation. With offices in four continents and local expertise in each travel location globally, Jacada Travel is available to support clients at every hour of the day. They needed a website that matched the customer-centric experience received when working with their travel designers and concierges.

"Jacada Travel approached us a few years ago. They had an old Drupal site, which they had outgrown. They wanted to take their business to the next level, and do a total rebuild of the website. They gave us a blank canvas. We re-built their website on WordPress, which was a success," said Thompson.

However, the platform that was hosting the website was holding StrategiQ and Jacada Travel back. "With the previous platform host, it was all on us — server maintenance, backups. We needed something where the updates were taken care of, and where backups were actually being done regularly and reliably so we could focus on building and optimising their digital experiences," said Thompson.

Case Study

"Everything was super smooth and the performance post switch has been miles beyond our expectation."

Ashley Emery,
Digital Marketing Specialist,
Jacada Travel



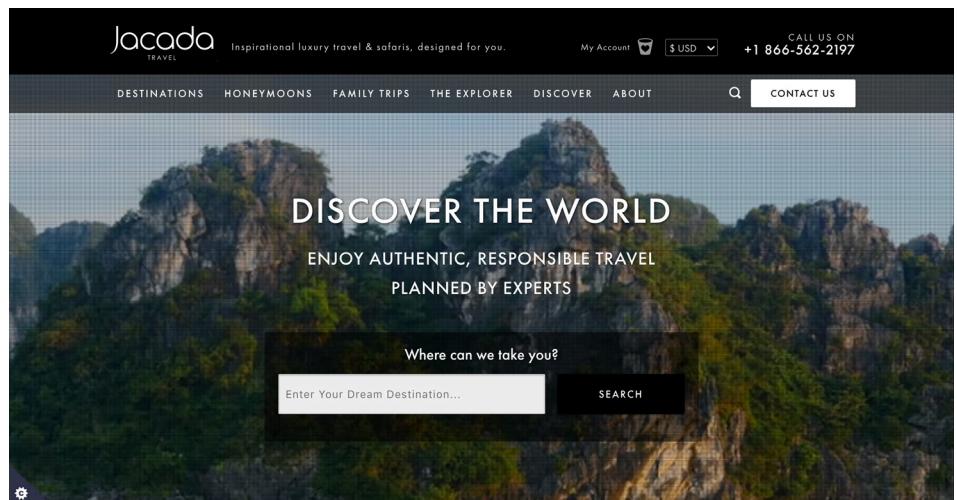
The solution.

StrategiQ had previously moved their other clients over to WP Engine. "We moved a few clients over to WP Engine at first, and then we were so happy with the experience that we moved everyone over," said Thompson.

Jacada Travel was a very unique website however, with tons of custom integrations. The website had the ability to take all the travel ideas and trips clients were taking to show website visitors what they could do. Through an integration with their CRM, the site enables Jacada's team of Travel Designers to work through and build a bespoke itinerary for the client with details of events, where they are staying, imagery, and more. "Clients can see what their whole trip looks like and where they're going to go. It's a very engaging experience," said Thompson.

"With Jacada Travel's old platform, backups were done, but weren't reliable. They were only being stored for a week and required us to do them manually. The page speed was slow because of performance issues with the dedicated server, and we were spending too much time chasing down server problems, instead of driving the website forward. We wanted those things to be taken care of. We took the client to a WP Engine Summit event, and then we worked through what everything would look like in our pitch to migrate platforms. When we trialled the site on WP Engine, we saw some of the benefits within a minute, and that was enough to sell Jacada Travel on the move," said Thompson.

Once StrategiQ and Jacada Travel agreed on the move, the full migration began. "We were nervous about the migration, because Jacada Travel has a huge media library. At the time it was around 130 gigabytes. Historically, a migration like this took hours, and we were a bit worried about the service for people coming to the site and checking itineraries during the process. We went through all the details with one of WP Engine's onboarding engineers. The day before launch, we could run the migration tool, and do all the testing, even though it was still working in principle. We could move over the bulk of the site, and launch day was just a case of running the migration tool again, and it would only copy the files which had changed since the day before - a very quick process. It was very extremely smooth," said Thompson.



After the smooth migration, the StrategiQ team began to take advantage of more aspects of WP Engine. "We rely on all of the techstacks in WP Engine. WP Engine's backups, the migration plug in. Additionally, we love the infinite storage. We've got a number of clients, Jacada Travel especially being one of the biggest media libraries, where they've got tons of uploads and lots of media, and we'd quite quickly run out of space otherwise. Having Large FS there where we can just cheaply keep adding files forever is an absolute lifesaver," said Thompson.

The StrategiQ team is using a lot of custom integrations available with an open source platform, like integrating Jacada Travel's bespoke CRM. The team also appreciates the ease of getting new staff up to speed on WordPress, and feeding into the WordPress ecosystem.

"One of the reasons we moved over to WP Engine was specifically for the experience with the caching layer. On our old server, we pretty much had no cache on the site whatsoever. When you've got these large pages of imagery being loaded, then you've got very very slow pages on the site. We've been able to fine tune the caching based on all the cookies we've set. That was one of the biggest benefits overall," said Thompson.

"We were also able to move into PHP 7 when we migrated across, which was something we had wanted to do for a while to optimise all of our client's websites. We weren't able to do this on our old platform easily. We used WP Engine's PHP 7 Compatibility Checker when migrating. This was very helpful in the process," said Thompson.



The results.

Across the Jacada Travel site, once migrated to WP Engine, StrategiQ saw the following:

- Better performance of overall page speed, especially on mobile. Some pages saw upwards of a 3 second improvement on load time
- ~4.33% Improvement in bounce rate on mobile pages
- Improved site speed due to caching layer
- Improved SEO

"The peace of mind with backups and security has been great. In the past, we suffered from a few DDoS attacks, one very large one just before the migration. Additionally, having a WordPress specific platform helps you just deal with so many things right out of the box. Having automatic core updates and SSL certificates handled is fantastic. The live chat and support features are wonderful -- just knowing if we are having trouble or need help, we can jump on the live chat, or drop a call over to the account team. There's just always someone there to help us really. We are big fans," said Thompson.

"Everything was super smooth and the performance post switch has been miles beyond our expectation," said Ashley Emery, Digital Marketing Specialist for Jacada Travel. "Our business is built on powering digital experiences that are a resource for our customer's travel. With WP Engine, we know the exceptional service our customers receive from our travel experts translates to the online experience."

About WP Engine.

WP Engine is the world's leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.