![Sage PRAGMATIC]

Sage is the market leader for integrated accounting, payroll and payment systems. With over 13,000 employees and an annual revenue of £1.7 billion Sage offer a range of software solutions to businesses worldwide, helping business owners simplify and automate key internal processes.
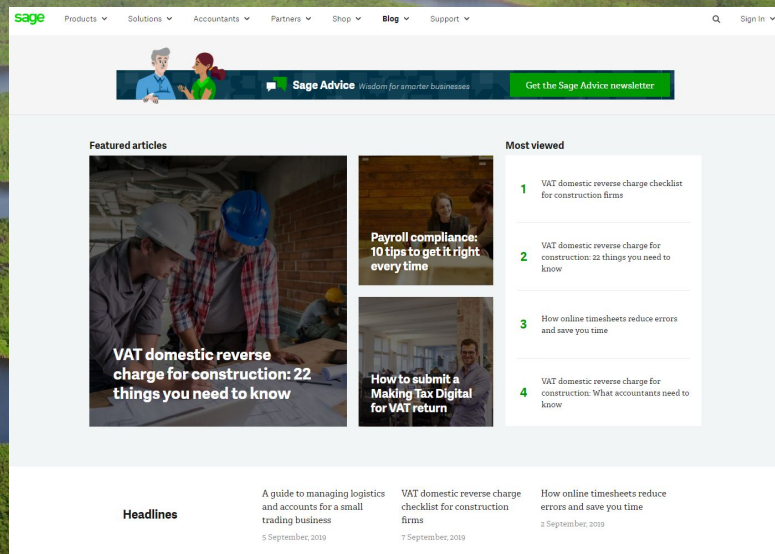
Sage approached Pragmatic to help achieve their goal of streamlining their entire digital blog ecosystem, in order to create a truly global content hub.
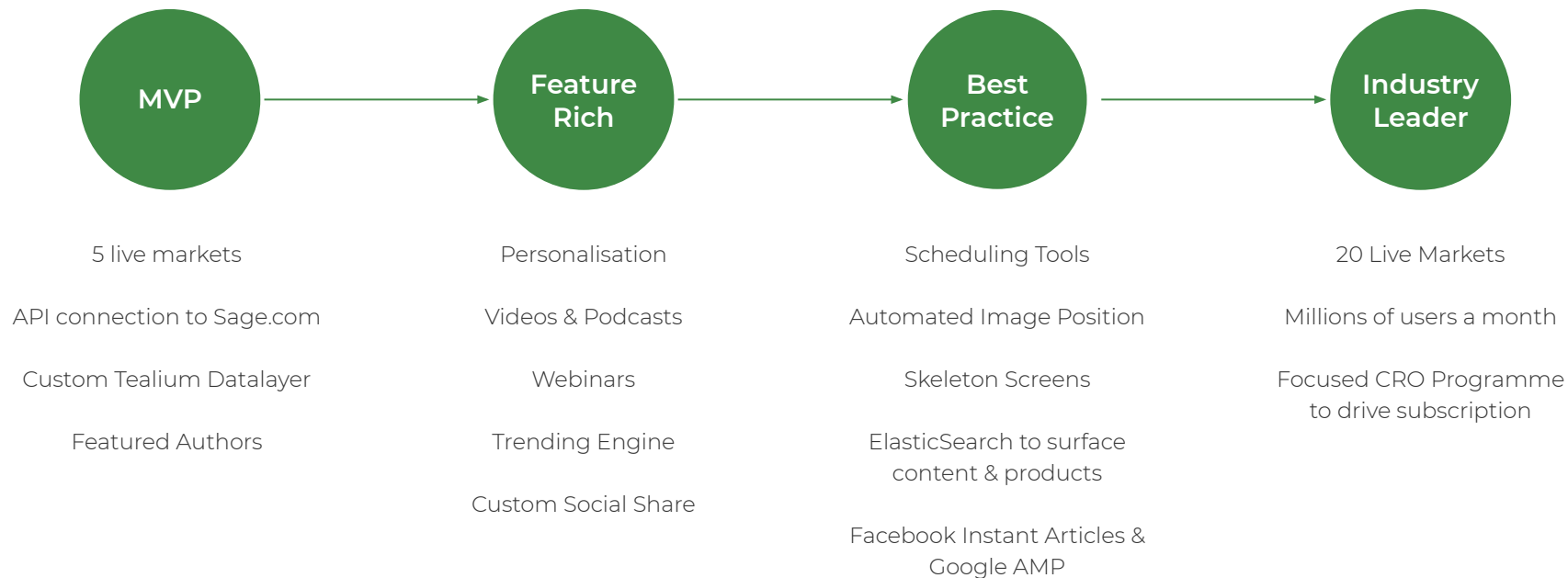
Sage - Challenges

- Create multiple international versions of a content hub, with unique content and a shared codebase

- Consolidation of content from multiple legacy sources

- Integrate with and expose data to disparate systems

- A unique URL structure required by the SEO team

- Implement various language versions

- Enable users to personalise their experience of the site

- Build architecture with continuous development in mind

- Many stakeholders across the organisation

- Six week deadline
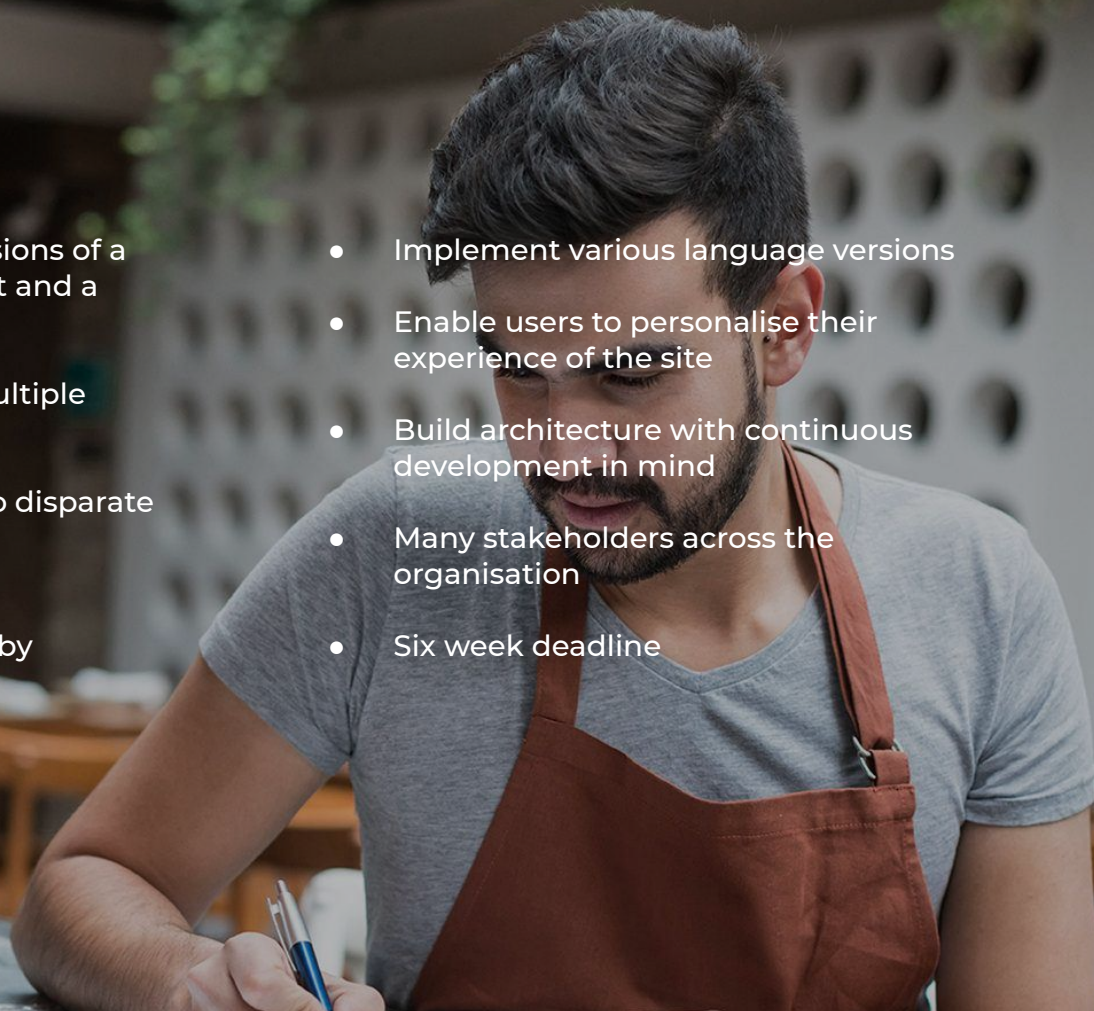
Sage - Solutions

- Created a WordPress Multisite network

- Advanced customisation for specific URL strategy requirements

- Created a modular, component-based architecture

- Custom tool creation to enable quick migration of thousands of posts across the Sage network

- Leveraged the WordPress API to integrate with other CMSs and systems within the Sage eco-system

- Created a personalisation engine for users to personalise their content

- Managed and extended Sage branding

- Created a bespoke data layer for GTM

- Implemented a CRO-driven programme of work with A/B tested, iterative improvements

- Managed relationships with different teams across the organisations and addressed their needs.

Project Roadmap

MVP → **Feature Rich** → **Best Practice** → **Industry Leader**

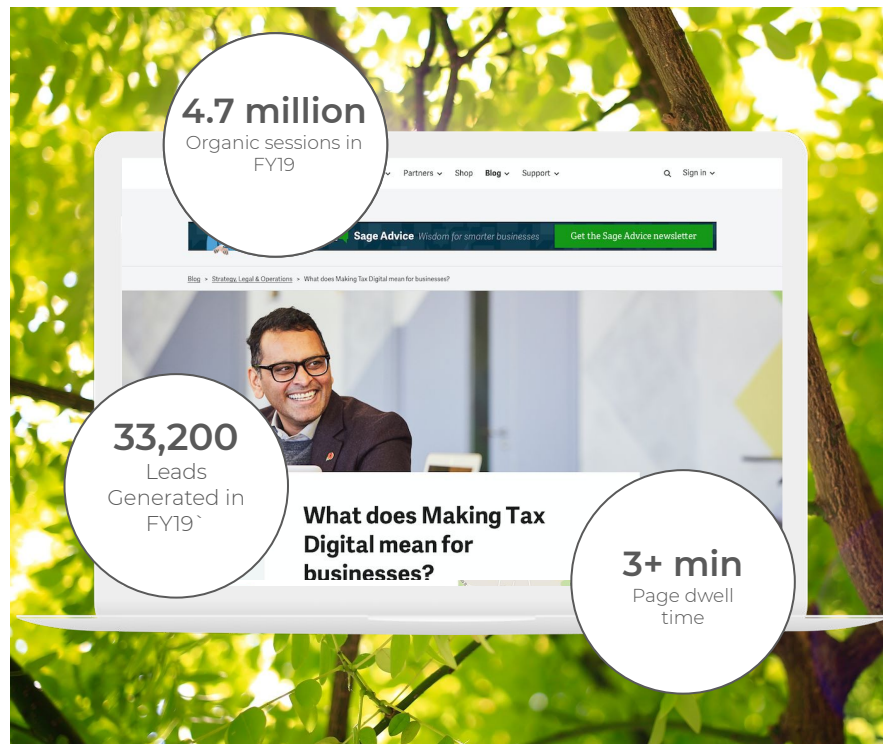| MVP	Feature Rich	Best Practice	Industry Leader
5 live markets	Personalisation	Scheduling Tools	20 Live Markets
API connection to Sage.com	Videos & Podcasts	Automated Image Position	Millions of users a month
Custom Tealium Datalayer	Webinars	Skeleton Screens	Focused CRO Programme to drive subscription
Featured Authors	Trending Engine	ElasticSearch to surface content & products	
	Custom Social Share	Facebook Instant Articles & Google AMP	

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Results

Sage Advice is now live in 20 markets.

As the platform continues to grow, we are in a cycle of continuous development and optimisation. An area of particular focus this year on the product roadmap is using personalisation at a user level to further drive engagement and increase conversions.

Our partnership with Sage has gone from strength to strength over the past two years, and we're really excited to continue to help them achieve their business goals.

"It's a pleasure to work with Pragmatic. Together we are producing a fine service for Sage and our customers."

4.7 million
Organic sessions in FY19

33,200
Leads Generated in FY19`

What does Making Tax Digital mean for businesses?

**3+ min**
Page dwell time

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Sage

Continuous Improvement with CRO

In the last 12 months, multiple programmes of work have been in flight, requiring a multi-disciplinary team both client and agency side.

As we work with the team at Sage to optimise the site to drive subscriber conversion and lead generation, we have cast a team dedicated wholly to Conversion Rate Optimisation (CRO).

At the beginning of 2019, we developed a test roadmap and launched optimisation multivariate tests in the 6 (now 16) live country markets, based on best-practice hypotheses.

As the results arrived over the course of 25 experiments, we adjusted our strategy and roadmap, refining our approach. In one particularly strong experiment, subscription conversion rate increased by over 300%, leading to over £500k of influenced revenue,

Over 300% increase in subscription conversion rate

£500k of influenced revenue
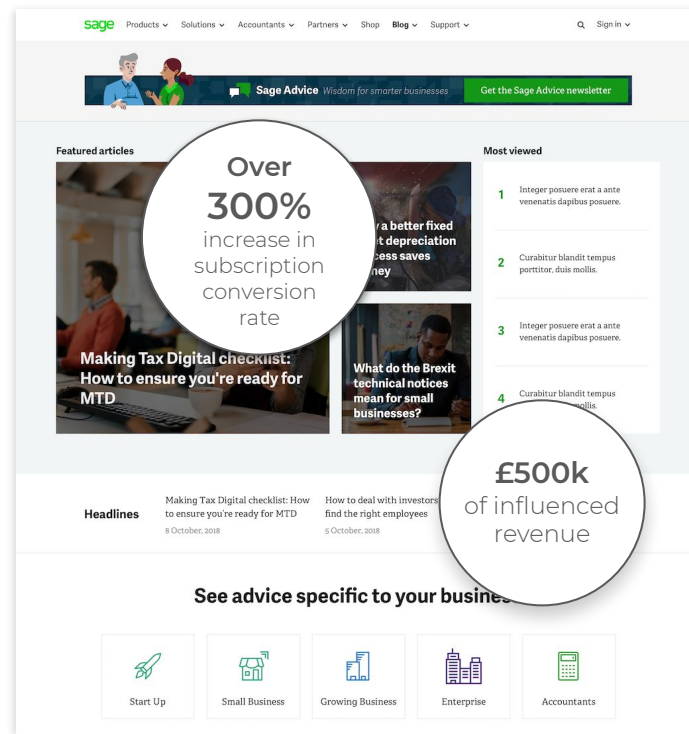
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Building Partnerships not Projects

Dublin 2018

Beatrice Whelan | Global Programme Lead | Sage

Sean Blakeley | Technical Director | Pragmatic

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Partnership & Recognition

Creating Content that Converts

Digital Marketing World Forum

New York City - 2019

Josie Salkey | Global Editorial Strategy | Sage

Melissa Romo
@RomoAuthor

Follow

#Content editorial leader @its_josie at @sagegroupplc explains how Sage grew its #blog audience 10x in 2 years: editorial focus was key. #DMWF

8:12 AM - 23 May 2019

9 Retweets 22 Likes

Lauren Burton, Josie Salkey, Bryan Collins and 5 others
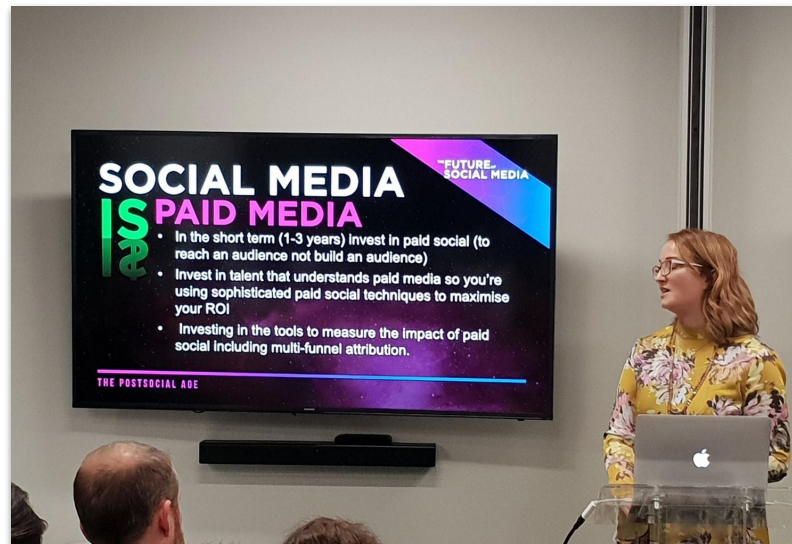
1   9   22

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Partnership & Recognition

The Future of Social & Content Marketing

PACE Marketing Conference

London - 2019

Beatrice Whelan | Global Programme Lead | Sage

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Partnership & Recognition

Upcoming Awards

October 2019

Agency Team of the Year

Celebrating outstanding creative and technical talent that the South of England has to offer

November 2019

Best Content Platform

The International Content Marketing Awards (hosted by the Content Marketing Association)

Sage UK ✔
@sageuk

Follow ⌄

Great news – #SageAdvice won the @UKBlogAwards prize for best digital and tech business blog! Want to find out more about the blog and how it can help your business? #UKBA18 #TuesdayThoughts @pragmaticweb 1sa.ge/P2ot30jDdgK

Winner

Best Digital & Tech Business Blog

UK Blog Awards - London

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I would give Pragmatic 11 out of 10. They are hands down the best agency I've ever worked with (and I've worked with many). Excellent speedy communication and project management.

We've trusted them to deliver a 20 market content hub with several integrations and enhancements. Beyond that I'd trust them with my life!

Beatrice Whelan, Global Programme Lead, Sage Advice & Content Platforms

WIREHIVE 100   WPengine   ISO 27001