

Client success story

MBA

MORTGAGE BANKERS ASSOCIATION

Client Profile:
Mortgage Bankers
Association

Location:
Washington, DC

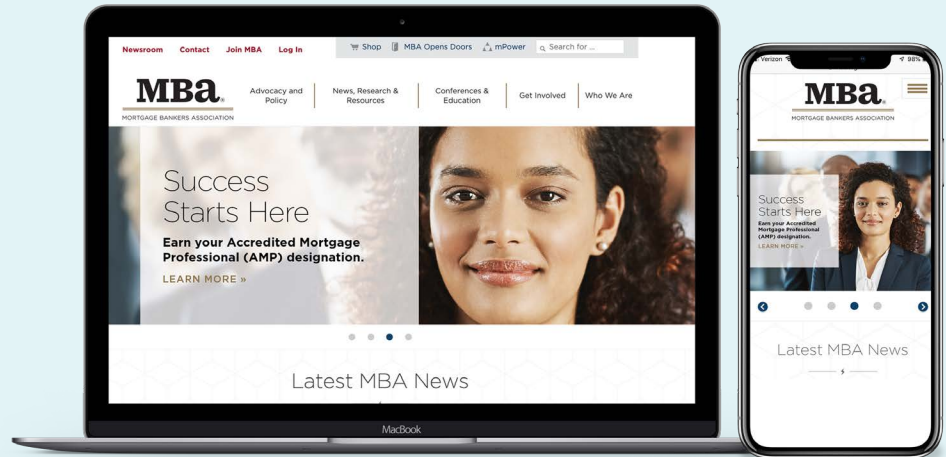
Website:
mba.org

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I appreciate that you're always willing to share new ideas and solutions for how we could be better, instead of just giving us what we ask for.

Alicia Roundy

Associate VP, Digital Marketing Strategies



The challenge

- Multiple websites with different visual identities
- Not mobile-friendly
- Hard-to-find content
- Inefficient technology & processes

The solution



- Comprehensive digital strategy
- Responsive web design & custom apps
- Revised information architecture & improved search
- Integrated CMS, AMS & mobile apps

The results



Brand unification



Mobile delivery options



30% increase in session duration



75% traffic increase on conference pages