



CASE STUDY **AEG AUSTRALIA**

Delivering an award-winning customer-centric, high-performance website for AEG

AEG, founded more than 130 years ago in Germany, is a premium household appliance brand known for its high product quality and sophisticated design. AEG Australia and New Zealand approached Niteco to deliver a more consumer-focused website leveraging refreshed AEG Global content. With the brand also looking to significantly improve customer experience, performance, and SEO, it was agreed to re-build the 4-year-old site on a new Optimizely instance.

— THE CHALLENGE

To achieve this, the current page structure and UI style needed to be refreshed to allow for more modernity, flexibility, and relevance to the target audience. As part of this, the client wanted more consumer-friendly navigation and page structure types for easy product selection.

AEG requested Niteco to build a new, product-focused, modern, SEO-optimized, mobile-responsive website showcasing the brand's high premium positioning with the latest technology. The website also needed to work for both the Australia and New Zealand markets. The new AEG brand site would be the central hub of AEG's digital ecosystem, enabling the client to provide consumers with better experiences at every touchpoint of their brand journey.

— THE SOLUTION

Niteco approached this revamp in two distinct phases over three months in early 2021:

Discovery and design: Using discovery workshops and insights from tracked user data and extensive research, Niteco and AEG collaborated on a roadmap and features that could be delivered for the customer's hard deadline of three months. This included UX/UI design, development, SEO and content loading. Niteco's design team then immediately began creating new designs for more than 20 new page types.

Implementation: The team built the site on Optimizely (formerly Episerver) Commerce, ensuring commerce features can be enabled in the future without any major development required.

As part of the implementation, our team also migrated existing integrations to other systems (PIM system, CRM, ratings & reviews platform, integration with store locator vendor, etc.). Ensuring performance, SEO health and mobile optimization were prioritized every step of the way. We also enabled detailed GA/GTM tracking, which would allow the client to accurately measure the site's performance after launch.

In parallel with the technical implementation, Niteco managed the loading of the newly created content, optimizing it for performance and SEO health.

— THE RESULT

The site went live by the agreed-upon deadline and was a clear improvement over the old site, especially in terms of performance.

Within months of go live, the new AEG site had been awarded the prestigious Most Customer Centric Digital Experience at the 2021 Optimizely Optimizer Awards.

For product detail pages, the Speed Index improved by a whopping 640%, while Start Render and Largest Contentful Paint (LCP) for those same pages improved by 88% and 82%, respectively. For the homepage, the Speed Index improved by 195%. These are all important factors of the newly introduced Google Core Web Vitals.

In addition, the site's SEO health score increased by 35 points to reach a healthy 99.

Niteco's mobile-first approach also resulted in improvements for users on mobile devices. As a result, the bounce rate of mobile users decreased by 12%, while session duration and

pages/session saw a slight increase. Furthermore, the new SEO-optimized AEG website saw an increase in organic traffic of 4% immediately post-launch.

Niteco continue to deliver additional features post launch, including Wish List, Shop the Look, improved video content, and 'Inspire with AEG' (where the brand can establish its thought leadership, improve SEO and educate users).

Niteco have also delivered to the AEG team a customized live dashboard using Google Data Studio, allowing them to easily track user behavior and conversions, while also keeping an eye on performance.

— CLIENT TESTIMONIAL

Niteco has been a fantastic agency to work with. We're very pleased with how the new AEG ANZ websites have shaped up, maintaining the brand's premium visual identity in a very tight deadline. The site is already performing well with increased search visibility across all categories. Two things in particular about their service are exceptional: speedy email response and their expertise in the Optimizely platform.

Looking forward to working on many more digital projects.

SUJEETA DANGOL

AEG - Digital Project Manager



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be happy you did.

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