

EXHIBITTRADER CASE STUDY

ExhibitTrader.com Creates a Salesforce.com Powered Platform for Buying and Selling Trade Show Displays



ExhibitTrader.com is a premier turnkey exhibit solutions provider that offers the most comprehensive breadth of trade show exhibits and exhibit related services on the internet today.

Success Stats

30% higher exhibit sales productivity

20% increase in marketing effectiveness

30% higher volume of website traffic

8 technologies integrated

Challenges:

- Outdated platform lacking modern technologies and marketer tools
- In need of a scalable and robust platform to support increased website traffic and ExhibitTrader.com's inventory and services
- Managing content, exhibiting inventory, posting blogs, and more
- Leveraging a tightly integrated marketing platform to engage more meaningfully with website visitors



Our website and back office systems were incredibly outdated before KMS came along. Thanks to their dedicated team, we can engage with our website visitors more effectively and stay connected with them long after they leave our website.

— COO / Executive VP

KMS Impacts:



Designed an ideal platform with a responsive web design using a leading front end Javascript framework on top of Ruby on Rails, using Heroku as the host service



Integrated new website with Salesforce.com to make inventory listings and website activity manageable



Implemented Contentful to manage content for pages and blog posts



Added a leading Marketing Automation platform to create marketing journeys based on website activity implemented



Clouds:



Sales



Service



Marketing



HEROKU

Other Technologies Used:

