# Rental Home Provider "Makes the Move" to Adobe Experience Manager 6.5

3|SHARE - the Adobe Digital Marketing Experts and Digitas, a global technology and marketing agency, worked in parallel within the Adobe Center of Excellence (ACOE) to implement AEM 6.3 for one of the largest rental home providers.

Together the ACOE team upgraded our client to AEM 6.5 and enhanced its design and out-of-the-box functionality.

Digitas **3|SHARE**
ADOBE CENTER OF EXCELLENCE
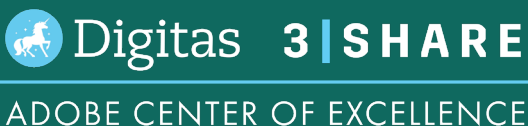
Adobe 2019
**DIGITAL EXPERIENCE
SOLUTION PARTNER OF THE YEAR**
AMERICAS

CUSTOMER:
Large Rental Home Provider

LOCATION:
Headquartered in Scottsdale, AZ

CUSTOMER PROFILE:
This client is one of the largest providers of high-quality, single-family rental homes in the US, with homes in 16 of the country's fastest-growing markets. They specialize in modernizing the home rental process, making it easy for people to find, lease, and love their perfect rental home.

EMPLOYEES:
750+ employees

CASE STUDY SUMMARY:
Our client's previous site was feeling outdated and static, which made their digital marketing goals difficult to achieve. After several discussions, they settled on AEM 6.3 as their solution of choice.

Unfortunately, their initial Adobe partner wasn't meeting business requirements, so they turned to the Adobe Center of Excellence (ACoE) to help complete the implementation.

Armed with a network of 200+ Adobe experts, 3|SHARE and Digitas worked in tandem to implement AEM 6.3 and were called upon on again to upgrade to AEM 6.5.

PHASE ONE: AEM 6.3 IMPLEMENTATION
Our client's website was feeling a little outdated and was in need of an overhaul. They turned to the Adobe Center of Excellence to create a modern website that accomplished the following business requirements:

- Make Out-of-the-box (OOTB) features in AEM available to all business owners, while improving overall site functionality and content authoring

- Enhance site management through better knowledge transfer and training

- Increase organic search results and improving rankings via SEO updates and improvements

- Create a custom integration with Salesforce

HOW WE DID IT:
3|SHARE enhanced AEM's OOTB functionality, while Digitas made quick work designing a set of templates and components. Together, we improved several items on their homepage including the addition of optional CTA's and adjustable scroll speed on their carousel. We also modified their Video Landing Page & Video Embed Component, which helped improve a user's overall site experience.

Next, we implemented Google Tag Manager (GTM) and made suggestions on how to improve SEO. This allowed our client to effectively capture site traffic and analytics while maximizing exposure of site assets - like white pages and blog posts.

Finally, we created a custom Salesforce integration for their list of rental properties, which was using SOLR to index the catalogue of homes. Their website was running queries through SOLR and then using SOLR for suggestions. This required us to build a complex interface based on the way they are using Salesforce. We enhanced their legacy integration by adding new fields and offering a different arrangement of the content. This allowed them to synchronize their catalogue once, using it potentially in multiple sites.

RESULT:
Our solution greatly improved our client's website design and functionality, SEO performance, and analytics tracking.

WHAT IS THE ACOE

The Adobe Center of Excellence (ACOE) is comprised of 200+ Adobe experts from Digitas and 3|SHARE across capabilities (strategy, design, tech development, creative, data, media) and continents. It's designed to deliver hyper-focused services from the Adobe Experience Cloud, around the globe, with speed and efficiency.

WHO IS DIGITAS

Digitas is The Connected Marketing Agency, relentlessly committed to help brands better connect with people through Truth. Connection. Wonder. Their team is deliberately diversified—with experts in data, strategy, creative, media, and tech working seamlessly across capabilities and continents to make better connections and achieve ambitious outcomes through ideas that excite, provoke and inspire.

WHO IS 3|SHARE

3|SHARE is a resourceful, adept and unfailing partner for companies wishing to leverage Adobe solutions. They offer custom implementations and upgrades for Adobe Experience Cloud that are better, faster, and smarter.

3|SHARE has worked with Adobe Experience Manager (AEM) since 2011. Over the years we've successfully completed over 900+ Adobe projects for some of the world's largest brands.

GET IN TOUCH

Have an Adobe project that needs some attention? We'd love to hear about it! Contact Us

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PHASE TWO: UPGRADE TO AEM 6.5

During the upgrade to AEM 6.5, our developers made several site speed enhancements including:

- Writing and implementing "Lazy-load" code to download images as users scroll down the page. This alone provided the single highest improvement in site performance, as images were the heaviest assets to be downloaded by the browser.

- We also found a feature within the CDN to optimize site speed - this option dramatically reduced image size and would spare (on average) 50% of the band width taken to download images throughout the site.

- Extracted font definitions from the CSS, to make site pages only load with a standard font for faster speed.

- Reducing the base JavaScript required for the browser to allow interactions with the page.

- Increasing Caching Time for Static Assets like images, JS and CSS, that was accomplished within the dispatcher configuration.
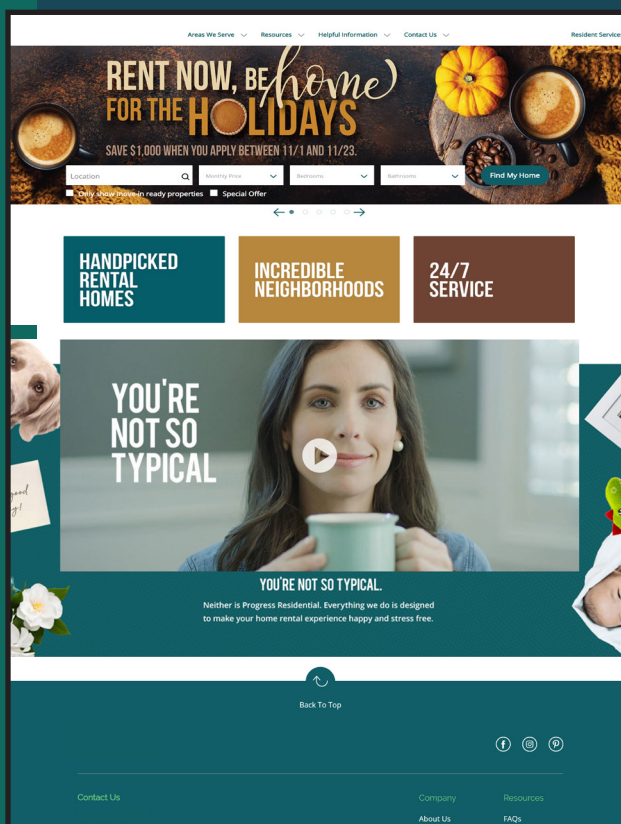
Adjustable scroll speed carousel

Video embed component

Lazy-load code for increased site performance

RESULT:

After our solution was implemented, we were able to quantify substantial improvements using Google Lighthouse. Our client was happy to find that we had improved their Accessibility score by 24%, performance score by 13%, and SEO score by 9%.