



# Éditions du Boisbaudry

## Customer Success Story



Éditions du Boisbaudry is a publisher of six B2B titles for the farming and beverage manufacturing and distribution industries. Based near the French town of Rennes, Éditions du Boisbaudry has had an online presence since 1999. The magazines have a monthly print readership of 250,000, while the websites get in excess of 800,000 page views. The publisher employs around 70 people; the digital team consists of the director of web projects and the marketing project manager who also runs Éditions du Boisbaudry’s social media campaigns.

The differentiator is the ease and flexibility with which eZ Platform supports the creation of landing pages and forms. This would be meaningless if the solution were not stable and robust across the different brands of Éditions du Boisbaudry and supported the diverse needs of editorial and advertising – but everything is rock-solid. Éditions du Boisbaudry now has a confident base from which to develop and roll out further innovations.

Marketing and other initiatives can be implemented much more rapidly, as all seven Boisbaudry sites are built off a single instance of eZ Platform 2.5 — replacing a content architecture that was fragmented across several systems. The cost benefits of this technological cohesion are amplified by eZ Platform’s versatility in setting up roles with different privileges and by the ease with which individual branding needs can be respected, all from a single platform. All sites are now responsive; with 50% of the readership coming from mobile, that was long overdue.

**This was a complex project and I admit I was nervous on the morning we went live. But everything went perfectly.**

Richard, Director of Web Services, Editions du Boisbaudry



### Challenges

- Anticipate and respond to changing customer expectations (readers and advertisers)
- Diversify sources of income
- Modernize the group’s digital image
- Create a harmonious and unified digital experience across all titles
- Build a sound technical base for future projects



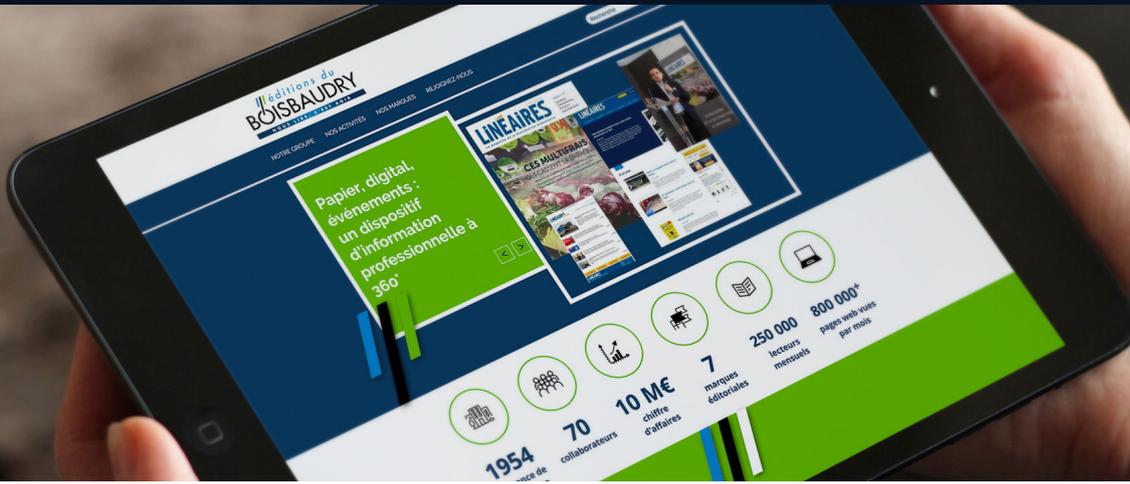
### Summary

- Migrate content from eZ Publish and WordPress to eZ Platform
- Set up roles with different privileges, on particular separate editorial and advertising
- Develop initial site to test functionalities. The other websites were derived from that ‘trial build’
- Create configurable modules to have functionally different renderings according to the requirements of the different brands



### Business Benefits and ROI

- All sites are now responsive
- Creation of landing pages and forms is much less time-consuming
- Robust and future-proof platform
- Re-platforming and digital modernization advances Éditions du Boisbaudry’s wider transformational agenda



## Publisher Bets the Farm on eZ Platform

In the final months of 2017, as part of a company-wide program of digital transformation, the French B2B publishing house Éditions du Boisbaudry decided to migrate its websites to a new – and single – digital experience platform. Previously, content management of its six magazines, the corporate website and a shop portal was somewhat fragmented across eZ Publish, WordPress and PrestaShop.

Éditions du Boisbaudry wanted to create an agile and cohesive operational environment while preserving the integrity of the different brands. The publisher has been an important resource for the huge poultry and livestock sectors in France since 1954. In the 1980s, Éditions du Boisbaudry extended its portfolio with two titles for the food and drinks distribution industry.

The project had to address the requirements and expectations of the publisher, its readership and advertisers; the 17-strong group that made the investment decision included an advertising liaison for each of the six brands. A crucial factor in the deliberations was this need for flexibility and multi-functionality, ticking a lot of boxes for a lot of different stakeholders.

The publisher studied proposals based on a Drupal solution, but eZ Platform won out principally because it offered much greater versatility in creating and publishing content, for both editorial and advertising teams. Naturally, cost also played a role, as well as the fact that Éditions du Boisbaudry was already using eZ Publish for most of its sites.

It is early days, but some indicators suggest that there has already been an uptick in visitor numbers since we implemented eZ Platform.

Richard, Director of Web Services, Éditions du Boisbaudry





## High Expectations Required and Met

Éditions du Boisbaudry bought an annual subscription for the provision of eZ Platform as well as hosting and support in early 2018 but the migration project started in earnest with the appointment of Richard as the new director of web services, in June 2018. “In all, it took about a year,” says Richard, “we went live on June 26, 2019.”

Although Éditions du Boisbaudry and its implementation partner Smile had submitted the functionalities of the parent site to comprehensive testing, Richard admits to suffering from “opening night nerves” on the day of the launch. “But I needn’t have worried,” he says, “because everything went perfectly. We had our stable and robust platform.”

The project scope was ambitious. Including what has been migrated from eZ Publish and WordPress, there are currently some 74,000 objects on the entire platform (articles, images, slideshows, forms and so on) of which more than 5,000 have since been added on eZ Platform since the migration was done.

The most immediate and noticeable benefit of the project to the readership is that all Éditions du Boisbaudry sites are now in responsive design. “This was long overdue,” says Richard, “as more than 50% of our readers come to the sites using their smartphones.”

Even in the traditional milieu of farming, B2B users are increasingly expecting standards of design and functionality that they have long been experiencing on retail e-commerce sites.

Boisbaudry, like every B2B enterprise, needed a Digital Experience Platform that could bring the B2B and B2C customer experience closer together. Full extensibility to mobile channels is only part of that.

Operationally, the eZ platform project has brought many benefits. All seven sites – the six brands and the corporate presence – are built off one instance of eZ Platform 2.5. This makes the IT landscape cohesive and much easier to manage.



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## One Environment for All Content

Editorial, marketing and advertising teams that work across the titles do not constantly have to switch from one content environment to the next. Also, future projects and innovations can be designed, built and rolled out much more quickly and successfully with eZ Platform.

Richard comments: “The solution juggles many different services and user profiles. The journalists who write the content, the teams that design our native advertising, the service that looks after classified ads for a number of our sites, marketing of course, and my colleague and I who are responsible for the maintenance and evolution of the site structure.”

Richard did not construct workflows to steer these the different business functions and processes. “However, we did create roles with different privileges,” he adds, “in particular, to separate the editorial and advertising parts.”

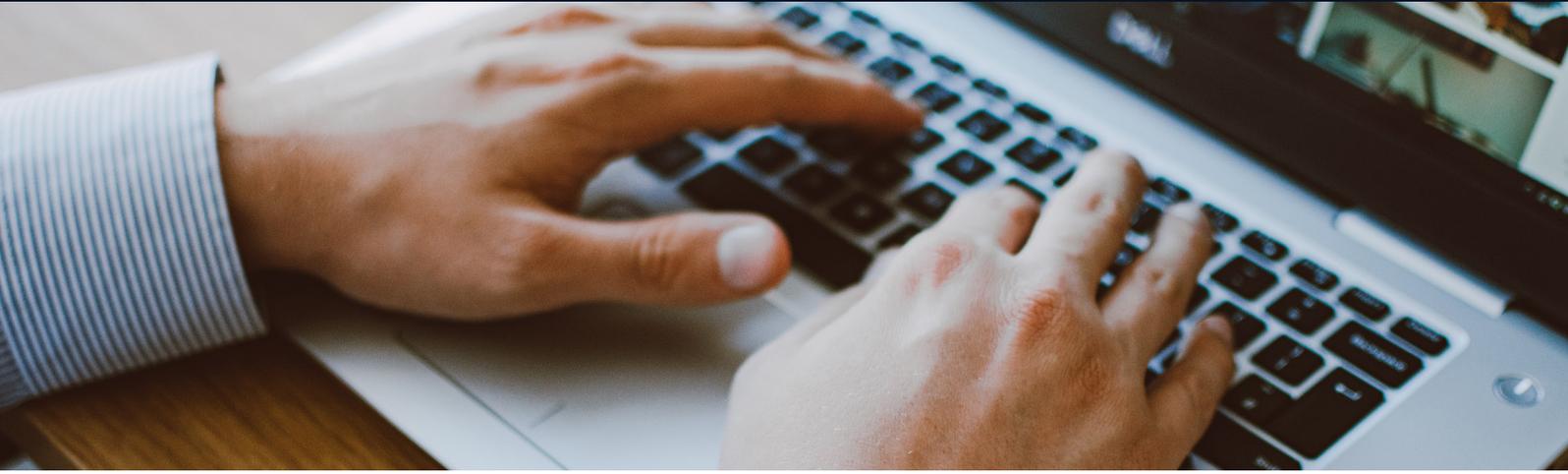
The magazines have retained their individual identity. To achieve this, Richard developed configurable modules to have functionally different renderings in line with the wishes of each title. “For example, some brands wanted a ‘brief block’ that was very dynamic, and others did not.”

One of the websites is the “e-boutique”, or shop, for single issues or tiered subscriptions of the various titles. The publisher uses a separate commerce solution for this. And, a single sign-on mediates the information between eZ Platform and Éditions du Boisbaudry’s online subscriptions.

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Richard, Director of Web Services, Éditions du Boisbaudry





## Customer Experience Now Seamless

While there is clear ROI in the new-found ease with which editorial and marketing teams can build landing pages and generate forms, Richard cannot yet ascertain that the many improvements in the customer experience are generating more traffic (the combined sites clock up more than 800,000 page views a month). The reason? eZ Platform includes GDPR modalities which were not present on eZ Publish – reason enough to migrate in itself, incidentally.

“GDPR is preventing the tools that we have from quantifying our audience with the same degree of rigor,” Richard explains. “However, some indicators suggest that visitor numbers have gone up slightly since the new platform went live. We are still working on a better implementation of our measurement tools to improve counts.”

Another area where Richard would like to see further development is in the way the platform handles carousels and builds tables. “Here’s hoping that will come with the next version of the software,” he says.

But what outweighs everything is the creation of a unified and more cost-effective digital modus operandi for all the activities of Éditions du Boisbaudry, and that the customer experience for subscribers is seamless across all channels.

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