



EDB Introduces Intelligent Data and AI Platform with New Corporate Identity and Web Experience

2024 dotCOMM Submission | Website | Redesign

Project Summary: Reinventing for Value Creation in Our 20th Year

As EDB reached its 20th anniversary, we recognized the need to reinvent our digital presence to reflect our evolution and future direction. The aim was to create a website that not only showcased our new unified Postgres® data and AI platform, but also embodied our core values and vision.

The entire redesign project was executed almost completely in-house. From conceptualization to launch, the process was completed in less than four months, strategically timed with the [industry-first launch](#) of our integrated platform for transactional, analytical, and AI workloads.

- Completed in-house
- <4 months design to launch
- Timed with industry-first launch of a unified Postgres platform for transactional, analytical, and AI workload

Before: Lost in the Jungle

The old EDB website was like a dense jungle—confusing and difficult to navigate. It failed to convey the true essence of our brand and the potential of our products. The disjointed corporate identity and poor user experience (UX) created barriers rather than pathways to understanding our offerings. Customers struggled with unclear messaging, clunky UX, and ineffective SEO, which hampered our ability to communicate our story effectively.

Just take a look for yourself: [EDB Archived Website](#) (pre-redesign)

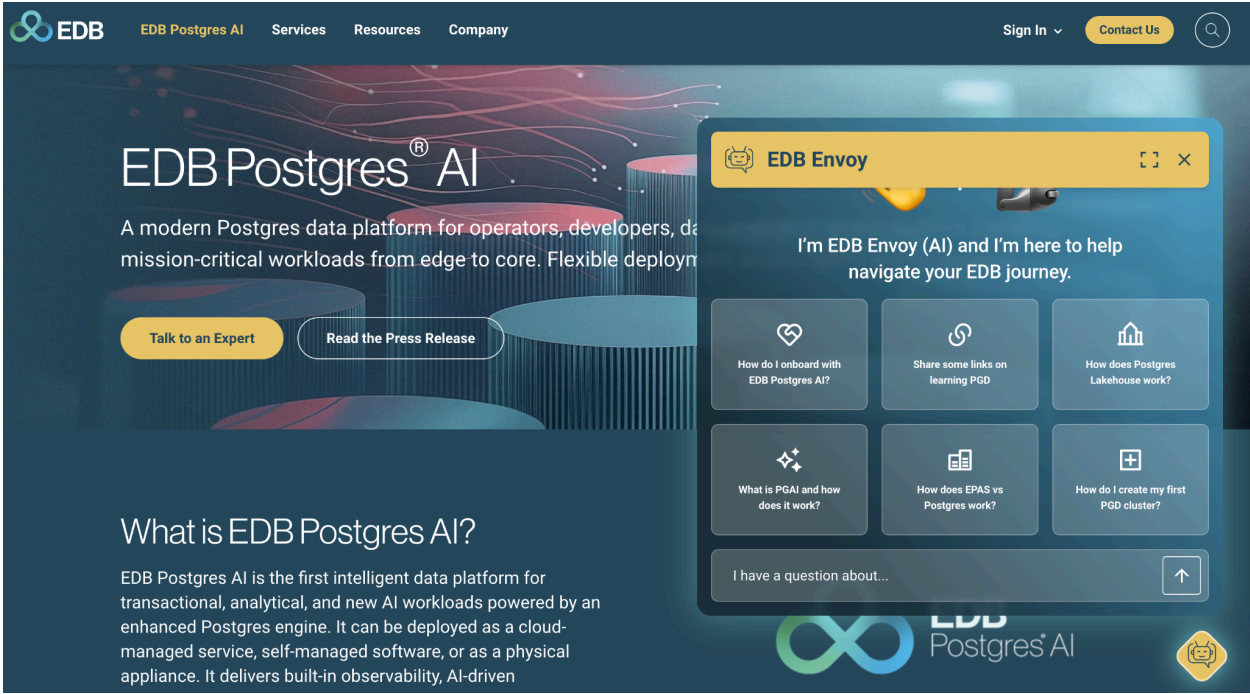
Approach: Leading the Way of Postgres for the AI Generation

To lead the way of “Postgres for the AI Generation”, we made a strategic decision to handle the redesign in-house, allowing us to retain full creative control. Our approach was informed by a radically transformed corporate identity that prioritizes human and environmental values.

We gently retired the elephant motif in our visual identity, symbolizing our growth while maintaining a deep commitment to Postgres. And, in a nod to PostgreSQL's iconic mascot, EDB partnered with the Sheldrick Wildlife Trust to [adopt 150 orphaned elephants](#), supporting their rehabilitation in Kenya and underscoring a commitment to both wildlife and open-source innovation.

A robust and thoughtful new corporate identity informed the look and feel of the new website (see [EDB Brand Book](#)).

And from a technical UX perspective, it emphasizes simplicity, user-friendly navigation, and a fresh approach to personas, making it easier for users to find and understand our solutions. The new site includes “EDB Envoy”, an AI chatbot powered by a vector database that leverages our extensive and unique experience developing, deploying, and supporting enterprise-grade Postgres.



Launch: Impact and Performance

The redesign of EDB’s website was a monumental shift that transformed our digital presence, reflecting our core values and strategic direction. The impact on user engagement, asset creation, and industry recognition has been significant, positioning EDB as a leader in the Postgres and AI space.

Our strategic in-house execution, combined with a comprehensive PR and demand strategy, ensured that the new website not only met but exceeded our objectives, setting a new benchmark for excellence in EDB’s digital transformation. Key results included:

Web Traffic and Behavior

- 598k New Users in launch month (+27.8% YoY)

Asset Shift

- 200%+ overall web asset creation
- 1,100+ pages recreated
- 500 new campaign pages
- 25 robust net-new product and solution pages
- New SEO pages (5 as part of the initial 100)
- 15 rewritten, rebranded customer stories
- 18 new videos

Social

- Compared to average benchmarks, EDB accomplished 30 – 40 days worth of activity within launch day alone.
- 10x Post engagements
- 30x Mentions
- 228k new influencers

Share of Voice by Engagement

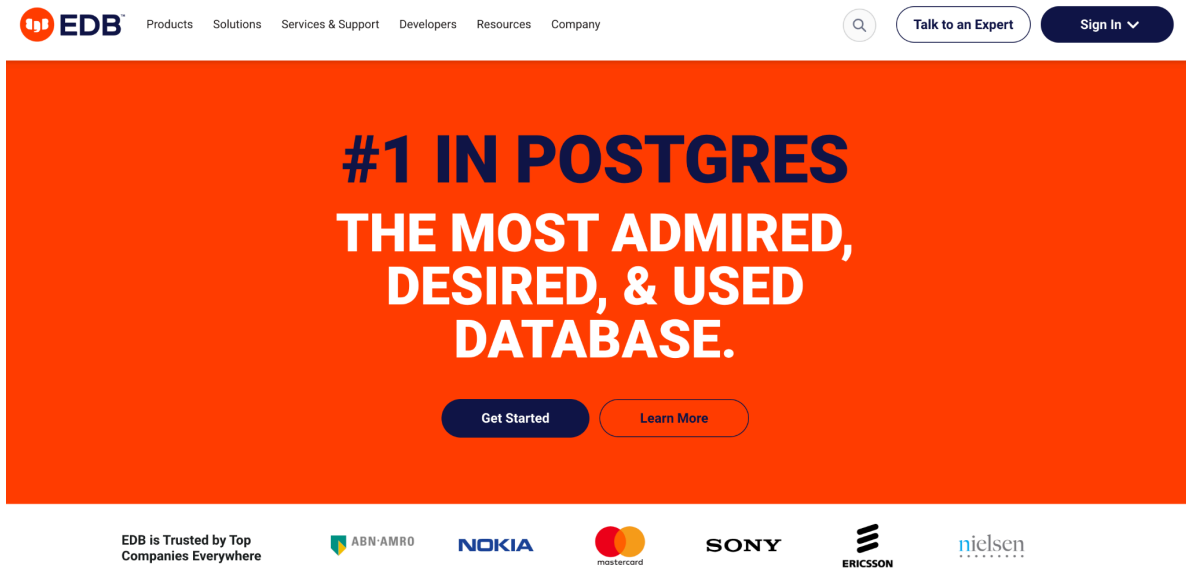
- 35.9%, compared to 9.6% same period 2023
 - Measured from April 1 – May 24th and based engagement across news, social media and other source types. Focused on 8 key competitors trending for Postgres and related keywords.

Editorial Reach

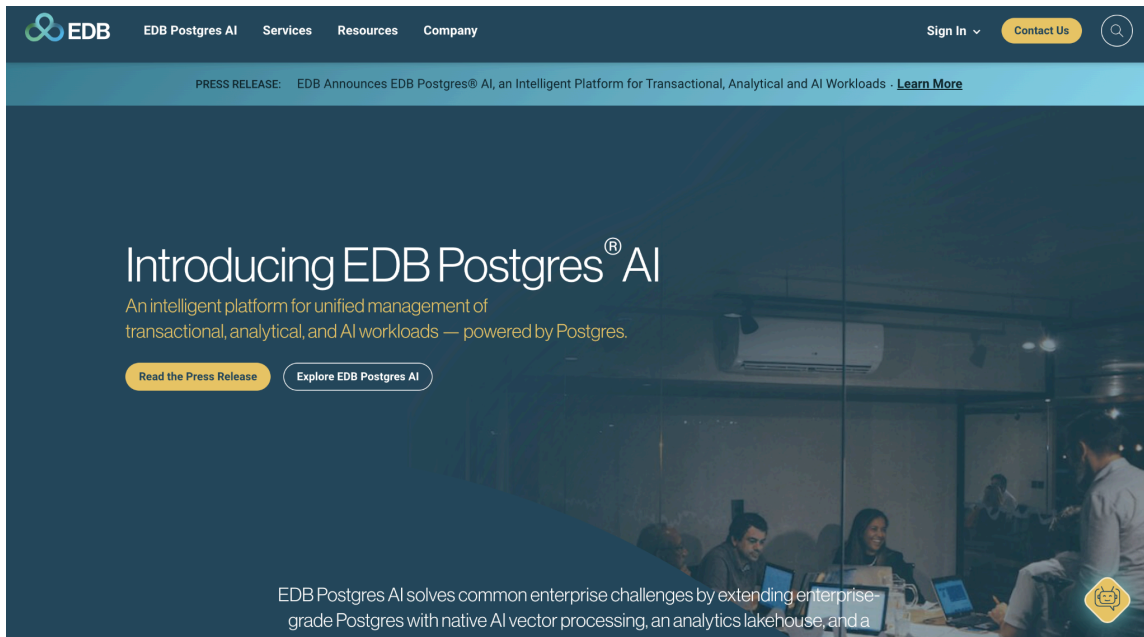
- 39x total reach, compared to 2023 daily averages
- 40x Advertising Value (AVE), compared to 2023 daily averages
- Earned coverage in DBTA, InfoWorld, Yahoo! Finance, TechCrunch, and others. Net new top keywords in message pull through include "intelligent platform", "AI workloads", "leading Postgres data", "EDB Postgres Lakehouse" and others.

Visual Summary | Before and After

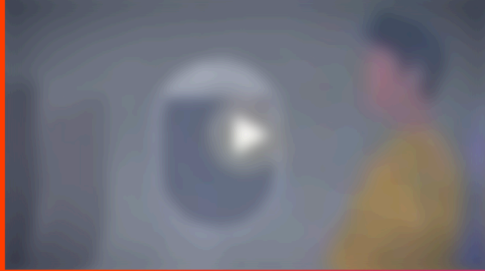
Before, Homepage Hero:



After, Homepage Hero:



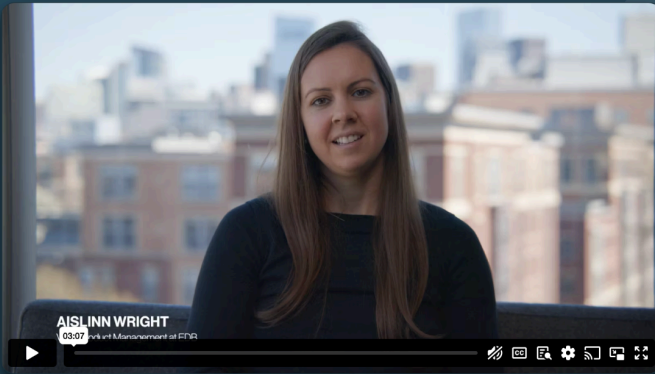
Before, Product Module:



Get the only distributed, fully managed, Oracle compatible Postgres database—on every cloud

Unlock high availability with active-active architecture.

After, Product Module:



EDB VP of Product Management Aislinn Wright shares how EDB Postgres AI was purpose-built for the AI Generation.

[Play Video](#)

