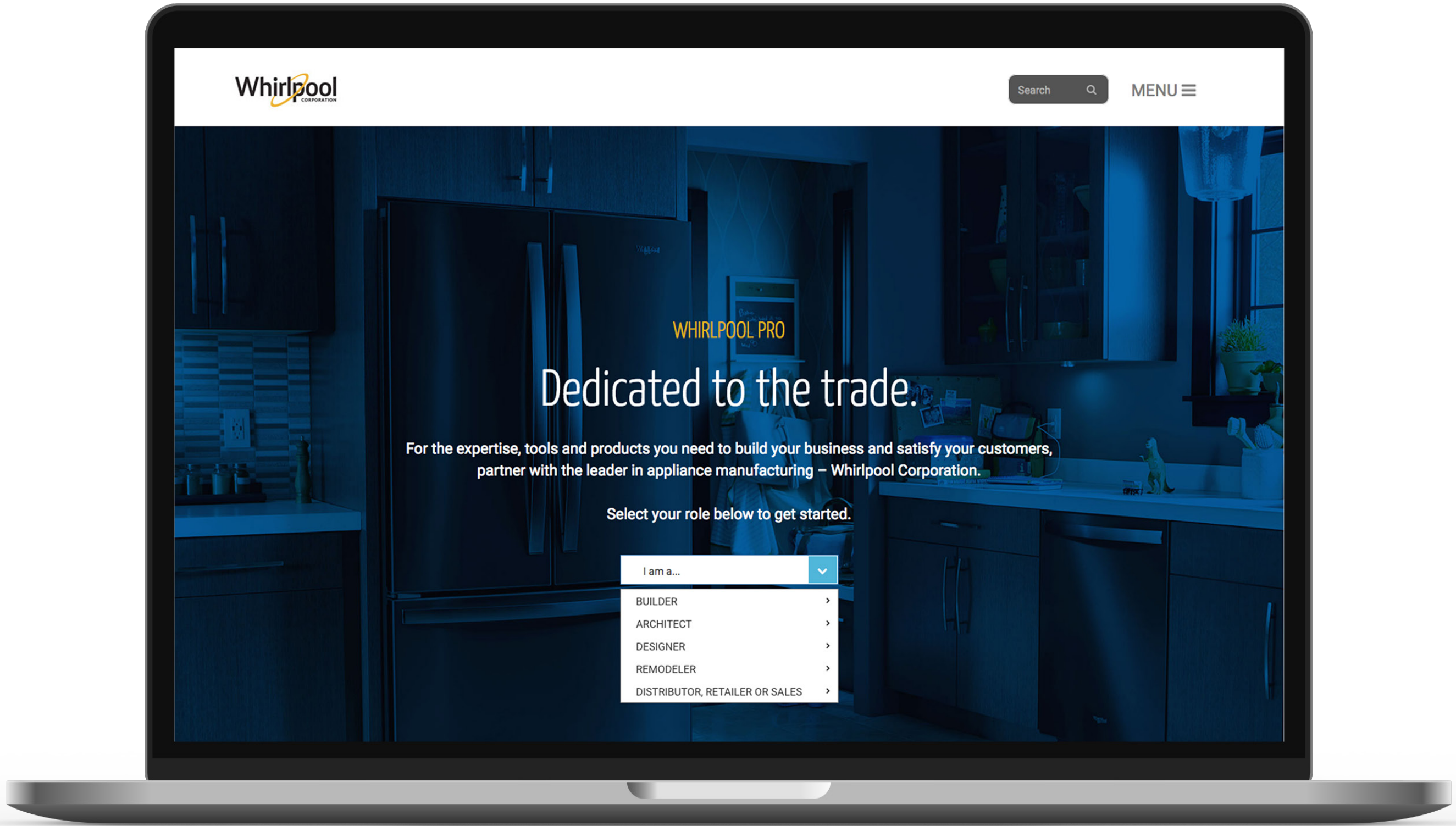


# CAMPAIGN OVERVIEW



In 2018, CBD successfully launched, promoted and optimized a new, persona-based website for Whirlpool Corporation called Whirlpool Pro, which was dedicated entirely to trade professionals.

The site replaced Inside Advantage, the builder channel’s previous website, expanding on the tools and content available and tailoring them for each audience.

# BUSINESS CHALLENGE AND OBJECTIVE

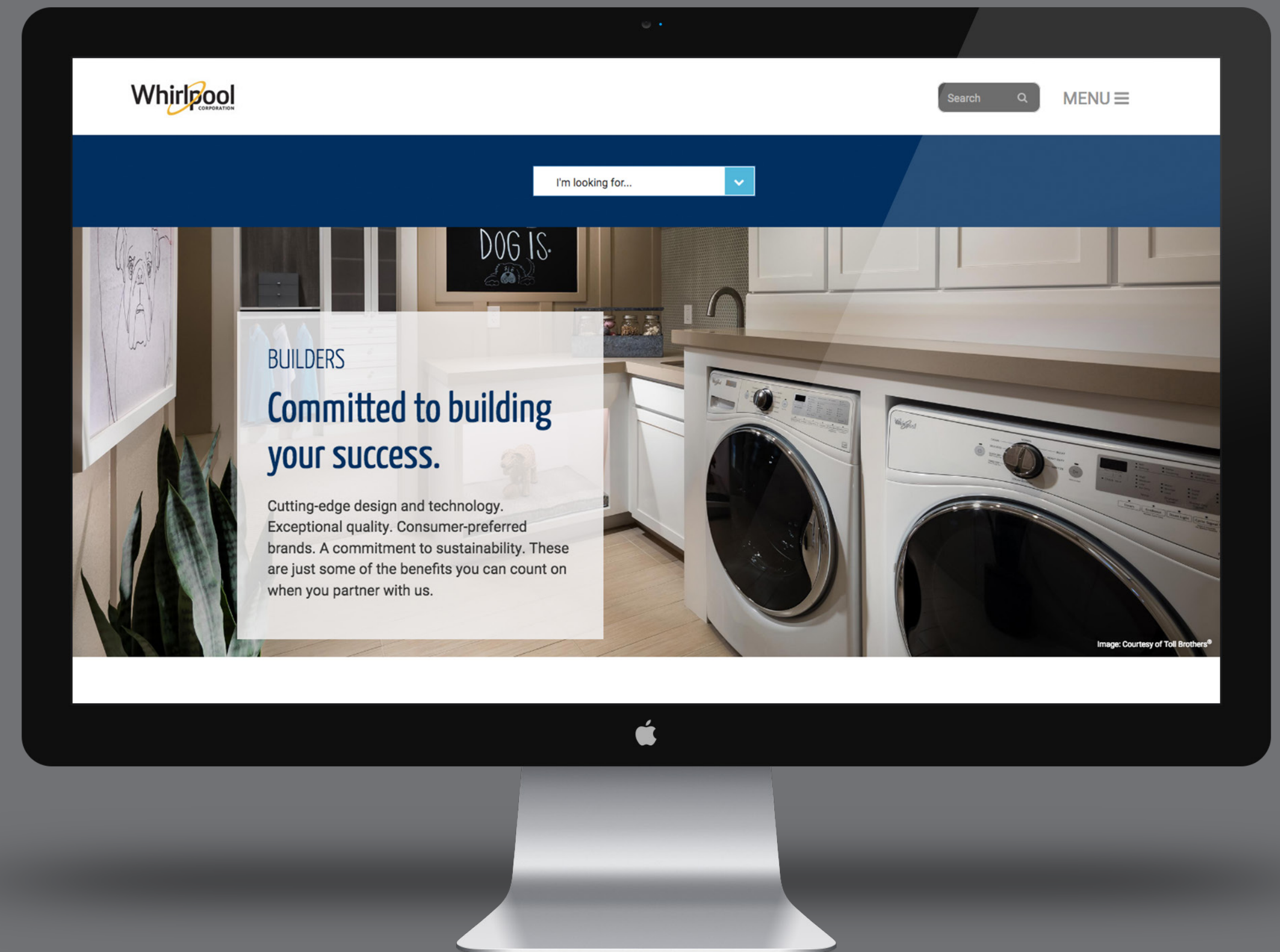
Whirlpool Corporation launched Inside Advantage in the spring of 2015 with the goal of leveraging it as a content hub for the contract channel. However, the website was not properly set up to provide fresh, relevant content to trade audiences, so it quickly evolved into a digital product catalog. Additionally, the site was plagued with functionality issues and had seen a steady decline in users since it launched. CBD inherited Inside Advantage in 2017 and quickly realized the need for a new, functional site that could prove Whirlpool Corporation's dedication to their trade audiences' business.

As a result, CBD recommended a completely new site for the builder channel that would be useful for target audiences beyond the product catalog. The objective for the site was to serve as a platform to showcase new products and innovations, the latest branded content and an expanded tool selection for the builder channel.

Optimized functionality and user interface were crucial to the new site, as was the introduction of dynamic content and tools to propel the Whirlpool Corporation sales team forward. The site also needed to maintain a visual identity that was consistent with corporate and channel guidelines, as well as the new creative campaign which was being developed simultaneously.

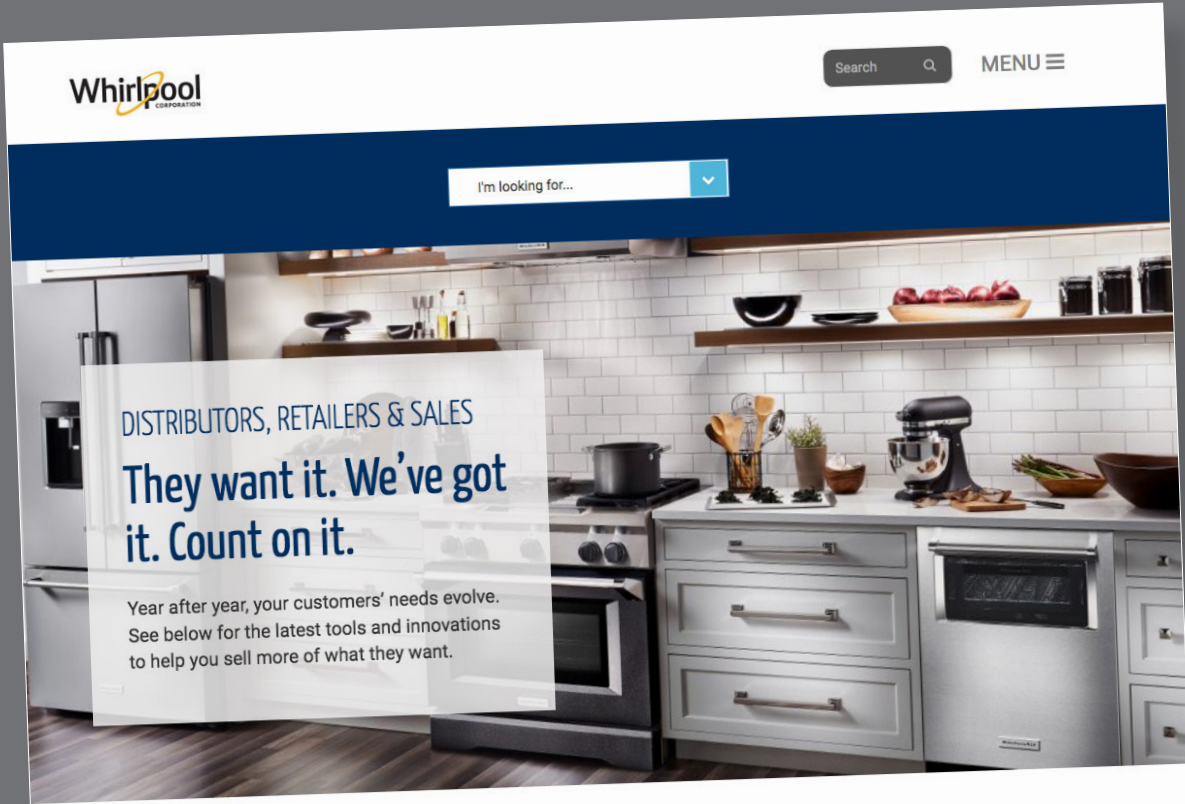
KPIs included:

- **Time on site**
- **Lead generation**  
form submissions
- **Site engagement**  
clicks, downloads, return visits, etc.
- **User sentiment**

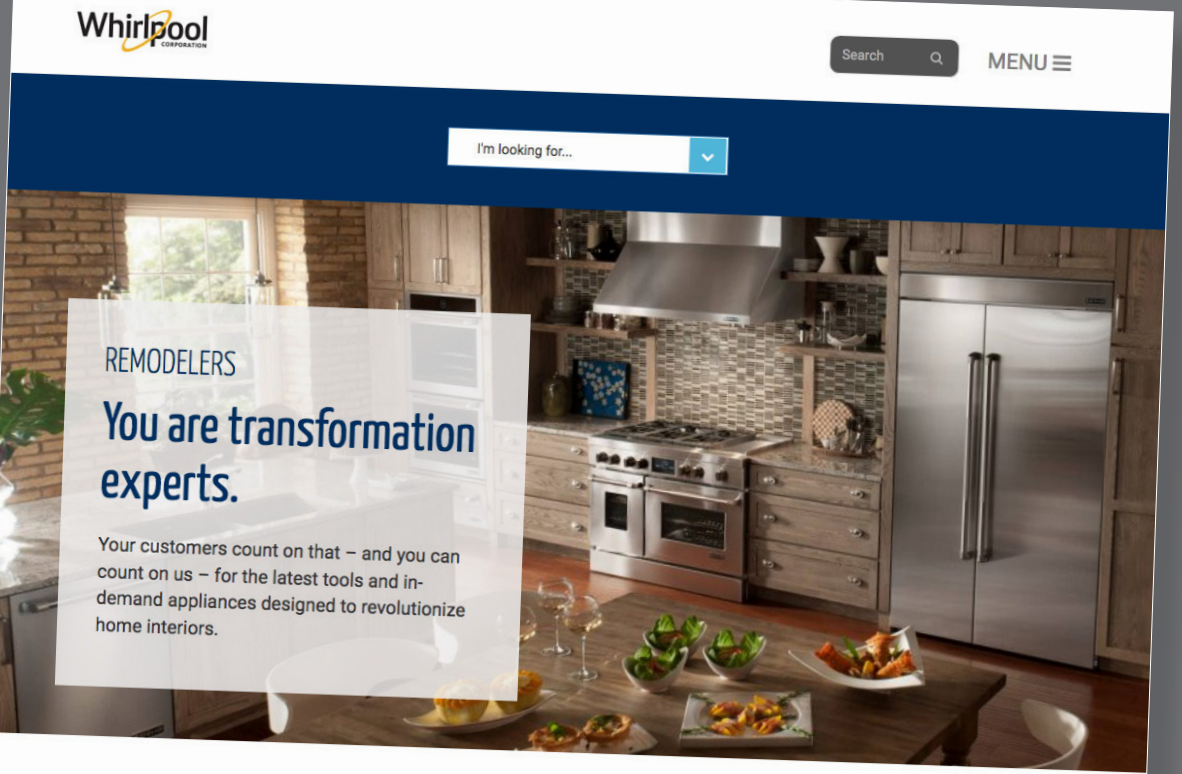


# STRATEGY

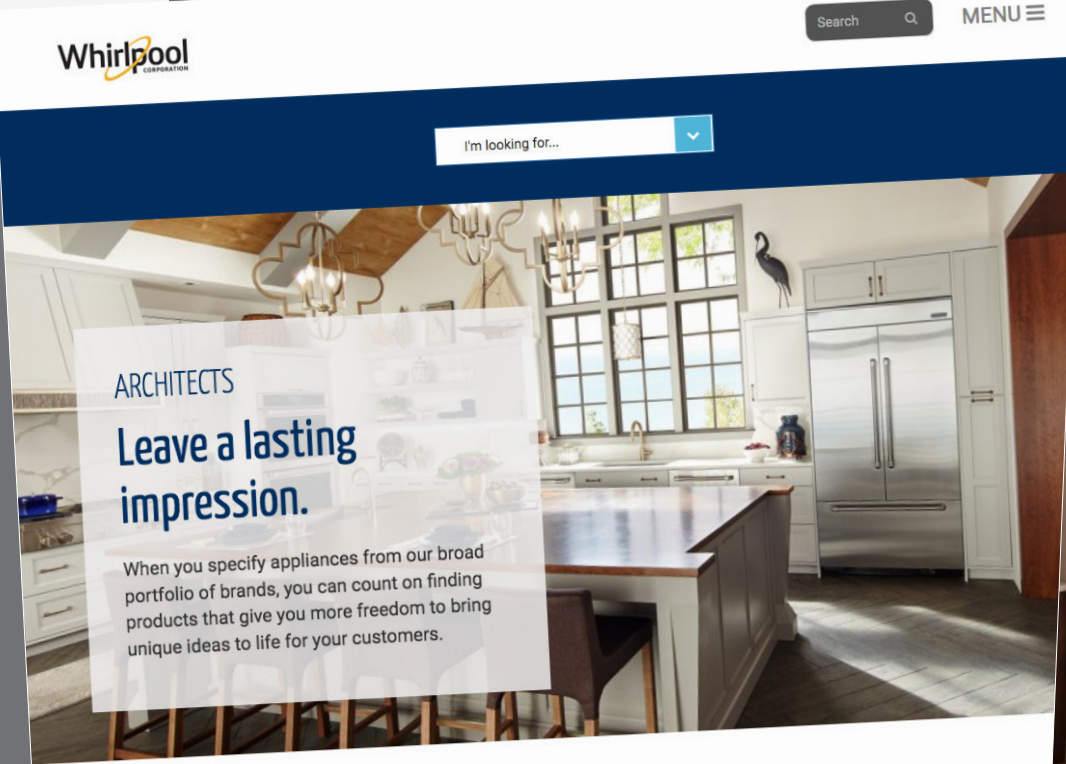
In order to deliver a best-in-class website in which the builder channel could learn the benefits of doing business with Whirlpool Corporation, we needed to perform copious amounts of research on our target audiences. The information that we uncovered about their unique roles, responsibilities and goals during the homebuilding process inspired an audience-centric framework, where unique sections were created for each trade.



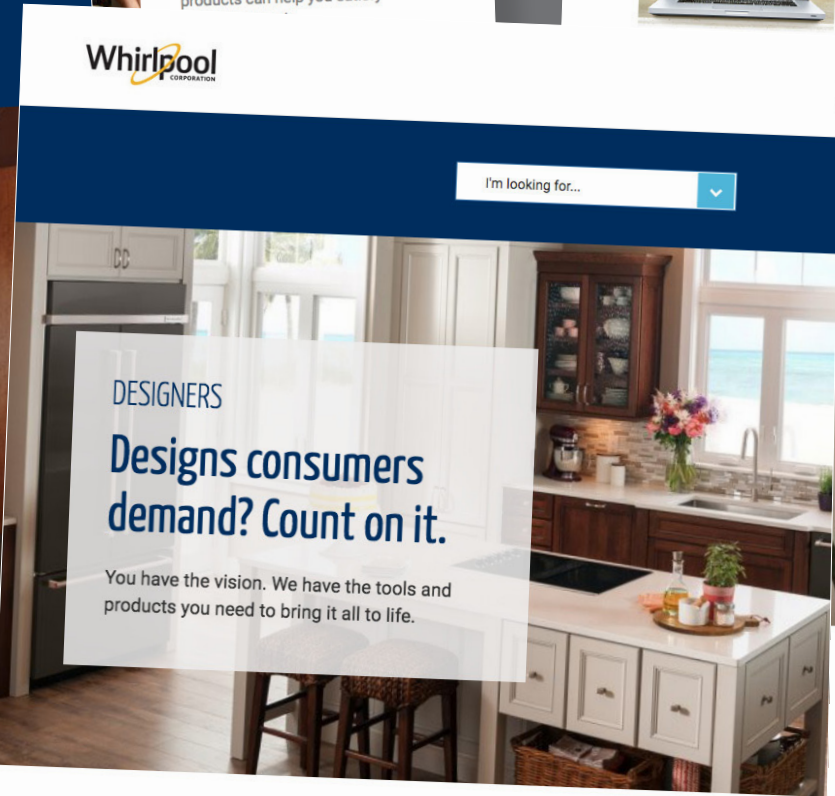
## Tools for Distributors, Retailers & Sales



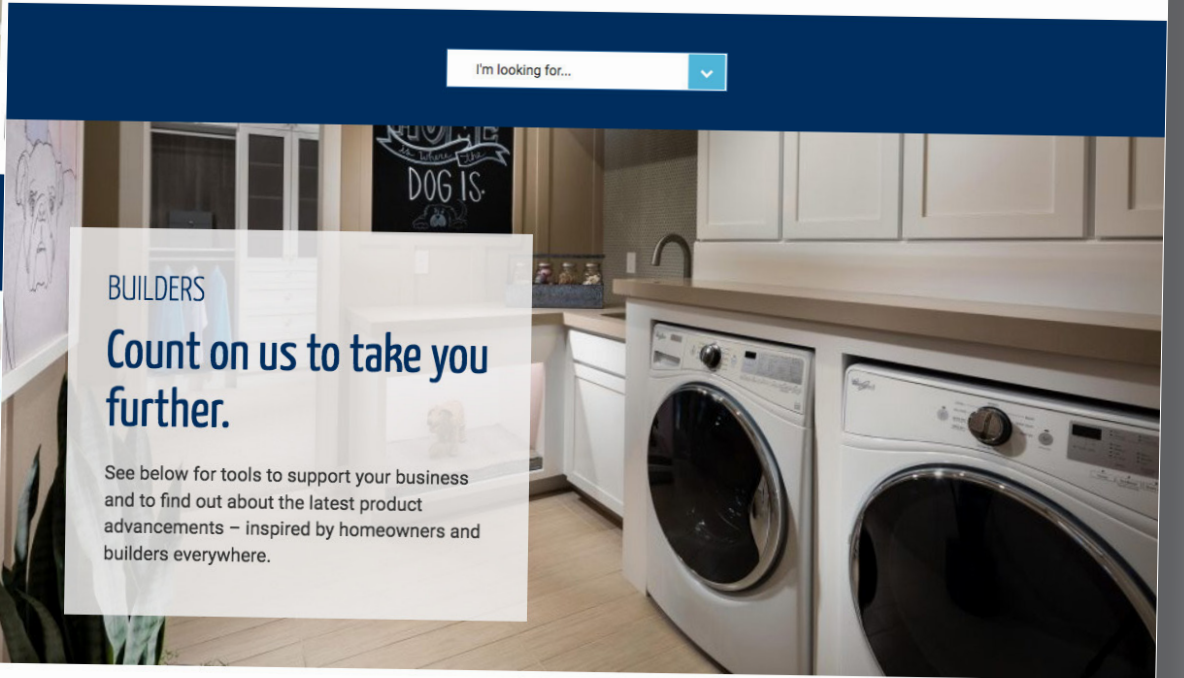
## Tools for Remodelers




## Tools for Architects




## Tools for Designers




## Tools for Builders




**Virtual Design Studio**  
Experiment with appliance finishes and design kitchen layouts in any style.  
[Go >](#)




**CAD Drawings**  
Get detailed renderings of select Whirlpool Corporation products for designers, contractors and more.  
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Discover how Whirlpool Corporation products can help you satisfy consumer needs.  
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**CAD Drawings**  
Get detailed renderings of select Whirlpool Corporation products for designers, contractors and more.  
[Go >](#)



**Whirlpool® Compact 24" Width and Ventless All-In-One Washer & Dryer**  
Flexible enough to install nearly anywhere, this smart combo is designed for tight spaces, allowing the ability to run a wash and dry cycle all in one machine.  
[Check it out](#)

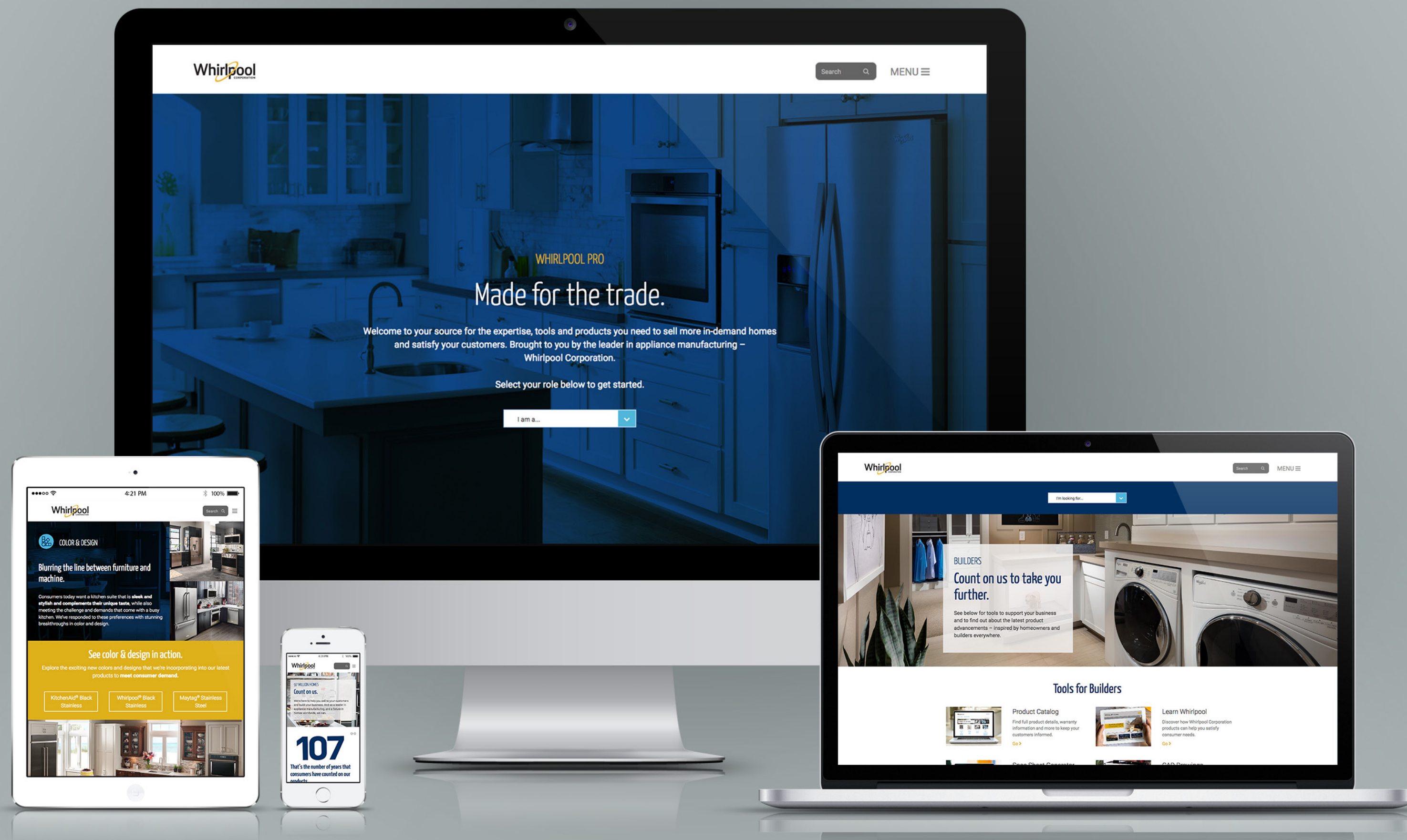


**Whirlpool® Top Control Built-In Tall Dishwasher**  
Designed to complement nearly any space, this dishwasher features a finish with rose gold undertones that deliver a subtle warmth.  
[Check it out](#)



**Whirlpool® 1.1 cu. ft. Over the Range Low Profile Microwave Hood Combination**  
Perfect for compact kitchen spaces, this small over-the-range microwave features high-performance venting and specialized cooking functions that consumers demand.  
[Check it out](#)

# EXECUTION



CBD started in the discovery phase, developing an in-depth content hierarchy, content outline, site map, wireframe options, CTA recommendations and a CRM recommendation. Once approved by the client, we moved into the production phase, performing keyword research, starting copy development, and designing the homepage, product page and audience page.

From there, we tackled development and deployment, creating living wireframes, integrating approved content and tracking, testing for quality assurance and user acceptance — and finally, deploying the site on our projected launch date (phew!).

Once the initial launch was complete, the team moved into the maintenance and optimization phase. After 5 months of the site launch, CBD re-concepted our audience-specific pages based on data collected to increase the relevancy and ease of use for each audience. This allowed us to keep Whirlpool Pro up-to-date for our audiences, providing them with something new every time they return. In order to maintain Whirlpool Pro as a content hub for our audiences, CBD continues to actively provide strategic recommendations for new content, additional tools, and expanded lead generation.

# RESULTS

With Whirlpool Pro, we evolved Whirlpool Corporation’s web platform from a static sales tool to a dynamic customer destination. The site is completely integrated with the builder channel marketing communications plan and sits at the center of the ecosystem for all tactics. Trade advertising, public relations, events and CRM assets collectively point to Whirlpool Pro.

Even though we completely replaced the old site and targeted a new customer-based audience profile, Whirlpool Pro traffic is showing solid growth and actually surpassed the average traffic levels from the previous builder channel site during some months of 2018. Trade audiences continue to visit their specific persona page with very limited promotion. Here are some of the key 2018 performance metrics:

A quality user-base of **7,000+ engaged target audiences** was established for Whirlpool Pro, with total of **81,500+ unique users** year-to-date

**900+ total leads** in 2018

In addition, Whirlpool Pro is sending traffic to Web World (Whirlpool Corporation’s eCommerce site), resulting in an increase in visits and revenue. More specifically, it generated about 20% of all referral traffic revenue on Web World by end of year 2018.

**248 total form submissions**, with **174 specific “Become a Partner” inquiries** which indicates the site is gaining significant traction with the distributor audience

**Average time on site of 2:04**, with the **highest primary page time on site up to 4:06**.

**100,000+ interactions** (clicks, downloads, tools/content interactions, etc.)

**Over 47K search queries** performed

**1.72 sessions per user** (returns)

