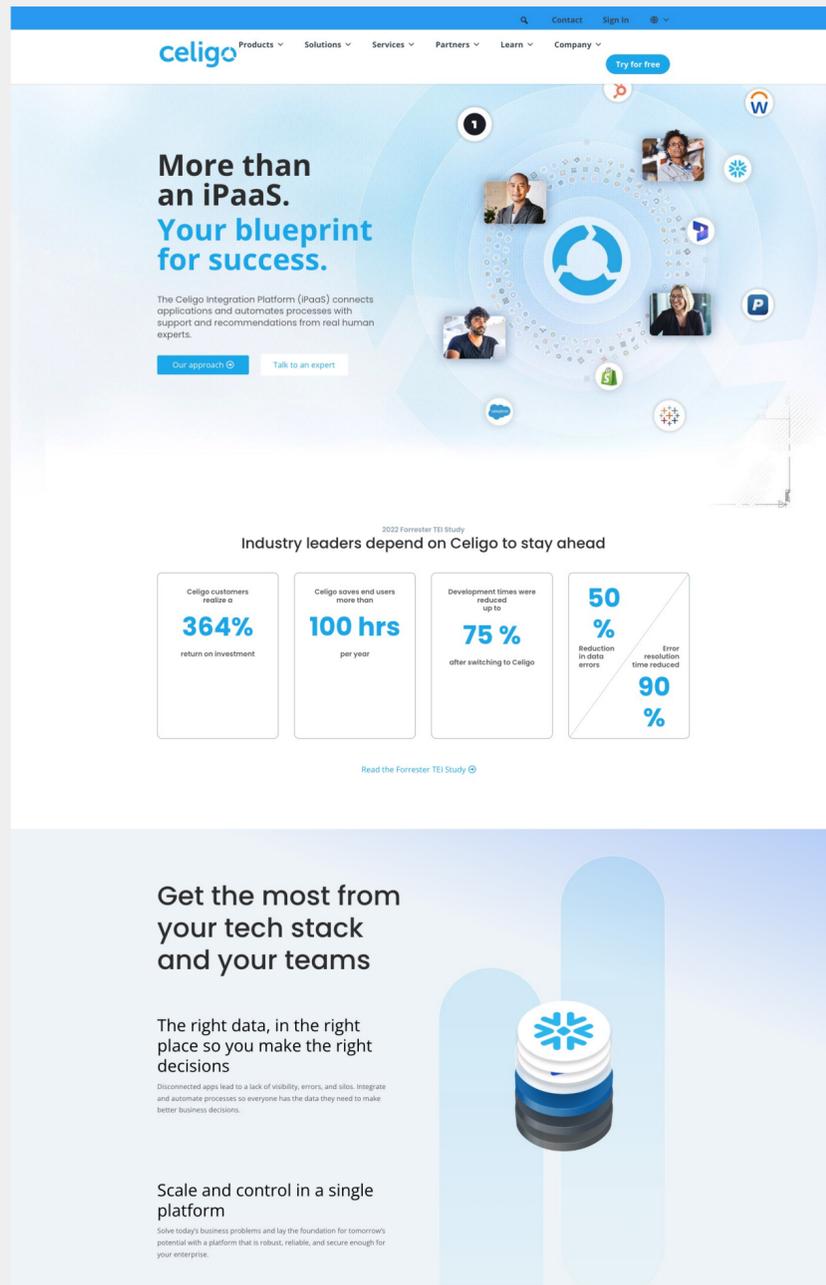


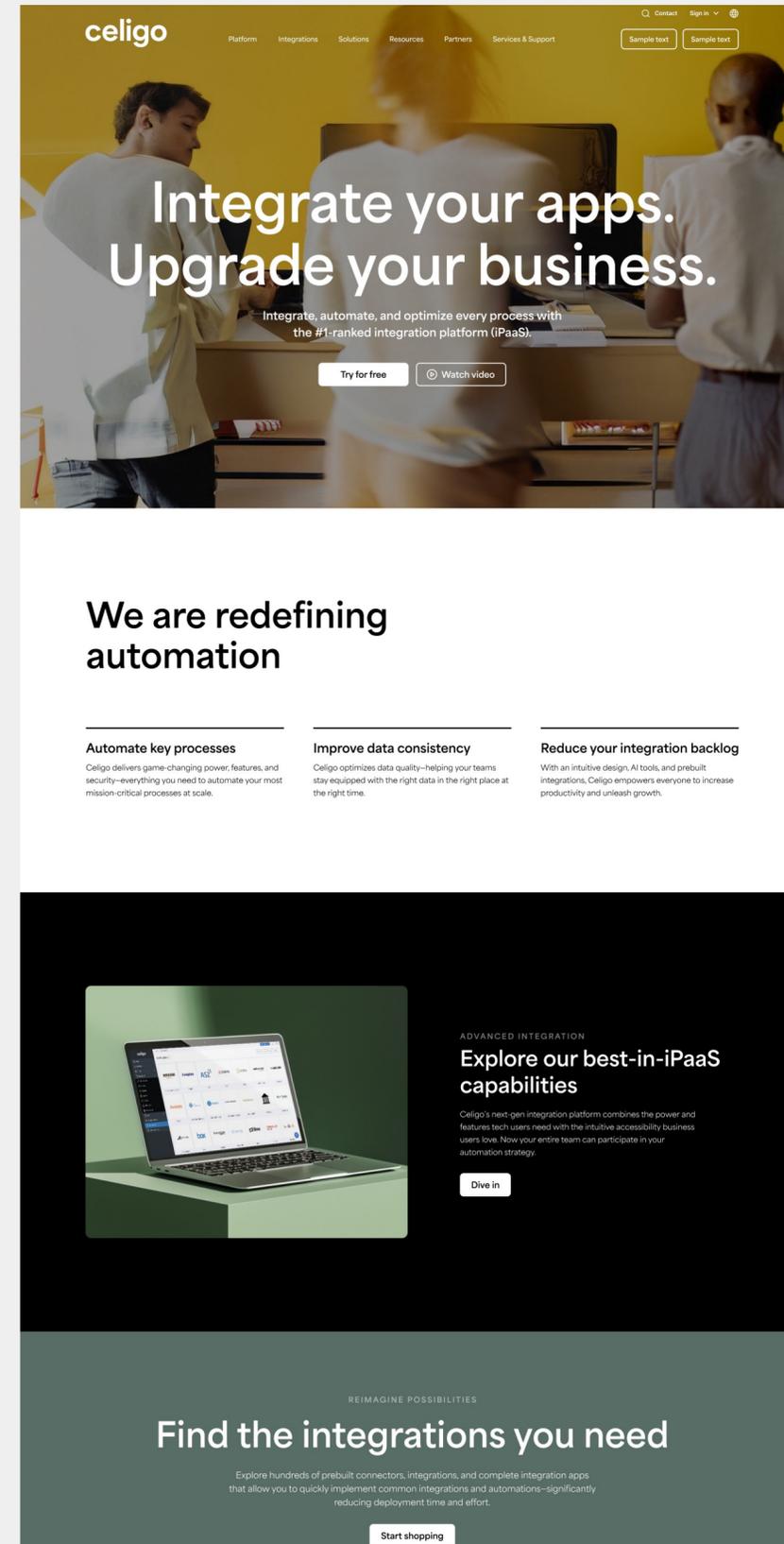
REDEFINING THE ART OF INTEGRATION



Before



After

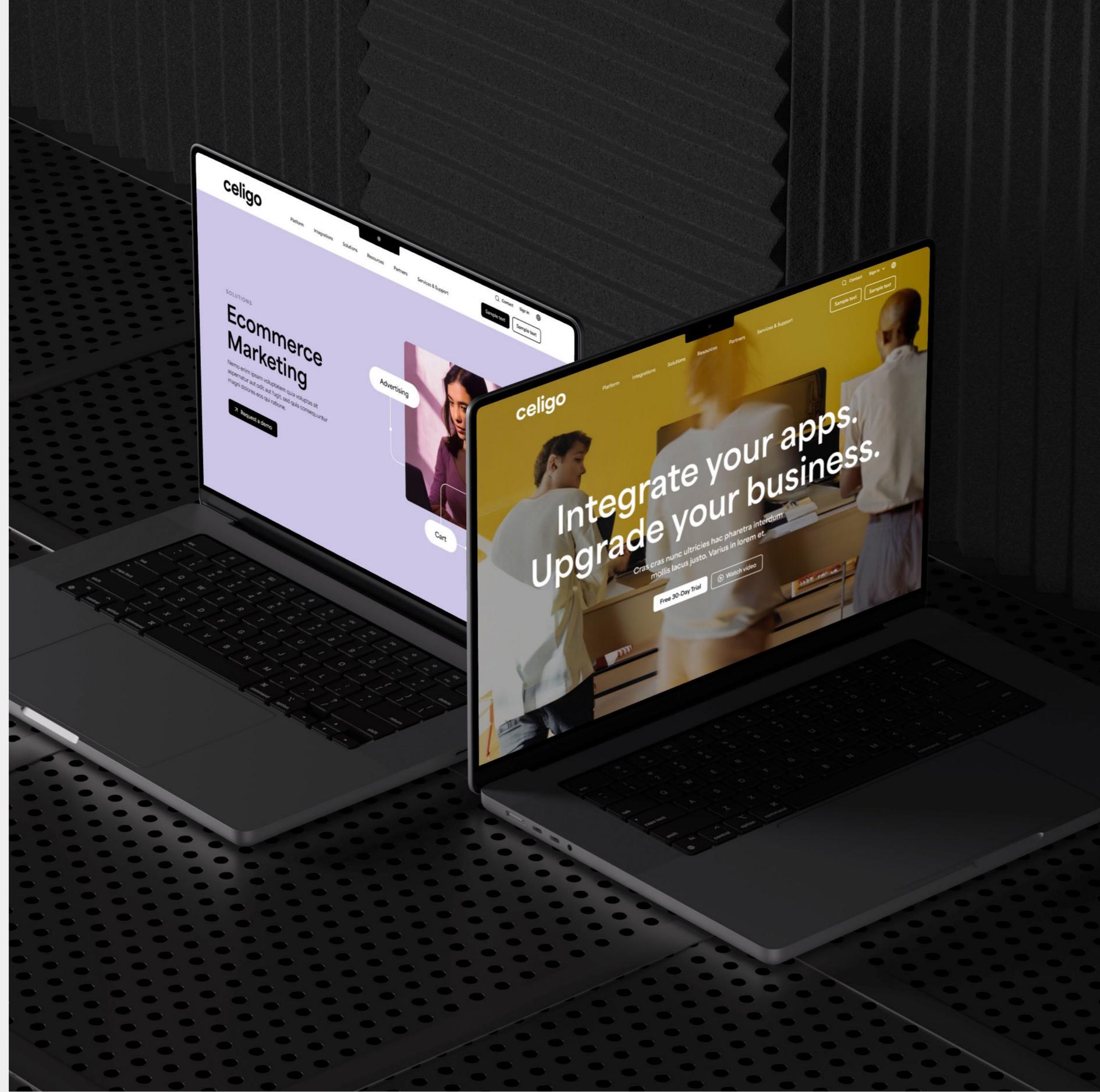


THE CHALLENGE

In today's siloed world, modern organizations are challenged to integrate data from multiple applications that handle various aspects of their business processes and IT operations. Celigo is helping companies meet this challenge by simplifying the way they integrate, automate, and optimize all their processes with an integration platform as a service (iPaaS) solution designed for mission-critical organizational processes. However, the iPaaS category is not well known or well understood. April Six was tasked with launching the new Celigo brand by bringing it to life in a reimagined website and user experience that catalyzes engagement.

THE SOLUTION

Working closely with Celigo stakeholders, April Six identified the key challenges with the existing Celigo website. Simply put, it wasn't driving demand or growth. With no clear journey to follow, users were getting lost in the minutiae. The overall messaging was muddled and lacked alignment with key user personas. To address these issues, prioritized outcomes were established. The new website needed a bold, highly differentiated design leveraging new and improved Celigo branding. It needed to be built for growth and the global market, and it needed to be SEO-friendly. Non-invasive user data capture to fuel marketing and sales was mandatory. The new website needed to be fast, smart, and easy to use for both front-end and back-end users, and it needed to transition smoothly from the old website.



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Platform Integrations Solutions Resources Partners Services & Support

Contact Sign in

Sample text Sample text

SOLUTIONS

Human Resources

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione.

Request a demo

Benefits

Onboarding

Expenses

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snowflake

Snowflake Integrations

Integrate Snowflake with all your applications to break down data silos and make your data more actionable at scale.

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Best relationship Mid-Market

WINTER 2024

INTEGRATIONS

Automate anything ecommerce

Connect your ecommerce tech stack at any step, with any application.

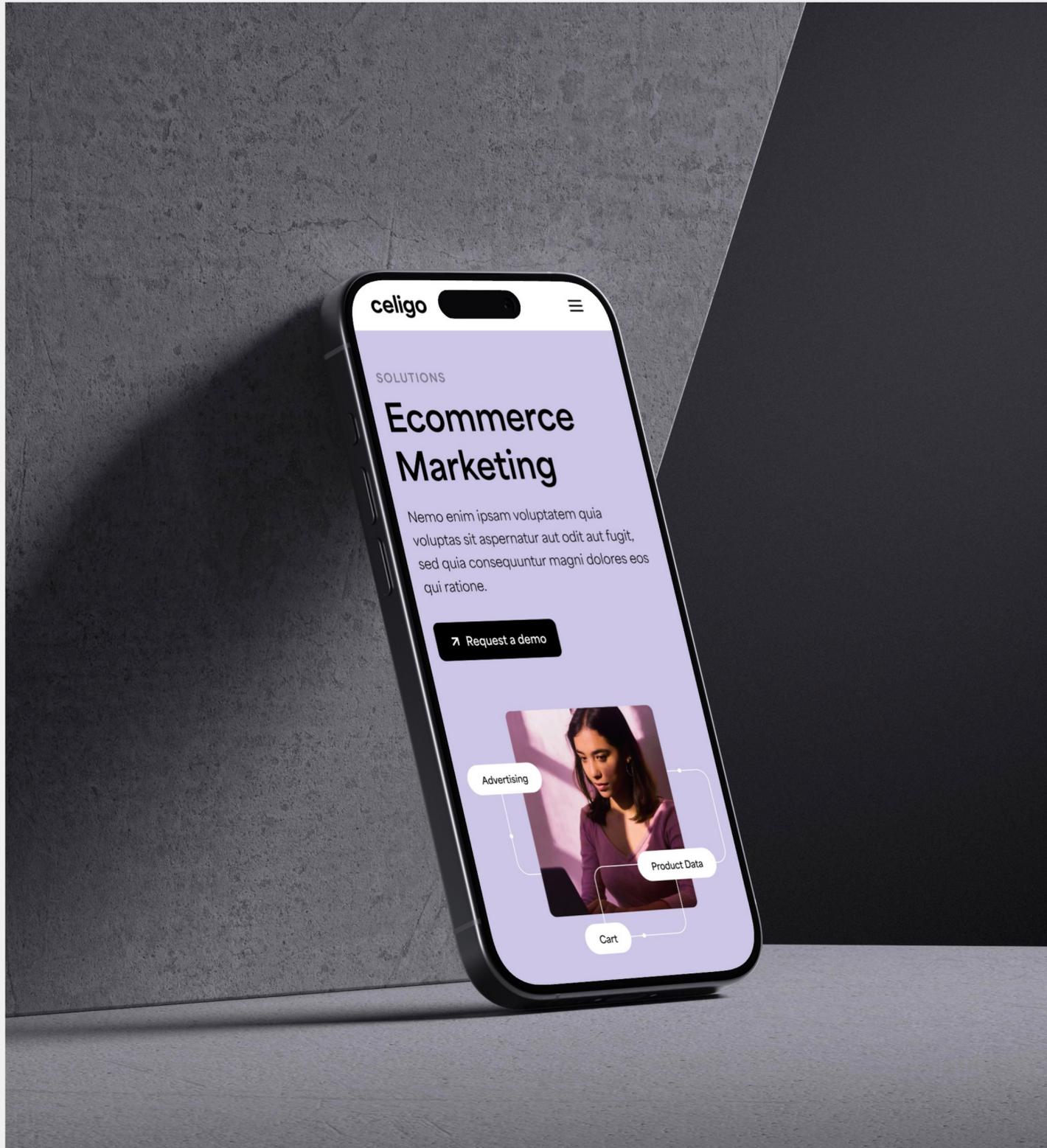
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Advertising Product Data Reporting & Analytics Customer Data & Personalization Email & SMS Cart Reviews Productivity

THE EXECUTION

April Six started by creating a modern, visually appealing brand experience that delivers compelling, relevant messages to a diverse set of audiences unaccustomed to bold approaches. The website was reorganized to reflect how customers think and act, creating user journeys that nurture prospects to conversion and building a foundation for a living asset. April Six worked a human element into the website while clearly articulating what Celigo does and how it delivers differentiated outcomes. Now, users not only know what iPaaS is, they know Celigo offers the only integration platform built for today's dynamic business challenges. And Celigo is well-positioned to take advantage of market revenue projected to hit \$61.7 billion by 2023.





SOLUTIONS

IT Process Automation

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione.

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Automation

Provisioning

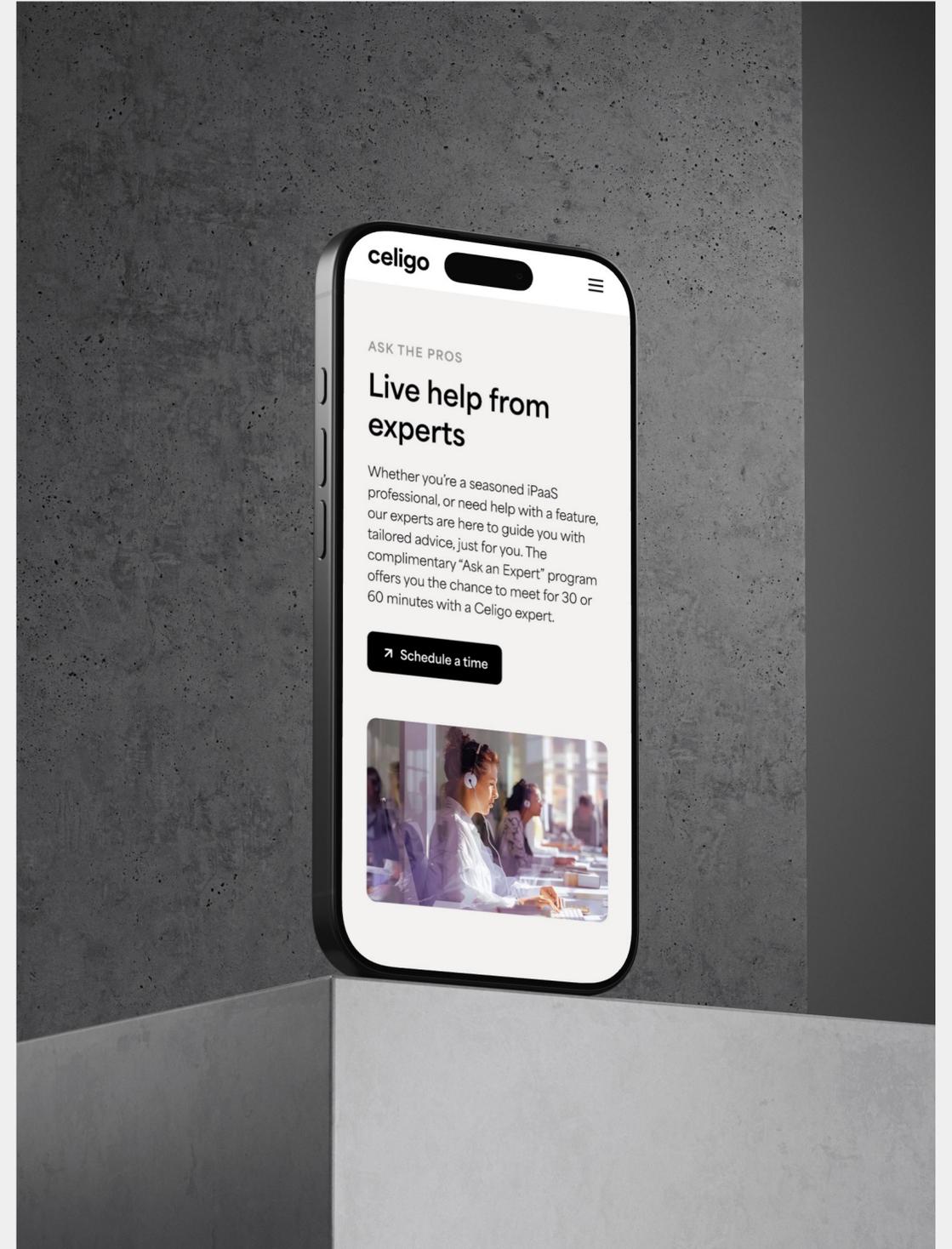
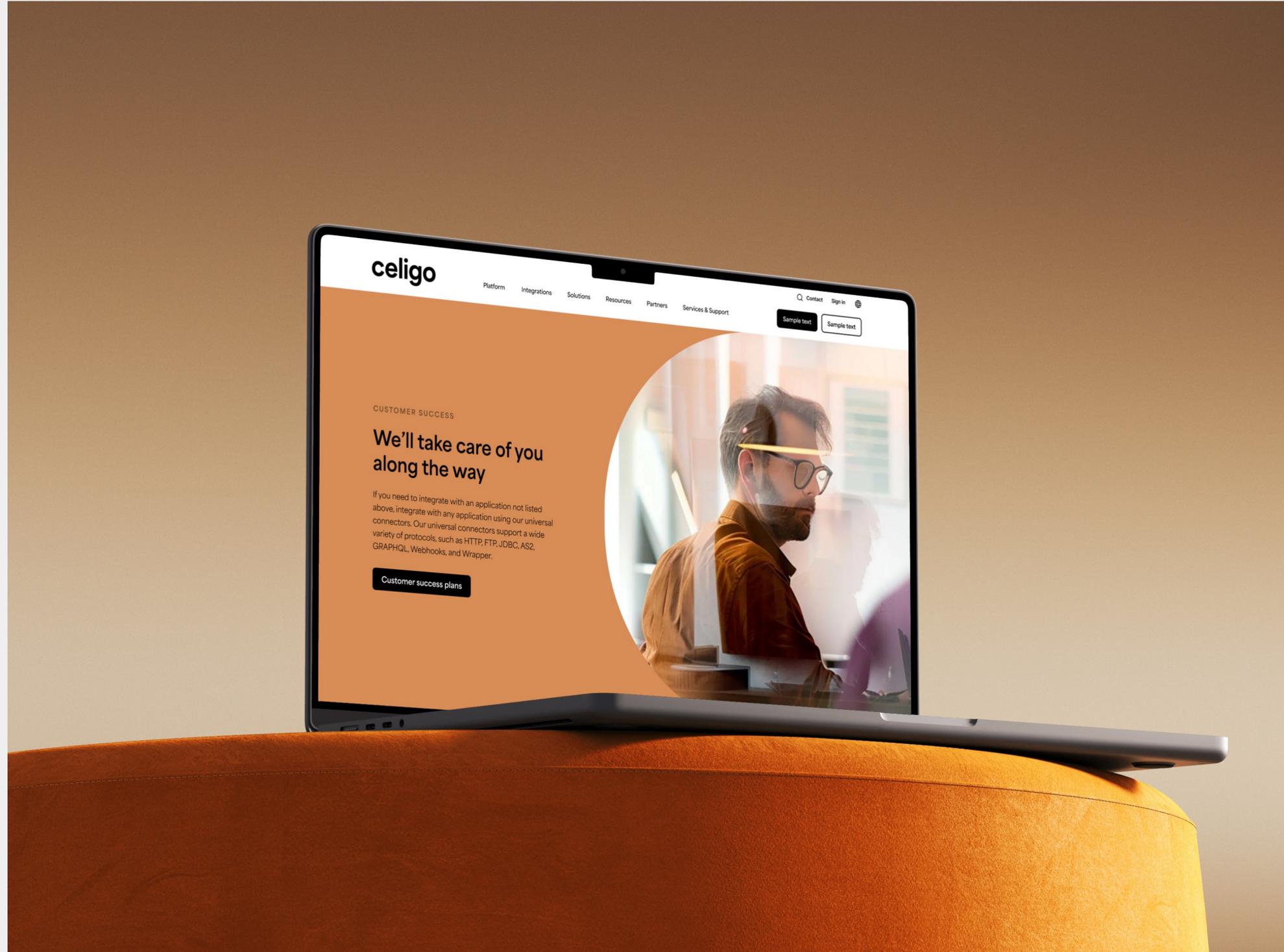
Collaboration

Business Teams

Developers

Infinite Scalability







**WORKING ON THE SITE HAS BECOME
EASIER, MORE INTUITIVE, AND
FASTER. THE SITE IS TECHNICALLY
SOUND, CLEAN, AND CONSISTENT**

—David Zugnoni, Senior Manager, Digital Experience



FOLLOWING THE SITE LAUNCH, WE HAVE BEEN ABLE TO MOVE FASTER WHEN CREATING NEW PAGES AND PUBLISHING NEW CONTENT. I CAN'T OVERSTATE HOW MUCH WE'RE BENEFITTING FROM THE BACK-END IMPROVEMENTS THAT APRIL SIX DEvised. WORKING ON THE SITE HAS BECOME EASIER, MORE INTUITIVE, AND FASTER. THE SITE IS TECHNICALLY SOUND, CLEAN, AND CONSISTENT.

—David Zugnoni, Senior Manager, Digital Experience