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When you need website changes now, but IT says no

How agile WebOps makes life easier for both Marketing and IT

The web doesn't wait for anyone. If visitors aren't engaging, clicking, and converting, you need to fix things fast.

However, web requests from Marketing often enter the IT help queue only to wither and die as IT addresses higher priority issues – or even says "no" because the overburdened CMS can't manage the change. Meanwhile, your website sits stagnant and your KPIs trend downward.

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There's a better way.

Let's look at a common issue and how an agile WebOps platform can help.

The problem

Underperforming CTA buttons across entire site portfolio

The method

Conduct A/B tests on button copy and color by implementing a new testing solution that eases and automates the process

The agility

Make portfolio changes without adding to the IT queue

Before Agile WebOps

The Digital Marketing team submits an IT request for a new A/B testing solution. After several weeks, IT says, "No."

IT Team

"Marketing just doesn't get it. It takes so much time to research, test, and deploy something like this – and our web systems probably can't even handle it."

Marketing Team

"No? No?! We need more conversions, and IT is making it impossible to test new ideas that could help."

After wasting weeks in the IT queue, the Digital Marketing team manually updates the buttons to conduct slow, inefficient A/B testing.

After Agile WebOps

The Digital Marketing team submits an IT request for a new A/B testing solution. Now, IT can say, "Yes." Why?

IT Team

"No problem. This should be easy enough with our stable and agile WebOps platform – and the CMS is up-to-date and running smoothly."

Marketing Team

"It's such a relief to work with an IT team that understands how important it is to test new marketing ideas and improve our conversion rate!"

With its new tool, the Digital Marketing team conducts A/B tests to consistently improve performance. KPIs soar. Happy Hour is even happier. Best of all? IT and Marketing are now friends.

Ease the friction in your web processes — and make your websites better than ever — with agile WebOps from Pantheon on Google Cloud.

Learn more at pantheon.io/google

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