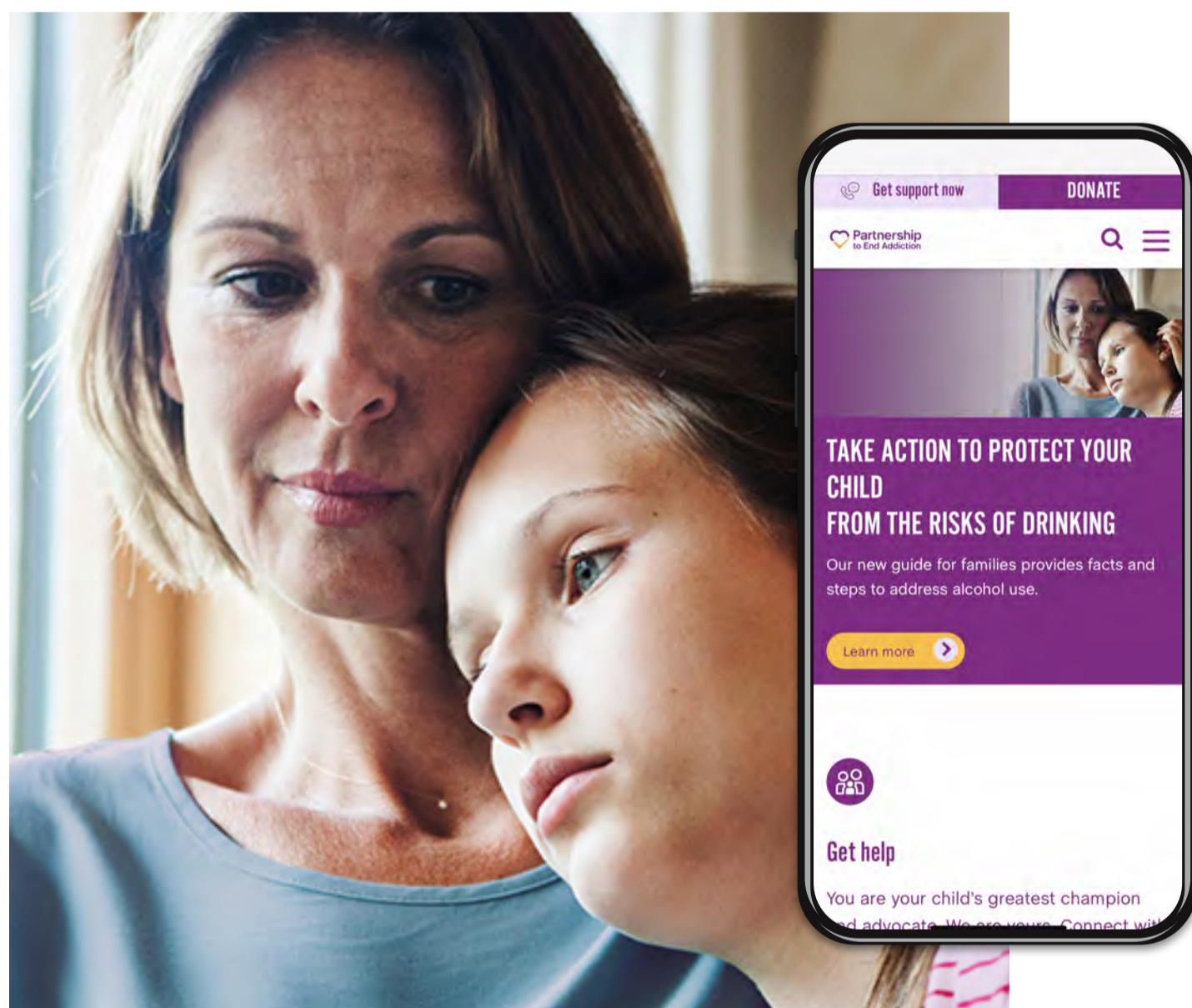




Greater Attention to Details

B2C/B2B, NONPROFIT

Digital Strategy
Web Operations



The Opportunity

Addiction has many variables, and for Partnership to End Addiction that meant many microsites to reach their nuanced audience types. The problem was that the sites were created and hosted in a fragmented manner, which made them historically hard to upkeep and in many instances neglected.

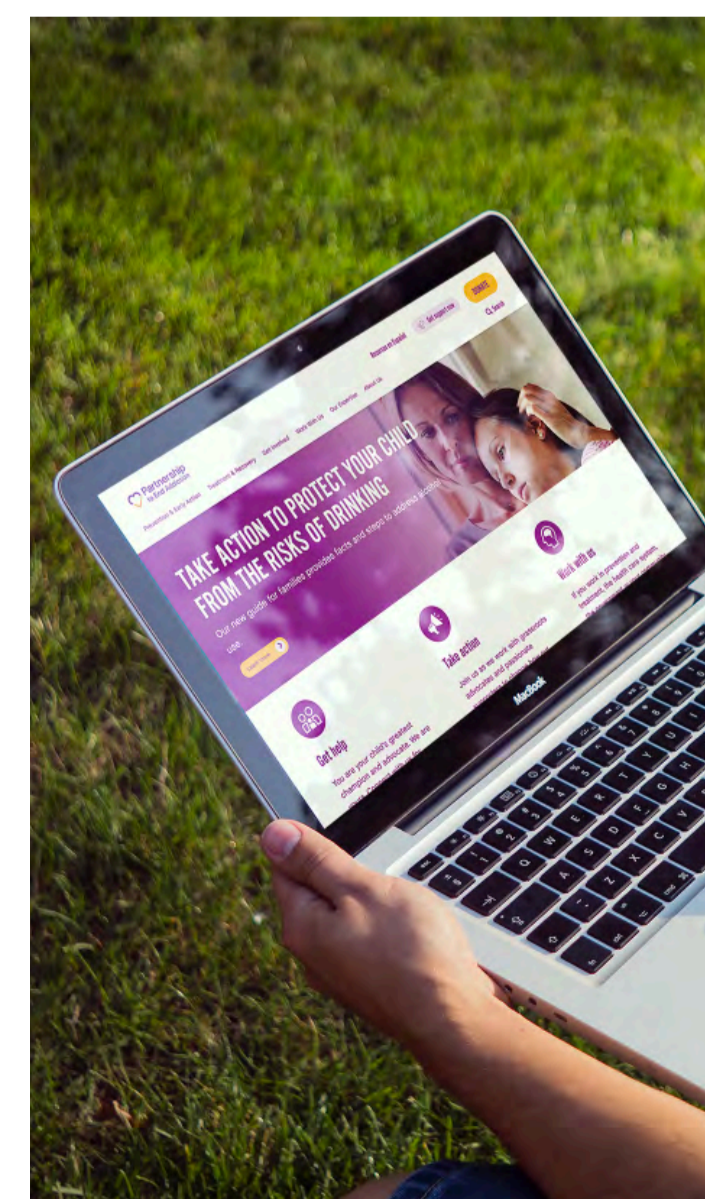
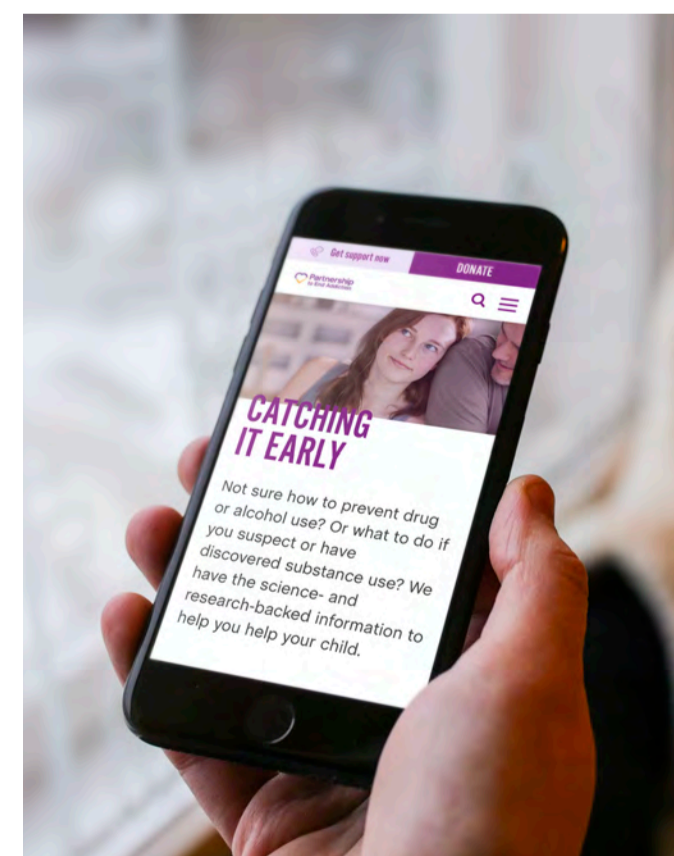
This opportunity gave us the ability to support Partnership to End Addiction with a comprehensive backend website strategy.

The Solve

Our focus with Partnership to End Addiction was to make every microsite as highly functioning and engaging to visit. In addition, we wanted to ensure the client had the freedom to make updates themselves if desired.

Working to solve the organization and upkeep of these microsites meant using a platform that was easily organized on the backend itself.

Migrating all sites to Pantheon and using WordPress allowed us to optimize our WebOps capabilities which has streamlined workflows and updates.



How and Why

Once each microsite was migrated to Pantheon's hosting platform it allowed our team to streamline all necessary updates and lower time spent doing so.

Pantheon also supports better development overall. Their platform includes easily-accessible version control, backups, and error monitoring for every site in a user-friendly dashboard.

