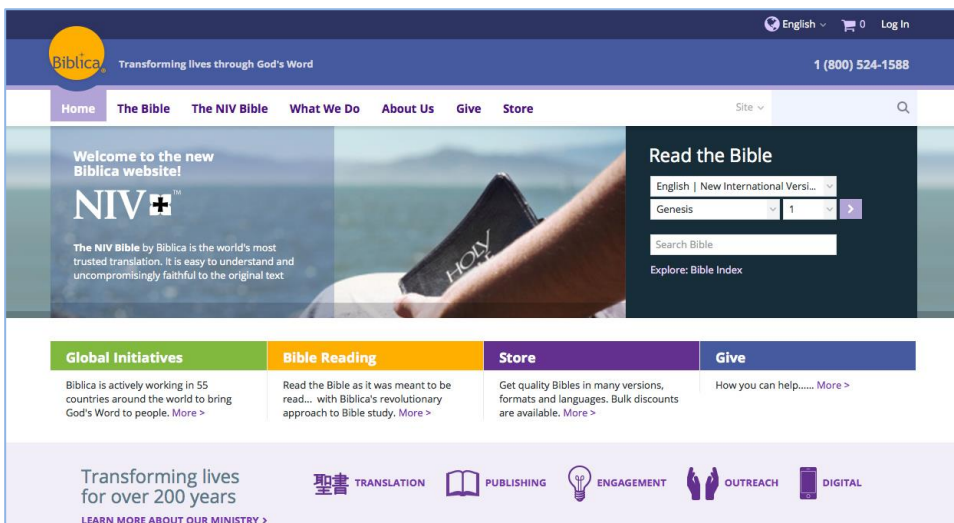


## Case Study



# Biblica Partners With NetRelations to Integrate Their Content and Commerce Sites and Advance Their Mission



## Biblica

[www.biblica.com](http://www.biblica.com)

### Organization description

Biblica delivers the transforming message of God's Word through three core strategies: translation, publishing and content engagement.

### NetRelations Solution

Website based on EPiServer CMS and Commerce

### Technology

- EPiServer CMS
- EPiServer Commerce with Solr search
- Integration with BibleGateway (commerce) and Verse of The Day (content), including search
- Integration with back office and third-party services

Biblica produces translations and biblical resources to meet the needs of people in different cultures, conditions and beliefs. They offer programs and resources to churches and ministries to engage people more deeply in Scripture for life application and transformation.

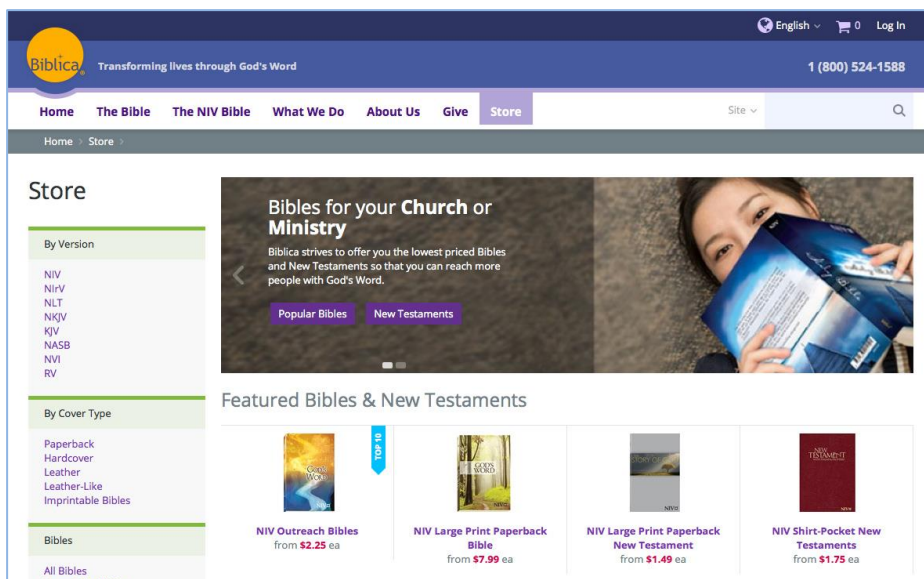
Understanding that people's needs are diverse, Biblica's programs are adapted to age, culture, location and religious background. Their programs focus on five areas of ministry: translation, children and youth ministry, specialized ministry outreach, Bible and church engagement, and Scripture outreach.

### The Challenge

**Fragmented user experience.** Biblica's two separate websites ([www.biblica.com](http://www.biblica.com) and [www.biblicadirect.com](http://www.biblicadirect.com)) prevented them from blending content and commerce for maximum impact, reducing their effectiveness in their mission, fund-raising efforts and B2B and B2C Bible sales. Different technologies, designs and structure disrupted their brand identity and made it difficult for visitors to find what they needed.

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“NetRelations has just been amazing to work with. This is a very complex project with lots of people to please. Somehow, NetRelations manages to do that, time after time. We’re so pleased with our new site.”

Lyndel Pettibone  
Global Technology Officer

**Convergence of multiple data sources and commerce tools.** Biblica taps into services that provide Bible content, as well as offering Bible-ordering for churches, missions and individuals. Integration was needed with a wide variety of third-party services, including shipping and sales tax calculators for markets around the world, in addition to a payment gateway, and Biblica’s ERP for inventory and order processing.

**A large and geographically dispersed team of content editors.** As is common now, the members of Biblica’s multi-disciplinary and multi-lingual content team are located around the world. This makes content reviews, publishing and personalization more challenging.

### The Solution

**Focus on usability and functionality.** Visitors can navigate, search and find what they need. The new CMS’ features include

**Online access to content**– Readers can easily find a wide range of Bible translations, including audio versions. Reading online allows searches and keywords to find key passages. The solution allow Biblica to tag Bible content with specific cross-references and promotions. Visitors can compare translations side-by-side and share Bible verses on social media with friends.

**Subscription tools** – Verse-of-the-day is available onsite and also offered as a subscription. Serious students can access Bible reading plans through an RSS feed. (For example, you can have a 365-day reading plan for the entire Bible).

**Viral marketing integrated with the community experience** –Bible resources are available as a downloadable version (somewhat like a book circle). The shopper purchases a specific number of downloads and can invite others to access the download for community study.

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### Are You Planning Your Next CMS and Commerce Platforms?

Check out these NetRelations resources:

- [“Upgrading your CMS: How to Start the Shopping Process”](#)
- [“Plan the Growth of Your CMS: 9 Trends to Consider”](#)



**Social proof integrated with the donation/purchase experience -**

Customers can see ratings and reviews and consider a donation opportunity with each Bible purchase. The “Give” section offers an opportunity to donate to a variety of causes, and tells donors specifically how the donations will be used.

**Unified search results** - Users benefit from enhanced search results, resulting from the integration of EPiServer native search and third-party technologies. The improved search results feature content from the Bible, the store and other resources.

**Integration with back-office and third-party systems.** The many data sources required to provide sophisticated content gateways, shopping carts, communities and search results are now integrated into an effective experience for both internal and external stakeholders.

**Best-of-breed CMS tools for content editors.** With over 30 editors across the world, Biblica now has a tool that is both easy to use and engages site visitors with personalization, local languages and up-to-date marketing techniques.

**Coming Soon**

The next iteration of NetRelations’ CMS solution will feature a community discussion board that suggests topics for dialog. Anyone on Facebook can comment. Also, additional languages for the worldwide audience will be rolled out over time. ■

**About Us**

NetRelations’ content management and commerce solutions increase engagement, leads and sales. Their enterprise websites and portals are designed to achieve each client’s business objectives.

**Solutions**

CMS  
Intranet/Extranet  
Commerce  
Marketing Automation

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