

CASE STUDY: INTEGRATED SOLUTION

Visit Napa Valley



SITUATION

Originally working with Simpleview's industry-specific Customer Relationship Management (CRM) system, Visit Napa Valley switched gears in 2008 and tried another company's CRM platform. They realized the new system wasn't meeting their needs and couldn't be customized, so they returned to Simpleview and have since implemented our Content Management System (CMS) as well.

LEGENDARY NAPA VALLEY



SOLUTION

Simpleview's integrated CRM and CMS solution offers the Visit Napa Valley team and their partners even more efficiencies and advantages that make their day-to-day jobs easier and their website more relevant. Unlike Visit Napa Valley's previous CRM, Simpleview provides an industry-specific, integrated solution that was designed from the beginning with Destination Marketing Organizations (DMOs) in mind, and updated to meet the requirements of clients, user groups, and advisory boards in the industry. That being said, they are also flexible enough to be adjusted to further meet specific organizational needs.

Previously, the Napa Valley team had trouble receiving updated listings from partner businesses, but this changed once the right tool—a user-friendly, DMO-intuitive CRM—was in place. Due to the practical Extranet product tied to the CRM, both partners and the DMO found listings updates simpler and easier to accomplish in a more timely manner. The ability for partners to manage their listing and amenity information has a direct effect on website listing views and click-throughs. This indicates that a more efficient back-end process for the DMO team and partner businesses equates to a more engaging experience for site visitors.

20.45% YEAR-OVER-YEAR INCREASE
OF ORGANIC TRAFFIC

3.16% YEAR-OVER-YEAR DECREASE
OF ORGANIC BOUNCE RATE

RESULTS

The beautiful and easy-to-navigate new VisitNapaValley.com highlights wineries, hotels, and events with online creative influenced by the design team's destination tour. Inspiring content takes center stage on the homepage, starting with eye-catching imagery and video, followed by blog posts leading visitors into detailed content about the variety of opportunities and experiences offered in Napa Valley. An interactive map further draws visitors in, highlighting winery tours and restaurant experiences. Crowdriff features destination-related user-generated content from Facebook, Instagram and Twitter.

VisitNapaValley.com has already seen positive year-over-year numbers. For example, clicks on VisitNapaValley.com have gone up by 97.97% from the previous year. While Napa Valley's former CRM couldn't accomplish the goals they wanted to achieve in two years, the DMO has been utilizing Simpleview CRM since 2010 and looks forward to an even more beneficial return on investment from their new website.