case study | Discover DuPage + Crowdriff

From stale to stunning: **Discover DuPage's UGC transformation with CrowdRiff**

Before adopting CrowdRiff, Discover DuPage faced challenges finding enough high-quality images that accurately portrayed their destination. Like many other destination marketing organizations (DMOs), it relied on photos supplied by their partners, which were often outdated and not truly reflective of the visitor experience.

Discover DuPage already turned to Simpleview to redesign its website — so the DMO utilized CrowdRiff, a Simpleview partner, for a solution.

GOAL
Discover DuPage's goals were to:

- **Better show** what a diverse, inclusive, and welcoming destination it is

- **Increase** web traffic, photos, and social recognition

- **Showcase** more images on their website

- **Create** authenticity in its destination visuals

- **Source** photos outside of partners and staff

CHALLENGES
Discover DuPage encountered several challenges, primarily centered around its reliance on partner-sourced images via outdated listings that failed to capture the visitor's perspective and the essence of DuPage. This resulted in stagnant content and posed difficulties in showcasing photos effectively on their existing website.

The team wanted to invigorate its website and convey the destination's authenticity. Even after a brief stint with Stackla during their transition to Simpleview, they found themselves hunting for a user-generated content (UGC) platform that could help them take advantage of some of the exceptional destination-specific imagery shared on social media. **The DMO's challenge was twofold: to unearth diverse and credible sources of imagery to enhance their marketing strategies and to elevate audience engagement.**

CrowdRiff

GRANICUS | simpleview

SOLUTIONS

The introduction of CrowdRiff enriched Discover DuPage's new website with stunning photos and made the destination appear more diverse and welcoming. CrowdRiff's rights request feature provided the DMO access to visuals they could seamlessly integrate into their visitors' guide and marketing campaigns.

> **CrowdRiff allows us to have ever-changing photos on our website that we can use to tell real stories about people living in and visiting DuPage,"** said Tiffany Geller, marketing manager at Discover DuPage. "In an influencer era when people are moved by social media messaging, CrowdRiff provides a way for us to have credibility."

TIFFANY GELLER
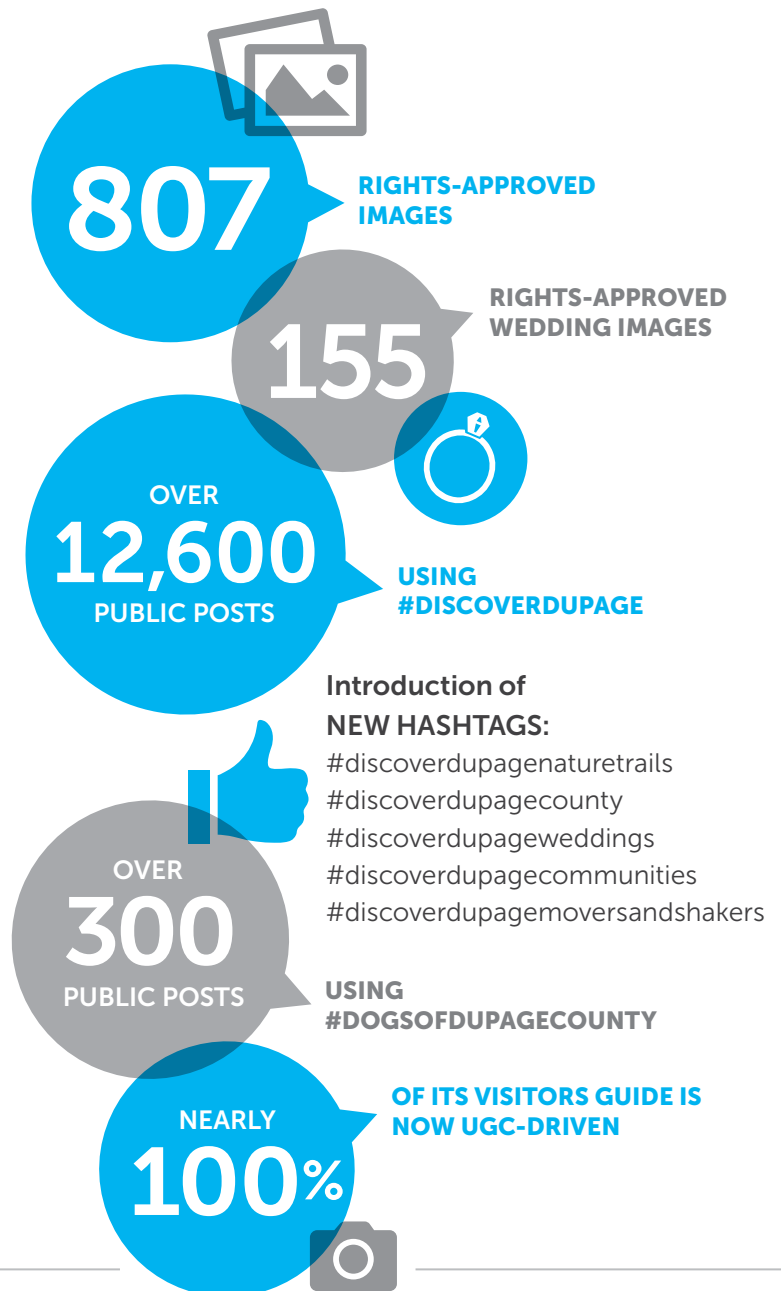Marketing Manager,
Discover DuPage

Thanks to Simpleview's CrowdRiff integration, DuPage can now effortlessly showcase photos on its website through widgets and CrowdRiff Galleries, breathing life into its site and achieving improved web metrics.

RESULTS

Discover DuPage evolved from having no UGC to a library of 807 rights-approved images, including 155 wedding images and a substantial uptick in social media engagement through strategically introduced hashtags. Discover DuPage's approach involved fostering relationships with professional photographers and reshaping its visitors guide to offer a fresh and authentic perspective of the destination. **Here's a snapshot of their journey:**

807 RIGHTS-APPROVED IMAGES

155 RIGHTS-APPROVED WEDDING IMAGES

OVER **12,600** PUBLIC POSTS USING **#DISCOVERDUPAGE**

Introduction of **NEW HASHTAGS:**
#discoverdupagenaturetrails
#discoverdupagecounty
#discoverdupageweddings
#discoverdupagecommunities
#discoverdupagemoversandshakers

OVER **300** PUBLIC POSTS USING **#DOGSOFDUPAGECOUNTY**

NEARLY **100%** OF ITS VISITORS GUIDE IS NOW UGC-DRIVEN

CrowdRiff

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