

American Cancer Society mobilizes 7,000 web pages in just one quarter



About the Society

The American Cancer Society has nearly a century of experience helping to save lives and end suffering from cancer. They are a global grassroots force of more than three million volunteers, and the nation's largest non-governmental investor in cancer research, contributing more than \$3.5 billion. The Society has helped an estimated 13.7 million people who have had cancer and countless more who have avoided it.

To learn more, visit www.cancer.org

At a Glance

Mobile Strategy Results

- 2.5x increase in mobile visits
- 3x increase in mobile revenue (donations)
- Higher rates of mobile access to key areas of cancer.org

The American Cancer Society (the Society) has worked to fight the deadly disease and save lives for over 100 years. The volunteer organization's primary website for digital outreach and educational programs is cancer.org. Millions of patients, their friends and families, and other health-conscious people regularly visit the sites for support and information on treatment and prevention of cancer.

Understanding the need for a mobile-optimized website

The Society had three main drivers for developing a mobile site. First, the organization closely monitors its websites, and saw an increase in mobile web traffic. Despite this growing traffic, the cancer.org site wasn't fully mobile-friendly. Visitors had to pinch and zoom to read articles and find information, for example.

Secondly, the Society's representatives around the country were asking for different fundraising and mission-delivery tools. They understood that much of their audience had already moved to mobile – using it not only for emails and calls, but to actively seek information. This audience segment also drives conversions on their phones, making it crucial to optimize the mobile donation process.

Plus, the Society also realized that many of the people most interested in cancer information accessed the Internet more through smartphones than other devices. Unlike desktop users, these visitors didn't get the full cancer.org experience on mobile. "It was important that we fully mobilize cancer.org on mobile devices for all our target audience," says Elizabeth Hammer, the Society's principal, digital platforms.

All of these concerns pointed to a pressing need for a mobile strategy for the Society. "We wanted to distribute the cancer.org experience as widely as possible, to as broad an audience as possible," Hammer adds. "It was a 'mission imperative' to mobilize all of our cancer.org content."

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Defining the mobile user experience

To understand what mobile users needed and expected from cancer.org, the Society looked closely at Google Analytics and various findings from Pew Research Center and other sources. With fresh insights, the team then restructured how some content areas were arranged and presented.



About Moovweb

Moovweb is a mobile platform for Responsive Delivery, transforming desktop sites in real time for phones, tablets, kiosks, and future endpoints. By leveraging existing web investments, Moovweb unifies web and mobile strategies. Enterprise developers, design agencies, and systems integrators can use Moovweb to deliver mobile sites and apps faster and improve their mobile experiences more quickly.

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"We saw that some cancer types were being accessed in greater numbers on mobile devices than on desktop devices," Hammer says. Content on testicular cancer, for example, was highly accessed on mobile, but was well down on the list for desktop users. "We have audience needs that might differ from platform to platform, or channel to channel."

While certain content was viewed more on mobile, it was clear to the Society that they couldn't offer just a stripped-down version of their site. They needed to mobilize all their content, because 75 percent of visitors were arriving via search, and the majority were new visitors. The Society wanted to provide everyone with the full suite of information. Instead of offering only some content on the mobile site, they restructured all of it specifically for the smaller screen.

Finding the right solution

Building a mobile site in-house wasn't an option. Resources were scarce, and the development team was busy on another high-priority project. The Society needed to maintain all 7,000 content pages – but with few or no changes to the content management system, and no new processes for the editorial teams. Because they provide important health-related content, the Society needed to launch a fully mobilized site quickly.

The Society chose mobile-site vendor Moovweb, who best met their needs and had a solid understanding of mobile site development. Together, they met every Society requirement. "Right now, we have a positive experience for our consumers," Hammer says. "We have a positive ROI in terms of our revenue objectives for donations, and we have lowered barriers to entry for our consumers to find our content," she says.

Delivering vital information quickly and directly

The Society has seen solid growth in traffic since launching m.cancer.org, with a 250 percent increase in mobile visits from 2012 to 2013. They also see many more visitors accessing cancer type-specific information directly, as opposed to navigating through the homepage or landing pages. Officials are pleased that users seeking critical health information can locate it quickly. The Society has also seen mobile revenue triple since launching mobile-friendly donation pages.

In addition, visitors are accessing several important content areas of cancer.org at a higher rate on mobile, such as a Smoking Cessation Guide and Spanish-language content. The Society closely watches content-consumption trends for opportunities to make more progress in the fight against cancer.

With the successful launch of mobile cancer.org, the Society has a simple recommendation for devising a mobile strategy. "Design for mobile first," Hammer says. "Think about the constraints of the small screen, and develop the right functionality for it. Then all the rest comes quickly. Scaling up is a much simpler matter than scaling down."

