

San Francisco Opera “Cracks the Code” with Adage Autopilot by BrightEdge + Optimizely



SAN FRANCISCO
OPERA

BRIGHTEDGE



The San Francisco Opera, founded in 1923, is one of the world’s leading opera companies and an exceptional American cultural institution, highly regarded for its world premieres and training some of opera’s greatest young artists. Its central mission is to “crack the code” on producing big art in the 21st century and its digital strategy is essential to developing new audiences and creating dynamic audience relationships.

A key challenge facing their digital team, led by Troy Smith and Bill Murray, is how to reach new audiences and deliver digital content that performs in organic search. To meet that challenge, the team turned to Optimizely for its Digital Experience Platform (DXP) content management system and to BrightEdge for its AI-powered Autopilot solution. By combining Optimizely’s DXP with BrightEdge Autopilot, with support from Adage Technologies, San Francisco Opera got a “zero-touch” way to optimize its webpages to boost search visibility and attract new and broader audiences for its compelling cultural offerings.

The Business Challenge

Develop New Audiences + Create Dynamic Relationships with Less Effort

Autopilot is a unique solution. It seamlessly integrates with our Optimizely DXP and automatically executes webpage optimizations. Since we deployed it, it’s delivered big search performance gains, and it’s required zero-touch, freeing us up to do other things.

-Bill Murray, San Francisco Opera

The San Francisco Opera is challenged by limited resources to address constantly changing marketing requirements. Live in-person and virtual online offerings change year-to-year and season-to-season. Other cultural venues and institutions in the San Francisco Bay Area and around the world also compete for some of the same audiences. Reaching these audiences with dynamic experiences requires incredible attention to detail and precise and timely execution. BrightEdge Autopilot gave the team a powerful way to optimize webpages to gain search visibility automatically with no extra work.

Setup and Installation



A Fast and Streamlined Deployment

Autopilot was easy to set up. All it took was just one call with Adage Technologies, its systems integration partner with expertise in Optimizely's DXP and the cultural institution subscription, reservation, customer loyalty and donation program requirements of the San Francisco Opera. Quickly installed, Autopilot was immediately activated to deliver data-driven optimizations with Optimizely's DXP platform.

Integrating BrightEdge Autopilot with our CMS to optimize our webpages was fast and straightforward with Optimizely's advanced DXP.

- Troy Smith, San Francisco Opera

Results

Significant Performance Impact with Minimal Effort

BrightEdge Autopilot executed AI-targeted SEO optimizations behind the scene automatically, and delivered results almost immediately. Within the first 30 days, the site's search performance improved significantly and has been sustained. Since launch, 346 search terms saw rankings on Google moved to Page 1 -- a 36% overall increase in the total number of keywords on Page 1, including terms and topics for which the San Francisco Opera's site wasn't previously ranked - and a 69% increase in impressions and site traffic.

36%

Overall increase of keywords on page 1

346

Search terms moved to page 1

69%

Increase in impressions and site traffic

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Today Autopilot continues to perform, automatically adapting to the digital content requirements needed to market San Francisco Opera's constantly changing and highly innovative events, delivering digital experiences that help attract and retain new and growing audiences.