

## About the Engagement:

Due to shifts in consumer behavior, evolving device use and advances in marketing technologies, Taylor Morrison found that it was time to rearchitect, redesign and redevelop their primary website and 55+/active lifestyle website. By working directly with their corporate marketing and IT teams, XCentium established and executed an integrated website strategy that set a compelling visual tone for their brands and introduced new geolocation features to better help serve their customer base.

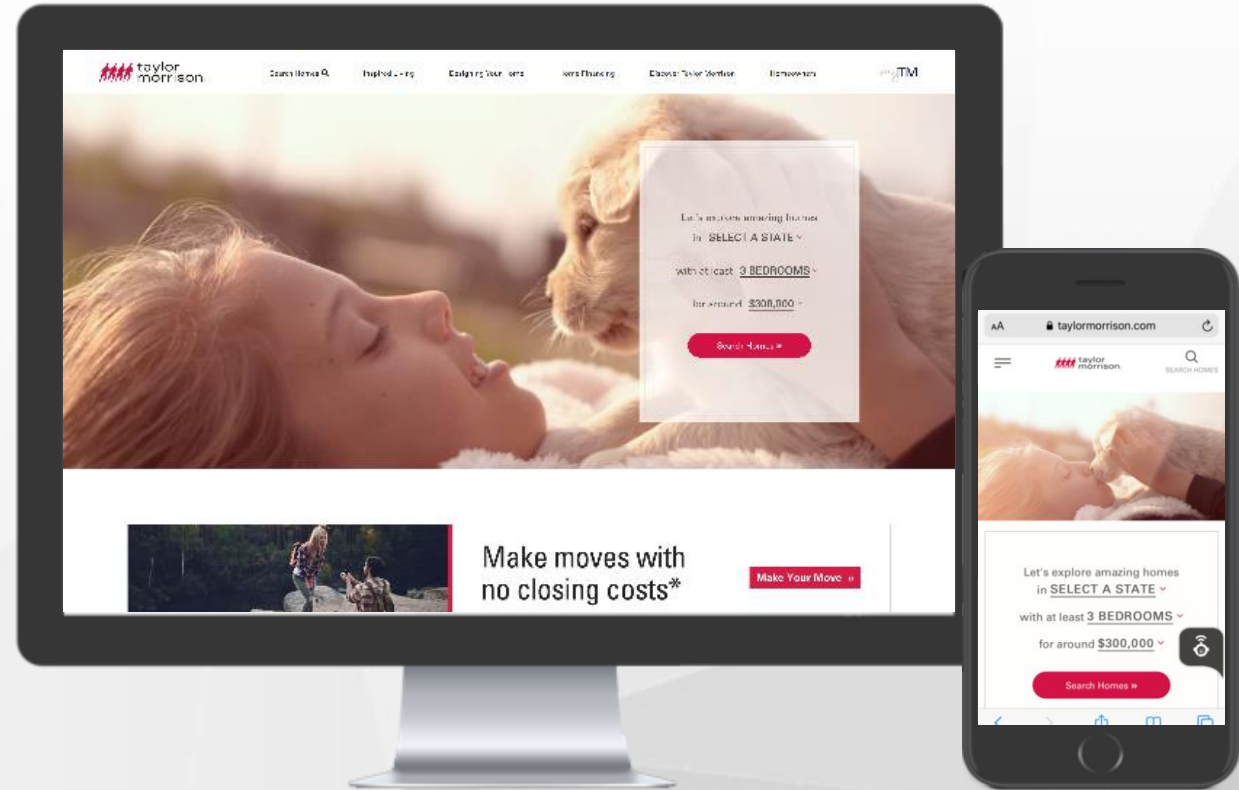
## Key Outcomes:

**270%** INCREASE IN WEBSITE TRAFFIC  
YEAR OVER YEAR

**42%** INCREASE IN SALES YEAR OVER  
YEAR

**16%** INCREASE IN ALEXA RANKING

**Our Mission:** Enable growth across America as Taylor Morrison acquires more real estate brands



TaylorMorrison.com launched in October 2019 and has since integrated additional brands under their wing, utilizing a responsive, flexible design to maintain different brand identities while sticking to a coherent main theme.

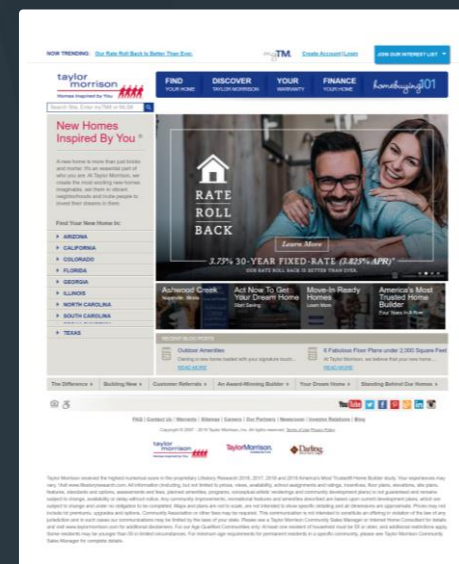
# TM: Before and After

## Before:

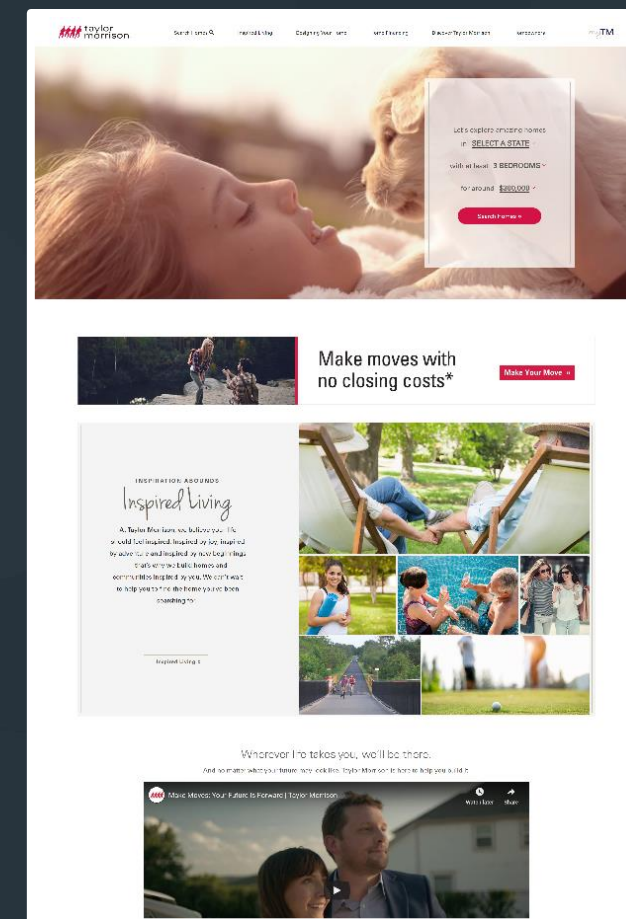
- Old, outdated and cluttered look and feel
- Wanted a more responsive mobile-friendly site
- Users had issues with finding the community/floor plan that they had previously been interested in
- Different brands they had acquired wanted to be a part of the new website, but look and feel were very different from TM's brand image

## After:

- ✓ Beautiful, user friendly look and feel
- ✓ Intuitive, location-based path for customers to find the home site perfect for them
- ✓ Favoriting system allowed users to revisit content that they had favorited under a single sign on
- ✓ Mobile-first design implementation added to site
- ✓ Enabled increased sales inquiries



Before



After

# Taylor Morrison: Key integrations

- ✓ **Machine learning** with Sitecore xConnect to track and analyze user behavior
- ✓ **Bidirectional data flow** between Sitecore and Salesforce
- ✓ **Search as map moves** with Google Maps
- ✓ My Taylor Morrison provides a **personalized dashboard**
- ✓ **Geolocation search** enables customers to find homes in their neighborhood
- ✓ Consistent and **unified user experience** with Azure B2C/SSO
- ✓ **Data driven** decisions now drive the Taylor Morrison marketing plan



# Key Project Statistics

**270%**

INCREASE IN WEBSITE  
TRAFFIC

**100%**

INCREASE IN  
PERSONALIZATION

**42%**

INCREASE IN SALES  
YEAR OVER YEAR

**14%**

INCREASE IN HOME SALES  
YEAR OVER YEAR