

# CAPTIVATING ART COLLECTORS WITH AN INNOVATIVE DIGITAL SHOWCASE

## Sotheby's

With a global network of 80 offices in 40 countries, Sotheby's is a leading broker of art, jewelry, real estate, and collectibles. Known for its fine art auctions and private sales, the company has been uniting collectors with world-class works of art for over 250 years.

### CHALLENGE

In 2017 the team at Sotheby's realized its Adobe content management system (AEM) was inhibiting the organization's digital innovation. The site was out of date, and the editorial team was restricted by the types of content it could publish. The CMS codebase had become difficult to maintain, especially without significant development support, and there were SEO concerns.

For Sotheby's, providing a better digital experience called for a site-wide design refresh and the ability to create and publish a wider array of multimedia content. The organization also needed a flexible solution that would decrease IT dependency and make it easier to deliver innovative online experiences more quickly. Additional requirements included robust localization and translation requirements, as well as business intelligence capabilities. Finally, given the large library of digital assets, restructuring the organization's internal taxonomy to increase discoverability was critical.

### SOLUTION

The project kicked off with Sotheby's Museum Network—a rich online showcase of the world's best exhibitions, collections, videos, and stories from hundreds of museums across the globe. After successfully replatforming the Museum Network in less than 90 days, Sotheby's migrated its flagship corporate site from AEM to Brightspot. The Brightspot CMS now empowers Sotheby's to:

- **Create and publish engaging digital experiences faster** and with fewer obstacles, thanks to additional content types, customizable workflows, and multichannel distribution capabilities.
- **Provide an improved user experience** with smoother navigation and enhanced personalization capabilities.
- **Easily produce and present content in multiple languages**, with corresponding URLs and metadata.

*“We were under time pressure to get something live that represented a high-quality user experience, which is often a recipe for trouble. That’s one of the reasons why it was very important to have a flexible technical partner and platform to work with.”*

**JONATHAN PYTELL, SOTHEBY’S  
VICE PRESIDENT AND DIRECTOR  
OF DIGITAL PRODUCT**

- **Efficiently manage thousands of digital assets** using the built-in digital asset manager, which provides access to a broad set of content types and organizes items by type, group or gallery, or tags.
- **Search and find content quickly** based on associated metadata, descriptions, and related images with Brightspot’s powerful search functionality.
- **Link related content with tags** such as the artists who created the item, the museum where it is located, and exhibitions where it is featured.
- **Use Amazon Web Services and the Beam cloud automation tool** to deliver high availability, low latency, rapid infrastructure change, and safe installation of Brightspot updates.

With Brightspot, Sotheby’s Museum Network can deliver a highly engaging user experience with vivid images, powerful search, compelling stories, and engaging video content.

## KEY SITE FEATURES

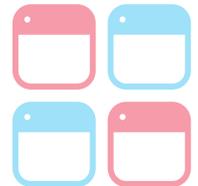
-  Digital Asset Management
-  Over-the-Top Video
-  Flexible Taxonomy
-  Content Personalization
-  Robust Localization
-  Multichannel Publishing

## IMPACT

**14%**  
TRAFFIC  
INCREASE



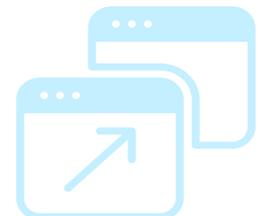
**22%**  
INCREASE IN  
PAGE VIEWS



OVER  
**3 MILLION**  
ASSETS MIGRATED FROM  
AEM TO BRIGHTSPOT



DECREASED  
BOUNCE  
RATE BY  
**23%**



**BRIGHTSPOT** | **PERFECTSENSE**  
EMPOWERING DIGITAL POSSIBILITIES