



# Creating a New Online Experience

**Peerless**  
partners with  
**Concora**  
to implement a new  
online experience

## OVERVIEW:

Established in 1952, Peerless Architectural Windows and Doors is a Midwestern manufacturer of high-performance aluminum architectural and commercial windows for new construction, replacement, and historical construction.

## CHALLENGES

Peerless identified that the systems they were using were not up to par for what they needed. With difficult updates, lack of tracking, and increasing rates of crashing - Peerless knew it was time for an upgrade.

With a new website on the way, Peerless needed a system that could fit directly with the new website and be ready to go by launch. With a tight deadline approaching, Peerless decided to find an out of the box solution that would best fit their needs.

# OBJECTIVES

## A PLUG AND PLAY SOLUTION

Peerless needed a solution that would fit with their new website and have a seamless implementation process to meet their deadline.

## TRAFFIC ANALYTICS

Along with wanting a layout and user experience to drive web traffic and increase site retention, Peerless also wanted to know the information about who was interacting with their products.

Information such as names, titles, what products were being viewed, what was being downloaded/saved, and what industries their visitors were coming from were top of mind.

## CONSOLIDATION

With products and documentation spread throughout their site, Peerless needed a consolidated location for their online visitors to easily find and compare products, download documents, and save searches to return later.

**“It has given us so much insight. It has shown us who’s on our site, who’s looking at our products, and what type of client we should be focusing more on” - Sarah Lero, Peerless Marketing Manager**

# SOLUTIONS

## CONCORA SPEC

Concora's leading platform to consolidate all products and documentation in an easy to navigate format - complete with analytics, tools, and lead capture functionality.

## SUBMITTALS EXTENSION

Enabling customers to easily automate the submittal generation process online, speeding up the process and saving valuable time for customers.

## Business Impact

**“Apart from getting leads, it’s given us insight into where we need to focus our content and where we need to keep pushing on the marketing side.”**

**– Breanna Troth, Peerless Marketing Associate**

Concora was able to meet Peerless’ implantation deadline, taking roughly around 80 days. Complete with the pictures, information, and documentation of 61 products.

To spread the word on their new Design Studio, Peerless began marketing outreach to inform their customers and partners on how to use the new Design Studio. Quick adoption was seen from the combined efforts of email campaigns, brochures, and partner training.

The results speak for themselves. Peerless receives an average of 25 qualified leads per week through their Design Studio. Complete with names, titles, companies, and areas of interest for their sales and marketing teams to act upon.