



CASE STUDY

MANIFESTO



Industry

Digital Marketing

Company Size

25 to 50 employees

Site

Various, including the Cancer Research UK Science Blog

Challenge

Meeting individual requirements across client portfolio

Results

Improved platform flexibility, increased reliability, and faster site speeds

“We know we can rely on WP Engine to deliver a fast service that is easy to use by individuals of all levels – both the makers (creative and developers) and marketers. WP Engine has an exciting product roadmap and an ambitious vision.”

- Jim Bowes

CEO & Co-Founder, Manifesto

Reliability Key To Web Hosting Success

MANIFESTO SELECTS WP ENGINE AS PARTNER OF CHOICE FOR DELIVERING DIGITAL CONTENT TO CLIENTS USING WORDPRESS

The Company

Manifesto is an award winning London-based digital agency with a passion for ideas, design, and technology. Manifesto delivers creative, digital experiences for clients, underpinned by “rock solid” technology. WP Engine is the partner of choice for Manifesto when delivering digital content to clients using the WordPress content management system (CMS).



The Challenge

In a fast-paced creative industry, it's essential that digital agencies can deliver websites and campaign sites for their clients that are creative, engaging, secure, robust, and built using best practice standards. It's also essential that sites can be delivered quickly and within tight timeframes.

As a leading digital agency, Manifesto is challenged with building and simultaneously managing multiple sites, across a variety of platforms for a wide portfolio of clients. These include organisations such as Cancer Research UK, Diabetes UK, and the Children's Society.

“Running so many websites is challenging. As an agency we need to meet the individual needs of every client from hosting requirements, to security, to utilising the latest plug-ins and themes,” says Jim Bowes, CEO & Co-Founder, Manifesto.

Increasingly, Manifesto is utilising WordPress as its CMS of choice for clients that need a campaign site that can be built quickly, and can scale to meet the needs of high volumes of users without downtime. There is a demand for dynamic web assets that can be amended and updated easily with content uploaded by knowledge experts, rather than technical web specialists.



The Solution

With more websites being built on WordPress, Manifesto made the decision to engage a WordPress specialist to provide hosting, managed services, and consultancy services. Manifesto turned to WP Engine.

The two brands worked together to deliver Cancer Research UK's Science blog. The blog, aimed at communicating new research findings, and debunking myths around the illness - to over 200,000 readers per month - needed to be up and running quickly, with RSS feeds and EDM functionality available. It also needed to cope with spikes in traffic and handle