

National MS Society - Digital Empowerment with Google Analytics 4

The Society engaged Slalom to reimagine its website and create a more seamless, frictionless digital experience for its constituents while enabling cross-functional collaboration internally.

The challenge

Over 8.6 million people engage with the Society every year and its website is often the first place people visit to learn more about the disease and find resources. Yet, as the resources on the Society's website grew, the experience became harder to navigate, making it difficult for users to find the most relevant information. Additionally, the website was not mobile-friendly.

The solution

Slalom leveraged Salesforce Experience Cloud, utilizing the Lightning Web Runtime framework to build and host the Society's new website. Constituent feedback was used to develop a "jobs to be done" user flow and site structure. After auditing 6,000+ pieces of content and implementing Sanity, we integrated the website with Google Analytics 4, developing a KPI framework to quantify ongoing success.

The result

The Society has a new website that is mobile-first, multilingual, and—most importantly—accessible to all users. Internally, the website touches every team, streamlining processes and enhancing collaboration. Externally, the website offers a personalized, intuitive experience that empowers constituents with a platform that provides the information and community they need.

“This has been one of the best partnerships I've had in my career. Slalom made all the difference because they were just as committed to our success as we are. They went above and beyond and made sure that we crossed the finish line and launched a website that we would be proud of, and we did.”

Lindsey Read, Vice President of Digital Experience and Analytics, National MS Society



About National MS Society

Founded in 1946, the Society is the largest MS organization in the world, working tirelessly to fulfill its mission to cure MS while empowering people affected by MS to live their best lives. Through cutting-edge research, advocacy, and support programs, the Society is dedicated to creating a world free of MS.

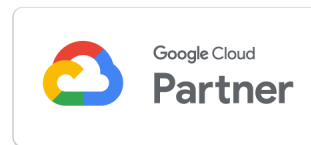
Vertical/horizontal solution: Non-Profit

Primary project location: United States



About Slalom, Inc.

Slalom is a fiercely human business and technology consulting company that leads with outcomes to bring more value, in all ways, always.



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