



**Laura
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CASE STUDY

IBM PRODUCT ECOSYSTEMS—OPTIMIZING PRODUCT JOURNEYS AT SCALE

Client Name

IBM

Industry

B2B SaaS

Work

Content design, Content strategy, IA

15+

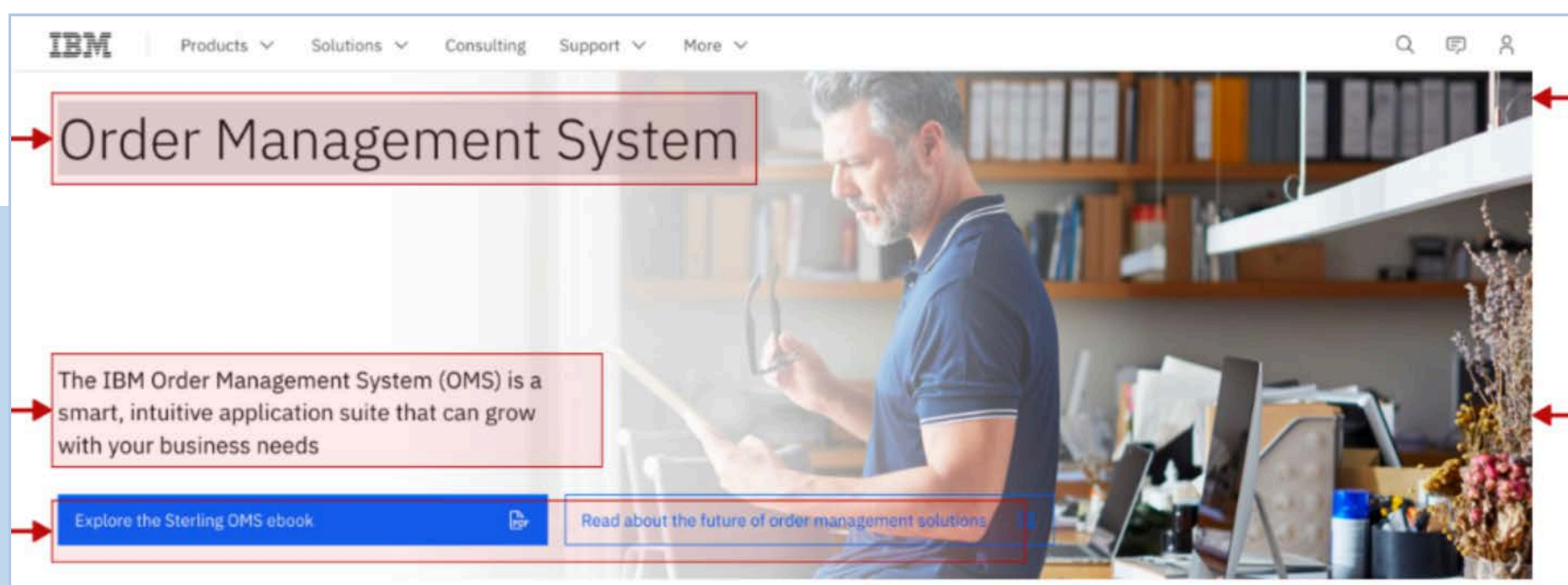
product lines audited

9000+

pages inventoried

250%+

CRO lift



Trading confusion for conversion through content experience auditing

IBM's portfolio spans hundreds of products, each designed to help enterprises innovate across industries—from AI to hybrid cloud to security. This scale is a competitive advantage, but it also presents a challenge: ensuring every product page delivers a consistent, customer-first journey without overwhelming users.

To meet this challenge, we conducted a comprehensive content and information architecture (IA) audit across IBM's highest-value product-led-growth ecosystems. The audit revealed patterns, gaps, and opportunities that ultimately informed a global recommendations framework—creating a scalable foundation for future product-led growth initiatives, including the Watsonx CRO pilot.

Challenges

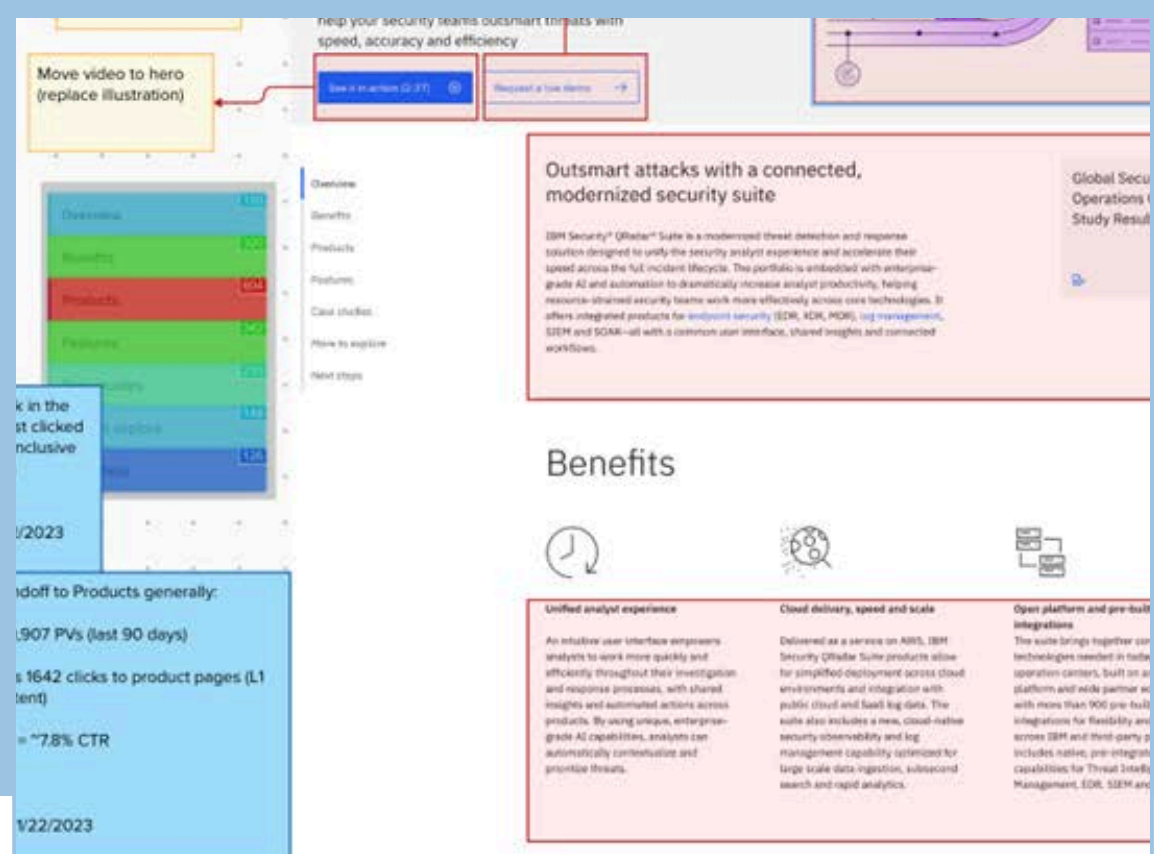
The scale and variety of IBM's product pages offered an opportunity to create consistency without losing the nuance of each product's unique value.

- **Jargon and marketing-speak**
Some pages used jargon and marketing language, making it hard for users to understand what the product did or why it mattered.
- **Fragmented product ecosystems**
Pages were created in silos over time, leading to inconsistent messaging and user journeys.
- **Redundant and outdated content**
Multiple pages covered similar topics with overlapping or incomplete information, diluting clarity and value.
- **Long cluttered pages**
The mass and length of content on some pages contributed to user overload created a high drop-off.
- **Inconsistent navigation patterns**
Key pathways like pricing, demos, and resources surfaced differently across products, making comparisons difficult for users.
- **No unifying content hierarchy**
There was no consistent page flow from introduction to proof points to action, creating friction in the purchase story.



Solution

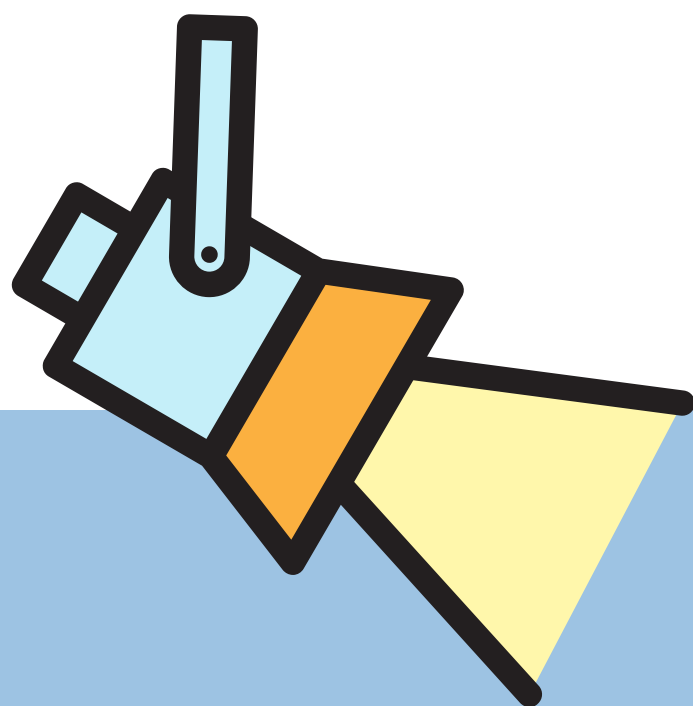
We built a global content and IA audit framework to assess product ecosystems holistically. By combining data-driven analysis with content strategy best practices, we delivered prioritized recommendations that aligned content clarity, navigation patterns, and storytelling with CRO strategy across products.



Approach

Our approach paired comprehensive analysis with actionable insights designed for immediate adoption and easy implementation.

- **Cross-ecosystem audits**
Evaluated 15+ product lines and inventoried 9,000+ pages to identify redundancies and gaps.
- **Behavioral and competitive analysis**
Layered analytics with heatmaps and competitor benchmarks to uncover high-impact opportunities.
- **Framework for scalable recommendations**
Created reusable audit criteria and prioritization models (utility, IA, messaging, and tone).
- **Collaborative delivery**
Partnered with web strategy, UX, product marketing, and design to align on global changes and quick wins.



Showcase

Global recommendations framework

One of the most impactful outputs was the global recommendations framework—a prioritized playbook that classified issues (content clarity, navigation, messaging, tone) and provided reusable fixes. This framework allowed multiple teams to address inconsistencies quickly and apply the same improvements across future product launches, accelerating adoption of best practices across IBM.com.

Archiving content experience revisions:

Keep the customer in mind throughout the product footprint. Focus on their 'intent' and not just on what you want to tell them. Prioritize content on high-traffic pages and less on what you want to tell them.

State the value proposition and unique differentiators whenever possible to elevate the user experience. Reinforce that with each component.

Make sure every page has a single purpose and the elements on that page reinforce that purpose.

Order on-page content flows to ensure narratives are coherent and follow the expected user journey.

Streamline the navigation. "Add-ons" as a top menu item takes the customer out of primary flow and places them into a separate narrative flow. To keep the context related to the customer's purchase path, add-ons should be integrated into "Pricing" through a mega menu format.

Optimize videos to the lead space whenever available. When using the standard lead space, research shows that videos (demo for product/add-on pages) are the most valuable to the user if they are under 2 minutes long for the most user engagement.

Keep page headers/H1s value-oriented, not just signposts. "Protect all devices with endpoint management software" is better than "Endpoint management software". Ensure language directly and clearly communicates a product value or outcome.

Place the subhead under the page header/H1 to qualify the headline. This content should be positioned introduced in the page header/H1.

Results

The audit aligned IBM's product pages around a shared foundation for clarity, consistency, and conversion.

- **Global recommendations adopted**
Framework became the baseline for PLG strategy across IBM.com.
- **Overall engagement went up over 50%**
Page-level scroll depth and multi-click behavior increased over 50%, showing stronger interaction with quick fix enhancements.
- **Content clarity improvements**
Identified and resolved redundant content, making value propositions easier to find and understand.
- **Navigation standardization**
Simplified key pathways like pricing, demos, and resources, improving user orientation across ecosystems.
- **Foundation for CRO success**
Audit insights directly informed the Watsonx pilot, driving measurable conversion gains.

Signal vs. Noise insight



Our audits revealed that while product teams shared valuable information, critical signals—like value propositions and conversion pathways—were buried under competing pages and legacy content. By aligning around shared frameworks and user priorities, we elevated clarity and created a scalable model for future product experiences

Supporting research: PwC's Future of Customer Experience report highlights that simplicity and trust drive customer loyalty; consistent structures and value clarity are key to both

Key deliverables

- Audit criteria and strategy deck for kick-offs and read-outs
- Worksheets for product line overviews, audience, and marketing data
- PLG-aligned audit framework and scorecard
- Annotated screenshots with recommendations
- Competitive audit summaries with insights
- Prioritization model for recommendations
- Strategy playbook for global content improvements
- Team readout decks and sprint-ready interactive fix lists

Tools used

- Airtable
- PowerPoint
- Mural
- GA4 analytics
- Medallia
- Photoshop
- AEM
- Teams
- NapkinAI
- Excel




On the Web

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