

# HOW FLIR INCREASED ENGAGEMENT AND REDUCED BOUNCE RATES ACROSS A COMPLEX PRODUCT CATALOG

FLIR Systems, a global leader in thermal imaging technology, manages a portfolio of more than 3,000 products across B2B and B2C markets. While its solutions save lives and protect livelihoods, the digital experience did not reflect the company's innovation or help customers easily navigate its offerings.

## THE CHALLENGE

FLIR needed to unify its brand and simplify how customers engage with its products.

The organization operated as a collection of distinct business units, making it difficult to present a cohesive story. At the same time, the website struggled to guide users to the right products based on their needs and intent. Navigation was not intuitive, and the scale of the catalog often created friction rather than clarity.

FLIR also needed to better communicate its core value proposition, revealing an unseen world, in a way that resonated visually and emotionally across digital touchpoints.



## THE PROCESS

FLIR partnered with Nansen to reframe both its brand and digital experience.

The engagement began with research into the competitive landscape, followed by the definition of strategic pillars and detailed customer journey mapping across key audience segments. This work established a clear foundation for how FLIR should present itself and how users should move through the experience.

From there, the focus shifted to aligning brand, content, and product experience into a unified system that could scale across markets and use cases.

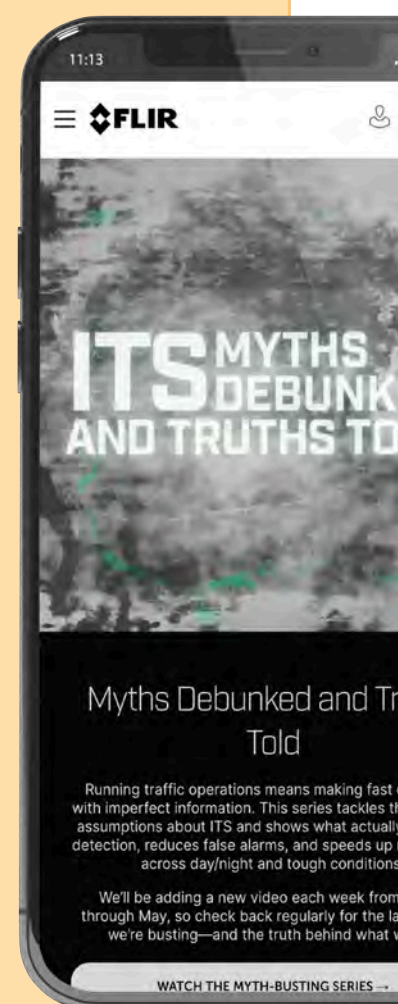
## THE SOLUTION

Nansen redesigned FLIR's digital ecosystem to create a more intuitive, personalized, and scalable experience.

A new experience architecture introduced guided product exploration, helping users navigate the catalog based on their specific needs. Using Optimizely's personalization capabilities, the site dynamically surfaces relevant products and content, reducing friction and improving decision-making.

To support this, Nansen implemented a Product Information Management system that established a structured taxonomy and data model. This system integrates with Optimizely Commerce through custom APIs, ensuring product data remains centralized, consistent, and automatically updated.

At the same time, the brand experience was elevated. Messaging, visual design, and creative elements were reworked to reflect FLIR's position as an industry leader. The system supports consistency across channels while remaining flexible enough to evolve alongside the product portfolio.



## THE RESULTS

The new FLIR.com experience transformed a complex product catalog into a more intuitive and effective digital journey.

### Customer Engagement & Site Performance

- 20% increase in page visits
- 10% decrease in overall site bounce rate
- 51% decrease in product page bounce rate

### Customer Experience & Navigation

- Guided product exploration helps users find relevant solutions more quickly
- Personalized content reduces friction and supports more confident decision-making
- Improved navigation brings clarity to a large and complex catalog

### Operational Efficiency & Data Management

- Centralized product data creates a single source of truth across teams
- Structured taxonomy improves consistency and scalability
- Content and product updates can be managed more efficiently

The platform now supports both a stronger brand presence and a more effective path to purchase.

## WHAT'S NEXT

With a unified digital foundation in place, FLIR is positioned to continue expanding personalization and refining how products are presented across channels.

The platform supports ongoing optimization without requiring structural changes, allowing the experience to evolve alongside the business.