

Blue Fountain Media Partners with Sitecore to Add Highly-Advanced and Personalized Web Development to Service Offerings

NEW YORK, Sept. 14, 2015 /[PRNewswire](#)/ -- Digital agency Blue Fountain Media (www.bluefountainmedia.com) has partnered with Sitecore (www.sitecore.net), the global leader in customer experience management, to offer an advanced content management system (CMS) platform that allows marketers to personalize the online user experience delivered to every customer and prospect.

Blue Fountain Media has added three Sitecore experts to its team of developers who will work with enterprise organizations to help them implement the personalization technology to transform their customers' online experience. The end result should provide a lift to sales, foster audience engagement and increase overall growth.

"Partnering with Sitecore allows us to leverage the advancements evolving in the world of web development," said Gabriel Shaoolian, CEO and founder of Blue Fountain Media. "This sort of technology creates an entirely personalized experience, and is truly changing the way users access and interact with websites."

Sitecore takes marketing automation to the next level by delivering a personalized and connected customer experience across every channel. Everything from email, to advertisements, to content on a certain page can be served with a specific user in mind. The program encompasses a variety of performance monitoring tools that can be utilized to improve user experiences.

Blue Fountain Media has extensive experience across a variety of other CMS platforms including WordPress, Magento and Drupal. The addition of Sitecore allows the results-oriented digital agency to stay ahead of customer needs and support client web development globally.

"There is an increasing need for personalization in the marketplace. Coupled with Microsoft's winning partnership with Sitecore and our own in-house expertise, our clients will benefit from this new partnership," said Michael Ricotta, head of development at Blue Fountain Media. "Remaining in-step with the industry's changes is a necessity for our clients. Sitecore provides a solid framework with customizable user experience, making this an extremely effective offering."

To learn more about the benefits of enhancing a website with Sitecore technology, contact Brian Byer, VP Business Development at Blue Fountain Media, at 212-260-1978, or visit <http://www.bluefountainmedia.com/sitecore-development>.

About Blue Fountain Media

Blue Fountain Media is a digital agency in NYC focused on growing brands online through effective websites and online marketing. From start-ups to Fortune 1000s, Blue Fountain Media helps generate more leads and increased brand recognition. In 2014, the company, which has a client roster that includes Procter & Gamble, Harper Collins, Canon, NFL, Publishers Clearing House, Sharp, AOL and the United Nations, drove more than 200 million monthly visitors and \$2 billion in revenue to the digital properties of its clients.

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