

# The Milligan Foundation Delivers Realtime Content Resulting in 400% Increase in Traffic

## CASE STUDY



WEBSITE: [www.themilliganfoundation.org](http://www.themilliganfoundation.org)

INDUSTRY: Non-Profit

COMPANY SIZE: 11-100



**400% INCREASE**

In web traffic



**50% FASTER**

In content  
publishing



**24/7 REALTIME**

Support and  
content delivery

## ABOUT

The Milligan Foundation is a nationally available resource for domestic violence victims in need of transportation and relocation services. They provide direct assistance to victims through the purchase of bus, train, airline tickets, and point to point secure escort.

## SUMMARY

The Milligan Foundation needed a more flexible and [secure CMS](#) to deliver a functional, up-to-date worldwide resource map for domestic violence victims looking for help. By moving to Contentstack, The Milligan Foundation now provides the location and contact information of resources for domestic violence victims through the only interactive global map of its kind on the internet.

## THE CHALLENGE

Tracey Milligan, the founder of The Milligan Foundation, had an important automotive sponsorship meeting with Tesla. Tracey accessed WordPress to update their website content because she knew that Tesla would be reviewing it. Before making any last-minute changes, Tracey decided to back it up. She hit the backup button, but instead of backing up the site, it was deleted.

Besides losing the website, Tracey was working with a plethora of WordPress plugins that were difficult to navigate and manage. To update content, Tracey would have to toggle between multiple dashboard panels or change files, which quickly became unwieldy. "Even though WordPress is supposed to be easy to use, with all the plug-ins it felt like I needed a manual on how to use my site."

As the organization grew, Tracey needed a CMS that was easier to manage, and that presents a simple way for a user to update the resources and content that are on the website without breaking.



If I had to make a comparison between the WordPress site and the Contentstack site, it would be that before I was driving a jalopy and now, I'm driving a Rolls Royce.

– Tracy Milligan, Executive Director, The Milligan Foundation



## THE SOLUTION

A big appeal in choosing Contentstack as their CMS was its ability to accommodate a realtime, [omnichannel](#) resource map for domestic violence victims.

To understand the importance of this resource map, Tracey explains that when a person is in a domestic violence situation and is forced to look for help, all the police have is a folding business card that may have half a dozen, 1-800 numbers on it for local resources. There are not nearly enough shelters and beds. "Nine times out of ten when you get that card, and you start calling those numbers; you don't find any help. Everything is full, and if you try and find a shelter using Google, you need to click through each shelter and email them one by one," laments Tracey.

## THE SOLUTION

Now, you can go to The Milligan Foundation resource map and find help anywhere in the world. The organization's information, email addresses, and phone numbers are all in one place. Everything is linked so that you can send emails directly from the page. Twilio, another key sponsor is the service that provides the ability to make and receive phone calls, as well as send and receive text messages. Using Twilio's integrated service, the site offers embedded 1-800 numbers that make it possible to call for free to get help without ever having to leave the site.



The map that is hosted by Contentstack is the only interactive global map for violence resources on the Internet.

– Tracy Milligan, Executive Director, The Milligan Foundation



## IN SUMMARY

Contentstack has given the Milligan Foundation the flexibility to integrate with services to provide realtime assistance to anyone in the world to get the help they need from the website's resource center. By [connecting services](#) using the [API-first headless CMS](#) to power the resource map, the site metrics went through the roof. Tracey happily remarks that "When we went live with the resource center site on Contentstack, traffic spiked up 400 percent!"

With Contentstack, the complexity of managing WordPress plugins and extensions with multiple files and dashboards is gone, along with the fear of losing data. Publishing content is much faster, taking half the time it took with WordPress.