



Search thebump.com

Get The Bump magazine



follow us:   

MY ACCOUNT

LOG OUT

COMMUNITY

GETTING PREGNANT

PREGNANCY

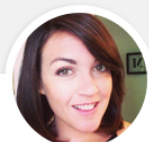
BABY

TODDLER

BABY REGISTRY

LOCAL VENDORS

THE BUMP BLOG



Welcome back,
Bumpjessica045

WEEK 14

WEEK 15

WEEK 16

PREGNANCY WEEK-BY-WEEK

Week 15: Your Baby
is as Big as a Navel
Orange

4.0 inches



"Over the course of my career, I have worked with very few vendors that not only provided a great product, but a true partnership. Vanilla is one of those." - Josh Himwich, VP of Product, The Bump

New Baby?

Everything you need to
know, week-by-week.

DOWNLOAD

Available on the
App Store



the bump BABY APP

Highlights

The Bump, under parent company XO Group Inc., hosts a community that complements editorial content and provides readers with support and a sense of camaraderie among others experiencing the same life moments.

The Bump was looking for a modern forum solution that could meet its current objectives and that had capabilities for future growth.

Vanilla helped The Bump increase community traffic by providing an engaging, and mobile friendly forum solution.

The Bump is the only personalized, multiplatform pregnancy and parenting resource helping couples navigate and celebrate the joys of parenthood through customized advice, tools and connections to the right products and services.

With expert information personalized to the exact moment in your pregnancy or baby's age, stylish inspiration, local resources and a thriving online community, The Bump gives parents the real inside scoop on fertility, pregnancy and parenting.

The Bump audience is young, highly-educated and web-savvy. The brand strives to provide its members with superior content, delivered via high quality and engaging online platforms.

The Need

The Bump was looking for a single forum platform to host its forum communities with a solution that was reliable, would accommodate growth, and that offered engaging modern features that their web-savvy users had come to expect. Further, they were looking for a vendor with a services team that had the ability to execute against an ambitious deployment plan and continue to support the brand's future initiatives.

The Bump also needed a platform that would support its mobile-first product development strategy. "Our community members, especially young mothers, are

very busy and don't always have time to open up a laptop but always have a mobile phone at the ready. Our traffic from mobile devices is very high and continues to grow," noted Josh Himwich, VP of Product, The Bump.

The Result

The migration to Vanilla involved moving several forums, millions of comments and hundreds of thousands of user profiles. The introduction of engaging new features such as @ mentions, badges and reactions won over the membership whereas a significant increase in traffic to the community won over The Bump team.

A few months following the migration, The Bump launched a native mobile phone app that included access to the site's forums from within the app. Members can now access the community forums on all platforms - via the desktop, mobile browser or native mobile app.

"We are delighted with the performance of our community forum and with the relationship we have developed with Vanilla," said Josh.

