The Progress Sitefinity Platform

Create winning customer experiences across channels

PRODUCT BROCHURE

Take Control of Your Digital Marketing Success

As a marketing leader, you're under pressure to execute successful digital marketing programs that accelerate business growth. This means you need to deliver fresh, personalized omnichannel experiences that engage your audience at each step along the customer journey. But without tools that enable marketing agility, you have to rely on technical resources to create and optimize your content and digital experiences. The result? Frustrating delays that hamper program effectiveness and impede progress toward business goals.

At the same time, you need insight into what's working and what's not to get maximum impact from your digital marketing spend. After all, the ability to track program effectiveness and refine experiences on the fly helps you achieve desired outcomes. That's why a holistic, c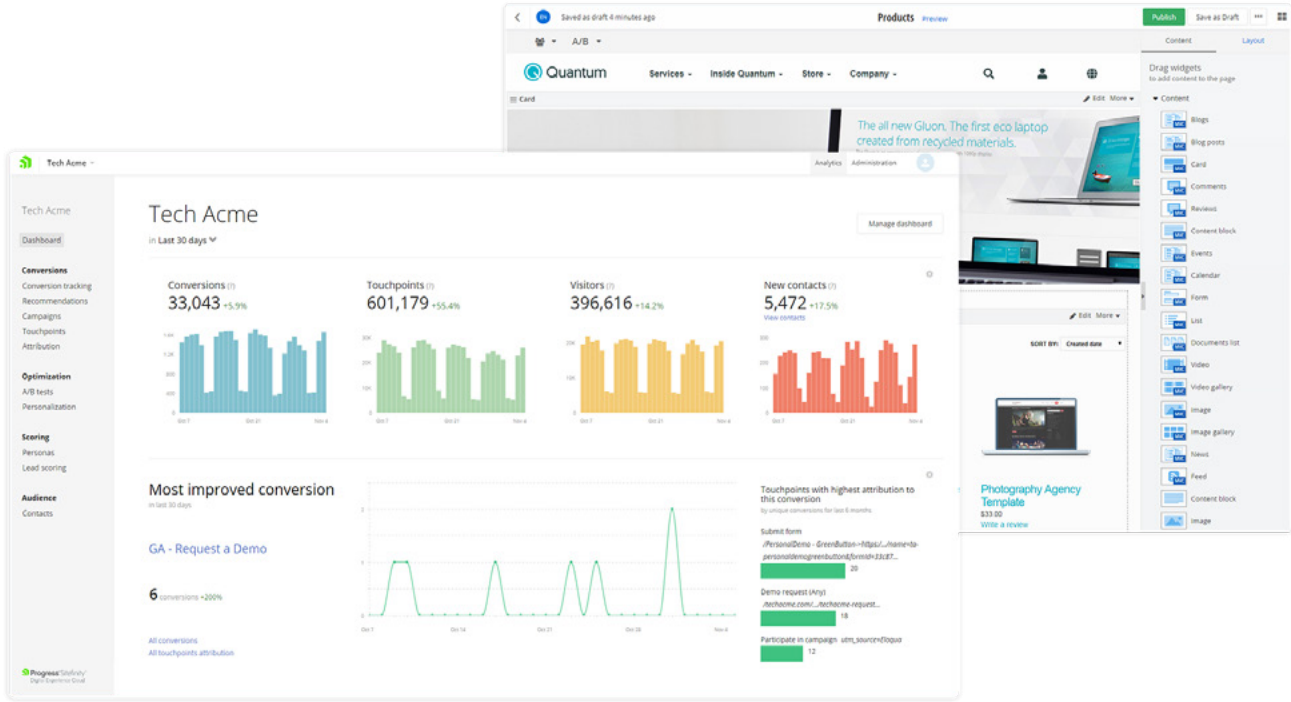ross-channel view of the customer experience is critical to understanding your audience and delivering targeted content that influences behavior and drives conversions.

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> **From the start of our solution search, we knew we wanted a system that was easy to use. Despite setting that bar going in, Progress Sitefinity still managed to surpass expectations and we were surprised with how easy the training went when we grabbed nontechnical personnel from different departments.**
>
> Rafal Jakubowicz, Manager of Digital Operations, Teknion

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Optimize Customer Experiences for Bottom-Line Results

The Progress® Sitefinity® platform empowers you to fuel predictable business growth by engaging customers in targeted, personalized experiences across multiple channels. The platform includes the Sitefinity Insight marketing command center, thus providing a suite of powerful, easy-to-use tools and capabilities that enable you to create content and optimize the customer journey faster than ever before.

The Sitefinity platform is the most user-friendly CMS available on the market today. Featuring an intuitive interface with contextual guidance, it enables business users to:

- **Create impactful customer experiences with personalized content on any device and in multiple languages**

- **Run digital marketing campaigns**

- **Gather and analyze customer behavior patterns from multiple systems and channels**

- **Benefit from recommendations to guide visitors towards increased engagement, conversion, and retention**

- **Use the data-driven insights to continuously optimize customer experience**

- **Leverage the digital commerce integrated solution**

What's more, the enterprise-class Sitefinity platform scales to accommodate growing traffic volume and increased organizational complexity, so it can meet your business requirements today and into the future.

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A Flexible Development Platform

By providing an open and extensible architecture, the Sitefinity platform makes it easy to build even the most sophisticated custom experiences and integrations. The system provides:

- A set of user interface (UI) tools for JavaScript, ASP.NET and ASP.NET MVC

- A direct integration to Microsoft® Visual Studio®

- An extensive range of integration hooks and APIs

- Out-of-the-box integrations to many enterprise systems, including Microsoft SharePoint®, Salesforce CRM™, Marketo®, HubSpot®, Eloqua™ and Microsoft Dynamics®

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Explore Sitefinity CMS

Delivering Fresh, Relevant Content Has Never Been Easier

When it comes to web content management, Sitefinity CMS empowers business users to be more independent and effective than ever before. It provides powerful drag-and-drop authoring, on-page editing and contextual guidance so you don't have to rely on web developers to create, update, personalize and adapt content for multiple channels. Out of-the-box tools for personalization, email campaigns, social media, ecommerce, blogs, forums, search and more enable you to provide a complete and seamless customer journey with minimum effort for maximum impact.

Deliver Multichannel Experiences at Scale

Seamlessly deliver cohesive digital experiences spanning multiple touchpoints and channels. The Sitefinity CMS headless capabilities and flexible technology integration eases management and delivery of content to any channel for a persistent and consistent customer journey—be it on mobile phones, wearables, IoT apps, digital signage, PDAs or in chatbots. Redefine the way your customers interact with your brand and improve user engagement, increase operational efficiencies and streamline critical processes.

> **"**
> Sitefinity is not only open, it's also efficient in the way it's handled. The APIs help us create sites that are headless and quickly repurpose content in other places where it's needed.
>
> **Sujal Raju**, President and CEO, Enqbator

Give Marketers a Digital Command Center

Integrate visitor interaction data across multiple channels and touchpoints—CRM, marketing automation systems, web, mobile and more—in one central customer journey database. Get a 360-degree view that unites all data accumulated about a visitor, be it a prospect or a customer and understand the path they follow and what they do. Powerful analytics provide actionable insights for optimizing visitor experiences to drive conversions, whether it's subscribing to emails, downloading a free trial or making a purchase.

Profile and Target Your Audience

Sitefinity enables you to define and manage target segments and deliver the right experiences to the right people at the right time. Consolidate information from multiple sources and group visitors based on various criteria, such as where they came from, what they searched for, length of visit and more. Additionally, Sitefinity assigns each visitor to persona profiles based on their unique problems and interests, and to a lead scoring profile reflecting their readiness to convert. Quickly build laser-focused high-value target audiences for use in marketing initiatives such as web content, social and email campaigns and develop a flexible personalization strategy.

Drive Conversions with Personalized Content

Start engaging visitors in more targeted and relevant experiences. With minimal effort, Sitefinity helps you gain actionable insight into your high-value segments, track their digital behavior, and isolate key touchpoints. Preview the visitor experience for each segment on any device to ensure it presents perfectly across channels, then measure the results by tracking conversions and impact to website interaction and engagement for different segments. Directly apply those data insights to further content targeting, creating a relevant, personalized experiences for key audiences.

Predict and Deliver the Best Next Experience

Predictive and prescriptive analytics examine visitor data and interactions—emails opened, web pages viewed, files downloaded, forms submitted, forum activity and more—across systems and channels, to provide valuable marketing intelligence based on specific goals. Understand what's working and what's not, and get data-driven recommendations for the best next experience to move the visitor closer to your goal. These insights enable you to optimize personalized experiences continually, to engage, convert and retain customers.

Prove Your Marketing Success

At last, you can measure the true impact of your digital marketing programs. By connecting your actions directly to key business goals, Sitefinity Insight lets you track growth in conversions and conversion rates. Identify which experiences have the biggest impact. Monitor progress toward your goals and take immediate action to improve results. Best of all, you can even measure attribution, so you know where you got the biggest bang for your buck.

Ready to Handle Global Deployments at Any Scale

The Sitefinity platform is a global solution that spans brands, organizations, languages and assets to support productivity, performance and delivery at any scale. It provides:

- Centralized control of all websites and assets through multisite management
- Staging and synchronization of content and code across different environments
- Multilingual support to meet the needs of global organizations
- Comprehensive enterprise security, authentication and single sign-on capabilities

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Manage Your Experiences, Not Your Infrastructure

Sitefinity Cloud enables you to swiftly scale your business with its simplified and agile architecture, while maintaining your ability to support complex, large-scale digital projects. Create and manage future-proof digital experiences, deliver brand consistency and improve user engagement across sites, channels and touchpoints.

A Global Partner Network You Can Count On

Whether you're looking to get the Sitefinity platform up and running quickly or need guidance to realize maximum value from the solution, the Sitefinity Partner Network is ready to help. Turn to one of more than 300 leading organizations offering a wide range of services, including:

- Project consulting
- Integration
- Custom development
- Design
- Training
- Hosting

And, because our global partner community extends to more than 40 countries, you can rest assured that highly qualified experts will be always available to fuel the success of your project.

Enrich the digital capabilities of your application via the **Sitefinity Marketplace** ecosystem and the numerous partner solutions, add-ons, and integrations it hosts.

→ **Sign Up for a Live Demo**

About Progress

Progress®

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