

PROGRESS MOVES TO A DIGITAL MARKETING APPROACH WITH SITEFINITY CMS AND DIGITAL EXPERIENCE CLOUD (DEC) FRONT AND CENTER

Client

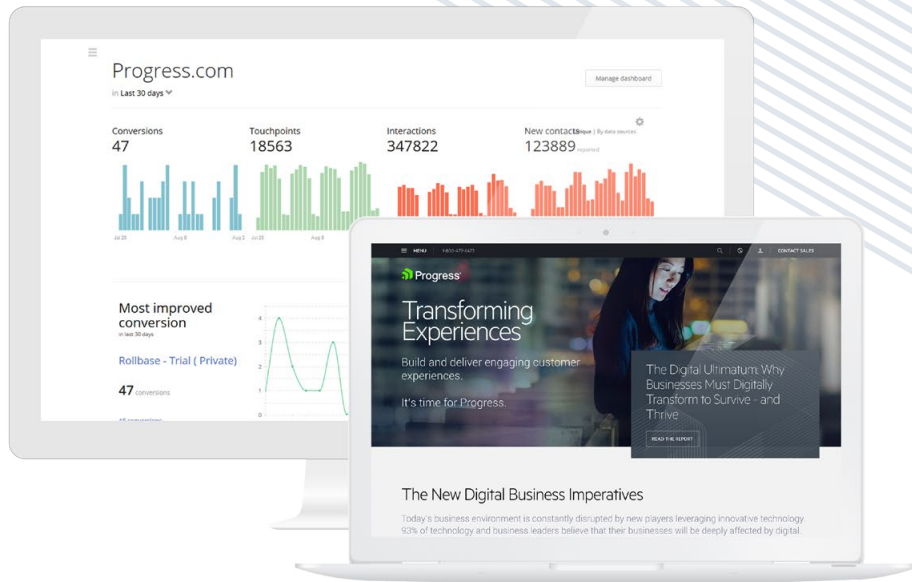


Challenge

Confronting the digital landscape and seeking advantages to propel your business? You're not alone. Many businesses are struggling to provide compelling, relevant content to visitors, and help them find the information they seek faster and more easily. Knowing what they are viewing, what information they find useful, and what is driving them to convert to a lead are important data points. In fact, gaining insight into this information was what motivated Progress to shift its entire digital marketing approach away from simple web content management toward a new paradigm.

Progress is a global software company that simplifies the development, deployment and management of business applications on premise or in the cloud. A key challenge for Progress was targeting the right audience with the right message on their website.

"We're trying to reach our target audience at scale, and convert anonymous website visitors into leads efficiently," said Tom Berger, Vice President of Digital Marketing at Progress. "A critical component to success is to be able to identify users, track their conversions and browsing history so we can gain better visibility into what works and what doesn't. These insights help us make data-informed decisions on how to adjust our strategy."



“Because we’re ahead of most of our Sitefinity customers in terms of implementing the DEC, we want to establish best practices our clients can leverage down the road to create a similar digital strategy.”

Tom Berger,
VP, Digital Marketing, Progress

Progress was using a tool from Sitecore for its website management, but it wasn’t providing the agility or business insight Progress needed. The team decided to consolidate its web assets onto one solution with Progress® Sitefinity™ CMS and the new Sitefinity Digital Experience Cloud.

Solution

The Sitefinity platform more or less fell into the web team’s lap when Progress acquired Telerik in 2014. Sitefinity CMS enables companies to engage, convert and retain customers, while the Sitefinity Digital Experience Cloud enables them to track, analyze and shape every step of the customer journey. The platform also provides a richer, more responsive mobile experience that better meets Progress’ needs.

Sitefinity CMS and the Sitefinity DEC provide a powerful combination to help marketing teams track website visitor activity and analyze their behavior, so they can fine-tune marketing efforts and leverage every marketing dollar. So, how does it work? As a visitor browses the website, every activity completed is stored within the system’s customer journey database. Any type of data, such as completing a form or downloading a document, is also stored. Sitefinity combines the visitor’s browsing behavior and additional third-party data available from a CRM, marketing automation system or other sources and uses machine

learning to predict and recommend what content or activities would be most effective to increase engagement and drive visitors toward marketing and sales conversions.

“The combination of Sitefinity DEC and Sitefinity CMS enables us to create a data-driven customer experience which is optimized for each visitor to the website, whether they are visiting the site from a desktop or mobile device.” said Berger.

Leveraging the Sitefinity platform, Berger and his team can combine visitors’ behavioral data with data from third-party systems, such as Salesforce, Google Analytics, Eloqua and others, so that a well-rounded picture of the prospect emerges.

“With Sitefinity, if a visitor comes to the Progress website and looks around but doesn’t convert, behavioral data can be used to draw them back in through paid channels in a much more targeted and cost efficient way,” said Berger.

“The solution connects to the cloud, Microsoft SharePoint, geolocation services and more, using a fully-featured, extensible API, so we can leverage multiple sources of information to better understand our audience.”

Using a unique system identifier for each known, or even anonymous visitor, Berger’s team can create audience segments based on the behavioral data from the website. “We can be much more specific about how we tailor the visitor’s experience,” he said. “Then, we can bring Eloqua data

about how those visitors responded to follow-up campaigns into the DEC, and create an even more personalized experience. From there, we can send the data to an advertising exchange such as DoubleClick, and put a very targeted message in front of the right people.”

Assigning visitors to personas coupled with specific individual data helps to enrich return visits to Progress.com, as well. “We can use the data in the DEC to personalize the message upon a prospect’s return visit in a more effective way than what’s available with other systems,” said Berger. “It enables us to become very sophisticated in our approach and optimize messaging along the customer journey.”

Benefits

Berger said that the Sitefinity CMS and DEC turns metrics into actionable insights. “The value of the DEC is that it extends the solution beyond website content management, helping us with ad spend, demand generation and lead nurturing,” he said. “The data we’re capturing inside the DEC will be beneficial to help steer marketing efforts. We

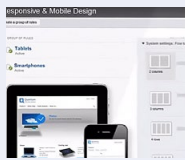
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**Tom Berger, VP, Digital Marketing
Progress**

simply set up personas and conversion goals, and the DEC provides a prescription for getting the best result. We now have the ability to make data-informed marketing decisions.”

Berger’s team looks forward to optimizing data in the DEC, with the goal being to make it the backbone of Progress marketing efforts. “We strive to be the trendsetters in this arena,” said Berger. “Because we’re ahead of most of our Sitefinity customers in terms of implementing the DEC, we want to establish best practices our clients can leverage down the road to create a similar digital strategy.”

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