

# P.F. Chang's Increases New Users by 40% and Makes Site More Nimble, Secure and Accessible with Progress Sifinity

AT A GLANCE



## P.F. CHANG'S

P.F. Chang's sought to revamp its web experience to reduce dependencies on technical resources, lower overhead costs, empower the marketing team to control cross-channel content, and speed up time to market. Progress Premium Partner Americaneagle.com re-architected and implemented the P.F. Chang's website on the latest version of Progress Sifinity, including highly performant integrations with P.F. Chang's middleware layer that powers various portions of the site including account access, rewards and loyalty offers. With dramatically improved site speed and exceptional usability, the P.F. Chang's website is well positioned to serve and engage with the more than one million site visitors each month.

<b>COMPANY</b> P.F. Chang's	<b>INDUSTRY</b> Food & Beverage
<b>PRODUCT</b> Progress Sifinity	<b>COUNTRY</b> United States

**“We’ve seen a 41% increase in site page views, 40% YoY increase in the number of keywords ranked on page one of Google and a 20% YoY increase of organic impressions on our menu pages. Additionally, we immediately observed improvements in detected page experience and page load speed scores which was a huge win.”**

Director of eCommerce  
P.F. Chang's China Bistro Inc.

## Challenge

Over the years, P.F. Chang's original Sifinity website implementation and supporting technologies grew outdated. It sought to rebuild its website to reduce dependencies on developers and technical resources to achieve quicker time to market for site updates, improve ADA Accessibility compliance and accessibility for the website, and ensure a secure, always-on experience for all customers.

## Solution

Create an integrated experience where the widgets, content and pages live in Sifinity and co-exist with integrations to multiple third-party systems via middleware layers

Implement all new templates, modules and widgets that leverage the native Sifinity capabilities and ensure a continuous path for regular version upgrades

Devise a lean and performant architecture that balances flexibility and ease of management, accommodates complex security and integration must haves, with fast page load speeds

## Results

41% increase in site page views and 40% YOY increase in first keyword rankings

Improvements in page speed scores and usability resulted in improved customer experience

Achieved marketing self-sufficiency, significant reductions in resource load and time to market for website updates and enhancements



**Learn how** to eliminate technical dependencies from your experience management recipe with Progress Sifinity DX.

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