

Aprilaire Partners Mobile Use Soars 75% with Progress Sitefinity

AT A GLANCE

Aprilaire

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Using Progress® Sitefinity®, Aprilaire overhauled its digital experience, empowering its partners with on-the-go, mobile-friendly, personalized access to the resources they need to thrive.

COMPANY
Aprilaire

INDUSTRY
Manufacturing

PRODUCT
Progress® Sitefinity®

COUNTRY
United States

Challenge

A poor digital partner experience and undiscoverable content hampered Aprilaire's ability to service its partner's real-time need for product resources and data while on the go.

"We've had fantastic experiences working with Sitefinity. When compared to other tools, Sitefinity stands out in scalability and customization options to connect with third-party integrations."

Chris Freeman

Web Marketing Specialist, Aprilaire

Solution



Delivered a mobile friendly digital experience



Simplified third-party integration with content database



Streamlined backend administration and content creation

Results

Since the previous site implementation:



Mobile usage on the site is up 75%



New site users are up 29%



Returning users are up 30%



Progress Sitefinity delivers agile digital experiences to promote any partner network's success.

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