

Aspire Financial Services Drives 193% More Web Traffic with Sitefinity

CASE STUDY

CLIENT



INDUSTRY

Financial Services

PRODUCTS

Progress Kendo UI
Progress Sitefinity

SUMMARY

Working with Progress partner Bayshore Solutions, Aspire leveraged Kendo UI and Sitefinity CMS to envision, design, develop and market the brand's new online presence.

INTEGRATIONS

- Microsoft Dynamics CRM
- Google Analytics
- InvestDesignSM Center Advisor
- TPA Portal



"Sitefinity CMS integrates well with both MVC and Web Forms. It delivers an easy-to-use, scalable solution with strong security management features."

Kevin Hourigan,
CEO of Bayshore Solutions

Challenge

Headquartered in Tampa, Florida, Aspire Financial Services is a leading national service provider of smart retirement solutions.

Aspire was looking for a better way to communicate its investment in people, processes and technology capabilities. However, its existing corporate site, which also acts as a gateway to its customer portal, was built using a platform that couldn't evolve alongside the business.

In addition to scalability and security concerns, the platform also presented challenges with managing multiple sites. The web team also wanted the ability to build and integrate MVC widgets, which would allow for the creation of custom functionality.

As the new chief marketing officer and senior vice president at Aspire, Shelia Reed decided the best course of action was to build a new website that could drive the user experience forward.

Solution

Kevin Hourigan, CEO of Progress partner Bayshore Solutions, recommended that Aspire use Progress® Sitefinity™ Content Management System (CMS), primarily because it is a .NET technology.

Aspire and Bayshore Solutions worked to envision and develop the brand's new online presence, consolidating 10 separate websites with more than 100 alias domains. This led to a unified corporate domain at AspireOnline.com, which was designed to preserve an uninterrupted navigation flow with its user base.

Aspire also used the Progress Kendo UI® component library to enrich the site with graphical elements such as ROI calculators and calendars, which helped save time in development.

The new site accomplished several goals, including:

- Offering new and innovative resources and tools to increase customer engagement
- Enhancing the customer journey to improve communication and conversion
- Bolstering the customer portal with new tools and other value-added content

Results

Launched in 2013, AspireOnline.com was an instant success, with website visits growing 193% (including a 385% lift in mobile visitors). Aspire has continued to optimize the user experience since then, with 2017 bringing several major enhancements, including a new navigation interface, an interactive sales map and revamped InvestLink and InvestDesign pages.

These design projects have helped Aspire's website hit new milestones, both in terms of traffic growth and user engagement. Aspire is averaging:

- Nearly 869,000 sessions per year
- 214,000 users in 2017, up 6% year-over-year (YOY)
- 10.3 million pageviews since launch, with a 76% YOY growth in pageviews in 2017
- 4.26 pages per session in 2017, which is a 72% YOY growth

Since the relaunch, the new website has merited numerous industry awards for creative design. More importantly, however, customer feedback has also been very enthusiastic.



“With the help of Sitefinity CMS and Kendo UI, we built an award-winning website that increases productivity, scalability and digital marketing efficiencies. We’ve also increased our self-sufficiency by enabling staff to update web content without depending on a skilled web developer—and that enables us to get content to market faster.”

Shelia Reed,
Chief Marketing Officer and SVP at Aspire

About Aspire

Aspire—Delivering Smart Retirement Solutions
Aspire Financial Services, LLC is a leading service provider of smart retirement solutions, serving the industry since 2002 with a conflict-free, open-investment retirement planning management system. Aspire provides a best-in-class technology-enabled portfolio of pre-defined or highly customizable smart retirement solutions with private-label branding options through its proprietary technology platform and strategic partnerships. To learn more, visit www.aspireonline.com or call 866.634.5873.

About Bayshore Solutions

Digitally driven, creatively refined and always results-oriented, Bayshore Solutions is the rare agency that delivers all the technology, creative and marketing expertise through an integrated team and proven methodology. Since 1996, the company has provided creative, innovative campaigns and the right technology to over 2,100 customers. Bayshore Solutions strives to understand customers' goals, define audiences, create stories, implement technology and learn from outcomes. Its work is centered on creating digital experiences that evoke emotion, and the measurable results these emotions create.

About Progress

Progress (NASDAQ: PRGS) offers the leading platform for developing and deploying strategic business applications. We enable customers and partners to deliver modern, high-impact digital experiences with a fraction of the effort, time and cost. Progress offers powerful tools for easily building adaptive user experiences across any type of device or touchpoint, award-winning machine learning that enables cognitive capabilities to be a part of any application, the flexibility of a serverless cloud to deploy modern apps, business rules, web content management, plus leading data connectivity technology. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications. Learn about Progress at www.progress.com or +1-800-477-6473.

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