

Cambridge Innovation Institute Quadruples Conversions by Personalizing its Customer Journey with Sitefinity

AT A GLANCE

Cambridge Innovation Institute (CII) has a massive content library, which plays a critical role in establishing the organization's credibility as a thought leader. However, the content library was so big that many visitors couldn't find what they needed. With Progress® Sitefinity®, CII was able to personalize the customer journey and deliver relevant content, quadrupling conversion rates in the process.

Challenge

Content plays a critical role in CII's digital strategy. However, as CII's content library grew, showcasing targeted content to the right customers became near impossible.

Solution



Sitefinity Insight streamlines digital analysis and content optimization



Sitefinity's flexible architecture makes it easy to customize and integrate third-party data sources



With an intuitive UI, Sitefinity makes it easy for non-technical staff to manage digital experiences

Results



30% increase in visitor engagement on the web



Improvement in quality of leads for sales



4x increase in online conversion rates



Cambridge
Innovation
Institute

COMPANY

Cambridge Innovation Institute

PRODUCT

Sitefinity Insight

INDUSTRY

Publishing

COUNTRY

U.S.

“Whenever personalized content is served to visitors, the level of engagement and conversion improves. That was our key objective when we started using Sitefinity.”

Jaime Parlee,

Marketing Analytics Director, CII



**Engage and Convert Visitors
with Sitefinity Insight**

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