

Dublin Airport Delivers an Integrated, Omnichannel Experience with Sitefinity

AT A GLANCE



When Dublin Airport, one of Europe's busiest, needed to consolidate multiple sites into one customer-friendly, omnichannel experience that also lowered costs, it turned to Progress® Sitefinity®.

COMPANY
Dublin Airport

INDUSTRY
Travel and Tourism

PRODUCT
Progress Sitefinity

COUNTRY
Ireland

Challenge

Dublin Airport sought to consolidate four corporate and legacy websites into one while improving the traveler experience—and driving revenue.

We now have an integrated digital ecosystem because of our mobile-first dublinairport.com, key app integrations and Sitefinity. It's revolutionized how we communicate with customers."

Sinead Quish,
Head of Consumer Marketing, Dublin Airport

Solution



Developed a mobile-first UI/UX



Integrated key third-party applications—including flight info, parking and banking



Centralized content governance

Results



Mobile revenue up 40%



Share of mobile site traffic increased to 75%



UI/UX are seamless, intuitive and agile



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