# Top Ecommerce Marketing Challenges Solved with Sitefinity

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As a marketer, you're tasked with developing and executing a content and commerce strategy that drives purchase decisions. Utilize Ucommerce for Sitefinity to eliminate your biggest bottlenecks and to accelerate time-to-market.



#### ■ Challenge: Creating Personalized Customer Experiences

Increasingly, marketers are challenged with delivering engaging experiences to a number of unique personas. It's time-consuming to manually define your personas and then figure out how to deliver them the unique content and experiences that would persuade them to convert.

#### Solution:

Instead, utilize a platform that enables you to map your target segments to persona-specific variations of content with a few clicks of a button. With Sitefinity's personalization capabilities, you're able to deliver target segments tailored commerce experiences in a way that is scalable and efficient.



#### Challenge: Delivering Content Across Multiple Channels

The most effective way to engage customers is to provide a unique experience to each persona while making the individual customer experience unified across channels. This way, each customer gets a personalized experience that is consistent no matter how they interact with your brand – whether it's on the web, mobile or in-store. But, being able to do this with limited time and resources is difficult.

#### Solution:

Ensure you're able to easily engage and convert visitors across every touchpoint in the buyer journey with a seamless experience. Utilize Ucommerce for Sitefinity to deliver customer experiences across multiple websites and stores, which can be customized to fit the requirements of specific channels.



# ■ Challenge: Increasing Conversions with Campaigns

Marketers need to continuously create effective marketing campaigns that drive more conversions. However, it can be difficult to improve campaign efforts without control over campaign and optimization management.

#### Solution:

Take control over your content and commerce experience.

Deliver tailored experiences to each persona across every channel and eliminate points of friction in their buyer's journey. By using Ucommerce and Sitefinity, implement digital campaigns and programs that drive purchase decisions and overall revenue.

With Ucommerce for Sitefinity, you're able to set up microsites to

execute campaigns with minimal IT help. Easily implement discounts, promo codes and sales to drive purchases.

Additionally, utilize Sitefinity to collect marketing data, produce actionable insights and execute conversion rate optimization projects.



## Challenge: Attaining and Retaining Visitors

need to actually get visitors to your site through search engine optimization. Once they get there, you need a site that is responsive and immediately engages visitors to keep browsing – no matter what device they're using. Your website is too valuable to be diminished by lack of SEO or slowed response time.

Before you think about engaging visitors with your content, you

# Attain website users what keywords they're searching or what

Solution:

on-page SEO to create experiences that rank high and generate high traffic.

Now that users are on your site, drive clicks instantly with an

device they're using. With Sitefinity, marketers have control over

experience that is quick and responsive. With Ucommerce for Sitefinity, marketers are able to deliver a completely seamless experience to mobile shoppers. Additionally, Ucommerce integrates with Sitefinity's Azure-hosted platform, Sitefinity Cloud. With Sitefinity Cloud's proven speed and performance, you'll never miss the opportunity to engage your audience.



### In a fast-moving world, marketers must be able to make changes

Challenge: Managing Web Content and

Commerce Without Reliance on IT

to web content on the fly – to convey an ever-evolving digital strategy and a dynamic web shop. When relying on IT to make small updates to web content and commerce, priority updates can get backlogged which risks having out-of-date product information.

Solution:

### Take advantage of an intuitive user interface that enables you to deploy new pages and present new products to customers in

deploy new pages and present new products to customers in minutes. With the solution's drag-and-drop widgets and on-page editing, updates can be made independently – with limited assistance from IT.

cost. Sitefinity makes it extremely easy for marketers and developers to craft new and engaging web initiatives.



Learn More About Ucommerce for Sitefinity

Easily and effectively communicate the specifications and value of your products with Ucommerce

Progress 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, the flexibility of a cloud-native app dev platform to deliver modern apps, leading data connectivity technology, web content management, business rules, secure file transfer, network monitoring, plus award-winning machine learning that enables cognitive capabilities to be a part of any application. Over 1,700 independent software vendors, 100,000 enterprise customers, and two million developers rely on Progress to power their applications.

Progress® Sitefinity® is a solution for rapidly building high-impact digital customer experiences that drive better customer engagement at a fraction of the time and



**Conclusion:** 

for Sitefinity.