



# Goodbody Leverages Sitefinity Cloud to Boost Marketing Agility

AT A GLANCE



Disjointed marketing technologies and processes made it difficult for Goodbody to bring new campaigns and experiences to market. With Progress® Sitefinity® Cloud, Goodbody gained the flexibility and agility it needed to quickly launch engaging, customer-first experiences and drive account openings.

COMPANY  
Goodbody

INDUSTRY  
Financial Services

PRODUCT  
Sitefinity Cloud

COUNTRY  
Ireland

## Challenge

Goodbody wanted to create engaging, customer-centric digital experiences. However, its technology stack made this process cumbersome.

“Sitefinity has been a positive experience in terms of our digital transformation and its impact on our ability to respond to COVID. It’s been an enabler for our business.”

Sean Croston,  
Chief Operating Officer, Goodbody

## Solution



Sitefinity Cloud is a PaaS CMS hosted by Progress on Azure, with tools that promote compliance and security



With an intuitive UI, Sitefinity enabled Goodbody’s marketing team to be more agile



As a PaaS, Sitefinity Cloud minimizes the amount of time IT has to spend on website infrastructure

## Results



Accelerated the delivery of new marketing campaigns



Improved customer engagement with tailored experiences



Empowered Goodbody’s broader digital transformation efforts



Carry the business forward with Sitefinity Cloud, a PaaS CMS that enables you to accelerate digital innovation.

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