

MasterControl Boosts Conversion Rates Over 57% with Progress Sitefinity

AT A GLANCE



When MasterControl needed to refresh its brand, gain marketing agility and boost conversion rates, Progress Sitefinity delivered.

COMPANY
MasterControl

INDUSTRY
Technology

PRODUCT
Progress Sitefinity

COUNTRY
United States

Challenge

MasterControl needed to refresh the frontend and backend user experience, modernize localized websites and find a controlled way for content contributors to safely create pages.

We're always looking for new ways to improve our digital experience. Having Sitefinity as our backend workhorse and our digital asset management tool is really important to us."

Charlie Lynch,
Senior Director of Digital Experience,
MasterControl

Solution



Refreshed and localized 3,000 pages of content across seven international sites



Designed a deep UX structure based on flexible widgets and themes



Built an array of third-party integrations with leading platforms like Salesforce, Pardot and more for its global website and customer-facing websites

Results



Boosted homepage conversions 64%



Crafted 27 widgets and 42 theme variations



Streamlined content management and gained business agility



The flexible Progress Sitefinity framework simplifies content management and makes third-party integrations a seamless reality.