

MasterControl Boosts Conversion Rates Over 57% with Progress Sitefinity

CASE STUDY



INDUSTRY
Technology

PRODUCT
Progress Sitefinity®

SUMMARY

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

Challenge

For over 25 years, MasterControl has been a leading provider of integrated quality management system (QMS) software that empowers customers to develop, manufacture and commercialize products designed to help people live longer, healthier and more enjoyable lives. Servicing more than 1,000 customers from its offices in the United States, the United Kingdom, Japan and Australia, MasterControl is a true global enterprise—with an international web presence to match.

Like most established companies, MasterControl has accumulated a significant amount of web content, including over 3,000 web pages, translated in several languages, including English, French and German. Charlie Lynch, Senior Director of Digital Experience, decided the time had come for an overhaul, “We wanted to update the brand and make it stand out against our competitors,” he said.

The digital experience team also needed to streamline content management and make it easier for a broader pool of users to get into the backend and build pages without sacrificing the holistic design of the website or its user experience. And because inbound site traffic is crucial to MasterControl’s business, the new experience needed to boost engagement and conversion. A full effort from the entire team would be required to get it done quickly—and with zero downtime.

Solution

As a long time Progress Sitefinity® customer, MasterControl’s digital experience team knew the product offered vast flexibility to extend, integrate and localize, allowing marketers to work with standardized templates as well as publish in the language and on the page of their choice.

The team restructured every page to accommodate a variety of widgets meant to simplify content management without sacrificing control. “We were really only using the content block piece of things,” Lynch said. “Moving to a widgetized structure gave us exponentially more ways to create pages.” Using widgets, the team could empower users to create pages without needing HTML or CSS training.

The site’s new English content was localized and translated via a Smartling integration, and all 3,000 pages were cascaded across seven international sites, all centrally managed through Sitefinity.

“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

The team integrated Sitefinity with its marketing automation tool, [Pardot](#), to track lead information all the way from first touch to last touch, streamlining and enhancing lead scoring. It further integrated Sitefinity with other solutions, including Uberflip, Influitive, Mouseflow and Evergage to manage, measure and optimize its marketing funnel.

Meanwhile, the team used Sitefinity to develop a customer-facing site, which included a deep API integration with [Salesforce](#). The integration authenticates customers and gives them permissions to access specific release notes, frequently asked questions, product downloads and more.

Results

The site redesign was a resounding success. From the sophisticated customer experience to its user-friendly backend, MasterControl now had one global theme and 42 theme variants to accommodate its business needs across all the global sites. The team also created 27 widgets with light, dark and neutral color palettes. The streamlined content administration enabled MasterControl to inject five to 10 times more images on the site than it had before, equipping content creators to craft a more interesting story for site visitors.

“Our administrators give different levels of access to our content authors, so they can change the pages as they want,” Lynch said. “This was one of my goals; it’s important that content management is no longer solely housed under the digital team.”

About Progress

Progress creates leading platforms for developing high-impact business applications. Progress offers powerful tools for building adaptive user experiences across any touchpoint, leading data connectivity technology, web content management, business rules, secure file transfer and network monitoring. Over 1,700 independent software vendors, 100,000 enterprise customers and two million developers rely on Progress. Learn about Progress at www.progress.com or +1-800-477-6473.

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And these refined experiences paid off with better conversion rates. “Our homepage conversion rate increased from 1.7% to 2.8%, which is a solid 64% improvement. Our product pages were converting around 3.5% and are now at 5.5%, an increase of 57%. Overall, we’ve seen good improvements across the board when it comes to conversion metrics,” Lynch explained.

Best of all, the digital experience team was able to complete the entire project in-house, “You get so much more bang for the buck with Sitefinity,” he said. “The platform gives us a lot of flexibility and functionality without having to pay exorbitant costs—and we could do it all ourselves.”

About MasterControl:

MasterControl Inc. is a leading provider of cloud-based quality and compliance software for life sciences and other regulated industries. Our mission is the same as that of our customers – to bring life-changing products to more people sooner. The MasterControl Platform helps organizations digitize, automate and connect quality and compliance processes across the regulated product development life cycle. Over 1,000 companies worldwide rely on MasterControl solutions to achieve new levels of operational excellence across product development, clinical trials, regulatory affairs, quality management, supply chain, manufacturing and postmarket surveillance. For more information, visit www.mastercontrol.com.



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