



A Retail Makeover and Scalable Future for Rhea Lana's with Progress Sitefinity

AT A GLANCE

When children's consignment powerhouse, Rhea Lana's, needed a fresh start for its website to drive growth, it chose Progress Sitefinity.

Rhea Lana's®

COMPANY
Rhea Lana's

INDUSTRY
Consumer Goods

PRODUCT
Sitefinity

COUNTRY
U.S.

Challenge

Rhea Lana's needed to ditch its home-grown CMS and tap into an easy-to-use solution with powerful features that franchisees could scale.

"I wanted it to work. Work fast, work smooth, so the technology is actually empowering our female franchisees to build their businesses. Sitefinity has really helped us do all that and more."

Rhea Lana Riner,
Founder/CEO, Rhea Lana's

Solution



Delivered an intuitive, beautifully designed UI



Simplified content management and updates



Integrated with company's point-of-sale (POS) system to enable franchisees to log in and price items for sale

Results



Unique page views up 17%



Sessions up 13%



Localized experience for each of their 180 regional events



Sitefinity delivers seamless, easy-to-use digital experiences that simplify content management and drive results.