

Sberbank banka, Slovenia Increases Customer Conversion Rates by 30% with Sitefinity



Banking is increasingly being done digitally, even when it comes to activities like buying financial products and services. With Progress® Sitefinity® Online Marketing Edition, Sberbank was able to fine-tune the customer journey around its financial products and drive more conversions.



COMPANY
Sberbank banka

INDUSTRY
Financial Services

PRODUCT
Sitefinity

COUNTRY
Slovenia

CHALLENGE

To create a better, more effective customer journey, Sberbank needed to optimize and personalize content to make it more engaging.

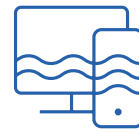
SOLUTION



Sitefinity brings personalization capabilities, enabling customers to optimize the customer journey



Sitefinity Online Marketing Edition comes with connectors for 3rd party systems, which Sberbank used to re-engage lost prospects



Sitefinity is an easy-to-use CMS that empowers anyone to publish and manage content

RESULTS

30%
faster



Optimized customer journeys helped convert 30% more customers



Easy integration with 3rd party systems enables seamless re-engagement campaigns



Sitefinity Insight will enable a more personalized experience moving forward

“Sitefinity was very helpful in planning out the journey for ordering new products, enabling us to optimize this process and make it better and better over time.”

BARBARA FRANKO
HEAD OF DIGITAL BANKING, SBERBANK SLOVENIA

Sitefinity gives you everything you need to deliver seamless, personalized digital experiences with ease.

Learn More

