

CEDIA's New Web Experience Drives Member Engagement Up 46% with Progress Sitefinity

AT A GLANCE



Association pioneer, CEDIA, needed a fresh design and better engagement from its website. Updating and expanding its instance of Progress Sitefinity delivered the transformed user experience its members craved.

COMPANY
CEDIA

INDUSTRY
Association/Electronics

PRODUCT
Sitefinity

COUNTRY
U.S.

Challenge

An overly complex web ecosystem and outdated design was hampering the member user experience, making it difficult for them to find the resources and services they needed.

“Because we have the confidence and ability to execute our ideas seamlessly in Progress Sitefinity, business is more efficient and we can focus on the big picture more than the minutia.”

Desiree Friedman
Director of Marketing, CEDIA

Solution



Updated to the latest version of Sitefinity



Simplified third-party integration and created audience-specific content areas



Elevated site design, highlighting imagery from CEDIA members

Results



46% Increase in pages per session



32% Increase in page views



38% Drop in bounce rate



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