Progress® Sitefinity® Cloud

Kubota Tractor Corporation Enhanced Its Customer Journey, Ensured No Website Downtime and Increased New Website Users By 23% with Progress Sitefinity Cloud

AT A GLANCE

When Kubota Tractor Corporation sought to maximize its website uptime to meet strong customer traffic during peak times, integrate the CI/CD development workflow established through Azure DevOps and reduce infrastructure overhead, it turned to Progress® Sitefinity® Cloud.

COMPANY
Kubota Tractor Corporation

INDUSTRY
Manufacturing

PRODUCT
Progress Sitefinity Cloud

COUNTRY
United States

Challenge

The Kubota Tractor Companies' website infrastructure and hosting were being done in-house, which meant that releases and code changes would cause website downtime. After a long stretch without updates to the user experience journey, Kubota sought to provide engaging and informative website content to increase user engagement and conversions.

"Sitefinity Cloud was chosen because of the performance, availability, and the integration with Azure DevOps. The ability to create custom content-types, widgets, and more allowed us to create engaging UI/UX and further enhance the customer journey efficiently and with zero downtime, all while providing solid data for Kubota's API to utilize for its TracTru dealer sites."

Alex Hood
TracTru, LLC

Solution

Created an engaging UX/UI, while providing solid data for its API to utilize for its TracTru dealer sites.

Built a solution allowing the user to select the state they reside in, and then customizing content to be shown based on the division their state is in.

Moved to Sitefinity Cloud and hosted its website as a Sitefinity Cloud hosted site, leveraging custom widgets, content-types and more to enhance the customer journey with zero website downtime.

Results

A 23.04% increase in new users and a 20.83% increase in return users

An 30.59% increase in website scroll depth (to 75% scroll depth)

An 18.16% increase in website sessions and a 17.04% increase in page views

Learn how to maximize uptime and minimize infrastructure complexity with Progress Sitefinity Cloud.

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