

Merchant Advisory Group Grows Online Member Engagement by 109% with Progress Sitefinity

AT A GLANCE



When the world's largest merchants needed faster access to MAG's association resources, a website upgrade on Progress Sitefinity checked all the boxes.

COMPANY
Merchant Advisory Group

INDUSTRY
Association

PRODUCT
Sitefinity

COUNTRY
United States

Challenge

Lack of CMS version upgrades and third-party integrations left MAG's website functionality falling short of user expectations.

"Sitefinity has been a game changer for our user experience."

Leah Collins
Director, Education and Design,
Merchant Advisory Group

Solution



Upgraded Sitefinity to the latest version



Customized curated search and content categorization



Integrated key company systems via seamless SSO

Results



Elevated time on page by 109%



Improved content discoverability



Simplified the user journey around the site



Drive your website's user experience with Progress Sitefinity

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