

Teknion Improves Marketing Efficiency by 3x with Sitefinity



Teknion required a modern, sophisticated website that matched its brand image, so the company turned to Progress® Sitefinity® to improve web content management and design.

teknion

COMPANY
Teknion

INDUSTRY
Retail & Wholesale

PRODUCT
Sitefinity

COUNTRY
United States

CHALLENGE

Teknion wanted to create a new website that better aligned with its brand while being easy to manage, compatible with the latest mobile devices and able to support multiple languages.

SOLUTION



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



Built-in integration capabilities make connecting with popular marketing platforms seamless



Simplify management of multiple sites across different regions from one central platform

RESULTS



Improved overall marketing operations by 3x due to multisite management and general ease of use



Created a rich intranet that replaced 30+ enterprise apps and streamlined employee activity



Enables Teknion to be a digital-first brand that can bring its creative visions to life with innovative user experiences

“We target interior designers and architects, so we needed a site that was as design-driven as the product that we sell. The site we built with Sitefinity enables us to be closer to who we are as a brand.”

CLAUDIO FERREIRA,
DIRECTOR OF DIGITAL CORPORATE MARKETING, TEKNION

Sitefinity gives you everything you need to create rich, innovative digital experiences that engage employees and customers alike.

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