Progress® Sitefinity®

CIVIC Financial Services Taps Progress® Sitefinity® for Dynamic Content Creation, Personalization Capabilities

AT A GLANCE

Providing finance services to mortgage brokers and real estate investors in more than 30 states, CIVIC Financial Services needed to replace its dated, proprietary CMS, that among other shortcomings, required a digital agency to manage. It chose Sitefinity for its dynamic content creation capabilities and strong personalization that now delights customers and to be self-sufficient for updating and creating new content.

Challenge

With an inflexible proprietary backend that required a digital agency to update content, limited personalization and difficult third-party integrations, CIVIC Financial Services knew it needed to modernize its CMS to better thrive in the competitive real estate finance market.

Solution

A CMS that empowers the marketing team to dynamically create, update and post content

Powerful integration capabilities that, for example, enable CIVIC to instantly post customer reviews

A detailed, methodical migration process from Sitefinity certified partner Visus LLC that resulted in a smooth migration of all content from the old CMS to Sitefinity and on-time launch

Results

Third-party customer reviews that previously took 30 days to post are now posted in less than one minute

Marketing resources have been freed up, enabling the team to focus on new projects like personalization and expanded campaigns

Since Sitefinity launched, loan conversion rates have increased from 1% to 5%

CIVIC

COMPANY	**INDUSTRY**
CIVIC Financial Services	Financial Services
PRODUCT	**COUNTRY**
Progress® Sitefinity®	United States

"The time efficiencies created by Sitefinity are allowing us as a team to be self-sufficient and get so much more done than before."

Ian Rosenberg
Digital Marketing Manager

"To make the content migration as smooth and effortless as possible for CIVIC, the Visus team analyzed the old proprietary CMS's APIs, created all the required templates, and then migrated all the content programmatically to Sitefinity. This is the power and flexibility of Sitefinity and why we love working with it."

Michael Daoud
CEO, Visus LLC - Sitefinity Certified Partner

→ **Create Dynamic Content and Personalized Experiences on Your Website with Progress® Sitefinity®**

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