

American Air Filter International Aims for Growth and Brand Consolidation with Progress Sitemfinity

AT A GLANCE



American Air Filter International (AAF), based in Louisville, KY, is one of the world's leading manufacturers of air filtration solutions, doing business in 22 countries across four continents. AAF envisioned a "one brand, one digital experience" initiative to showcase global excellence in usability and integration. As a first step, they selected Progress Sitemfinity since they could no longer rely on their current CMS to achieve their goals and required a true Digital Experience Platform (DXP).

COMPANY

American Air Filter International

INDUSTRY

Manufacturing

PRODUCT

Progress Sitemfinity

COUNTRY

United States

Challenge

For many years, AAF relied on a CMS solution which, despite being familiar, had multiple drawbacks - a complex backend that required technical expertise to make simple content updates, inability to support a modern UI/UX design approach and an inherent complexity to integrate third-party solutions, ultimately compromising overall agility and scalability, at a high cost.

"With Sitemfinity, we have a solution that will continuously evolve, improve and grow with the business."

Victoria Preston
Marketing Director

Solution



Implement Progress Sitemfinity with its marketer-friendly backend, allowing non-technical users to easily update content.



Take advantage of Sitemfinity's ability to integrate seamlessly with third-party solutions.



Continue to leverage the expertise of Sitemfinity implementation partner Flywheel Strategic to create a modern digital experience that reflects AAF's leadership position on a global scale.

Results



Both quality of leads and quantity have increased; out of 400 leads generated over a three-month period, 96% came through fully qualified, ready for sales follow-up.



Third-party integration capabilities - multiple solutions added (Cloudinary, HubSpot, Swiftype) and others in the pipeline, including Salesforce and a PIM system.



Brand consistency, messaging and security have been maintained - on a global scale - with a single code base that is easier to manage, scale and extend.



To learn more about Progress Sitemfinity and why it should be on your short-list to replace your outdated CMS, **CLICK HERE**.

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