

The Sitefinity DX Platform

Drive connected experiences with a powerful DXP

Take Control of Your Digital Marketing Success

“From the start of our solution search, we knew we wanted a system that was easy to use. Despite setting that bar going in, Progress Sitefinity still managed to surpass expectations and we were surprised with how easy the training went when we grabbed nontechnical personnel from different departments.”

Rafal Jakubowicz
Manager of Digital Operations, Teknion

As a marketing leader, you're under pressure to execute successful digital marketing programs that accelerate business growth. This means you need to deliver fresh, personalized omnichannel experiences that engage your audience at each step along the customer journey. But without tools that enable marketing agility, you have to rely on technical resources to create and optimize your content and digital experiences. The result? Frustrating delays that hamper program effectiveness and impede progress toward business goals.

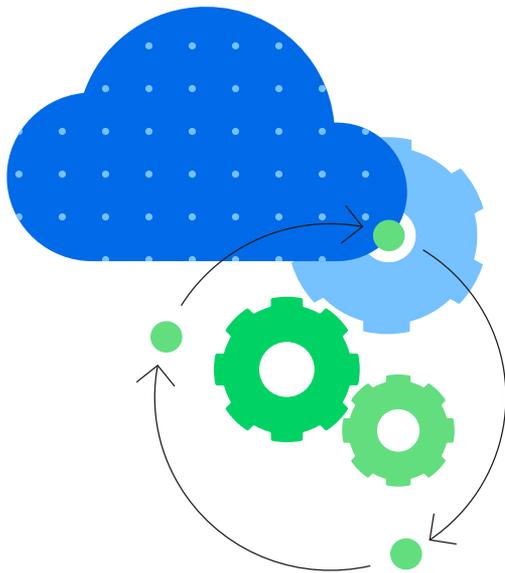
At the same time, you need insight into what's working and what's not to get maximum impact from your digital marketing spend. After all, the ability to track program effectiveness and refine experiences on the fly helps you achieve desired outcomes. That's why a holistic, cross-channel view of the customer experience is critical to understanding your audience and delivering targeted content that influences behavior and drives conversions.

The screenshot displays the 'Pages' management interface in Progress Sitefinity. The top navigation bar includes 'Tech Acme', 'Dashboard', 'Pages', 'Content', 'Ecommerce', 'Design', 'Administration', and 'Marketing'. A search bar is located below the navigation. The main content area shows a list of pages with columns for 'PAGE', 'TRANSLATIONS', 'CREATED ON/OWNER', 'ANALYTICS', and 'ACTIONS'. The 'PAGE' column includes a checkbox, a status icon (green checkmark, red X, or blue circle), a page title, and a status (Published, Draft, Unpublished, or Awaiting approval). The 'TRANSLATIONS' column shows language codes (EN, ES) and a '+4' icon. The 'CREATED ON/OWNER' column shows the date and the user's name. The 'ANALYTICS' column shows a bar chart icon. The 'ACTIONS' column shows a 'View' link and a three-dot menu icon. The 'ACTIONS' column also includes a 'Report' button for some pages. The 'ACTIONS' column also includes a 'View' link for some pages. The 'ACTIONS' column also includes a 'View' link for some pages.

PAGE	TRANSLATIONS	CREATED ON/OWNER	ANALYTICS	ACTIONS
<input type="checkbox"/> Homepage Published	EN ES +4	Yesterday Donna Hudson		View
<input type="checkbox"/> Products Group page	EN ES +4	Today Hellen Smith		
<input type="checkbox"/> Blogs Group page	EN ES +4	Nov 5, 2019 Peter Tylor		
<input type="checkbox"/> Why Choose a Cloud CMS? Draft	EN ES +4	Nov 4, 2019 Sophia Clark		View
<input type="checkbox"/> Top 10 Conversions Rate Optimization (CRO) Unpublished	EN ES +4	Nov 4, 2019 Donna Hudson		View
<input type="checkbox"/> Building Your First Pages with Sitefinity Published	EN ES +4	Nov 3, 2019 Peter Tylor		View
<input type="checkbox"/> Resources Scheduled publish on November 5, 2019 at 2:41 PM	EN ES +4	Nov 2, 2019 John Petterson		View
<input type="checkbox"/> Webinars Published	EN ES +4	Nov 2, 2019 Donna Hudson		View
<input type="checkbox"/> Demos Draft	EN ES +4	Nov 1, 2019 Hellen Smith		View
<input type="checkbox"/> Whitepapers Unpublished	EN ES +4	Sep 28, 2019 Sophia Clark		View
<input type="checkbox"/> Success Stories Awaiting approval	EN ES +4	Sep 28, 2019 Peter Tylor		View

Sitefinity DX is the most user-friendly Digital Experience Platform available on the market today. Featuring an intuitive interface with contextual guidance, it enables business users to:

- Create impactful customer experiences with personalized content on any device and in multiple languages
- Centrally manage multilingual and multichannel content to support market expansion and brand consistency across touchpoints



- Gather and analyze customer behavior patterns from multiple systems and channels
- Benefit from recommendations to guide visitors towards increased engagement, conversion, and retention
- Use the AI-driven insights to continuously optimize customer experience
- Empower your business users with robust low-code integration options
- Integrate with powerful Digital Asset Management platforms Clouinary and Frontify
- Leverage digital commerce solutions with easy integration capabilities
- Gain efficiency by adding chat to your customer interactions with Progress NativeChat
- Manage multichannel experiences with decoupled presentation of your content

Additionally, the enterprise Sitefinity DX platform scales to accommodate increased traffic volume and organizational complexity to meet year-round business requirements.

Make Every Transaction an Experience

Customers demand an elevated, personalized and seamless digital experience. Boost your revenue by offering catalogs, multiple storefronts, targeted promotions and payment processing, plus leverage the powerful partner solution integrations in Sitefinity DX.

Align Content and Commerce to Drive Purchase Decisions

The success of your business is dependent on how well your ecommerce store can engage and convert customers. Sitefinity DX cost-effectively takes the guesswork out of delivering an engaging digital commerce experience that builds revenue.

Optimize the Digital Customer Experience

Tear down the digital wall to your customers by providing unique, personal experiences informed over time through key channel touchpoints. Forge customer relationships through highly relevant merchandising, and content recommendations based on customer interaction.

Reach a Global Audience

Engage customers across your brands and markets through all the channels your customers use -- with multisite, multichannel, multilingual and multicurrency support.

Manage a Complex Product Line

Easily manage day-to-day operations with straightforward category, taxonomy, review and media management. Handle complex orders with a built-in order management system, order workflow management and pricing and discount management.

Integrate Critical Applications

Streamline business processes and deliver consistent, timely customer experiences fully integrated with your enterprise. Easily integrate your online store with your ERP, CRM, OMS or any other back office system.

[→ Learn more](#)

Content and Commerce Experience

Sitefinity DX enables organizations to align their digital marketing strategy with their digital commerce goals.

Ucommerce for Sitefinity

Create elevated, personalized and seamless digital experiences for customers at every touchpoint. Manage an extensive web shop right within Sitefinity DX, with core commerce capabilities delivered out-of-the-box.

[→ Learn more](#)

SmarterCommerce Integration

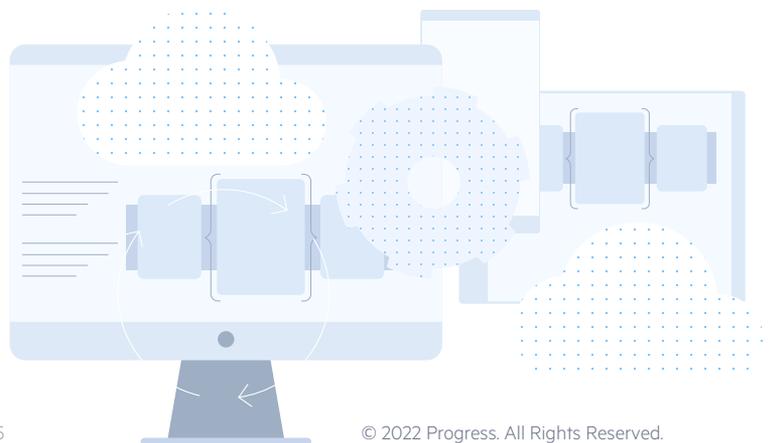
Use SmarterCommerce and their JD Edwards integration along with Sitefinity to engage customers 24/7 across all devices and to control your online presence through one platform.

[→ Learn more](#)

BigCommerce Integration

Available as a partner integration, this end-to-end digital commerce platform benefits from Sitefinity's elegant UI, scalability, and ease of use. Deliver frictionless buying experiences integrated with complex mission-critical systems.

[→ Contact Us](#)





A Flexible Development Platform

By providing an open and extensible architecture, the Sitefinity DX platform makes it easy to build even the most sophisticated custom experiences and integrations. The system provides:

- A set of user interface (UI) tools for JavaScript, ASP.NET MVC and .NET 6
- A direct integration to Microsoft® Visual Studio®
- An extensive range of integration hooks and APIs
- Low-code integration capabilities and Out-of-the-box connectors to many enterprise systems, including Microsoft SharePoint®, Salesforce CRM™, Marketo®, HubSpot®, Eloqua™ and Microsoft Dynamics®

Explore Sitefinity DX

Delivering Fresh, Relevant Content Has Never Been Easier

When it comes to web content management, Sitefinity DX empowers business users to be more independent and effective than ever before. It provides powerful drag-and-drop authoring, on-page editing and contextual guidance, meaning you don't have to rely on web developers to create, update, personalize and adapt content for multiple channels. Out-of-the-box tools for personalization, email campaigns, social media, ecommerce, blogs, forums, search and more enable you to provide a complete and seamless customer journey with minimum effort for maximum impact.

Deliver Multichannel Experiences at Scale

Seamlessly deliver cohesive digital experiences spanning multiple touchpoints and channels. The Sitefinity DX headless capabilities and flexible technology integration simplify the management and delivery of content to any channel for a persistent and consistent customer journey—be it on mobile phones, wearables, IoT apps, digital signage, PDAs or chatbots. Redefine the way your customers interact with your brand and improve user engagement, increase operational efficiencies and streamline critical processes.



“Sitefinity is not only open, it's also efficient in the way it's handled. The APIs help us create sites that are headless and quickly repurpose content in other places where it's needed.”

Sujal Raju
President and CEO, Enqbator



Give Marketers a Digital Command Center

Integrate visitor interaction data across multiple channels and touchpoints—CRM, marketing automation systems, web, mobile and more—in one central customer journey database. Get a 360-degree view that unites all data accumulated about a visitor, be it a prospect or a customer and understand the path they follow and what they do. Powerful analytics provide actionable insights for optimizing visitor experiences to drive conversions, whether it's subscribing to emails, downloading a free trial or making a purchase.

Profile and Target Your Audience

Sitefinity DX enables you to define and manage target segments and deliver the right experiences to the right people at the right time. Consolidate information from multiple sources and group visitors based on various criteria, such as where they came from, what they searched for, length of visit and more. Additionally, Sitefinity assigns each visitor to persona profiles based on their unique problems and interests. Following that, it is then placed in a lead scoring profile reflecting their readiness to convert. Quickly build laser-focused high-value target audiences for use in marketing initiatives such as web content, social and email campaigns and develop a flexible personalization strategy.

Drive Conversions with Personalized Content

Start engaging visitors in more targeted and relevant experiences. With minimal effort, Sitefinity helps you gain actionable insight into your high-value segments, track their digital behavior and isolate key touchpoints. Preview the visitor experience for each segment on any device to ensure it presents perfectly across channels, then measure the results by tracking conversions and impact to website interaction and engagement for different segments. Directly apply those data insights to further content targeting, creating a relevant, personalized experiences for key audiences.

Predict and Deliver the Best Next Experience

Predictive and prescriptive analytics examine visitor data and interactions—emails opened, web pages viewed, files downloaded, forms submitted, forum activity and more—across systems and channels, to provide valuable marketing intelligence based on specific goals. Understand what is or isn't working and get data-driven recommendations for the best next experience to move the visitor closer to your goal. These insights enable you to optimize personalized experiences to continuously engage, convert and retain customers.

Prove Your Marketing Success

At last, you can measure the true impact of your digital marketing programs. By connecting your actions directly to key business goals, Sitefinity Insight lets you track growth in conversions and conversion rates. Identify which experiences have the greatest impression on users. Monitor progress toward your goals and take immediate action to improve results. Best of all, you can even measure attribution, so you know where you got the biggest bang for your buck.

Ready to Handle Global Deployments at Any Scale

The Sitefinity DX platform is a global solution that spans brands, organizations, languages and assets to support productivity, performance and delivery at any scale. It provides:

- Centralized control of all websites and assets through multisite management
- Staging and synchronization of content and code across different environments
- Multilingual support to meet the needs of global organizations
- Comprehensive enterprise security, authentication and single sign-on capabilities

Manage Your Experiences, Not Your Infrastructure with Sitefinity Cloud

Sitefinity Cloud, a full PaaS DXP, hosted on Microsoft Azure enables you to swiftly scale your business with its simplified and agile architecture, while maintaining your ability to support complex, large-scale digital projects. Create and manage future-proof digital experiences, deliver brand consistency and improve user engagement across sites, channels and touchpoints.

[→ Learn more](#)



A Global Partner Network You Can Count On

Whether you're looking to get the Sitefinity DX platform up and running quickly or need guidance to realize maximum value from the solution, the Sitefinity Partner Network is ready to help. Turn to one of more than 300 leading organizations offering a wide range of services, including:

- Project consulting
- Integration
- Custom development
- Design
- Training
- Hosting

Because our global partner community extends to over 40 countries, you can rely on readily available, highly-qualified experts to fuel the success of your project.

Enrich the digital capabilities of your application via the **Sitefinity Marketplace** ecosystem and the numerous partner solutions, add-ons, and integrations it hosts.



Sign Up for a Live Demo

About Progress

Dedicated to propelling business forward in a technology-driven world, [Progress](#) (NASDAQ: PRGS) helps businesses drive faster cycles of innovation, fuel momentum and accelerate their path to success. As the trusted provider of the best products to develop, deploy and manage high-impact applications, Progress enables customers to build the applications and experiences they need, deploy where and how they want and manage it all safely and securely. Hundreds of thousands of enterprises, including 1,700 software companies and 3.5 million developers, depend on Progress to achieve their goals—with confidence. Learn more at www.progress.com

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