Progress® Sitefinity Insight℠

Build Digital Relationships with Visitors

## Exceed Their Expectations – And Yours

DATA SHEET

The world changes, and so do consumers' expectations, which completely redefines what determines a successful marketing program. Marketers always need to refine their digital strategy – each campaign is increasingly data-driven, personalized and intuitive based on the target audience.

Say goodbye to siloed, point-in-time data, and bid farewell to generic campaigns and missed lead generation opportunities. Today's digital marketers need intelligent, unified and straightforward tools to deliver next-level programs. Differentiate the customer journey experience while accelerating time to market with Sitefinity Insight: Integrated analytics, optimization and personalization tools within Sitefinity's cloud-first digital experience platform.

Key Benefits:

Analyze Cross-Channel Data
- Easily measure beyond a single website visit and collect customer interaction data across multiple channels - websites, mobile apps and chatbots, so that it does not end up siloed.
- Track interactions over the course of multiple sessions, to identify the exact content that drives conversions – including single, multi-touch and non-linear AI-driven conversion attribution.
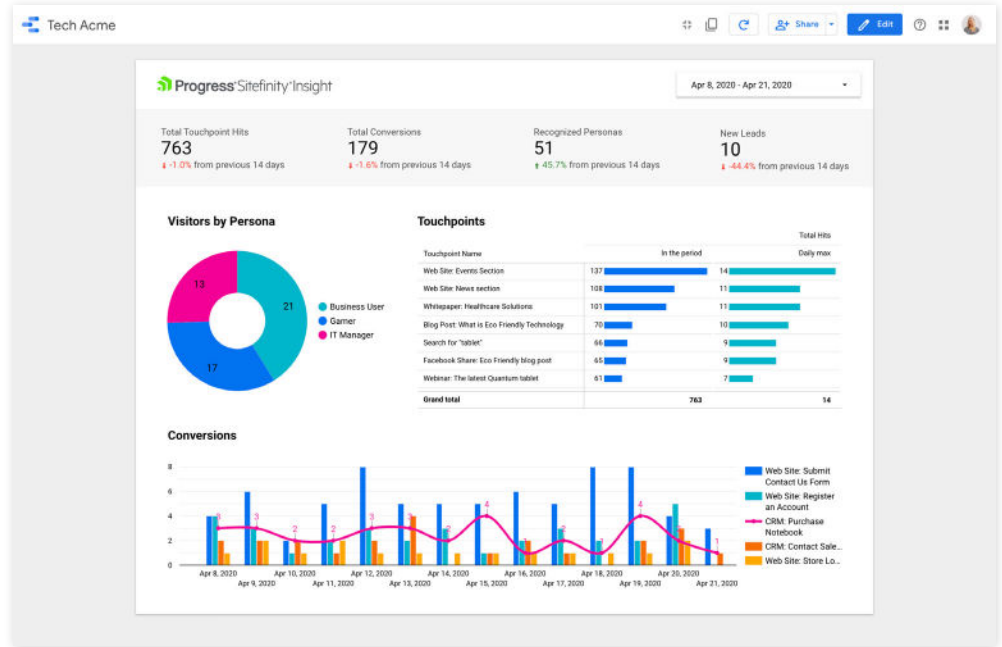
Build Detailed Persona Segments

- Create 360-degree profiles of visitors – get an all-in-one picture of who your visitor is, what their preferences are, what path they've followed and how they've interacted with your brand.
- Assign visitors to persona profiles to create, track and target various audience segments with relevant campaigns.
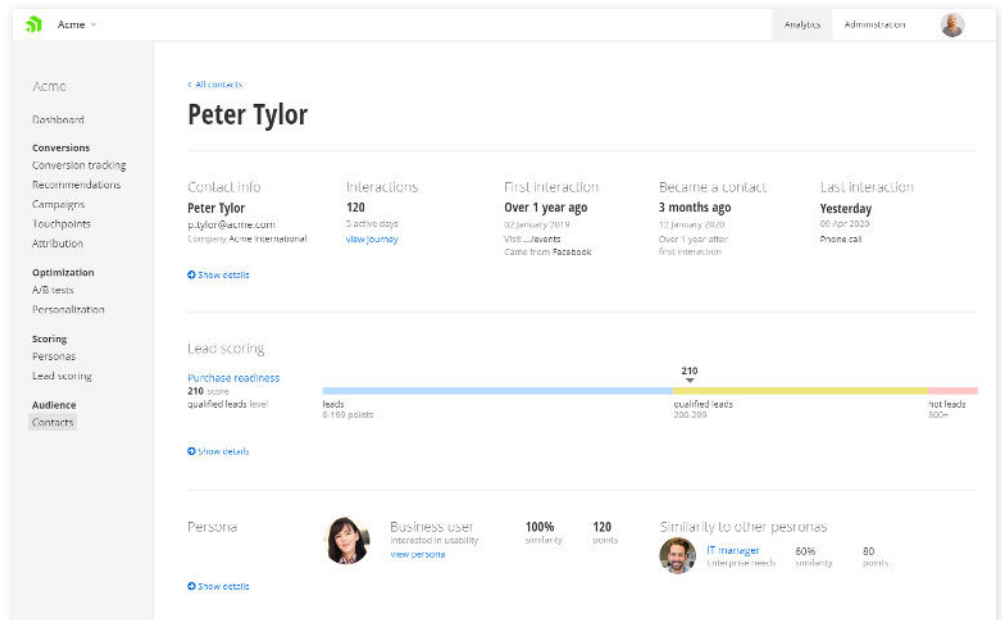
Identify Highly Engaged Prospects

- Deliver a personalized experience from a lead's very first interaction that guides them further into the sales funnel with the help of detailed lead scoring models.
- Target the most relevant audience by tracking and evolving lead scores based on a lead's interaction history, both anonymous and known.
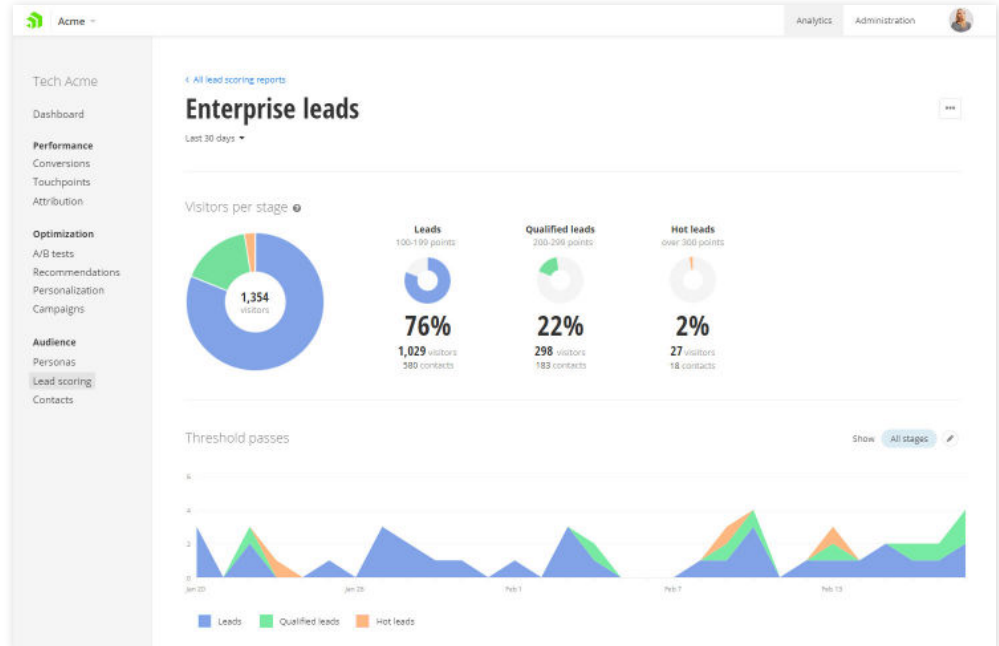

Leverage Real Time, Machine Learning-Driven Insights

- Gain ML-powered experience optimization recommendations to create targeted and meaningful marketing content that yields optimal KPIs and maximizes lead generation.
- Pinpoint campaign performance anomalies and receive real-time notifications when significant variations are detected — allowing you to capitalize on a successful strategy and identify where you need to optimize.
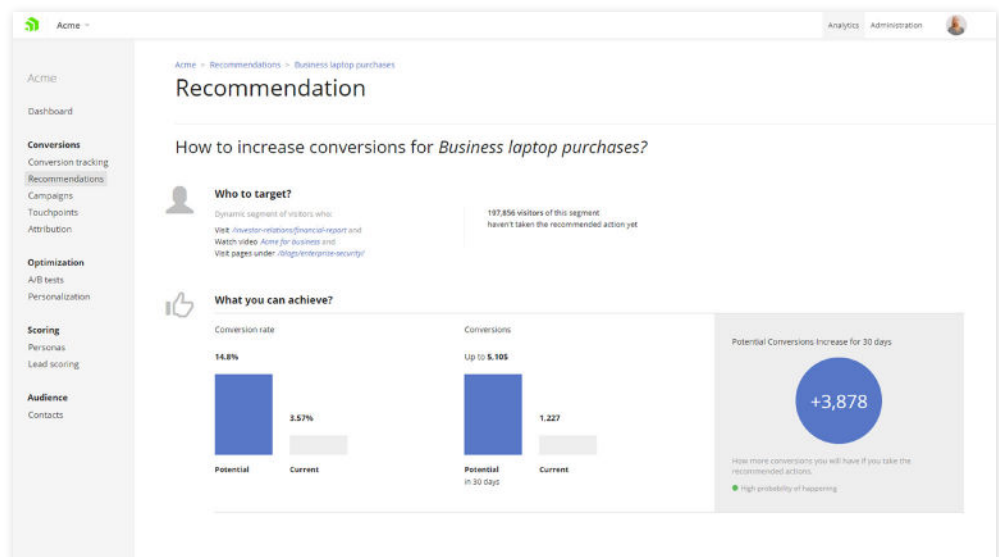
Deliver High-Impact, ROI-Driving Campaigns

- Build personalized campaigns for key audience segments (including both anonymous and registered users) based on demographics, online behavior and data collected across platforms.
- Test and validate changes to campaign strategy via A/B testing which informs intelligent, data-driven marketing decisions.
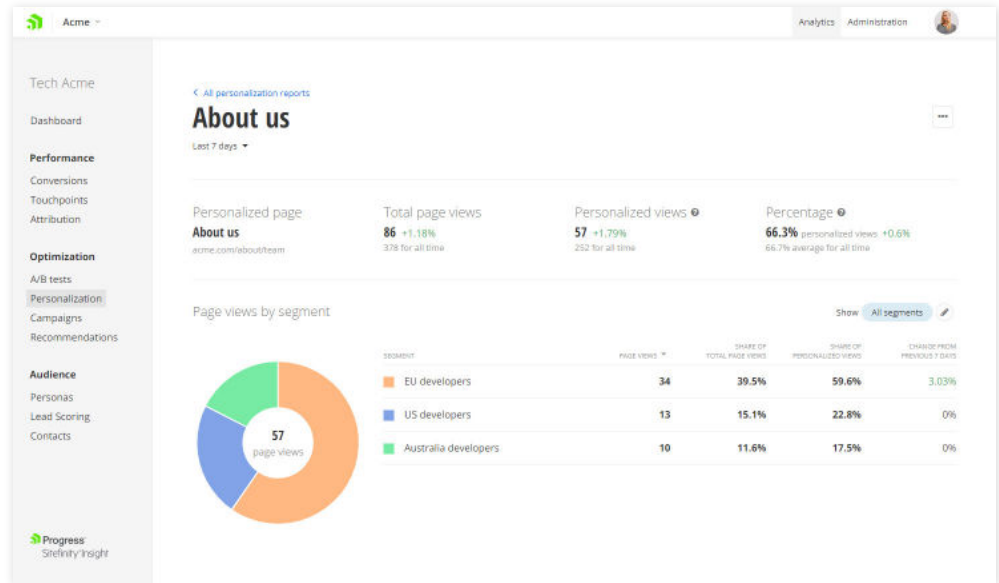
About Sitefinity Insight

Leverage integrated analytics, personalization and optimization within Sitefinity to build detailed prospects and customer profiles, understand and optimize campaign performance and deliver highly engaging experiences to take your marketing programs to the next level.

→ **Learn More** About Sitefinity Insight

About Progress

Progress (NASDAQ: PRGS) provides the leading products to develop, deploy and manage high-impact business applications. Our comprehensive product stack is designed to make technology teams more productive and enable organizations to accelerate the creation and delivery of strategic business applications, automate the process by which apps are configured, deployed and scaled, and make critical data and content more accessible and secure—leading to competitive differentiation and business success. Learn about Progress at www.progress.com or +1-800-477-6473.

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