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Progress Delivers More Contextually Relevant, Personalized Web Experiences with Latest Telerik Sitefinity Release

Telerik Sitefinity platform enhancements make it easier for digital marketers to offer personalized content; provides greater support for Microsoft Azure and Amazon Cloud

BEDFORD, Mass.--(BUSINESS WIRE)-- [Progress](#) (NASDAQ: PRGS) today announced major feature upgrades to Telerik® Sitefinity™ CMS and Digital Experience Cloud, its popular content management and customer analytics platforms. The new release provides more flexibility and agility for organizations to deliver contextually relevant, personalized experiences to website users, and offers new productivity enhancements that drive easier-to-use personalization options for the digital marketer's toolkit.

"Most marketers are stuck in the slow lane when it comes to providing personalized online customer experiences," said Svetozar Georgiev, Senior Vice President of Application Platforms, Progress. "Connecting each site visitor with the products and messages most personally relevant to them—at precisely the right time, across every device they use—is the most important driver of site conversions and customer engagement. The enhancements to Telerik Sitefinity CMS and DEC released today empower marketers to deliver personalized digital experiences that delight and captivate customers throughout their buying journey."

Contextually Relevant Personalization
According to Forrester Research, "To succeed in today's digital environment, organizations must deliver smarter, more customer-centric interactions that feel like they were tailored for each user and his or her specific set of circumstances."[1]

With today's release, digital marketers can now personalize content blocks and images on web pages and templates alike, as well as easily measure how that personalized content contributes to the success of their marketing goals. A new Engagement widget makes it easier for marketers to recommend the best next action to target audiences and optimize conversions along the customer journey.

Newly expanded personalization and engagement capabilities in Telerik Sitefinity platform include:

- *Multiple Segment Personalization:* Telerik Sitefinity CMS enables marketers to personalize for multiple segments, ensuring that visitors belonging to several target segments will see personalized content for each segment they belong to—not just the highest priority segment. The new feature also enables marketers to preview personalized pages using a combination of segments to ensure proper page display before publishing.

- *Widget Level Personalization:* With Telerik Sitefinity CMS, users are empowered to reuse personalized blocks across pages, minimizing the need to create new pages, speeding the creation and publishing of targeted content and easing the management of changes over time.

- *Audience segmentation by custom contact fields:* Further expanding upon its robust segmentation capabilities, Telerik Sitefinity DEC is now equipped with audience segmentation by contact fields. Telerik Sitefinity platform can also now leverage data-driven recommendations to trigger workflows in third-party marketing automation systems. For example, when a contact passes a given lead scoring threshold, an email workflow can be triggered in a third-party system.

- *Personalization attribution reporting:* The latest Telerik Sitefinity DEC release enables marketers to measure exactly how their personalized content contributes to improving conversions and enables them to adjust their personalization strategy accordingly.

In addition to the robust personalization capabilities of Telerik Sitefinity platform, the latest CMS release also offers extended cloud support for Amazon Cloud, as well as Microsoft Azure Web App, which provides cloud auto-scaling and automatic configurations. Administrators can easily deploy Telerik Sitefinity projects to Azure Web Apps using Visual Studio or PowerShell scripts and benefit from auto-scaling capabilities to handle high traffic volume spikes.

In addition, users can drag and drop elements to create robust online forms based on Microsoft [ASP.NET](#) MVC technology. Developers have full control over the markup of all form elements and can easily customize and develop new form widgets leveraging the Telerik Sitefinity open-source framework.

For more details about the latest release of Telerik Sitefinity, please visit http://www.sitefinity.com or register for the October 29 release webinar here.

Additional Resources

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- Read the Progress blog

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[1] Forrester Research, "Contextualization," November 19, 2012, Ron Rogowski, Stephen Powers

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