

Progress Software Delivers Intelligent Digital Experiences with Sitefinity and Agentic RAG Technology

CASE STUDY



INDUSTRY

Technology/Software

PRODUCT

Progress® Sitefinity®,
Progress® Agentic RAG

COUNTRY

US

SUMMARY

As search behavior shifts toward AI-driven, conversational experiences, Progress set out to evolve its own digital presence without compromising governance, trust or performance. Built on the strong foundation of Progress Sitefinity CMS, the company layered the Progress Agentic RAG solution's capabilities to enhance website discovery, meet high-intent user needs and drive measurable engagement—resulting in a 29% increase in homepage engagement and stronger conversion performance.

Challenge

Progress serves a digitally savvy audience of developers, IT leaders and business decision makers who expect fast, precise answers to increasingly complex questions. While the Progress website already benefited from a robust, enterprise-grade digital experience built on its own Sitefinity product, changes in user behavior and industry trends signaled a new challenge.

Visitors were no longer navigating linearly through menus or browsing pages sequentially. Instead, they arrived with specific, contextual questions—often influenced by AI assistants and zero-click search experiences elsewhere. Traditional site search and navigation, while effective for structured discovery, were not designed to surface immediate, intent-driven answers at scale. As Kate Pendarvis, Vice President of Creative and Digital Marketing, noted, “Throughout 2024, we started noticing changes in trends. Our website traffic was declining with the rise of AI-driven and zero-click search. We had to ask ourselves what was happening and what we could do to counteract it.”

At the same time, Progress recognized the risks of ceding customer engagement to external AI tools. When users found answers off-site, Progress lost not only traffic, but key insight into intent. As Pendarvis explained, “I wanted to bring the experience users are having with generative search into our website, but with the context of our website.” Any solution would need to keep users engaged on-site, be grounded in trusted content and operate within the governance standards expected of an enterprise SaaS provider.

“We weren’t looking to replace our digital experience,” said Megan Gouveia, Director of Digital Strategy. “Progress Sitefinity already gave us a strong foundation to innovate on top of.”

Solution

The concern proved timely. As Pendarvis began socializing the concept internally, including mock-ups of a generative search experience layered directly onto the Progress website, Progress had just completed its acquisition of Nuclia, now known as the Progress Agentic RAG solution. Now, with a clear vision in place, a cross-functional team led by Pendarvis was assembled to evaluate the user journey and deploy the new intelligent digital experience successfully.

The solution was not positioned as a standalone chatbot or a replacement for browsing, but to deliver conversational, follow-up driven answers while preserving natural navigation and discovery within Sitefinity CMS. Implementation followed a phased rollout using Sitefinity personalization capabilities, beginning with a small percentage of users and expanding only after validating answer quality and user behavior.

Close alignment across the team meant the focus stayed on refining answers, building context and

“Traditional site search is limited. The Progress Agentic RAG solution feels like the next generation because it’s intent-driven, measurable and flexible enough to evolve as models and user behavior change.”

Joe Prather
Manager of Digital Strategy,
Progress

“AI is here to stay and we’re embracing that as a company. Combining the Progress Agentic RAG solution with the Progress Sitefinity CMS gives us a powerful foundation today and as generative CMS capabilities emerge, it opens an entirely new way to create and personalize digital experiences for our users.”

Kate Pendarvis,
VP of Creative and Digital Marketing, Progress

applying guardrails to promote relevance and trust. Ultimately, combining Sitefinity CMS with the Progress Agentic RAG solution enabled the company to move with speed, confidence and governance, transforming a bold idea into a scalable, repeatable solution.

Results

By combining the Progress Agentic RAG solution with Sitefinity CMS, Progress delivered immediate, measurable improvements across engagement and conversion. Homepage engagement increased 29%, while users who interacted with the agentic RAG technology spent more than twice as long on the site, averaging up to 27 minutes per session. Conversion performance also improved significantly, with a 37% higher conversion rate compared to traditional site search. These results demonstrate clear ROI from meeting users with faster, intent-driven answers directly on the website.

Beyond performance metrics, Progress gained unprecedented insight into how users actually search and learn. More than 7,000 conversational queries revealed real, high-intent questions that traditional keyword search had never exposed. As Joe Prather, Manager of Digital Strategy, explained, “Traditional site search is more keyword based. With this, we’re finding user intent. We can see what the user is asking and what they’re trying to do on our website, and that, to a digital strategist, is everything.”

With a strong foundation established, Progress is focused on expanding agentic RAG across additional digital experiences, including documentation and community properties, while continuing to evolve how AI and content work together. “AI is here to stay, and we’re embracing that as a company. We’re looking for new ways to deliver that experience to our users,” said Pendarvis. By combining agentic RAG technology with the Sitefinity CMS and laying the groundwork for generative CMS capabilities, Progress is building a digital experience designed not only to adapt to changing search behavior, but to lead it.

About Progress

Progress Software empowers organizations to achieve transformational success in the face of disruptive change. With Progress products, you can develop, deploy and manage responsible AI-powered applications and personalized digital experiences with agility and ease. www.progress.com/



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[Progress Software](http://www.progress.com/) (Nasdaq: PRGS) empowers organizations to achieve transformational success in the face of disruptive change. Our software enables our customers to develop, deploy and manage responsible AI-powered applications and personalized digital experiences with agility and ease. Businesses of all sizes get a trusted provider in Progress, with the products, expertise and vision they need to turn AI disruption into a competitive advantage. Millions of developers and technologists at hundreds of thousands of organizations depend on Progress every day. Learn more at www.progress.com

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