

# Your Website Has the Answers. It's Time to Let Buyers Find Them.

Progress Agentic RAG transforms existing content into a more intelligent buyer experience so visits move prospects closer to a decision.

DATA SHEET

## Your Best Content Is Invisible. And It's Costing You Pipeline.

Buyers don't read brochures anymore. They land on your site, ask a question and, if they don't get an answer fast, they're gone. To a competitor. To Google. To whoever makes it easier.

But you already have the content they need: case studies, product guides, demo videos and whitepapers. It's all there—it's just buried, fragmented and completely impossible to surface in the moment it matters most.

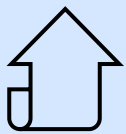
Traditional site search returns links. Navigation assumes buyers already know where to look. Chatbots repeat the same three scripted lines. And your content, the stuff your team spent months creating, just sits there, underutilized and unattributed.

Marketing deserves better. So do your buyers.

## What If Your Website Already Had All the Answers?

The Progress® Agentic RAG solution indexes everything you've already built, including every webpage, PDF, video and .doc, turning it into a living knowledge layer your website can actually think with. No rebuilding your site. No rewriting your content. Just your existing assets, finally doing the work they were meant to do.

For marketing teams, it's simple: your website stops being a passive destination and starts behaving like your smartest, most tireless brand representative.



**2x**

Longer Session  
Duration



**3.6x**

More Active  
Engagement



**27**

Average Total  
Time on Site

\*From the Progress.com implementation of Generative AI Site Search

# Four Ways Marketing Teams Use the Progress Agentic RAG Solution

## Generative AI Site Search

The solution reads your content, understands it and generates precise answers, cited back to the exact source, the moment someone asks the question, resulting in:

- Fewer lost visitors from dead-end searches
- Assets in your library becoming a live conversion tool
- Cited answers signal credibility, not just convenience

## Intelligent Content Discovery

Instead of making buyers hunt, the solution reads their intent and brings the right content to them—whether it's a relevant case study, matching product page or the proof point that fits their exact situation. This is good for your website because:

- More of your content library gets consumed
- Buyers reach proof points without waiting on sales
- Results are longer sessions, deeper engagement and clearer buying signals

## Conversational Website Assistant

An assistant connected directly to your content management system (CMS) and knowledge that interprets what a visitor is asking and responds with content-backed answers in real-time with no decision trees, leading to:

- On-brand, substantive answers—any hour, any day
- Brand authority built one answer at a time
- Higher engagement from visitors who get what they need

## Prospect Self-Education Paths

Prospects ask, follow up, dig deeper and move naturally through your content from the awareness stage (i.e., “What is this?”) to the consideration stage (i.e., “Why do I need it?”) And this flow happens naturally, without a single form, SDR email or gated PDF standing in the way. This generates:

- Generated leads without burning rep time on early education
- Faster sales cycles and fewer objections at the finish line
- Clear window into exactly what topics are driving buyer interest



See what the **Progress Agentic RAG** solution can do for the buyer experience live, with your actual content.

