

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

CASE STUDY



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

As AI-driven and zero-click search became more common, the Digital Marketing team at Progress began noticing a change in traffic trends, with users increasingly finding answers before ever reaching the website. At the same time, users increasingly expected faster more contextual answers to complex questions. While the Sitefinity-powered website provided a strong foundation, Progress sought to leverage its own agentic RAG capabilities to augment the experience with intelligent, intent-driven interactions that delivered clearer answers, deeper engagement and greater visibility into user intent.

## Solution



Integrated the Progress Agentic RAG solution into Sitefinity to deliver conversational, intent-based answers while preserving navigation experiences.



Implemented a phased rollout to validate answer quality, guardrails and user journeys before scaling.



Aligned agentic RAG technology with Sitefinity governance to provide trusted, grounded answers and enterprise-ready control across the digital experience.

## Results



Drove 29% higher homepage engagement, doubled time on site to 27 minutes and increased conversion rates by 37%.



Revealed user intent through 7,000-plus conversational queries, transforming search data into actionable content and journey insights.



Established a scalable foundation to expand agentic RAG across Sitefinity properties and support future generative CMS experiences.

**COMPANY**  
Progress

**INDUSTRY**  
Technology/Software

**PRODUCT**  
Progress® Sitefinity®,  
Progress® Agentic RAG

**COUNTRY**  
US

**“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



Redefine your digital experiences with Progress Sitefinity CMS and Progress Agentic RAG solution. **Book your personalized demo.**