Progress® Sitefinity®

Seamless Member Experience Drives 95% Increase in Users for the Association for Institutional Research

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AT A GLANCE

air

When an outdated CMS disrupted the Association for Institutional Research's ability to engage its member community, the organization tapped Progress® Sitefinity® to rebuild its digital experience. With Sitefinity in place, AIR could seamlessly integrate other association membership management and community engagement platforms to deliver the experience its members wanted.

COMPANY AIR	**INDUSTRY** Association
PRODUCT Sitefinity	**COUNTRY** United States

Challenge

AIR's website was difficult to manage and update, resulting in a member experience that didn't match the organization's expectations.

If we had been where we were 24 months ago, before Sitefinity, we wouldn't have been poised to achieve the same level of success."

Jenny Chu
Senior Director of Marketing & Community Engagement, AIR

Solution

Sitefinity is the backbone for the new platform, enabling easy integration with other key membership and community tools

The drag-and-drop interface enables anyone to create and manage content in a timely fashion

Sitefinity delivers a modern user experience, designed with mobile devices and accessibility guidelines in mind

Results

Increase in user count from 220,000 in 2017 to 430,000 in 2019

Decrease in bounce rate by 8.3% to date

Accelerated response to coronavirus pandemic to better serve members

→ **Engage and Retain Your Members with Sitefinity**

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