

# Wärtsilä Boosts Monthly Lead Gen by 3x with Sitefinity Insight



With thousands of unique content pages across three business units, Wärtsilä's digital ecosystem was complex to a fault. With Progress® Sitefinity™ CMS and Sitefinity Insight, Wärtsilä was able to revamp the user experience and streamline operations significantly. Additionally, with new personalization capabilities from Sitefinity Insight, the company was able to dramatically improve lead gen.



COMPANY Wärtsilä	INDUSTRY Manufacturing
PRODUCT Sitefinity Insight Sitefinity CMS	COUNTRY Finland

## CHALLENGE

### Reining in all the content to create a more manageable digital ecosystem and better overall user experience.

## SOLUTION



Sitefinity offers Wärtsilä a powerful web content management platform that can handle vast numbers of pages and sites



Sitefinity Insight enables Wärtsilä to make the most of its content by personalizing the experience to each user



Wärtsilä was able to dramatically simplify the management of content with Sitefinity, reducing maintenance difficulties and improving operations

## RESULTS



New personalized customer journey generates 38% of leads



Average monthly leads have grown 3x as a result of the revamped digital experience



Can easily manage the entire digital experience and pivot direction as needed with great flexibility

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“Sitefinity Insight is the future of digital marketing at Wärtsilä. The B2B world needs more personalized experiences, and Sitefinity Insight enables us to create them.”

**MAUD BERNARD**  
DIGITAL MARKETING MANAGER  
WÄRTSILÄ

Sitefinity enables businesses to deliver compelling digital experiences with ease.

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