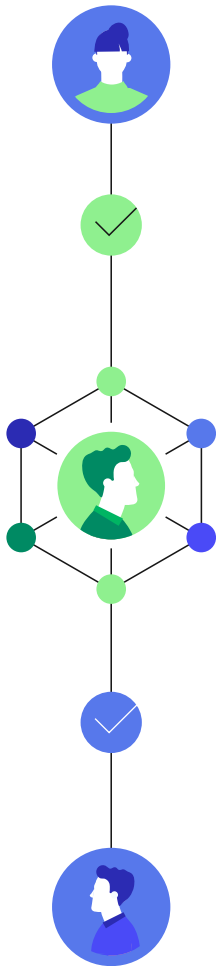# The Three Digital Experience Imperatives Associations Must Address in 2025 to Boost Member Engagement

Drive deeper member engagement through personalized portals and streamlined content management, empowering associations to deliver meaningful, tailored experiences that foster long-term loyalty.

Tackle Content Fragmentation

Without a centralized system, managing content across multiple channels leads to inconsistent messaging and member confusion.

Overcome Personalization Challenges

Delivering personalized content at scale is difficult with outdated structures and limited resources, risking member disengagement.

Efficiently Manage Content Overload

Without the need to efficiently manage content and assets, information overload can overwhelm members, leading to information fatigue.

Digital Experiences Built Around Your Members

To effectively meet the changing needs of your association members, your team requires intuitive and flexible tools for creating, managing and delivering customizable portal and authenticated experiences.

Self-Service Portals

The flexible user experience tools of Progress® Sitefinity® enable associations to build authenticated experiences and portals, empowering members to access content and digital assets, register for events and manage profiles, boosting their autonomy and satisfaction.

Data-Driven Insights

The built-in analytics of the Sitefinity Customer Data Platform provide associations with actionable insights into member interactions and content performance, allowing them to optimize communication strategies and improve overall member engagement.

Omnichannel Communication

With built-in Headless/multichannel support, associations using Sitefinity CMS can easily manage consistent content delivery across multiple channels—websites, mobile apps and social media—through a single platform, delivering cohesive communication across member touchpoints.

Ease of Use for Content Creators and Managers

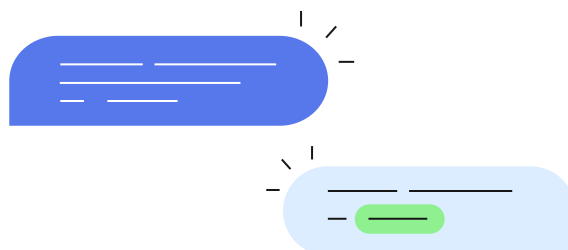Sitefinity CMS empowers association administrators, marketing specialists, membership coordinators and communications managers with an intuitive, user-friendly interface that simplifies content management and communication. Its drag-and-drop functionality and streamlined workflows allow team members to easily add and update content, so that timely and relevant information is always available to association members. This ease of use reduces bottlenecks and improves efficiency, allowing associations to focus on enhancing the member and end-user experiences.

Personalized Member Experiences

The advanced personalization features of Sitefinity Insight CDP allow associations to segment audiences and deliver tailored content to individual members based on behaviors, interests and demographics, enhancing relevance and engagement.

Community Building

With the integration capabilities of Sitefinity Integration Hub, associations can foster member interaction through discussion forums, social platforms and collaborative spaces, helping to build a sense of community and belonging among members.

Streamline IT and Marketing Collaboration for Timely, Relevant Member Engagement

Get instant access to the critical features required to launch and maintain initiatives that enhance your operational efficiency and the experience of your association's members.

For Developers	For Practitioners
React/Next.js support or ASP.NET Core	AI-enhanced content authoring
Powerful headless APIs	Visual drag-and-drop page-building
Content module/form builder	Accessibility and compliance tools
Low-code, event-driven integrations	Workflows and content synchronization
Built-in DevOps and CI/CDs	Digital asset management, search, CRM and MarTech integrations
AI-assisted project development	Personalization, audience segmentation and A/B testing

Let Sitefinity Cloud Handle the Complexity for You

Sitefinity Cloud is a fully managed digital experience platform that streamlines and accelerates web operations. Launch quickly, stay current with the latest features and scale as your needs evolve—without the resource and infrastructure overhead of in-house deployment.

Sitefinity Cloud Base

Sitefinity Cloud Base provides the essentials for any cloud implementation. It allows you to create experiences on a cloud-managed infrastructure, with the flexibility to start small and scale parameters such as page views or users as your needs grow.

Global Azure Cloud Infrastructure	Access to the Latest Sitefinity CMS Features
Triple Zone Redundancy	5 Supported Languages
99.95% Uptime Service Level Availability (SLA)	Built-in Hosting for ASP.NET Core or Next.js Front Ends
1 Million Included Pageviews	10 Backend Users
5 Million Included API Calls	10 Service Management Users
Customer Data Platform	Online and Phone Support
1TB Media Blob Storage	

Customizable Add-Ons

Scalability Add-ons
These add-ons help your business grow by increasing capacity and performance, allowing your digital presence to scale effectively.

Additional Pageviews	Additional Load-Balanced Environments
Additional API Calls	Additional Backend Users
Developer Extensions	Additional Supported Languages
Dedicated Setup	24/7 Support

Feature Add-ons
These add-ons streamline workflows, simplify content management, accelerate creation and safeguard digital assets.

MarTech and Business Tools Connectors	Advanced Security & Compliance
Ecommerce Integration	Azure AI Search
Open AI Integration	

Sitefinity Enterprise Package
Enhance efficiency, simplify complex workflows and support global scalability with advanced personalization, robust integration capabilities and enterprise-grade governance.

Personalization	Integration Hub
A/B Testing	Unlimited Backend Users
Translation Management	Unlimited Languages
Audit Trail	User Groups Per Site

[Learn More](#)

Progress®

Award Winning Content Management and Digital Experience Leader for 10+ Years

Loved by customers and recognized by analysts, Sitefinity Digital Experience Platform empowers businesses to orchestrate engaging user-centric experiences with minimal overhead.

Get a Demo

About Progress

Progress Software (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 digital experiences with agility and ease. Customers get a trusted provider in Progress, with the products, expertise and vision they need to succeed. Over 4 million developers and technologists at hundreds of thousands of enterprises depend on Progress. Learn more at www.progress.com

Worldwide Headquarters

Progress Software Corporation
15 Wayside Rd, Suite 400, Burlington, MA 01803, USA
Tel: +1-800-477-6473

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