Explore the Four Digital Experience Imperatives Retailers Must Tackle in 2025

Seamless Content and Commerce: Turning Every Transaction Into an Experience

Create, personalize, integrate and automate to deliver connected, engaging experiences that drive omnichannel commerce. Explore the four digital experience imperatives retailers must tackle in 2025 and what it takes to achieve them.

"Retail CMOs face significant challenges in 2024-2025, with marketing budgets falling to 7.2% of total revenue due to economic pressures. To offset budget cuts, 75% of CMOs are increasing martech investments to drive efficiency. However, online customer acquisition remains competitive, with rising costs in digital channels and increased spending on search and paid media.

While the focus shifts toward conversion-driven ads, reduced investment in brand awareness could hurt long-term brand recognition. CMOs must balance short-term performance gains with sustainable brand growth to navigate these pressures."

[Gartner Retail Marketing: 2024 Benchmarks for CMOs](#)

Tackle Fragmented Customer Journeys

Retail and ecommerce brands often face inconsistent customer experiences across digital and physical channels. A seamless journey from browsing to checkout is key to boosting sales and customer loyalty.

Bridge Data Silos and Personalization Challenges

Disparate customer data limits personalization. By unifying data across platforms, retail brands can deliver targeted shopping experiences that drive conversions.

Simplify Complex Content Management

Managing content across multiple platforms and regions is time-consuming. Streamlining content management promotes consistency and enhances customer engagement across all touchpoints.

Modernize Your Tech Stack

Legacy systems can't support modern digital needs like multichannel experiences or personalized promotions. Upgrading to flexible, integrated systems boosts innovation and competitiveness.

Digital Experiences Built Around Your Customers

Manage complex product lines seamlessly integrated with both your content and your critical business applications.

Simplified Content Management

The intuitive content management system (CMS) of Progress® Sitefinity® enables B2B and B2C retailers to manage and deliver content and digital commerce more efficiently. With features like content workflows, multi-site management, region-specific content localization and powerful Digital Asset Management integrations, organizations in retail can streamline operations and deliver timely and consistent product information and user experiences that align content with commerce.

Omnichannel Experience Management

Sitefinity provides headless capabilities and tools for delivering a unified customer journey across multiple channels. Retail brands can create content once and publish it across different platforms for consistency in messaging and unified digital commerce experiences.

Advanced Personalization and Conversion Rate Optimization

Sitefinity's Customer Data Platform and personalization capabilities allow retail brands to leverage customer data to deliver tailored experiences. By bridging data silos and integrating customer data, Sitefinity can help retail brands offer targeted product recommendations, promotions and content based on user behavior and preferences. Additionally, A/B testing features enable brands to experiment with different messaging, layouts and offers to identify the most effective strategies for maximizing engagement and conversion rates.

Flexible Integration and Scalability

Sitefinity integrates with third-party systems, including ERP, CRM and marketing automation tools. This allows retailers to modernize their digital stack without replacing all legacy systems, making it easier to innovate and scale digital efforts as needed.

Streamline IT and Marketing Collaboration to Uncover Transformational Opportunities and Grow Sales

> "With other ecommerce systems, you always run into the problem of content management. You wind up constantly moving between systems to run different parts of the business."
>
> **Gorazd Planinc, Martech Solution Architect and Owner,**
> Vareo

Deliver digital commerce backed by a composable suite of solutions. Drive enterprise performance and orchestrate compelling customer experiences through powerful integrations.
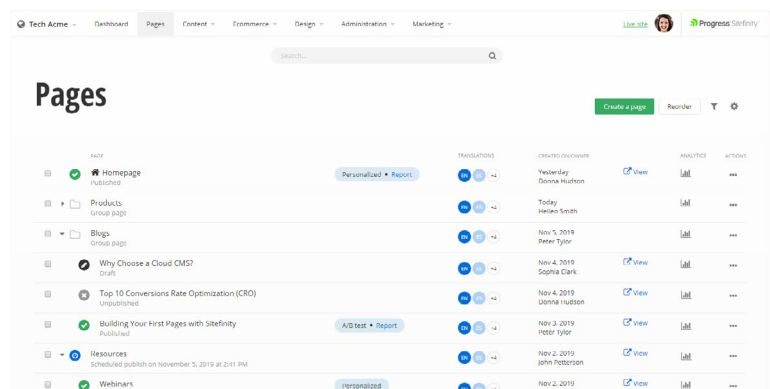
For Developers	For Practitioners
React/Next.js Support or ASP.NET Core	AI-enhanced Content Authoring
Powerful Headless APIs	Visual Drag-and-Drop Page Building
Content Module/Form Builder	Workflows and Content Synchronization
Low-code, Event-driven Integrations	Digital Asset Management, Search, CRM and MarTech Integrations
Multiple Digital Commerce Platform Integrations	B2B and B2C Digital Commerce Capabilities
AI-Assisted Widget Development	A/B Testing and Conversion Rate Optimizationiton

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 empowers businesses to orchestrate engaging user-centric experiences with minimal overhead.

Tom Tailor Builds Ecommerce Experience in Just 3 Months That Out Earns Brick-and-Mortar by 10%

TOM TAILOR

READ STORY

Osborne Quality Seeds Streamlines Ecommerce Operations and Increases Organic Search Traffic 300% with Progress Sitefinity

Osborne Quality Seeds

READ STORY

RDO Equipment Co. Leverages Progress Sitefinity During its Digital Transformation, Enabling First-Time Ecommerce Sales

RDO EQUIPMENT CO.

READ STORY

CMSWIRE IMPACT AWARDS WINNER - GOLD BEST CUSTOMER EXPERIENCE TRANSFORMATION

Gartner

Leader Web Content Management FALL 2023

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