

# Regional Bank Accelerates Digital Growth with Progress Sitefinity

AT A GLANCE



Kearny Bank replatformed its outdated website to Progress Sitefinity CMS to improve usability, SEO and scalability. The new responsive site integrates personalization, branch and ATM locators and dynamic rate management, driving measurable traffic growth and strengthening the bank's digital foundation.

**COMPANY**  
Kearny Bank

**INDUSTRY**  
Banking & Financial Services

**PRODUCT**  
Progress® Sitefinity® CMS  
Progress® Sitefinity® Insight

**COUNTRY**  
United States

## Challenge

Kearny Bank's unsupported Umbraco platform limited usability, SEO performance and content management efficiency. The bank needed a secure, scalable CMS to improve navigation, enable integrations and support personalization while positioning the organization for sustained digital growth.

**"The site looks incredible, has great functionality and is a tremendous improvement."**

**Matthew Lindenberg**  
CMO, Kearny Bank

## Solution



Replatformed to Progress Sitefinity CMS with fully responsive redesign



Migrated 300+ pages with improved structure and streamlined navigation



Integrated Sitefinity Insight for behavior-based personalization

## Results



23% increase in sessions within first month after launch








184% increase in organic event rate month-over-month



194% increase in overall impressions year-over-year



**Accelerate digital growth with Progress Sitefinity CMS.**

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