

# CII Streamlines 100+ Sites and Sharpens Lead Generation with Progress Sitemfinity DXP

AT A GLANCE



CII consolidated more than 100 event sites onto Progress Sitemfinity DXP, streamlining multi-site management, accelerating content updates and enabling smarter lead identification with Progress Sitemfinity Insight. The platform empowers marketers, reduces IT dependencies and keeps sales pipelines strong across diverse event portfolios.

**COMPANY**

Cambridge Innovation Institute (CII)

**INDUSTRY**

Event Management & Publishing

**PRODUCT**

Progress Sitemfinity CMS  
Progress Sitemfinity Insight  
Telerik DevCraft Complete

**COUNTRY**

United States

## Challenge

CII needed to migrate off Ektron (now Optimizely) and efficiently manage a large, continually changing portfolio of event sites while maintaining brand consistency. Declining brochure downloads created a need for more sophisticated lead identification and scoring.

**Sitefinity gives us the flexibility and control to manage dozens of event sites efficiently while empowering marketers to work independently."**

**Peet Glowacki**

Director of Web & Digital Media Services, CII

## Solution



Centralized 100+ event sites using the multisite management and master templates of Sitefinity DXP.



Automated agenda updates and reduced manual editing with custom widgets and APIs.



Used Sitefinity Insight for behavioral lead scoring and cross-site analytics.

## Results



Reduced active content editors from 80-90 to roughly 30-40.



Maintained consistent branding using shared global content and templates.



Accelerated site launches and reduced operational bottlenecks across 180 managed sites.



**Discover** how Sitefinity DXP unifies complex digital ecosystems and powers data-driven growth.