

ICR Harnesses Progress Sitefinity to Support its Global Cancer Research Mission

AT A GLANCE



The Institute of Cancer Research (ICR), a world-leading cancer research organization, rebuilt its digital platform with Progress® Sitefinity® CMS to support its global mission—delivering faster access to research, optimizing fundraising and improving recruitment.

COMPANY
The Institute of Cancer Research (ICR)

INDUSTRY
Healthcare, Life Sciences & Education

PRODUCT
Progress® Sitefinity®

COUNTRY
United Kingdom

Challenge

ICR needed a scalable, intuitive platform to deliver trusted information quickly, attract talent, increase donations and improve engagement across diverse audiences.

Our Sitefinity-powered digital platform allows us to share vital updates, engage with our community and advance our mission more effectively than ever—while providing an accessible, high-performance experience for all.”

Bhavini Mistry
Digital Workplace Manager

Solution



Partnered with Sitefinity partner Appius to reimagine its web presence using Sitefinity CMS



Integrated GoDonate and Eplooy to streamline donation and recruitment processes



Migrated 3,000+ content items—from clinical trials to research profiles—to preserve SEO integrity and historical relevance

Results



Faster, more accessible user experience across devices and audience types



Streamlined donations and increased engagement



Greater content team efficiency with faster publishing and flexible content tools



Discover how Sitefinity DXP helps mission-driven organizations amplify impact through smarter digital experiences.