

Wesleyan Reinvents Digital Experience with Modern Content Architecture by Progress Sitefinity

AT A GLANCE

WESLEYAN

Wesleyan Financial Services, a UK-based financial services provider for professionals such as doctors, dentists and teachers, replaced its legacy Sitecore system with Progress® Sitefinity® CMS to create a faster, smarter and more flexible platform. The rebuild focused on content agility, CRM integration and performance, supporting future personalization and secure member engagement.

COMPANY

Wesleyan Financial Services

INDUSTRY

Financial Services

PRODUCT

Progress® Sitefinity®

COUNTRY

United Kingdom

Challenge

Wesleyan's existing Sitecore platform was increasingly difficult to manage, limiting the marketing team's ability to create, test and optimize content across a complex, content-rich site. The company needed to modernize its platform, improve internal workflows and create connected, data-driven customer journeys.

"Sitefinity gave us speed, flexibility and control. It's a foundation we can keep building on."

Robin Painter,

Senior Digital Optimisation Manager,
Wesleyan

Solution



Partnered with Sitefinity premium partner **Appius** to migrate 450+ pages from Sitecore to Sitefinity CMS in just five months



Integrated calculators, bookings and journeys through seamless CRM connectivity



Plans to leverage the advanced personalization and A/B testing capabilities of Progress® Sitefinity Insight® CDP

Results



51% increase in Google Ads conversion rates



44% decrease in cost per conversion within Google Ads



Over **1600% growth** in conversion volume from display advertising



Explore how Sitefinity CMS helps financial institutions like Wesleyan modernize securely and at speed.