

Wesleyan Reinvents Digital Experience with Modern Content Architecture by Progress Sitefinity

CASE STUDY



WESLEYAN

INDUSTRY

Financial Services

PRODUCT

Progress® Sitefinity®

COUNTRY

United Kingdom

SUMMARY

Wesleyan migrated from Sitecore to Progress Sitefinity CMS, delivering a modern, accessible and data-rich digital experience in just five months. Teaming up with Sitefinity partner Appius, the project focused on improving customer journeys, content flexibility and performance, while setting the foundation for future personalization and analytics with Progress Sitefinity Insight CDP.

“Sitefinity gave us speed, flexibility and control. It’s a foundation we can keep building on.”

Robin Painter,
Senior Digital Optimisation
Manager, Wesleyan

Challenge

[Wesleyan Financial Services](#), a UK-based financial services provider for professionals such as doctors, dentists and teachers, embarked on a digital transformation to better serve its diverse customer base. Their 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.

Inconsistent user experiences, slow content updates and the absence of flexible personalization tools made it difficult to meet modern expectations. At the same time, Wesleyan needed a more intuitive CMS to empower internal teams, while still meeting strict security and accessibility standards essential for a regulated industry handling sensitive data.

The company also sought to enhance digital engagement through better integrations. Tools like calculators, appointment bookings and application journeys were scattered or disconnected, leading to fragmented experiences for users. Behind the scenes, there was no unified way to track these journeys, limiting their ability to gather actionable data.

Solution

Wesleyan partnered with Sitefinity premium partner [Appius](#) to deliver a full website rebuild and digital strategy using Progress® Sitefinity® CMS. The project began with a complete migration from Sitecore to Sitefinity, hosted on Managed Azure and supported by Appius’ experienced team.

The rebuild was fast-tracked using the out-of-the-box widget library and custom components of Sitefinity, enabling the team to relaunch 450+ pages within just five months. The flexible content architecture of Sitefinity allowed for the development of a robust and reusable component library, giving content editors far more control over layouts, designs and content across the site.

A key objective was the delivery of a modern, responsive site based on Wesleyan’s updated design templates. These templates provided a refreshed, consistent look that aligned with the company’s trusted brand. Content teams now benefit from a more intuitive, low-code interface that accelerates content creation and campaign delivery.

“The move to Sitefinity has significantly improved how we manage and deliver digital experiences. Tasks that once required considerable time can now be completed much more efficiently.”

Robin Painter,
Senior Digital Optimisation Manager,
Wesleyan

CRM integration was another central pillar of the project. The rebuild connected calculators, appointment journeys and applications into a cohesive experience for users, while simplifying management on the backend. This was paired with a new data layer for granular tracking of key customer journeys—feeding into Google Analytics 4 and Google Ads for advanced performance insights.

Accessibility was prioritized throughout the rebuild, with full adherence to WCAG 2.2 Level AA standards. Performance was also a focus, with site speed optimizations that protect SEO rankings and drive better engagement.

Results

The Sitefinity-powered rebuild marked a step change for Wesleyan’s digital presence. With a flexible, scalable platform in place, the team is now equipped to deliver personalized experiences at scale and adapt quickly to market demands.

Since launch, the results have been impressive:

- **12% reduction** in cost per conversion for the ISA campaign
- **51% increase** in Google Ads conversion rates
- Over **1600% growth** in conversion volume from display ads
- **44% lower cost** per conversion within Google Ads

The internal teams have also reported significant efficiency gains. Content editors now manage and publish updates without dependency on developers, while the marketing team benefits from better data visibility and campaign performance tracking.

Looking ahead, Wesleyan plans to build on their investment by tapping into the advanced personalization and A/B testing capabilities of Progress® Sitefinity Insight® CDP—supported by Appius’ award-winning experience in digital optimization.



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