

From Productivity to User Engagement, the City of Lecce Drives Big Results with Sitefinity

AT A GLANCE



By upgrading to Sitefinity 10, the city of Lecce was able to completely revamp its website. This not only provided a better digital experience to customers but also enabled the city to comply with the technical accessibility requirements set forth by the Agency for Digital Italy.



COMPANY
City of Lecce
INDUSTRY
Government
COUNTRY
Italy
PRODUCT
Sitefinity

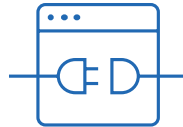
CHALLENGE

To create a digital presence that matched the city's beauty, Lecce wanted to revamp its website with an engaging, compliant digital experience.

SOLUTION



Content lifecycle and multisite management capabilities built into Sitefinity accelerate marketing team productivity



Open API and built-in data connectors enable seamless integration of 3rd party apps to Sitefinity



Sitefinity brings responsive design capabilities, embracing users browsing from mobile devices

RESULTS



90% increase in content production and marketing productivity



90% increase in traffic and social media engagement



80% improvement in SEO and content discoverability

“With Sitefinity, we can take advantage of the multichannel capabilities and personalization features to better engage our audience with the right content at the right time.”

ALESSANDRO DELLI NOCI

ASSESSOR OF TECHNOLOGICAL INNOVATION, MUNICIPALITY OF LECCE

Sitefinity gives you everything you need to deliver seamless, personalized digital experiences with ease.

Learn More

