Progress Sitefinity®

RDO Equipment Co. Leverages Progress Sitefinity During its Digital Transformation, Enabling First-Time Ecommerce Sales

Progress Sitefinity®
2022 Website of the Year
CATEGORY WINNER
Ecommerce

AT A GLANCE

RDO EQUIPMENT CO.

When RDO Equipment Co. sought to transform their digital experience to allow for an ecommerce sales model to capture online customers, empower the marketing team with greater control over the customer journey, to generate more leads, and to create a headless ecommerce site for the first time, they turned to Americaneagle.com and Progress® Sitefinity® as key technologies in their digital transformation journey.

COMPANY
RDO Equipment Co

INDUSTRY
Retail and Manufacturing

PRODUCT
Progress Sitefinity

COUNTRY
United States

Challenge

RDO Equipment Co. underwent a complete digital transformation to give users a full-fledged ecommerce experience while improving website performance, uptime and content editing. However, the company's website was marked by poor functions, frequent crashes and a challenging content editing experience. Along with fixing issues, the marketing team wanted to have more control over the website CTAs and the customer journey without relying on developers.

"Progress Sitefinity was the key technology that enabled us to create a robust headless e-commerce site. Our goal was to create an industry leading digital experience for our customers. Knowing the complexities of our business, finding the right partners was paramount. Progress Sitefinity, along with Americaneagle.com, was instrumental in helping us reach our goal. One of our core values is to Create Opportunities, by introducing our new online shopping experience, we've made it easier for customers to do business with us."

Ted Horan
Vice President, Marketing and E-Commerce, RDO Equipment Co.

Solution

Power the search experience and catalog browsing experience with widgets to integrate with marketing content and allow for search tuning and recommendations.

Replace legacy Sitefinity content site with a robust, comprehensive, headless solution involving Sitefinity, BigCommerce, an enterprise search solution, Akeneo PIM and Azure Cloud Services.

Create the first headless Ecommerce site that Americaneagle.com has done tapping Sitefinity to power the entire presentation layer of the website and the Content Management System (CMS).

Results

Digital transformation to a headless Ecommerce site, allowing RDO to capture online customers.

Marketers now in control of the site appearance, while also enabling complex customization to meet RDO's business requirements.

Website now serves as a lead generation asset. It attracts and nurtures customers, keeps people loyal to the brand and generates leads.

Bring Content and Commerce Together
with Progress Sitefinity to Create Winning Shopper Experiences

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