

# Coborn's Powers Digital Growth with Scalable Tech and Seamless Shopping Experiences

AT A GLANCE



**Coborn's** reimagined its digital presence with Progress® Sitefinity®, evolving from a static website to a scalable, marketer-friendly platform featuring AI-driven tools, Instacart integration and streamlined operations.

**COMPANY**  
Coborn's, Inc.

**INDUSTRY**  
Retail

**PRODUCT**  
Progress® Sitefinity®  
Progress® Sitefinity®  
Cloud

**COUNTRY**  
United States

## Challenge

Coborn's needed to modernize its legacy website to meet growing customer expectations and reduce reliance on IT for content updates and digital agility. With online presence dispersed across four different websites and in an increasingly competitive digital landscape, Coborn's required a unified, scalable and agile solution to stay ahead of the curve.

**"Sitefinity gave our team the power to move faster, create more and deliver better experiences."**

**Amy Peterson**  
Digital Marketing Manager,  
Coborn's, Inc.

## Solution



Work with Sitefinity partner [Springthrough](#) to implement Progress® Sitefinity® Cloud leveraging ASP.NET Core as the frontend technology



Empower marketing through AI-assisted content creation, asset management and codeless design features



Integrate Instacart to elevate the online shopping experience and boost customer satisfaction

## Results



Consolidation of four disparate websites into Sitefinity, delivering a unified, engaging user experience








50% faster content publishing with reduced IT dependency



Streamlined operations and faster time to market



Discover how Sitefinity helps retailers like Coborn's thrive with scalable, marketer-friendly tech. **Contact us today!**

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