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

CASE STUDY

COBORN'S INC
est.1921 employee owned

INDUSTRY
Retail

COUNTRY
United States

PRODUCT
Progress® Sitefinity®
Progress® Sitefinity® Cloud

SUMMARY
Coborn's transformed its legacy website into a dynamic digital commerce platform with Progress Sitefinity, empowering marketers, streamlining operations and elevating the customer experience.

> "Sitefinity gave our team the power to move faster, create more and deliver better experiences."
>
> **Amy Peterson**
> Digital Marketing Manager, Coborn's, Inc.

Challenge

Coborn's, a prominent US-based grocery retailer, faced a critical challenge: transitioning from a static, non-digitally enabled website to a modern digital platform that could match rising consumer expectations, support future growth and reduce IT bottlenecks.

With online presence dispersed across four different websites and limited content control, the company's marketing team struggled with slow publishing cycles and high reliance on development teams. In an increasingly competitive digital landscape, Coborn's needed a unified, scalable and agile solution to stay ahead of the curve.

Solution

Partnering with Sitefinity Premier Partner, Springthrough, and Progress® Sitefinity®, Coborn's embarked on a 15-month-long transformative digital journey.

To lay a secure, scalable foundation for their transformation, the company implemented Progress® Sitefinity® Cloud. Its auto-scaling infrastructure meant Coborn's could benefit from optimal performance and reliability, even during spikes in visitor traffic. The regular updates and security patches gave Coborn's a peace of mind, so they're compliant with minimal effort.

Built on ASP.NET Core, the new platform delivered a modern front-end experience that was not only fast and responsive but also intuitive and engaging.

One of the most powerful aspects of the solution was the drag-and-drop page builder, which empowered Coborn's marketing team to create and update content autonomously, cutting publishing times by 50% and dramatically reducing dependency on IT. With intuitive forms, workflows, permissions and an award-winning WYSIWYG editor, marketers could launch campaigns faster and iterate with ease.

"Sitefinity gave our team the power to move faster, create more and deliver better experiences," said Amy Peterson, Digital Marketing Manager, Coborn's, Inc.

The platform also included robust content management features like codeless page building, AI-assisted content creation, asset management tools and personalization capabilities—all while maintaining enterprise-grade governance and scalability.

"With intuitive tools and a scalable platform, we've dramatically cut publishing times and boosted agility— without needing constant IT support," Peterson said.

This transformation wasn't just a website redesign—it was a digital leap that empowered Coborn's to deliver a modern, flexible and personalized shopping experience that keeps pace with evolving customer expectations.

Furthermore, Coborn's integrated the platform with Instacart, adding new dimensions to its digital commerce capabilities. Customers could seamlessly search, shop and schedule grocery deliveries—elevating the online shopping experience and boosting customer satisfaction.

About Coborn's, Inc.

Coborn's, Inc. is a Minnesota-based grocery retailer operating more than 120 stores across the Midwest. With a history rooted in community and innovation, Coborn's continues to expand its footprint through strategic growth and digital transformation, offering quality products and exceptional service to its customers.

Results

Coborn's reimagined its digital presence with a platform built for both performance and agility. Key outcomes included:

- **Consolidation of four disparate websites into one,** delivering a unified, engaging digital experience to Coborn's customers
- **50% faster content updates,** empowering marketers to drive initiatives independently
- **Scalable cloud architecture,** promoting robust security, simplified upgrades and readiness for future growth
- **User-friendly tools,** reducing reliance on developers and boosting internal efficiency

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

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