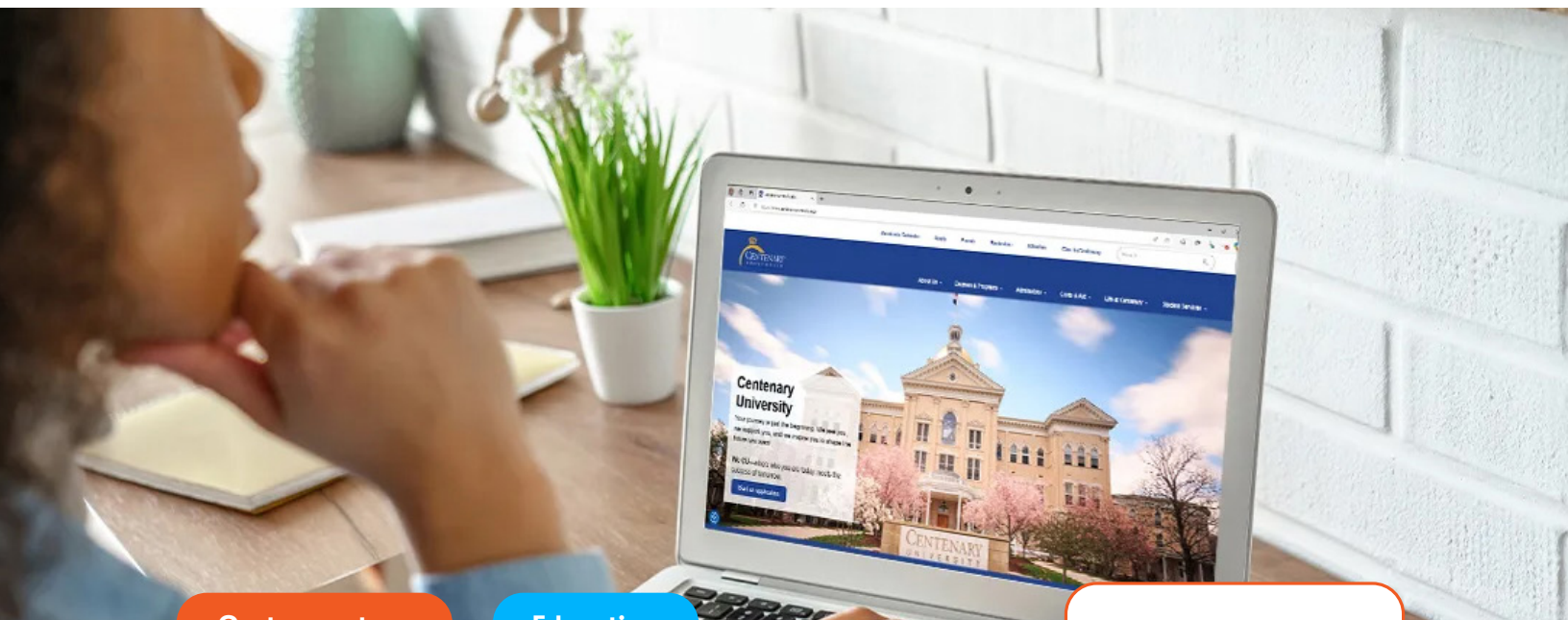




Customer story

Education

Centenary University modernized engagement with Xperience by Kentico.

centenaryuniversity.edu ↗

▲ **40%**
increase
in website
engagement

Centenary University's outdated WordPress website faced significant challenges that hindered user engagement and efficiency. A lack of personalization, poor mobile optimization, and an outdated content management system made it difficult for visitors to find relevant information and for the marketing team to make updates efficiently. As a result, the university's digital presence did not align with its modern academic offerings or student-centered approach, leading to low engagement rates.



Kentico

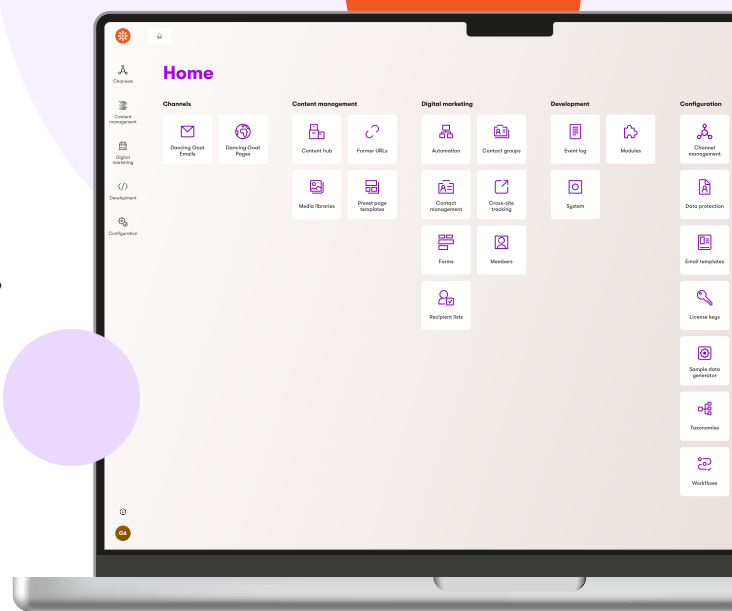


konabos

Solutions.

Centenary University's choice of Xperience by Kentico was driven by its need for a flexible, [scalable](#), and user-friendly platform capable of supporting the university's long-term digital ambitions. With robust content management and personalization capabilities, Xperience by Kentico was well-suited to engaging diverse audiences, including prospective students, alumni, and other stakeholders.

This achievement was made possible through the effective integration of key platform features:



 **Multichannel capabilities:** Integrated website and email communications to provide a cohesive digital experience.

 **Dynamic Page Builder:** Enabled flexible and easy updates to website content.

 **Email automation:** Utilized autoresponders and templated emails for streamlined communication.

 **Content Hub and Media Library:** Centralized content and media resources to simplify management and ensure brand consistency across channels.

 **Digital marketing tools:** Employed customizable forms and campaigns to engage users and collect actionable insights.

 **Kentico Integration:** Enhanced functionality and search capabilities with Apache Lucene integration.

 **Data protection & consents management:** Ensured compliance with data protection standards.

 **Workflow customization and automation:** Supported efficient content publication processes through tailored workflows.

 **Advanced taxonomies:** Provided efficient categorization for improved content discovery.

 **Role management:** Streamlined user permissions and access control.

 **CI/CD (continuous integration and delivery):** Facilitated efficient and seamless updates to the website infrastructure.

Results.

Built with Xperience by Kentico, Centenary University's new website brings a fresh, mobile-friendly design and improved organization. By showcasing the university's innovative programs and unique strengths, the website sets Centenary up for future growth while connecting with tech-savvy audiences.

The new website has achieved several important improvements:



Better engagement

With significantly reduced bounce rates and improved user retention, website engagement saw a **40% increase**.



Easier updates

With Kentico's intuitive tools, content publishing efficiency has **improved by 50%**, allowing the marketing team to work independently with less reliance on developers, saving both time and effort.



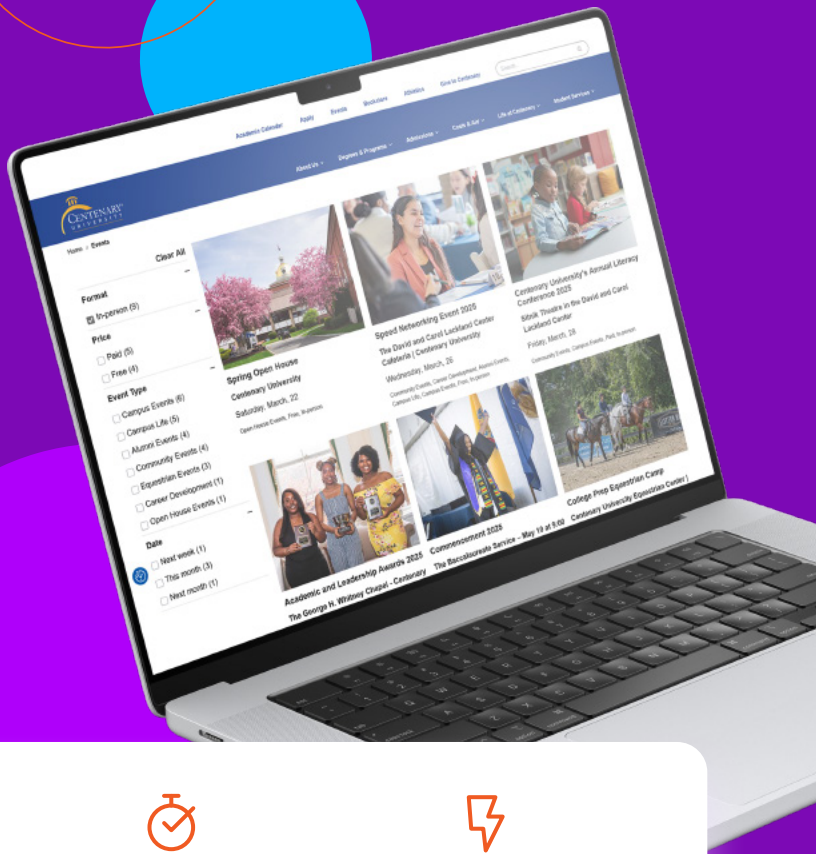
Faster performance

Load times have been **reduced by 25%**, giving visitors a faster, smoother, and better experience.



Enhanced digital presence

Improved navigation and stronger calls to action have helped the university elevate its online presence and deepen its connection with [both prospective and current students](#).



Through careful planning and the strategic use of these features, the project delivered a cutting-edge digital platform that not only meets current demands but also positions Centenary University as a forward-thinking institution ready for future challenges.

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