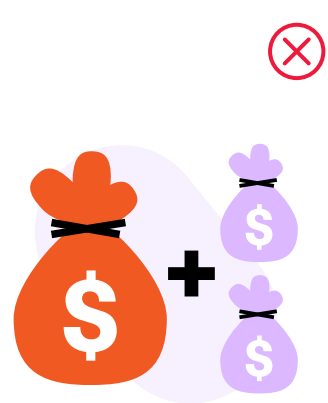


Beyond cost savings: The real ROI of Kentico.

Investing in a CMS shouldn't mean
paying for unnecessary complexity.

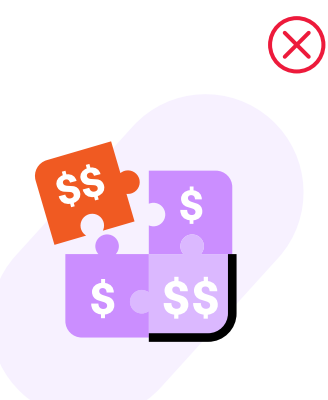


Where companies overpay



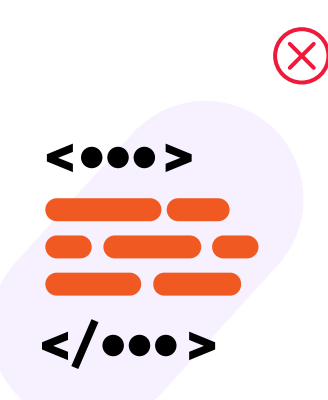
Expensive licensing fees

Many CMS platforms charge high base fees but require additional purchases for essential features.



Costly integrations & add-ons

Features like marketing automation, analytics, and personalization often require third-party tools, adding up quickly.



Heavy IT dependencies

Slow development cycles, complex updates, and custom code requirements mean ongoing costs for developers.



Slow time-to-market

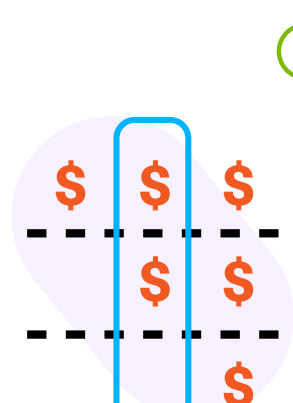
Complicated workflows and rigid systems delay content updates, reducing marketing efficiency.



Hidden Upgrade Costs

Platform migrations and version updates come with unexpected fees and long implementation cycles.

How Kentico delivers more value



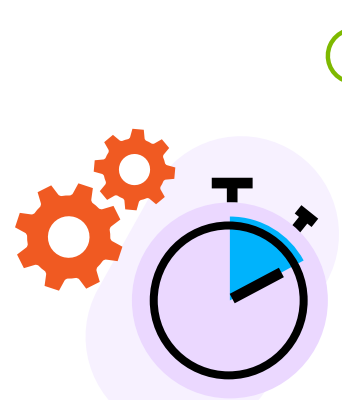
Transparent licensing with no hidden costs

Get a CMS that offers transparent pricing based on pre-defined cloud levels, without the hidden costs of consumption-based payment.



Built-in digital marketing tools

Eliminate the need for additional software—email marketing, personalization, and analytics are all included.



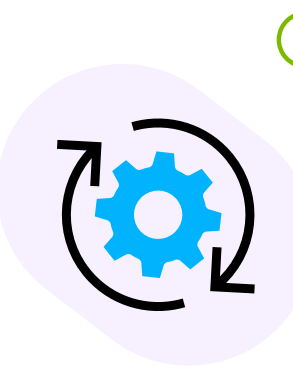
Faster implementation & lower IT costs

With an intuitive low-code, no-code environment, marketing teams can manage content and campaigns with minimal help from IT.



Quick time-to-market

Easily launch new pages, test campaigns, and optimize user experiences without delays.



Seamless upgrades & scalability

Stay future-proof with a flexible CMS that grows with your business—simply add on more channels as you grow.

ROI impact: How much can you save?

Businesses switching to Kentico have reported:

**\$500k –
\$1M**
in efficiency
gains

50%
faster
time-to-market

30%
lower IT
maintenance
costs

Higher
lead
conversion
rates

Source: Kentico customer success stories

Trusted by leading brands:

TOWNE BANK

Suffolk
Credit Union

BDO

mater research

e-on

Interim
HEALTHCARE

CANADIAN
RED CROSS

Julius Meinl

Domino's

HALL OF FAME

MIAMI
GREATER MIAMI
CONVENTION & VISITORS BUREAU

ORLEN

WILLIAMS RACING

SKODA

ECHO

RYOBI

Don't overpay for complexity—
invest in smart growth with Kentico.

See the difference.

TALK TO OUR TEAM TODAY!