Case Study

Carolina CAT

carolinacat.com

Industry
Construction / Heavy Machinery

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Background

Carolina CAT is the premier Caterpillar dealer for the Carolinas, with 12 locations and over 80 years of experience. The goals of the new website were to create a more engaging customer experience that enhanced their brand, targeted their key markets and industries, and provided a centralized, integrated database of new and used products. The project objectives included delivering a responsive design, built on Kentico CMS 7, to accommodate customers across mobile, tablet, and desktop; integrating multiple, independent, external product data feeds into a single, searchable database of new and used products; and, implementing a custom location tool to allow customers to find the right location based on geography and service line.

Challenges

The Carolina CAT marketing team faced the following key challenges:

- An out-of-date website that functioned more as an online brochure rather than a customer-centric marketing and conversion tool

- The lack of site management tools to empower staff to execute their online strategy and communicate efficiently with potential and existing customers

- Lackluster and disjointed display of equipment offerings

- An inability to effectively track and optimize their search engine marketing efforts

- The lack of a mobile web presence

Case Study

The new Carolina CAT website has generated stellar results. User engagement increased dramatically with a 61% increase in the average pages per session and time spent on site nearly doubling with a 97% increase. Ultimately, this has resulted in a larger quantity of more qualified leads.

Solution

BlueKey worked closely with personnel at Carolina CAT to fully understand their business challenges, desired outcomes, and most importantly, the motivations, needs, and conversion strategies for their target audiences. BlueKey leveraged these insights to design a more engaging user experience that centered on Carolina CAT's services and solutions for various industries, as seen through the eyes of their current and potential customers.

In addition, they implemented an enterprise Content Management System (CMS) to power the website and put staff in complete control of the site architecture, content, and optimization strategies. Using the CMS as a centralized platform, BlueKey integrated two separate data feeds from CAT corporate to build a unified new and used product database, thus creating a consistent user experience and allowing for the cross-marketing of new and used products.

Finally, BlueKey built the site using responsive design techniques that provide for a robust user experience and access to all functionality that is available on the desktop site.

Results

Carolina CAT experienced the following dramatic improvement in site traffic:

- Unique visitors are up 14%
- Pages per session are up 61%
- Bounce rate came down by 48%
- Average session duration went up by 97%

Key criteria for choosing Kentico

In addition to the reasons stated above, BlueKey & Carolina CAT chose Kentico for the following reasons:

- Ease of use and the ability to use workflow procedures for the creation and approval of content

- Open API for the creation of integrations with CAT corporate.

- Ability to add additional websites for affiliated companies within the same CMS install

- Scalability so that the future functionality needs of the organization can be addressed