



www.tractorsupply.com

Improving Tractor Supply Company's Competitive Positioning through eCommerce...

Situation

Tractor Supply Company (TSC) needed to refresh their website's visual design, migrate to the IBM WebSphere Commerce platform, and increase online exposure to support their first ever eCommerce activity. TSC is implementing its multi-channel strategy using a phased ("crawl, walk, run") approach. Rosetta was willing to help them crawl and able to help them run. TSC chose Rosetta as their full service agency and partner because Rosetta understood their brand and vision, how to deliver the chosen platform, and how to attract new consumers through search engine optimization.

Solution

eCommerce is a strategic imperative for TSC, with the intent of establishing the web as a major channel to become a true multi-channel retailer. Rosetta implemented an initial eCommerce site within nine months of project kick-off, adhering to aggressive project deadlines. Search engine optimization is also a key strategic initiative for TSC, with the intent of expanding the site's exposure and acquiring brand-agnostic consumers through organic search engine results placements. Through both strategies, the site extends the brand to both customers who are not located near a TSC physical store location or who are unaware that TSC offers the products they are searching for.

Results

- Business users can create promotions, marketing spots, and new content pages within hours and deploy them within one business day.
- 240% increase in average monthly unique visitors.
- Increased first page organic search engine exposure for targeted keywords by 256% (expressed as a % of lift).
- 268% increase in Q1 year over year (YOY) site revenue.
- Functional eCommerce is a business platform that improves competitive positioning by providing added features, functions and processes, as well as a technical platform which can support extensions, enhancements and growth.
- Customers are now able to select preferences, view pricing and order history, register, shop, and purchase selected SKUs in an efficient and user-friendly manner.
- The site also expanded service and products to existing customers while providing added flexibility and (in the future) expanded product lines.