

CASE STUDY

RACETRAC PETROLEUM

IMPROVING THE ONLINE EXPERIENCE

RaceTrac Petroleum is Georgia's 3rd largest privately held firm, owning or operating more than 500 gas and convenience stores nationwide. The company sought to reduce operational costs by improving its use of the web channel for both marketing and career recruiting campaigns. To respond to this challenge, RaceTrac sought guidance from Sherpa! to architect and build an online presence that guided visitors to key sections and features of the web site and enabled them to self-manage the web site better.

The redesign led to an improvement in all metrics for site "stickiness" -- page views, bounce-rate, length and depth of visit.

MEASURABLE RESULTS

- Visitors spent a longer time discovering the site with 56% more page views.
- Visitors were 35% more likely to continue their visit after first arriving at the web site.
- The redesign garnered an *Outstanding Achievement in Retail* award from the 2007 International Web Marketing Web Awards.
- Client was empowered to manage individual web marketing campaigns, one which surged web traffic 213%.

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“
Sherpa! serves as my trusted advisor on all things web marketing. They really do rock!”

Karen Bowen
Internet Marketing Manager

PROFILE

Site "wish-list" from across the organization's divisions had to be prioritized for impact and ROI.

Client competition already invested, adopted, and implemented online strategies.

Project required a broad range of skill-sets -- from advanced development to usability to design.