New website leads to greater visitor engagement for Arctic Trucks

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In a key step towards an integrated global web presence, Arctic Trucks, multinational specialist of modified vehicles, have a launched a brand new website, resulting in a major jump in visitor engagement across the site.

Digital agency Tellonline partnered with Arctic Trucks to design and build a new multinational website which would deliver a high visual impact and enable Arctic Trucks visitors from around the world to browse the full range of Arctic Trucks' vehicles, experiences and services. The site also needed to set out the foundations for localisation for 6 countries as well as **content personalisation and mobile responsiveness**.

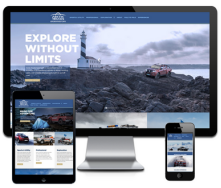
In comparing two periods, pre and post launch, analytics showed that visitors were engaging with the site a great deal more:

- Bounce rate has reduced from 81.75% pre-launch to 52.08% post-launch
- Average session duration has increased from 41 seconds to 2 minutes
- Average pages per session has increased from 1.38 pages to 3.19
- Page views has increased from 13,657 to 28,757

The site has been developed on the Kentico platform, incorporating EMS (Enterprise Marketing System) technology. Kentico provides Arctic Trucks with straightforward administration ability and full control over their content. The EMS also enables Arctic Trucks to build, implement and measure personalised marketing campaigns into the site.

Arctic Trucks continue to work with Tellonline to further develop website functionality and optimise customer experiences. The next phase of work will involve building **an online shop** using Kentico eCommerce, which will allow visitors around the globe to browse and purchase products and services from Arctic Trucks. Further work will also include **translating the website** into Russian, Polish, Finnish and Arabic as part of Arctic Trucks' localisation strategy.

Media:



Related Sectors:

Motoring ::

Related Keywords:

Arctic Trucks :: Tellonline :: Digital :: Website :: Kentico :: Content Personalization :: Modified Vehicles :: Localization :: Visitor Engagement ::

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