



# CASE STUDY GLOBAL ACQUISITIONS CALL FOR A GLOBAL REBRAND

A stream of acquisitions left **HighJump Software**, the global supply chain software provider, with multiple brands and websites, and a less than coordinated global market identity. Keen to revamp and align its web presence, HighJump engaged Arketi to create a new website and refresh the company's overall brand, bringing consistency to its global customers and prospects. To top off the tall order, all global sites needed to be launched simultaneously with minimal downtime.

## HOW WE DID IT

Arketi relishes a challenge, so we met with the HighJump team and quickly agreed on the following strategic trifecta:

- Hammer out a messaging platform that better represents HighJump and its product areas, and can drive web content development
- Breathe life into a new visual identity that reflects both the newly acquired brands and the future promise of the company
- Develop a cool new digital presence – four websites, each engaging customers and prospects with a clear UI and region-specific content.

**RESEARCH** We began the project with a series of half-day “Unearth” sessions with HighJump executives. These sessions were supplemented by quantitative and qualitative surveys for the company's executive team, cutting to the chase on product use cases and customer decision-making.



Conversions greatly increased compared to baseline



Cost per lead significantly reduced



Sales team satisfied with improved lead quality

Looking at what we'd found, Arketi identified key points of differentiation we could use to drive the development of the new brand. We recommended a dual strategy as the best way to support both HighJump's core supply chain business and its EDI arm, TrueCommerce.

Next, we conducted in-depth interviews with prospects and customers to understand their buying behavior and validate market trends. The deep dive continued with an analysis of competitor messaging and websites to identify gaps that could be exploited.

Based on this research, we developed comprehensive message platforms for both HighJump and TrueCommerce – under the umbrella theme **Supply chain accelerated**. For each brand, we built out elevator pitches, boilerplates and supporting messages for use in web content and other marketing.

**WEBSITES** To support the brand strategy, the team decided to create four websites – one for HighJump and three for TrueCommerce in different geographies – that shared a common look-and-feel but allowed for localized content and customization.

To ensure a unified presentation, we sketched a sleek visual brand platform for HighJump and a closely related identity for TrueCommerce. These then guided the creation of information architectures and wireframes for each website, supporting the larger HighJump brand with room for cultural and content variability.



“Congrats on a successful launch. I have received a lot of feedback and praise for the outcome and nothing but high marks for Arketi and company.”

**BILL ASHBURN**  
**CMO/SVP – HIGHJUMP**

While visuals were important, our design team prioritized user experience above all else. We focused on simple navigation and functionality coupled with mobile responsiveness to ensure a smooth user experience, regardless of browser or device.

And the tallest task, the simultaneous “go live”? Our technology team made it look easy, cutting over the four new websites with zero downtime during business hours.

### **THE RESULTS WE ACHIEVED**

Within months of launching the new websites, HighJump was pleased to report that website engagement had spiked, with a nearly 40% increase in page views across the sites. They also saw a 34% jump in visitors making contact from the extensive calls-to-actions on the HighJump site.

Now, as HighJump continues with its sights set on further growth, it does so with a unified brand and a message that resonates with prospects across the globe.