arketi GROUP **X** **cantaloupe**

CASE STUDY

A REVITALIZED BRANDS DEMANDS A NEW HIGH-PERFORMING WEBSITE

CHALLENGE
Create a high-performing, globally unified website that reflects Cantaloupe's refreshed brand and fuels sustained lead generation

SOLUTION
Build a scalable, search-optimized digital experience that channels the new brand, simplifies navigation, and drives deeper engagement across audiences

INDUSTRY
Retail & Financial Technology

EXPERTISE
Branding | Web Development

As self-service commerce reshapes the retail landscape, Cantaloupe has emerged as a trusted global leader helping businesses deliver modern, frictionless consumer experiences. From vending and micro-markets to unattended retail of all types, Cantaloupe empowers operators and enterprises with technology that drives efficiency, convenience, and growth.

Partnering with Arketi, Cantaloupe refreshed its brand to account for a variety of acquisitions it was undertaking – especially as the business grew its international footprint. Following the refresh, Cantaloupe knew it needed a new, high-performing website that could keep up with the evolution of Search and GenAI.

The website had to do more than showcase offerings, however, it needed to embody the energy of the refreshed brand, support global audiences across multiple regions, and act as a lead-generation engine to fuel long-term growth.

MEASURING WHAT MATTERS

125%
increase in page views

102%
increase in time on page

43%
increase in returning users

FROM IDEAS TO IMPACTFUL CLICKS

We Cantaloupe turned to Arketi to design and build a high-performing, scalable website aligned with its growth ambitions.

The engagement began with an Unearth Workshop to align priorities and identify success metrics. From there, Arketi conducted deep research into existing website analytics, content performance, competitors, and industry trends. The result: a production plan to deliver a site that would serve as a true lead-generation engine.

With an ambitious roadmap in place, we set aggressive KPIs for launch:

- Increase new and returning users by 5%
- Boost average session duration by at least 25%
- Grow page views by 50%+
- Consolidate three regional sites — U.S. & Canada, U.K., and Mexico/LATAM — into a single, multilingual experience

Cantaloupe's audience spans micro-market and small business operators to mid-enterprise buyers. To meet that range, we blended a B2C-inspired visual experience with B2B-level depth, creating a site that's intuitive for everyday users and content-rich for decision-makers.

From there, we set out to design and develop the website. Key elements of our work together included:

- Brand Integration: A vibrant digital identity with modern typography, custom icons, curated imagery, and messaging aligned to Cantaloupe's refreshed brand.
- Unified Architecture: A simplified navigation and content hierarchy optimized for the buyer's journey.
- Responsive Design: Wireframes transformed into layouts that engaged both operators and enterprise buyers.
- Global Reach: Localized versions for U.K. and LATAM audiences.
- Performance Optimization: A scalable CMS, integrated marketing platforms, and rebuilt Resources Center to handle heavy traffic and deliver high-value content.

> "Our partnership with Arketi enabled us to build and launch a new website that's faster, easier to manage, and encourages users to bounce less and engage more. It was important for us to partner with a firm that could not only get up-to-speed on our brand quickly but also conceptualize our brand for any tool, format or channel."

ELYSSA STEINER
CMO
Cantaloupe

UNCOVERING AND SHARING CONSUMER PERCEPTIONS WITH MEDIA

Launched at the close of the year, Cantaloupe's new website exceeded expectations and delivered measurable impact within six months:

- 13% increase in new users – surpassing the 5% goal
- 43% increase in returning users – 38% above target
- 102% increase in time on page – 77% above target
- 125% increase in page views – 75% above target
- 37% increase in pages per session

The site also earned a perfect 100 in Google Lighthouse audits for Performance, Accessibility, Best Practices, and SEO – placing it among the best-performing websites on the internet.