

CASE STUDY **Shopify**

How RAK Outfitters outgrew their website performance and replatformed to scale regionally.



Positioning the RAK brand to their custom platform

The accelerated growth RAK was experiencing from its brick and mortar retail stores required a platform that could handle significant spikes in traffic and grow in tandem with the brand. RAK came to us and together we laid out three simple goals for the brand.

- // To use shopify as an online platform to scale on demand and grow with the brand.
- // To foster immersive online customer experience for the RAK brand.
- // For RAK to set its sights on regional and national expansion from online sales.

Brand Expansion

Since migrating to Shopify Plus, RAK Outfitters is able to focus on growing the brand and experimenting with innovative new products such as gear and apparel with higher margins that customers still enjoy.

"They exceeded my expectations. They were more than willing to do anything that I needed."

- Jenni Knight, Owner RAK Outfitters

Shopify Capabilities

Through Shopify we were able to help RAK improve its omnichannel capabilities. Leveraging RAK's customer database was key to offering a smooth shopping experience, but it also needed to be used as a tool ; to inform inventory decisions, and also help convert in-person customers when their desired products weren't available for immediate purchase in store.

RAK results :

- // Planned, executed, and scaled a multi-channel/ multi-store location shopify strategy.
- // Each web page had very specific goals and metrics
- // Offering a smooth shopping experience for excellent online customer experience and traffic conversion.

