Case Study - Enterprise Retail Local Experience & Multi-Brand Store Ecosystem

Creating a Scalable Local Retail Framework
Across Multiple Store Brands

ARC4 CASE STUDY

Enterprise Retail Local Experience & Multi-Brand Store Ecosystem

Creating a Scalable Local Retail Framework Across Multiple Store Brands



Recent Snapshot

A regional retail organization with more than 600 stores across three distinct brands tapped Arc4 to build a scalable multi-brand local experience. The organization required a centralized digital solution that could support shared store data, local SEO, and operational efficiency while preserving unique branding, store details, and customer experiences for each retail brand.

600+
Locations supported by creating localized retail store pages.

03
Built a scalable local retail framework across three distinct retail brands

10X
Improved visibility for searches tied to specific product categories and shopping intent

CLIENT TYPE
National multi-location Retailer

INDUSTRY
Retail

BUSINESS MODEL
Multi-location Retailer

SERVICES
Local SEO
Information Architecture
Content Management System (CMS)
Performance Optimization

Executive Summary

Arc4 worked with a rapidly expanding regional retailer with three separate retail brands to build out a scalable local ecosystem for continued growth and localized discovery.

The retailer needed one centralized system that could support multiple brands but maintain unique branding, store details, and customer experience for each brand independently. Additionally, the retailer was looking for a more scalable solution for local SEO, store data, and operations management.

Our work centered around building a centralized backend infrastructure that could roll out across all brands, while enabling localized SEO strategy around certain product categories and shopping intent.

Arc4 built and implemented a scalable multi-brand local experience allowing for greater efficiency, stronger local presence, and foundation for future expansion.

Client Snapshot

Client is a regional retail organization with multiple store brands within various retail categories and markets.
Each brand has its own look and feel, website, store footprint, and experience but still needed to be operated centrally and required scalable technology to grow.

As they grew into new markets, leadership saw the need for a scalable local retail ecosystem that could help drive growth, discoverability, and operational simplicity across all brands.

The retailer also needed to be able to scale to rank for high-intent local searches for the products/categories available at each unique retail experience.

OVERVIEW

The Challenge

The organization faced several operational and scalability challenges tied to managing multiple retail brands and large volumes of local store data.

Managing separate brand experiences independently created inefficiencies and made it difficult to maintain consistency across local pages, store information, and SEO initiatives.

The retailer also struggled to improve visibility for product-focused searches beyond broad department store terminology. While consumers rarely searched for generic department stores, they frequently searched for specific product categories such as:

- Men's clothing near me
- Women's clothing near me
- Furniture near me
- Bedding near me

Additional challenges included:

- Difficulty managing local store data at scale across multiple brands
- Lack of centralized infrastructure for local page management
- Limited local SEO visibility for category-level shopping searches
- Operational inefficiencies caused by disconnected systems
- Need to support expansion into new and unfamiliar markets
- Requirement for scalable frameworks manageable by a small internal team

The organization needed a centralized solution capable of supporting scalability, localized search visibility, and operational efficiency across all three brands.

OVERVIEW

Strategy

Our Strategy

Arc4 implemented a scalable local retail framework designed to unify backend operations while supporting distinct brand experiences across each retail brand.

Building a Unified Multi-Brand Framework

Arc4 created a centralized backend system capable of supporting all three retail brands within a single scalable framework.

Each brand maintained its own unique branding, logos, content, and customer experience while leveraging shared infrastructure for operational efficiency and scalability.

This approach allowed the retailer to standardize systems and workflows without sacrificing brand differentiation.

Expanding Local SEO Visibility

Arc4 worked closely with the retailer to identify the product categories and shopping intent searches most important to each brand.

The team then developed scalable SEO templates and local search frameworks designed to improve visibility for high-intent searches tied to specific products and departments offered across the retail ecosystem.

The strategy helped the retailer compete for searches beyond generic department store terms and improved discoverability within local markets.

Supporting Centralized Operational Management

The framework was designed to allow a small internal team to manage local experiences across all brands from a centralized location management system.

This reduced operational complexity while improving scalability as the organization expanded into additional markets.

Integrating Customer & Store Systems

The implementation included extensive system integrations designed to create a more connected and scalable customer experience.

Arc4 integrated:

- Online shopping systems
- Ratings and review platforms
- Store amenity information
- Department-level store data
- Loyalty and rewards functionality

These integrations helped create a more complete and trustworthy local experience while improving operational consistency across all brands.

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Highlights

Arc4 delivered a scalable retail ecosystem designed to support local discoverability, centralized operations, and long-term growth.



Key platform capabilities included:

- Multi-brand local retail framework deployed across three retail brands
- Shared backend infrastructure with brand-specific front-end experiences
- Scalable SEO templates supporting localized category-level searches
- Centralized local page and location management system
- Integrated shopping, ratings, rewards, and appointment booking systems
- Streamlined operational workflows manageable by a small team
- Flexible infrastructure supporting continued market expansion

The solution positioned the retailer for scalable growth while improving local search visibility and operational efficiency.

> “Ranking locally across multiple brands, departments, and product categories creates a unique challenge. We’re proud to have helped our client scale local performance while keeping each brand experience consistent and true to the customer.”

Greg Phillips / Founder - Arc4

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Measurable Outcomes

The implementation delivered operational and strategic improvements across scalability, local visibility, and centralized management.

Outcomes included:

41%

IMPROVED VISIBILITY

Improved local search visibility for product-focused shopping searches

2.7X

ENGAGEMENT

Increased engagement on primary CTA's for shopping instore and online.

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IMPROVED INTERNAL SYSTEMS

Created a singular internal platform experience allowing users to manage all brands in a single system at scale.

The retailer now operates within a scalable local retail framework capable of supporting continued regional and national growth initiatives.

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Operational Impact

The implementation significantly improved how the organization manages local retail experiences across its multiple brands and store networks.

By centralizing backend infrastructure and location management, the retailer reduced operational inefficiencies and simplified oversight across all digital properties.

The scalable framework also allowed the organization to manage growth more effectively with a lean internal team while maintaining consistent local experiences across brands and markets.

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Why It Matters

Retail chains looking to scale their businesses need to balance local customer connections with operational efficiencies.

Learn how centralized retail architectures, scalable SEO platforms, and consolidated backend systems can increase local visibility and streamline operations for national brands across multiple storefronts

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Scalable architecture + local SEO = centralized management you can use to grow regionally and scale nationally.

OVERVIEW

About Arc4

Arc4 is a digital agency focused on building and operating scalable digital experiences for multi-location organizations.

Arc4 works with franchise, retail, and multi-location brands where national marketing must translate into measurable performance at the local level. This includes websites and franchise platforms, location page ecosystems, SEO and local SEO strategies, paid media programs, and integrations with CRM and marketing systems to support growth.

Arc4 brings deep experience delivering for organizations with complex content, integration, and operational requirements. Our work focuses on building systems that are scalable, maintainable, and designed for long-term performance across both brand and local channels.

What We Deliver at Scale:

- Websites and digital platforms designed to support multi-location and multi-region operations.
- SEO, AEO, and content strategies that drive both national visibility and local demand.
- Local and paid media strategies built to capture and convert high-intent traffic.
- Governance frameworks that enable distributed teams while maintaining consistency.
- Ongoing optimization, performance management, and post-launch support tailored to franchise brands.

Trusted by the World's Largest Multi-Location Brands

Request a Consultation