

## Tractor Supply cuts email marketing costs by 32% through ITG partnership

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Tractor Supply Co., one of the largest rural lifestyle retailers in the United States, has reported a 32 per cent reduction in email marketing costs following its partnership with marketing technology company Inspired Thinking Group (ITG) and deployment of the AI-powered Storyteq platform.

The partnership, initiated in late 2025, is part of Tractor Supply's broader effort to scale marketing operations and customer engagement as it expands across the U.S. retail market. The retailer operates more than 2,400 stores across 49 states and said growing marketing demands had begun straining internal creative capacity, limiting its ability to support expansion without increasing budgets or workforce size.

Under the collaboration, ITG implemented its Storyteq technology as a centralized platform for managing promotional content, workflows, and marketing data. The company said the platform automates repetitive content production tasks, enabling Tractor Supply's in-house creative teams to focus more on strategic campaigns, branding initiatives, and customer engagement.

According to Tractor Supply, the integration has improved workflow efficiency while reducing operational costs associated with email marketing campaigns. The retailer said the technology also supports content delivery across a growing number of customer touchpoints without significantly increasing production complexity.

ITG said the scalable structure of the Storyteq platform is expected to generate additional efficiencies over time, particularly in areas such as automated content generation and personalized marketing. The partnership reflects a broader trend among

retailers adopting AI-driven marketing infrastructure to improve productivity, reduce costs, and manage increasing content demands across digital channels.

Industry analysts say automation and personalization technologies are becoming increasingly important for large retail chains seeking to balance customer engagement with tighter operational budgets. Tractor Supply said the collaboration also includes strategic and creative support from ITG teams, including template development, workflow optimization, and customization guidance.

Founded more than 85 years ago, Tractor Supply serves recreational farmers, ranchers, gardeners, pet owners, and rural lifestyle consumers across the United States. The company currently employs more than 52,000 workers and operates additional brands including Petsense by Tractor Supply and online animal pharmacy platform Allivet.