

BuyAutoParts: 250% increase in triggered email revenue.

The challenge

BuyAutoParts, one of the leading auto parts distributors worldwide, its mission in a nutshell—to make it easy to buy auto parts. Their focus on ease-of-use, high-quality customer service, and strong customer relationships is apparent in the excellence of their website and online support. But, like most online retailers, many of their website visitors browse and cart products without following through to checkout.

BuyAutoParts used a service provider that generated triggered email with reminders about abandoned products. However, too few abandoners were returning to the website to complete the sale. The heart of the problem was that too few website visitors were being identified in the first place, and when a visitor is not identified, an email can't be triggered when they leave. Also, the visitor's interests and preferences can't be captured, which prevents developing the kinds of strong customer relationships that BuyAutoParts strives to cultivate. Moreover, the company was missing out on valuable opportunities to identify prospective customers visiting their site and find ways to reach out to them.

"We strive to be the best in the industry," says Jim Brannen, BuyAutoParts' Vice President of Ecommerce, "and as an online-only retailer, we recognized that anything less than superior website visitor identification was not getting us where we wanted to be."

The solution

"We know our proprietary technology consistently identifies significantly more website visitors than the ESPs and other triggered email providers," says Jack Sturn, Senior Vice President at 4Cite. "And when more visitors are identified and their interests captured, every marketing channel – email, direct mail, social, etc. – can be powered by data that makes it more effective."



BuyAutoParts turned to 4Cite to leverage its superior website visitor identification technology. First, they retained 4Cite to identify prospective customers (i.e. website visitors not already on their email list) that were identifiable through the 4Cite Data Network. Once identified, triggered email could be sent to some of these prospects through partnership agreements associated with the Network.

Pleased with these results, BuyAutoParts retained 4Cite to trigger all of its abandoned cart and abandoned browse emails. Because of 4Cite's ease of integration with other service providers, BuyAutoParts was able to retain its existing ESP while reaping the benefits of significantly more triggered emails.

"4Cite made it easy," says Brannen. "It was easy to put their tags on our site, easy to compare the lift they brought us in identifying website visitors, and easy to make the decision to go with them for triggered email services."

The results

"In our first five months with 4Cite, we experienced a 363% increase in triggered emails sent, 284% increase in resulting transactions, and 250% increase in revenue over the same time period from the previous year," says Bannon. "We want to let people know we're really happy with 4Cite and the great work that they do."