

Driving Up Sales in Auto Parts

Case Study: Retail E-Marketing Program

THE CHALLENGE:

An auto parts retailer wanted to create an email newsletter to help build sales, both in-store and online. The program needed to be verified to work with all major Internet service providers while adhering to strict state and federal CAN-SPAM laws. In addition, the client wanted clear measurements about the program's effectiveness, so the plan had to provide detailed tracking and reporting.

THE SOLUTION:

InterDirect created a comprehensive e-marketing program with built-in measurement and results tracking. All known customers with email addresses were given the opportunity to double opt-in to the e-newsletter. New registrants continue to be solicited in-store and online and via sweepstakes and requests for event information. After submitting their contact information, registrants are required to double opt-in via a direct link to a database maintained by InterDirect. The database provides the auto parts retailer with online access to complete, real-time customer information, including opt-in/opt-out status, results tracking for opt-in pushes, click throughs and more.

THE RESULTS:

The client can now track, analyze and create reports on their most effective marketing efforts. They know which customers are the most interactive and which messages garner the strongest results. Best of all, they are gathering this detailed data without any increase in budget. By outsourcing the email creation, distribution and database responsibilities to InterDirect, the client is able to focus more clearly on their promotional offers and strategies to grow revenue.

InterDirect specializes in results-oriented marketing optimization for leading companies.

We are dedicated to providing customized products and services to meet your unique needs.



InterDirect[®]
Data • Insight • Results

281.582.0871 • InterDirectUSA.com

1001 S. Dairy Ashford St., Suite 450
Houston, Texas 77077