

DoubleClick Ad Exchange unlocks new revenue for Advance Auto Parts

Advance Auto Parts (AAP), Inc. is a leading retailer of automotive parts, accessories, batteries and maintenance items in the United States. The company operates over 4,000 stores in 39 states, Puerto Rico and the Virgin Islands, and employs more than 55,000 people.

AAP launched its e-commerce business in October 2009. In order to move past the competition, they focused on creating immediacy in how they addressed the needs of their e-commerce customers. "When your car breaks down, you really need to get those parts quickly," says Howard Blumenthal, director of eBusiness platform solutions at AAP. "So we launched in-store pick-up and real-time inventory for our stores. That's something most companies are still figuring out how to do. Timeliness is a key part of our strategy."

With a successful e-commerce business in place, AAP saw a great opportunity to generate additional revenue from their non-converting traffic through advertising. With digital automotive advertising spend at 4.3 billion dollars in 2012 and a projected 7.4 billion dollars by 2016, this represented a significant opportunity for revenue growth.¹

AdX complements e-commerce

Howard's team had two concerns when they got started with AdX: they didn't want to hurt conversion rates, or negatively impact their customers' on-site experience.

"Working with AdX has taught us that online ads and e-commerce can certainly work together gracefully – if you can get this balance right, you end up with the ideal situation."

Howard Blumenthal, director of eBusiness platform solutions, Advance Auto Parts

In late 2012, Advance Auto Parts experimented with implementing ad units on different parts of their site, and both of their concerns were addressed by AdX. Conversions went up, contrary to their expectations. "Since the implementation of AdX," Howard affirms,



<http://advanceautoparts.com>

- Based in Roanoke, VA, USA
- Leading retailer of automotive parts, accessories, batteries, and maintenance items



Goals

- Determine if ads could help grow online revenue
- Generate incremental revenue from ads while maintaining a positive customer experience on advanceautoparts.com



Approach

- Test placing ads on site using DoubleClick Ad Exchange's filtering functionality
- Closely measure impact on conversion rate

Results

- Increased conversion rate
- New source of revenue from AdX ads
- E-commerce and online ads working together successfully



"we have seen steady improvement in our conversion rates." Customer satisfaction remained high, too. And AdX's robust set of tools and controls ensured that ads from major competitors didn't appear on advanceautoparts.com and that bounce rates were unaffected.

According to Howard: "Working with AdX has taught us that online ads and e-commerce can certainly work together gracefully – if you can get this balance right, you end up with the ideal situation."

The next step for Advance Auto Parts will be to use AdX on the company's mobile site. "We are always looking for ways to increase incremental revenue by optimizing AdX as much as possible," Howard says.

DoubleClick

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