

# ARI

## A CLOSER LOOK

## CASE STUDY

### QUALITY OUTDOOR PARTS

#### REAL-WORLD RESULTS:

#### NEW OUTDOOR POWER EQUIPMENT SITE QUALITYOUTDOORPARTS.COM

By Micah Hogan, Co-Owner – QualityOutdoorParts.com

#### SITUATION

My wife Jessica and I started QualityOutdoorParts.com last month. Jessica is the daughter of Tommy and Wanda Waldrop, Co-Owners of Extreme Engine Service, a Cub Cadet dealership located in West Monroe, La.

QualityOutdoorParts.com is an online retail store featuring more than 25 renowned outdoor power equipment brands including Cub Cadet, MTD and Toro.



Powered by WebsiteSmart™, ARI's website solution with integrated eCommerce, QualityOutdoorParts.com went live on March 14. We knew that our search-engine optimized website was going to get us on the map, but we needed a big push at the launch, a way to get in front of online buyers who were researching the very products we were offering. As an online start-up, we were wary of spending money without a guaranteed return, so when we discussed our goals with ARI, we welcomed the idea of a targeted, carefully monitored PPC campaign supported by SearchEngineSmart™. PPC is known for producing immediate traffic returns. It's also a highly cost-effective, performing and measurable online advertising tool. Our Goal: Quickly increase qualified traffic and generate online sales.

#### SEARCHENGINESMART PPC CAMPAIGN OVERVIEW

Start date: March 17, 2011

Platform: Google AdWords

Brands:

- Cub Cadet
- Troy-Bilt
- Toro Consumer
- Toro Commercial
- Husqvarna
- MTD



#### AD THEMES:

- Easy Parts Online Lookup Tool
- Discount Offer with Conditions
- Free Shipping Offer with Conditions

#### AD VARIATIONS: 17

#### RESULTS: MARCH 19 – APRIL 17, 2011

#### Impressions (Ad Clicks) and Clicks

During the 30-day campaign, a total of 1,117,561 impressions were made on Google based on a set of 316 keywords.

Higher click-through rates were achieved throughout the month as we made adjustments to keywords and ad placements to better engage visitors who were actively searching for Toro, MTD and Husqvarna parts. These three keyword groups alone generated 37% of the total clicks.

In addition to the clicks and resulting online orders, the campaign generated phone and email inquiries which resulted in increased sales.

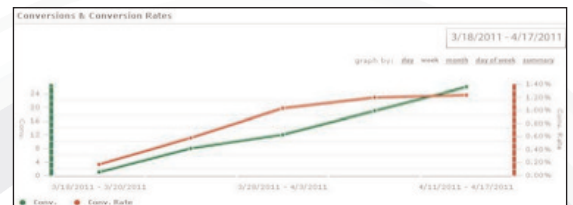
#### CLICK-THROUGH RATE (CTR) AND AVERAGE POSITION

The campaign achieved a 0.60% click-through rate, a good starting point for a brand-new campaign based on a relatively small test budget. Total clicks rose throughout the month as the campaign was optimized for the best ad positioning. The ads reached an average position of 3.08, an excellent result considering that positions 3 to 5 have proven to be the best placements for ROI.



#### ECommerce SALES CONVERSIONS AND CONVERSION RATES

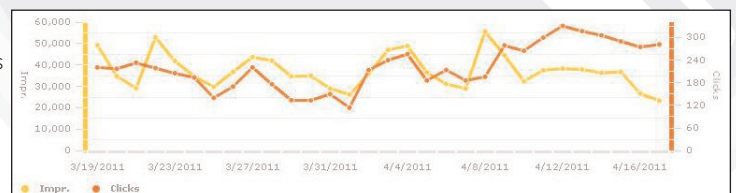
- We made our first online sale in 48 hours.
- We doubled our online orders in 28 days.
- The campaign delivered an online sales conversion rate of 1.68%.
- The campaign generated an offline sales conversion rate of 0.52%.
- 76.20% of orders were placed online. Offline orders were made by phone.



#### CAMPAIGN MONITORING

With ARI's SearchEngineSmart, PPC campaigns can be set up quickly, with great flexibility in targeting and scope. ARI constantly evaluates our strategy and monitors performance to refine our messages and keywords accordingly. To improve our results and our ROI, Blane Vik, our Account Manager at ARI, made a total of 42 adjustments over 30 days, including adding keywords, inserting new ad variations, changing destination URLs, and modifying our bid strategy.

Suffice it to say that PPC advertising requires the support of a solutions provider who understands the complexities of search engine marketing. We've seen success from our initial campaign with ARI and look forward to expanding our efforts to other brands and products in support of our sales goals.



By Kyle Kelly, Vice President – Kelly's Port

At Kelly's Port, we believe that every lead is a potential buyer; no matter how insignificant the initial inquiry may appear at first. Prospects from multiple sources range from hot leads to long-term boat buyers who are just starting their research – and everything in between.

With that in mind, our lead management strategy is designed to meet the needs of a variety of prospects at every stage of the buying cycle. That's when FootSteps, ARI's lead management solution, has made a difference for our dealership since 2008. Every member of our team is actively using FootSteps to manage all leads in support of our sales goals while saving time and increasing productivity.

All leads are not created equal but they all have one thing in common: they must be attended to promptly and efficiently. Studies have shown that the "five-minute contact rule" increases lead qualification rates by seven times over waiting an hour. Leads convert 22 times more often when you make contact within 5 minutes.

We aim to measure response time in minutes – not hours. Each type of

lead is taken care of based on a clear management protocol that has proven successful for Kelly's Port.

#### KELLY'S PORT LEAD MANAGEMENT QUICK FACTS

- FootSteps Fan since: 2008
- Lead sources:

25

• Email campaigns frequency: Monthly  
• Email campaigns average open rate: 28.23%

• Online lead conversion rate: 20%  
• Online leads to total sales ratio: 75%



#### WALK-IN LEADS

The minute our receptionist is done greeting walk-in prospects and serving them refreshments, she takes down their full contact information, including name, address, phone number, and email, then cross-references their name in our FootSteps database.

If it's a new lead, she enters it in FootSteps and assigns it to a salesperson