

## Case Study: Fastest and Smoothest Vendor Implementation

Advance Auto Parts, Inc (AAP), a leading automotive aftermarket retailer of parts, accessories, batteries, and maintenance items in the United States, serves both the do-it-yourself and professional installer markets. The Company operates more than 3,400 stores across the USA, Puerto Rico, and the Virgin Islands, as well as a state-of-the-art e-commerce website for its customers. AAP's total revenue in 2009 was \$5.41 billion.

**Situation** In 2009, AAP launched its new 100,000 SKU e-commerce website on IBM's Websphere Platform. The site also has a new storefront implementation with features such as a drop-down menu on the home page that immediately takes shoppers to multiple departments organized by categories.

As well as these implementations, AAP's first-class e-commerce team are kept very busy managing creative, content, operations, customer care, web analytics, paid search, search engine optimization and affiliate marketing for the new, improved site.

**Challenge** **Managing Vendor Implementations in a Timely Manner** AAP's experience, through many vendor implementations, was that many had technical challenges that resulted in late delivery, and most required significant ongoing management and maintenance.

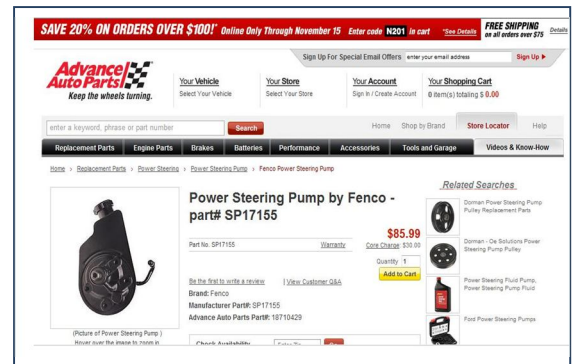
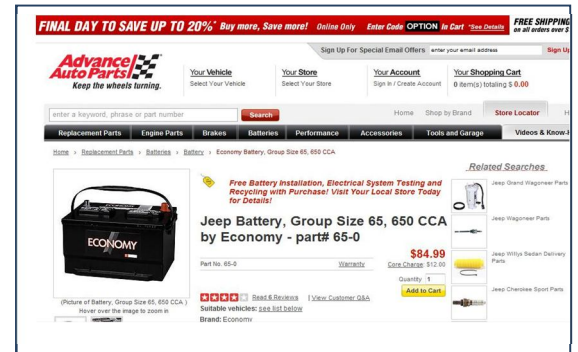
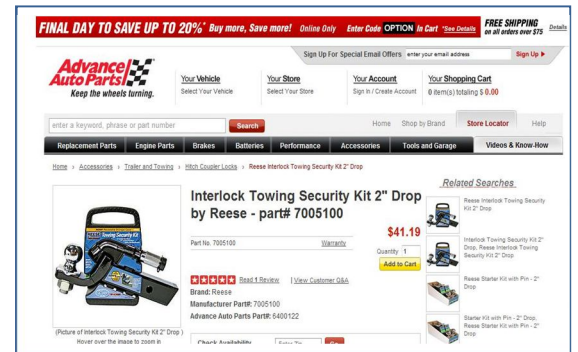
When AAP looked for a new vendor to find incremental revenue through organic search, separate from its current SEO activities, "we were aware that this new organic search activity would be very labor intensive, extremely slow to implement, and would require ongoing project management, a path which we didn't want to pursue exclusively when trying to gain some SEO benefits in a timely fashion" said Pete Zeiner, AAP's Director e-Commerce Marketing.

**Solution** **Fastest, Smoothest and Lowest Overhead Implementation** We are very pleased that we chose YourAmigo's Spider Linker™ solution to create a new revenue channel through organic search.

"The Spider Linker™ setup went live in 6 weeks, 2 weeks earlier than was advised, and required only 3 hours of our IT time during that 6 weeks", said Pete Zeiner. "Spider Linker™ was the fastest and smoothest implementation that AAP has experienced."

**Results** **Incremental Sales, Fast! Little ongoing overhead!** Not only was the implementation really smooth, but within 4 months of going live YourAmigo's artificial intelligence service delivered 307,211 incremental, new visitors and over 5700 new conversions.

"Unlike other implementations, the Spider Linker™ service requires minimal impact on AAP resources", Zeiner said.



**"YourAmigo's Spider Linker™ setup has been the fastest and smoothest implementation we have experienced"**

**Pete Zeiner – Director eCommerce Marketing  
Advance Auto Parts, Inc**