

The Keys to Igniting E-Commerce Sales

SUCCESS STORIES FROM **AUTOMOTIVE AND POWERSPORTS SELLERS**

Digital activity will influence just over \$148 billion in U.S. auto parts and accessory sales this year.¹ With increased competition across all online channels, it's more important than ever for automotive and powersports sellers to find new ways of increasing visibility for their products and managing their inventory efficiently. Here are four stories of automotive sellers who are on the right track.

REVVING UP MARKETPLACE SALES

Avept

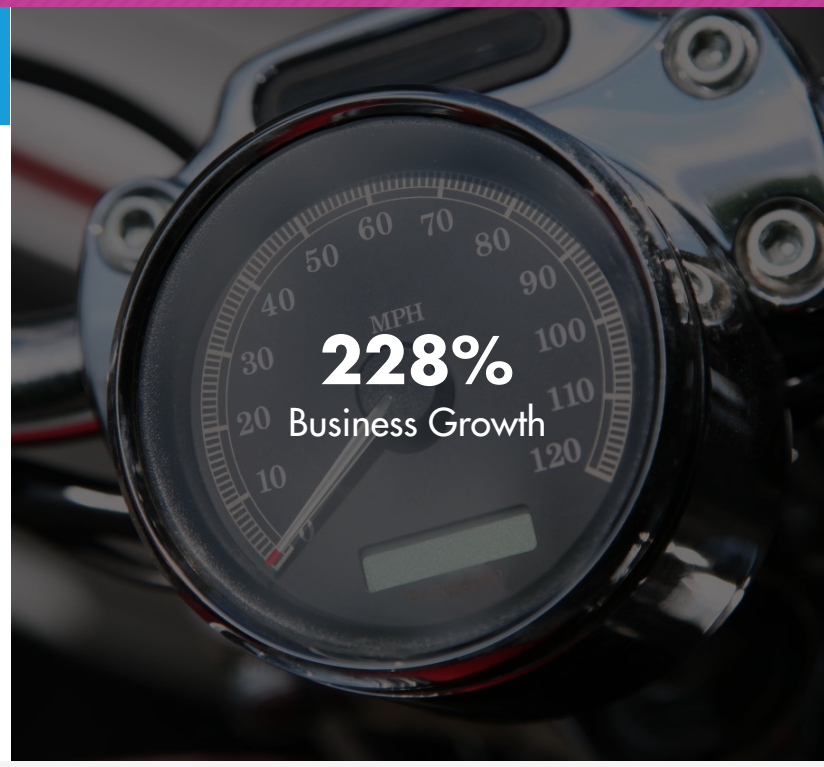
SITUATION

For Avept, a growing business meant growing inventory. The retailer wanted to maintain its growth trajectory but needed a software platform to help them scale.

SOLUTION

After integrating with ChannelAdvisor, Avept was able to increase inventory to more than 25,000 product listings by automating and optimizing those listings across multiple channels. The new system allowed them to expand beyond eBay to Amazon, Newegg and Sears.

[READ THE FULL STORY](#)



"The platform works well from day one and is incredibly scalable. With ChannelAdvisor, we have a central platform where we can manage all of our marketplaces and continue to grow. This type of valuable technology would have been impossible to build on our own."

STAUNTON MAINES, CO-FOUNDER, AVEPT, INC.

AUTOMATING MULTICHANNEL EXPANSION

AutoPartsDirectToYou

SITUATION

The online retailer of automotive replacement parts needed a solution to increase its presence on marketplaces, as well as expand to new channels.

SOLUTION

ChannelAdvisor Marketplaces automated the overwhelming process of listing products to eBay and Amazon and helped accurately match product data to existing listings in the Amazon catalog.

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"ChannelAdvisor has been good to us over the years and made it much easier for us to scale our business on eBay and Amazon. We made a great decision to expand on Amazon and as the auto category continues to grow on these online marketplaces, we have the potential to grow even more."

JOEL COHEN, OWNER, AUTOPARTSDIRECTTOYOU

APPROACHING INTERNATIONAL GROWTH AT FULL THROTTLE

Speedmaster

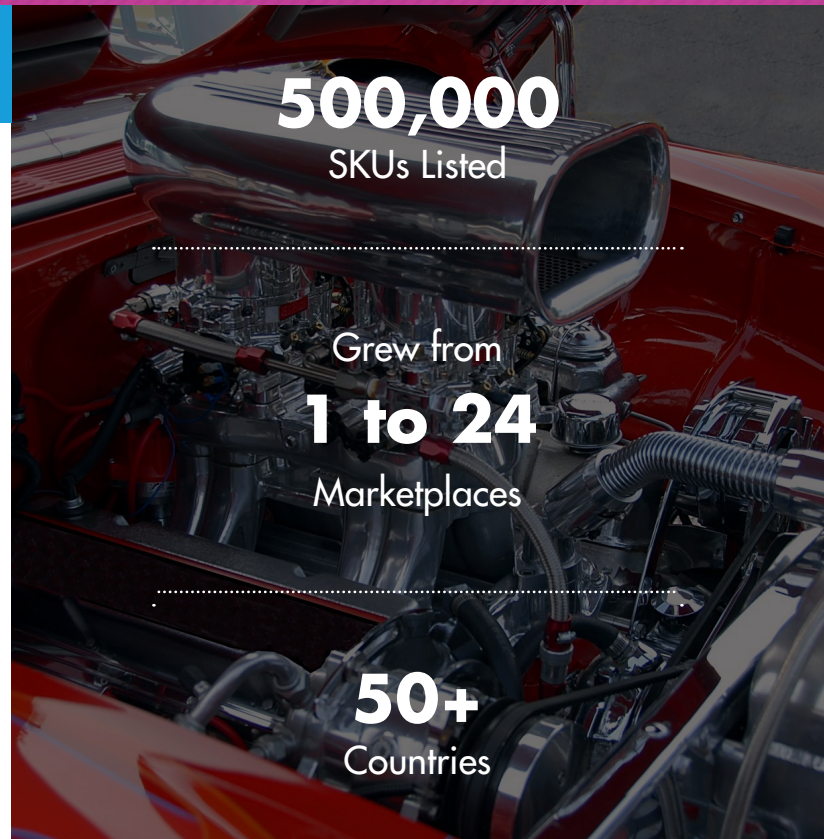
SITUATION

As a business founded in Australia, Speedmaster wanted to expand to international marketplaces. However, they ran into scaling issues as they started to grow.

SOLUTION

ChannelAdvisor Marketplaces allowed them to expand to 24 marketplaces in over 50 different countries.

[WATCH THE VIDEO](#)



"The ChannelAdvisor solution was perfect."

JASON KENCEVSK, CEO, SPEEDMASTER

DRIVING CUSTOMERS TO AUTHORIZED RETAILERS

Power Stop

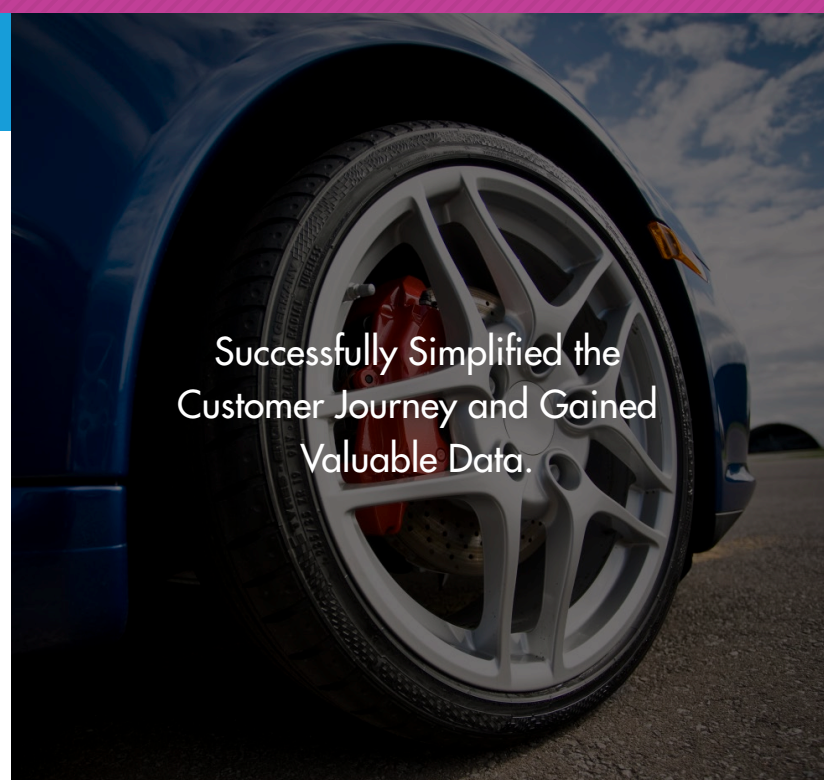
SITUATION

As a premier manufacturer of brake pads, Power Stop needed a way to justify its online advertising spend and create a streamlined path to purchase for visitors to its website.

SOLUTION

ChannelAdvisor Where to Buy allowed them to drive interested customers directly to authorized retailers, creating a better buying experience for the consumer and better customer data for Power Stop.

[READ THE FULL STORY](#)



"The Where to Buy technology and concept perfectly aligned with our strategy — to simplify the customer journey so our customers can easily find the right products for their vehicles."

"We're tracking what products consumers are looking for and where they're coming from. That way, we can ensure our marketing spend is justified by monitoring conversion rates for certain digital marketing campaigns."

RODION GALPERIN, CREATIVE DIRECTOR, POWER STOP

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For any additional information, contact us at marketinginfo@channeladvisor.com

¹ <https://www.digitalcommerce360.com/2019/02/18/online-sales-of-auto-parts-and-accessories-are-expected-to-grow-16-in-2019/>

Connect and optimize the world's commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimize their merchandise sales across hundreds of online channels including Amazon, Google, eBay, Walmart, Facebook and more.