



RevolutionParts Case Study with Conicelli Toyota

# Dealership hits \$166,000 in 60-day sales

ORGANIC TRAFFIC:

**190% INCREASE**

60-DAY SALES:

**\$166,000**

WEEKLY PAGE VIEWS:

**35,567**

PAGE VIEW GROWTH:

**350% INCREASE**

## Background:

Conicelli Toyota had been selling parts online since the turn of the millennium but wanted a modern solution with a more accurate parts catalog to improve customer engagement. After switching from another eCommerce platform to RevolutionParts, sales doubled within 60 days.

## Challenges:

Conicelli Toyota had been selling parts online for over a decade, but Steve Kaufmann, Parts Manager at Conicelli Toyota, knew he could improve his results if only he had the right eCommerce solution. Steve wanted to deliver a better a shopping experience and was looking for more robust marketing tools to grow his business.

Over the years of selling online, Steve and his team built up a large email list of past customers, but they didn't have an effective way to market to this list and increase repeat purchases. The eCommerce platform they were using made it very difficult to manage the list, schedule emails, and get advanced reporting on email campaigns.

The team was also frustrated by time-consuming catalog errors and a confusing shopping experience that caused many shoppers to order the wrong part.

To further prevent customer order errors, Conicelli Toyota needed a VIN decoder on their online parts store. Without a VIN decoder, shoppers frequently chose parts that didn't fit their vehicles. Steve wanted a reliable way to give shoppers peace of mind about part fitment and save time for his staff.

## Solution:

Conicelli Toyota signed up for a RevolutionParts web store, which provided a custom parts site and the tools he needed to deliver a user-friendly experience to buyers nationwide. "RevolutionParts has made it much easier for shoppers to find the part they're looking for. It's helped me increase conversion rates and double online sales," remarks Steve.

RevolutionParts made the migration to the new site seamless and provided advanced eCommerce training. "A lot more people on my staff can help with online orders now because it is so easy to learn how to use," says Steve. "The training RevolutionParts gave us was second to none. The whole support team is there when you need them."

Conicelli Toyota used coupon tools in RevolutionParts to run promotions and continue building his email list. Integration with

MailChimp empowered him to send and track emails more effectively to increase repeat business.

RevolutionParts made it easy for Conicelli Toyota to scale without hiring additional employees because of its straightforward order management system and shipping manager integrations. "With RevolutionParts we can send out three times as many packages than what we used to, without any extra staff," says Steve. The VIN decoder combined with a more accurate catalog has also reduced order errors that used to eat up his staff's time. With these time-saving changes, Conicelli Toyota was able to raise their Google AdWords budget and increase orders without growing their team size.



"The training RevolutionParts gave us was second to none."

—Steve Kaufmann,  
Parts Manager at Conicelli Toyota

**REVOLUTION PARTS**

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