

NEW ONLINE PARTS WEBSITE HITS \$40,000+ IN FIRST MONTH

Nissan Village, one of the oldest Nissan dealers in Southeastern New England, was getting just a few online orders each month. Their parts department had aspirations to grow their eCommerce business with powerful marketing tools. They partnered with RevolutionParts to create a simple parts website that would empower them to multiply their profits.

CHALLENGES

Nissan Village had a Nissan eStore on the parts page of their dealership site but was only seeing a few orders trickle in every other month. “We would just get an order if someone stumbled upon the site,” says Al Confreda the Parts Manager at Nissan Village. Although the catalog was great, there weren’t any great marketing tools for Nissan Village to really scale their online business with. Since they wanted to build their first standalone parts website to drive traffic to, they needed a solution that wouldn’t be confusing or difficult to learn.

SOLUTION

RevolutionParts came recommended from the Village Auto Group so Nissan Village decided to try out the platform. “The payment system is perfect,” says Al. “The fraud tools are great. Everything is point and click... it’s all very easy to use.”

In just one month, online orders scaled from a handful to two hundred orders. Nissan Village was able to grow orders so quickly by working with a RevolutionParts preferred marketing partner and getting great results with Google AdWords and Shopping campaigns. RevolutionParts has Google integrations that enabled Nissan Village and the marketing partner to customize the data feed and get better results with Google Shopping Campaigns. “I’ve had a surprisingly high number of repeat sales from the same customers. I didn’t think we’d build this much customer loyalty so quickly after launching our RevolutionParts site, but we have.”

Since they were newer to eCommerce, Al explains that it took a few weeks for his team to figure out how to streamline their internal fulfillment processes with a higher volume of orders. He advises other parts managers to keep evolving the process over time. “The best thing to do is try a number of different ways and as you’re doing, it there’s a new way to do it that may save time and paperwork, then develop and document a system around it.” With some smart marketing, a simple eCommerce platform and a focus on streamlining fulfillment, Nissan Village hit the ground running with their new parts eCommerce business.



RESULTS AFTER 90 DAYS:

- Monthly orders grew from 2 to 200+
- Sales eclipsed \$40,000
- Repeat purchases increased

GAME CHANGERS:

- Highly accessible support team
- Robust marketing tools
- Powerful fraud screening
- Easy to manage online orders

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- Al Confreda, Parts Manager for Nissan Village