



AutoPartsDirectToYou: Increases Revenue 800% on eBay and Amazon

BACKGROUND

- Online retailer of automotive replacement parts
- Looking for ways to grow its online business
- Needed solution to expand e-commerce presence on various marketplaces and other online channels

SOLUTION

- ChannelAdvisor Marketplaces
- ChannelAdvisor Paid Search
- ChannelAdvisor Comparison Shopping

IMPLEMENTATION

- ChannelAdvisor's Marketplaces solution simplified selling online:
 - Automating the overwhelming product listing process for eBay and Amazon
 - Matching product data to items in Amazon's catalog for accuracy
- ChannelAdvisor's help increasing marketplaces sales inspired expansion on additional e-commerce channels

RESULTS

- AutoPartsDirectToYou has increased its online revenue over 8x on eBay and Amazon since signing on for ChannelAdvisor's Marketplaces solution
- Amazon now accounts for 25% of the motor parts retailer's online business
- AutoPartsDirectToYou is in the process of adding search and comparison shopping channels to its e-commerce line-up

“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