

As a branded manufacturer, do you find it challenging to engage with consumers on your website? Do you struggle to find ways to get web visitors into your sales funnel?

Many brands don't have the capabilities they need to maximize their sales opportunities online. Consumers might visit a brand's website to research a product, but they often encounter a number of obstacles that prevent them from ultimately making a purchase.

Using ChannelAdvisor Where to Buy, Power Stop started connecting website visitors with preferred retail partners, ensuring that consumers are able to finish the purchasing process with ease.



SITUATION

- Needed a way to justify its advertising spend
- Wanted to create a streamlined path to purchase for consumers

About five years ago, Rodion Galperin joined Power Stop as creative director to oversee the company's marketing department. At the time Galperin joined the company, Power Stop was undergoing a website revamp. Galperin was tasked with implementing technologies to help the company increase sales and better understand analytics.

"We were focused on directing consumers to our website to tell our brand's story and educate them about our products," said Galperin. "One of the first things we did was allow consumers to visit our website, enter their vehicle information and search only for brake kits that were compatible with their cars. We started advertising online and through traditional methods, but we didn't really have a way to measure the effectiveness of our campaigns. We wanted to ensure that our marketing spend created return."

The process that consumers had to go through to purchase Power Stop's products was clunky. Customers would visit Power Stop's website to research merchandise, but to make a purchase they would have to browse the internet to find a retailer that carried the product.

"Our customers had to leave our website and start the research process all over again," said Galperin. "We knew this created a drop-off in sales because it was a huge headache for consumers. We wanted to remove all the hurdles between customers finding our products and finishing the transaction. We began searching for a solution."

SOLUTION

- **ChannelAdvisor Where to Buy** to direct its web visitors to product detail pages

Power Stop began using ChannelAdvisor Where to Buy to bridge the gap between generating brand awareness and driving sales. "We implemented Where to Buy with relative ease. It has really helped us change the way our brand interacts with consumers," said Galperin.



LOCATION: Illinois, United States

URL: www.powerstop.com

INDUSTRY: Automotive

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– Rodion Galperin
Creative Director
Power Stop

By clicking on the Where to Buy widget, consumers can see Power Stop's preferred resellers for particular products, and with one click, they're taken directly to the product detail page where they can check out and process their order.

"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," said Galperin.

RESULTS

- Reduced the amount of steps required for consumers to purchase products
- Improved its overall e-commerce strategy using better analytics

After implementing ChannelAdvisor Where to Buy, Power Stop has increased its conversion rates from advertising campaigns by restructuring how consumers purchase the company's brake pads online. "Where to Buy is a huge benefit for us because previously we didn't have any visibility into where consumers were going after they came to our website to research a certain product," said Galperin.

The data and analytics that Power Stop collects from Where to Buy has helped the company improve its overall e-commerce strategy and strengthened its relationships with retailers.

"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," said Galperin. "Where to Buy provides a retailer-by-retailer comparison so we can see if a particular retailer is dipping in sales. We can do a quick audit, figure out why the conversion isn't happening (such as using the wrong images) and work with the retailer to fix the issue."

COMPANY OVERVIEW

Power Stop brake rotors and pads were introduced in California in 1995 as a problem solver for the toughest brake challenges. Power Stop set the standard when it introduced its first performance brake kit, the 1-Click Brake Kit, in 2011. Power Stop offers a complete line of application-specific brake kits that includes performance brake rotors, disc brake pads, brake hardware, brake sensors and calipers. The 1-Click Brake Kit has revolutionised the way consumers purchase their brake parts online and taken the stress and guesswork out of selecting the right pad and rotor combination while delivering maximum performance and reliability.

CHANNELADVISOR SOLUTIONS



WHERE TO BUY

ChannelAdvisor Where to Buy is the first step in a healthy e-commerce strategy for branded manufacturers. One simple widget can provide a seamless bridge from your website to your preferred resellers. As a result, you'll give shoppers a clear, linear path for purchasing your products.

DIGITAL MARKETING

MARKETPLACES

RICH MEDIA

WEBSTORES AMPLIFIER