AN OFFERMATICA CUSTOMER SUCCESS STORY

AutoAnything.com Drives On-Site Behavioral Targeting to a Different Level

AutoAnything.com specializes in selling automotive accessories and performance parts ranging from billet grilles to floor mats to car covers. One way the AutoAnything marketing team merchandises these products is in categories defined by vehicle type: auto, truck, or SUV. Trevor Klein, SVP, Business Development at AutoAnything.com, determined to stay competitive and increase sales by constantly improving the site experience, relies heavily on Offermatica's onsite behavioral targeting capabilities to deliver relevant experiences to visitors interested in AutoAnything's different product categories.

Klein's team recently set up an Offermatica campaign on the accessories page based around the principles of category affinity - Offermatica's "give 'em what they want" belief that if users have a particular interest for certain products, serve similar products in future sessions. This Offermatica capability helps marketers deliver personalized experiences based on user behavior and provide an overall more engaging visit – without time-consuming development from IT.

Different types of visitors were served targeted offers based on site activity. The targeted campaign yielded a 12% increase in conversion.

For this campaign, Klein and his team determined they wanted to personalize accessory parts on the three different category pages that currently existed. AutoAnything's marketing team used Offermatica to segment visitors by interest in a particular vehicle type based on the site behaviors of individual users.

Using the auto, truck, and SUV segments, AutoAnything then leveraged Offermatica's A/B testing solution to deliver various product pages targeted to the segments as well as a default, control version that did not deliver personalized content. The result was a 12 percent increase in conversion when users were delivered personalized content. Klein explains, "We already understand that a great deal of our traffic consists of returning visitors who are interested in a specific category simply because of the car they own." Offermatica's onsite behavioral targeting is vital to AutoAnything's strategy for continued sales growth. "But now that we have the ability to create a more valuable, engaging experience based on their behavior, there's no reason to serve up static pages" concludes Klein.

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