

Kia eCommerce Relaunch — Executive Summary

Objective: Relaunch Kia Parts eCommerce with a proven, measurable GTM that increases online parts revenue, improves IRF/wholesale engagement, and raises customer retention.

3-Phase Plan (30-60-90):

- Re-Engage Dealers: demos, process docs, outreach to parts managers.
- Onboard + Set Up: IRF wholesale module, SEO/SEM live, emails prepared.
- Promote + Optimize: retention + conquest campaigns, KPI tracking, quarterly adjust.

Key KPIs: Add-to-Cart, Begin Checkout, Conversion Rate, Total Sales, Parts Margin %, Fill Rate.

Risks & Mitigations: gateway setup, DNS/subdomain, catalog sync, staffing/training.

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