

# Information Analytics

A background graphic consisting of a solid yellow horizontal band at the top, followed by a dark gray area filled with a complex, light gray circuit board pattern. The pattern includes various lines, dots, and circular shapes, resembling a printed circuit board (PCB).

## Spark Plugs Parts.Cat.Com



# Topics

- What can we learn from competitors?
- What is current Parts.Cat.Com data telling us?
- What analysis can be done to gain insight?
- What action steps can be taken with new knowledge?

# COMPETITOR COMPARISON

FIND A REPAIR SHOP | FOR THE PROFESSIONAL Log In My Zone

GET IN THE ZONE® HOME

**AutoZone** My Vehicles Find a Store My Cart

Search by Ex. 04 Camry

Replacements

GET A

SELECT

Inter

Align

Cam S

Kit

Cams

**VEHICLE SELECTION: STEP 1 OF 4** CLOSE X

Choose a NEW vehicle:

1 YEAR		2 MAKE		3 MODEL		4 ENGINE		
10	00	90	80	70	60	50	40	30
2015	2009	1999	1989	1979	1969	1959	1949	1939
2014	2008	1998	1988	1978	1968	1958	1948	1938
2013	2007	1997	1987	1977	1967	1957	1947	1937
2012	2006	1996	1986	1976	1966	1956	1946	1936
2011	2005	1995	1985	1975	1965	1955	1945	1935
2010	2004	1994	1984	1974	1964	1954	1944	1934
	2003	1993	1983	1973	1963	1953	1943	1933
	2002	1992	1982	1972	1962	1952	1942	1932
	2001	1991	1981	1971	1961	1951	1941	1931
	2000	1990	1980	1970	1960	1950	1940	1930

Details

otices

reminders

history

FIND A REPAIR SHOP

FOR THE PROFESSIONAL

Log In

My Zone

GET IN THE ZONE

HOME



Search by Keyword, Vehicle, Part # and More

GO

Ex. 04 Camper Battery See More Examples

My Vehicles

Add a Vehicle

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Replacement Parts

Accessories

Tools & Equipment

Fluids & Chemicals

Performance

Repair Help

Hot Deals

Batteries

Belts and Hoses

Brakes and Traction  
Control

Climate Control

Collision, Body Parts and  
Hardware

Cooling and Heating

Drivetrain

Electrical and Lighting

Emission Control

Engine Management

Exhaust

Exterior

External Engine

Filters and PCV

Fuel Delivery

Gaskets

Ignition and Tune Up

Interior

Internal Engine

Performance

Powertrain

Routine Maintenance

Starting and Charging

Suspension and Steering

Tire and Wheel

Towing

Truck Accessories

Wiper Blades

See Deals and Savings >

► Camshaft - Performance

Check below to find the part that fits your vehicle.

**AutoZone Rewards**

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Ex. 04 Camry Battery [See More Examples](#)

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[Accessories](#)

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**GET A \$25 GIFT CARD FOR EVERY \$100 SPENT ON ONLINE SHIP TO HOME ORDERS.** Use Code: **DEAL25** [See Details](#) ▶

#### SELECT A NEW CATEGORY

▶ [Internal Engine](#)

- ▶ [Alignment Cam Bolt Kit](#)
- ▶ [Cam Synchronizer Alignment Tool Kit](#)
- ▶ [Camshaft](#)
- ▶ [Camshaft - Performance](#)
- ▶ [Camshaft Bearing](#)
- ▶ [Camshaft Bolt - Performance](#)
- ▶ [Camshaft Bolt Locking Plate - Perf](#)

HOME / [REPLACEMENT PARTS](#) / INTERNAL ENGINE

### Internal Engine

▶ [SELECT A VEHICLE](#)



Check below to find the part that fits your vehicle.

- ▶ [Alignment Cam Bolt Kit](#)
- ▶ [Cam Synchronizer Alignment Tool Kit](#)
- ▶ [Oil Pump Drive Chain](#)
- ▶ [Oil Pump Drive Gear](#)
- ▶ [Oil Pump Gasket](#)

**FREE**  
VEHICLE REPAIR  
GUIDES  
POWERED BY Z-NET  
BECOME A MEMBER ▶

- ✓ Recall notices
- ✓ Service reminders
- ✓ Vehicle history



**AutoZone Rewards**  
Join now and earn today!™

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**FREE SHIPPING**

CHAT NOW!

Search by Keyword, Vehicle, Part # and More **GO ▶**  
Ex. 04 Camry Battery See More Examples

2WD 2.4L MFI DOHC 4cyl

WASHINGTON, IL 61571  
(309) 444-2616



**Replacement Parts** Accessories Tools & Equipment Fluids & Chemicals Performance Repair Help Hot Deals

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◆ **SELECT A NEW CATEGORY**

▶ **Internal Engine**

- ▶ Crankshaft Seal
- ▶ Head Bolt Set
- ▶ Oil Pan
- ▶ Oil Pan Gasket
- ▶ Oil Pressure Switch
- ▶ Rear Main Seals
- ▶ Timing Cover Seal

[HOME](#) / [REPLACEMENT PARTS](#) / INTERNAL ENGINE

## Internal Engine

### YOUR VEHICLE:

2012 GMC Terrain SLE 2WD 4 Cylinders K  
2.4L MFI DOHC



Check below to find the part that fits your vehicle.

- ▶ Crankshaft Seal
- ▶ Head Bolt Set
- ▶ Oil Pan
- ▶ Oil Pan Gasket
- ▶ Oil Pressure Switch
- ▶ Rear Main Seals
- ▶ Timing Cover Seal

**FREE**  
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**FREE SHIPPING**  
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### OTHER CUSTOMERS ALSO VIEWED...





Search by Keyword, Vehicle, Part # and More

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2WD 2.4L MFI DOHC 4cyl

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Hot Deals

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## SELECT A NEW CATEGORY

### ▶ Routine Maintenance

- ▶ Air Filter
- ▶ Battery
- ▶ Battery Cable
- ▶ Cabin Air Filter
- ▶ Engine Oil Drain Plug
- ▶ Oil Filter
- ▶ Radiator Cap
- ▶ Repair Manual - Technical Book
- ▶ Spark Plug**
- ▶ Thermostat
- ▶ Wiper Blade (Windshield)
- ▶ Wireset

HOME / REPLACEMENT PARTS / ROUTINE MAINTENANCE / SPARK PLUG

## Spark Plug

Showing 1 - 6 of 6 Items

Sort by Price: High Low

-- Select a Brand --

☒ **COMPARE** Select up to 5 items to compare.

### NGK IX Iridium/Spark Plug

☆☆☆☆☆ (0 reviews)

Part Number: 4244



**DETAILS**

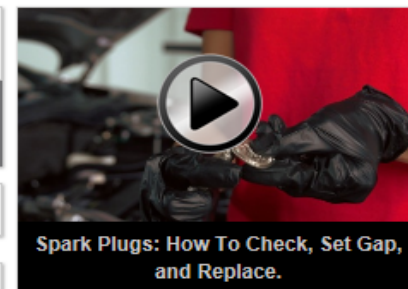
☐ Add More Items to Compare

Price: **\$7.99**

☐ Store Pick Up  
**Order in Store**  
[See Store\(s\) With Item](#)

☐ Ship To Home  
**In Stock**

**ADD TO CART ▶**



Spark Plugs: How To Check, Set Gap, and Replace.

## RELATED ITEMS

### Related Parts:

- ▶ Oxygen Sensor
- ▶ Wireset

### Related Products:

- ▶ Lubricant/Grease
- ▶ Manuals and Software

# Competitor Comparison – AutoZone

FIND A REPAIR SHOP » FOR THE PROFESSIONAL » Log In My Zone »

GET IN THE ZONE® HOME »  
**AutoZone**

spark plugs 60 ▶  
Ex: 04 Camry Battery See More Examples

My Vehicles  
Add a Vehicle

My Store  
3109 N UNIVERSITY  
PEORIA, IL 61604  
(309) 685-1868

My Cart  
0

Replacement Parts Accessories Tools & Equipment Fluids & Chemicals Performance Repair Help Hot Deals

SAVE 20% ON ONLINE SHIP TO HOME ORDERS OF \$100 OR MORE. Use Code: **SAVE20** See Details »

HOME / SEARCH RESULTS

YOU SEARCHED FOR **spark plugs**

### PARTS

Showing 7 of 7 Parts

- Spark Plug
- Spark Plug - Performance
- Spark Plug Non-Fouler
- Spark Plug Tube Seal
- Spark Plug Thread Repair Kit
- Spark Plug Tube
- Spark Plug Wire Holder

### ACCESSORIES

Showing 1 - 10 of 26 Accessories

Page 1 of 3 NEXT »

- Spark Plug Indexer
- Spark Plug - Performance
- Spark Plug Socket
- Spark Plug Wire Adapter
- Spark Plug Extractor
- Spark Plug Tube Insulator
- Spark Plug Wire Retainer
- Spark Plug Bent Tool

### RELATED REPAIR INFORMATION

**Vehicle Repair Guides**

- 2005 Ford Five Hundred
- 2005 Ford Freestar
- 2005 Ford Freestyle

**Vehicle Specifications**

- Spark Plug Gap
- Spark Plug Tightening Torque

Ex: 04 Camry Battery See More Examples (309) 685-1868

Replacement Parts Accessories Tools & Equipment Fluids & Chemicals Performance Repair Help Hot Deals

SAVE 20% ON ONLINE SHIP TO HOME ORDERS OF \$100 OR MORE. Use Code: **SAVE20** See Details »

Home / Replacement Parts / Routine Maintenance / Spark Plug / Autolite Copper/Spark Plug

## Autolite Copper/Spark Plug

**LIVE HELP**  
Chat now with an agent

**ADD TO CART**

**Hot Deals & Savings**  
FREE Shipping  
On orders \$15 or Greater and  
FREE Shipping to APO, FPO,  
DPO addresses. See Details

**Tell Us What You Drive.**  
We'll Tell You if it Fits **CHECK THE FIT ▶**

Part Number: 308  
(0 reviews)  
Pickup In Store: **Not Available**  
Ship To Home: **Not Available**

**f Like** Sign Up to see what your friends like.

**View Larger**

**Features & Benefits** **Reviews** **Vehicle Fitment**

### Features & Benefits

Autolite copper core spark plugs guaranteed to deliver quick starts, good fuel economy and smooth acceleration.


### Product Details

Part Number:	308
Weight:	0.14 lbs
Thread Size:	14 mm.
Resistor Type:	Suppressor
Heat Range:	8
Center Electrode Core:	Nickel alloy sheath over copper core
Center Electrode Firing Tip:	Nickel/chromium alloy
Insulator Type:	High alumina ceramic
Side Electrode:	Nickel chromium alloy
Thread Reach:	3/8 in. (9.50 mm.)
Seat Type:	Gasket
Shipping Information:	Overnight and Two Day shipping are not available for PO Box, APO/FPO

**ES**  
**IS**



# Competitor Comparison – SPARKPLUGS.COM



Product, Brand, Part Number...  
[Reverse Engineer a Part](#)

AUTOMOTIVE

COMMERCIAL & INDUSTRIAL

LAWN & GARDEN

MARINE

MOTORCYCLE

RECREATION

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Commercial & Industrial

Application TypeMakeModelSubmodelEngine MakeEngine SizeEngine OutputYear



Reset Application

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CHND BY BRAND



Autolite Single Platinum Spark Plug

SKU: #AP2548  
ITEM : # AUTAP2548  
BRAND : Autolite

★★★★★ 0 reviews > write a review

- Copper Core
- Platinum Tipped Center Electrode

Performance

Durability

Fuel Efficiency

Life Span

DESCRIPTION

SPECS


REVIEWS

FITMENT

Platinum Tipped Center Electrode Delivers Precision Firing, Reduced Gap Erosion, Increased Durability, and Improved Fuel Efficiency Over the Life of the Plug.

Copper Core Improves Resistance to Fouling.

RELATED PRODUCTS



Powerbuilt 5/8 Inch Spark Plug Socket  
\$4.99

Total: ~~\$2.75~~  
\$0.99

You Saved \$1.76  
(\$0.99 Each)

1 QUANTITY

In Stock!

Looking for Greater Quantities?

ADD TO CART >

# Competitor Comparison – Advance Auto Parts

SAVE 15% OFF + GET \$25! Online only Through March 22. Enter Code MAC9 In Cart

Advance Auto Parts Service is our best part.

Shop by Category

Routine Maintenance

Filter by Vehicle

Filter by Your Vehicle(s)

Filter by Part Fit

Narrow Your Results

Narrow by Category

Narrow by Product Type

Improve Your Search Results

Type

Year

Make

Model

Engine

Save

We found 9237 results for "spark plugs"

Sort by: Most Popular

Item Description

Availability

Price

Quick View

See if this part is an Exact Fit

Part No. FL-8295

Warranty Details

Perulator PureONE Oil Filter

Part No. PK14610

Warranty Details

SAVE 15% + GET \$25! Online only Through April 5. Enter Code D42 In Cart

Advance Auto Parts Service is our best part.

Shop by Category

enter a keyword, phrase or part #

All Vehicles

Search

Other Ways to Shop

Other Vehicles

Add a Vehicle

Home

Search results for "spark plugs"

NGK V-Power Spark Plug

Part No. 3951

Warranty

★★★★★ Read 29 Reviews

View Customer Q&A

Quantity 1

you save \$0.40

Add to Cart

Check Availability

Enter Zip

Go

See if this part fits a specific vehicle.

Check Vehicle Fit

Description

Specifications

Customer Reviews

Customer Q&A

Improved center electrode offers lower ignition system voltage, enhanced ignitability and fuel economy, lower emissions and increased anti-fouling characteristics.

Product Features:

90-degree V-groove center electrode

Concave ground electrode

Design helps reduce quenching effect

Back To Top

Feedback

Sign Up to see what your friends like.

Recommend this on Google

Share this:

Add to Cart

QTY 1

Customers Also Viewed

Scott Towels Shop Towels on a Roll

Part No: 75130/75160

Scott Towels Shop Towels on a Roll - Twin Pack

Part No: 75040

Mothers California Gold Clay Bar System

Part No: 07240

Dorman - OE Solutions SUBFRAME MOUNT KIT

Part No: 924-043




Regular's Gold Class Car Wash Liquid Shampoo and Conditioner

Part No: G7164



# Competitor Comparison – AC Delco

ACDelco

Connect with ACDelco on:   

FIND A SERVICE CENTER

Enter Zip code

GO

AUTO PARTS

CAR CARE TIPS


FOR PROFESSIONALS

PARTS

Spark Plugs

Spark Plugs

Spark plugs are where it all started for ACDelco. With more than 100 years of innovation behind each spark plug, you know they're going to be great. From the old to the new and even to marine and motorcycle spark plugs, ACDelco has a spark plug to fit just about whatever vehicle you own. That's the kind of fire power you expect from ACDelco!




All parts


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[Alternator & Car Starter](#)  
[Belts & Hoses](#)  
[Brakes](#)  
[Car Batteries / Auto Batteries](#)  
[Chassis](#)  
[Clutches](#)  
[Emission Control](#)  
[Filters](#)  
[Fuel Pumps](#)  
[Ignition & Switches](#)  
[Shocks & Struts](#)  
[Spark Plugs](#)  
[Steering & Drive Products](#)  
[Thermostats & Caps](#)  
[Vehicle Maintenance](#)  
[Water Pumps](#)  
[Window Regulators](#)  
[Wiper Products](#)  
[Wire & Cable](#)  
[Other](#)  
[Full Parts List](#)

View Product Videos and Information


SPARK PLUG PRODUCTS




ACDelco Professional Iridium Spark Plugs  
The latest high-performance plug electrode material.  
[PRO](#) [View Details](#)




ACDelco Professional Platinum Spark Plug  
Designed to last up to 100,000 miles.  
[PRO](#) [View Details](#)




ACDelco Professional Non-Automotive Spark Plugs  
Ideal for mowers, snow blowers and snowmobiles.  
[PRO](#) [View Details](#)



ACDelco Rapidfire® Performance Platinum (Single Platinum) Spark Plugs  
Longer life compared to a conventional plug.  
[PRO](#) [View Details](#)



ACDelco Professional Conventional Spark Plugs  
Everyday reliability and efficient performance.  
[PRO](#) [View Details](#)






ACDelco Professional Glow Spark Plug  
Specially designed for diesel engines.  
[PRO](#) [View Details](#)

ACDelco CLASSIFICATIONS

We offer four different classifications of products, to give you more choices and benefits.  
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SEARCH PARTS CATALOG

Already know what parts you need? Search our catalog and find a part number.  
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Enter Zip code

GO

AUTO PARTS

CAR CARE TIPS


FOR PROFESSIONALS

PARTS

Spark Plug Products | ACDelco Professional Platinum Spark Plug

ACDelco Professional Platinum Spark Plug

An ideal plug for vehicles requiring platinum performance or older vehicles calling for conventional plugs, ACDelco's Professional Platinum Spark Plugs can give up to 100,000 miles\* of service in some applications.  
  
\* Maintenance needs vary with different uses and conditions. See Owner's Manual for more information.  
  
[Learn More](#)




View Product Videos and Information


FEATURES & BENEFITS

- Dual platinum tip for improved resistance to spark erosion and corrosive combustion chamber environment
- A platinum center electrode and a platinum pad lower the ignition demand voltage
- 3-piece Fired-In-Suppressor Seal (FISS) helps reduce radio frequency interference, meters spark plug energy to help provide long electrode life and seals against compression leakage.
- Designed with a corrosion-resistant shell
- Spark gap remains virtually unchanged during the life of the plug

YOU MIGHT ALSO NEED THESE PARTS:



Air Filter  
Our experts also recommend this high-quality ACDelco product.  
[View Parts Catalog](#)



Oil Filter  
Our experts also recommend this high-quality ACDelco product.  
[View Parts Catalog](#)

All parts




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[Alternator & Car Starter](#)  
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[Emission Control](#)  
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[Fuel Pumps](#)  
[Ignition & Switches](#)  
[Shocks & Struts](#)  
[Spark Plugs](#)  
[Steering & Drive Products](#)  
[Thermostats & Caps](#)  
[Vehicle Maintenance](#)  
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# Competitor Comparison – Bosch Auto Parts

Bosch USAVehicle Part FinderWhere to BuyContactespañolenglish

Bosch

Invented for life

HomeProductsNews & ExtrasMotorsportsService & TrainingCommercial

< Back to Products


Spark Plugs

The gut knows a serious new line of spark plugs when it sees one.

Explore our spark plug lineup.

The gut knows all plugs aren't created equal!


When you need power, acceleration and throttle response install a set of Bosch spark plugs.



Iridium

Engineered for high performance and long life. Only Bosch Iridium delivers both.


> For more information



Double Platinum

Engineered for extended performance life and durability.


> For more information



Platinum


Engineered to provide you with improved ignitability and performance.

> For more information



Where to Buy


Search for United States locations near you that sell Bosch automotive products.



Super Plus

Bosch Super Plus, with a heavy-duty yttrium-enhanced copper core center electrode, is the longest lasting copper core spark plug on the market.


> For more information



Platinum Ir Fusion

A fused Iridium/platinum center electrode and surface air gap technology for optimum horsepower and exceptional performance life.


> For more information



Platinum+4

The best of the Bosch Platinum Series, with the most platinum, delivers maximum engine power for a longer performance life.

> For more information



Vehicle Part Finder

Locate the Bosch products that are best suited to your vehicle.

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Bosch


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Platinum Spark Plugs

< Previous ProductNext Product >



Bosch OE Fine Wire Platinum Spark Plugs


OverviewFeatures/BenefitsTechnical InfoDocumentsPromotionsFAQs

Key Features


OE Fine Wire Technology

Bosch Platinum Spark Plugs are the newest member of our OE fine wire spark plug family. From the brand trusted in the world's most advanced engines, Bosch Platinum Spark Plugs are engineered to provide you with improved ignitability and performance. The OE fine wire platinum design delivers optimum fit and function for 2x longer service life compared to standard copper plugs. And, with a 4-year performance satisfaction guarantee, you're assured lasting performance.


Related Products




> Iridium




> Double Platinum



> Super Plus



> Platinum Ir Fusion



> Platinum+4

Where to Buy

Search for United States locations near you that sell Bosch automotive products.

Vehicle Part Finder

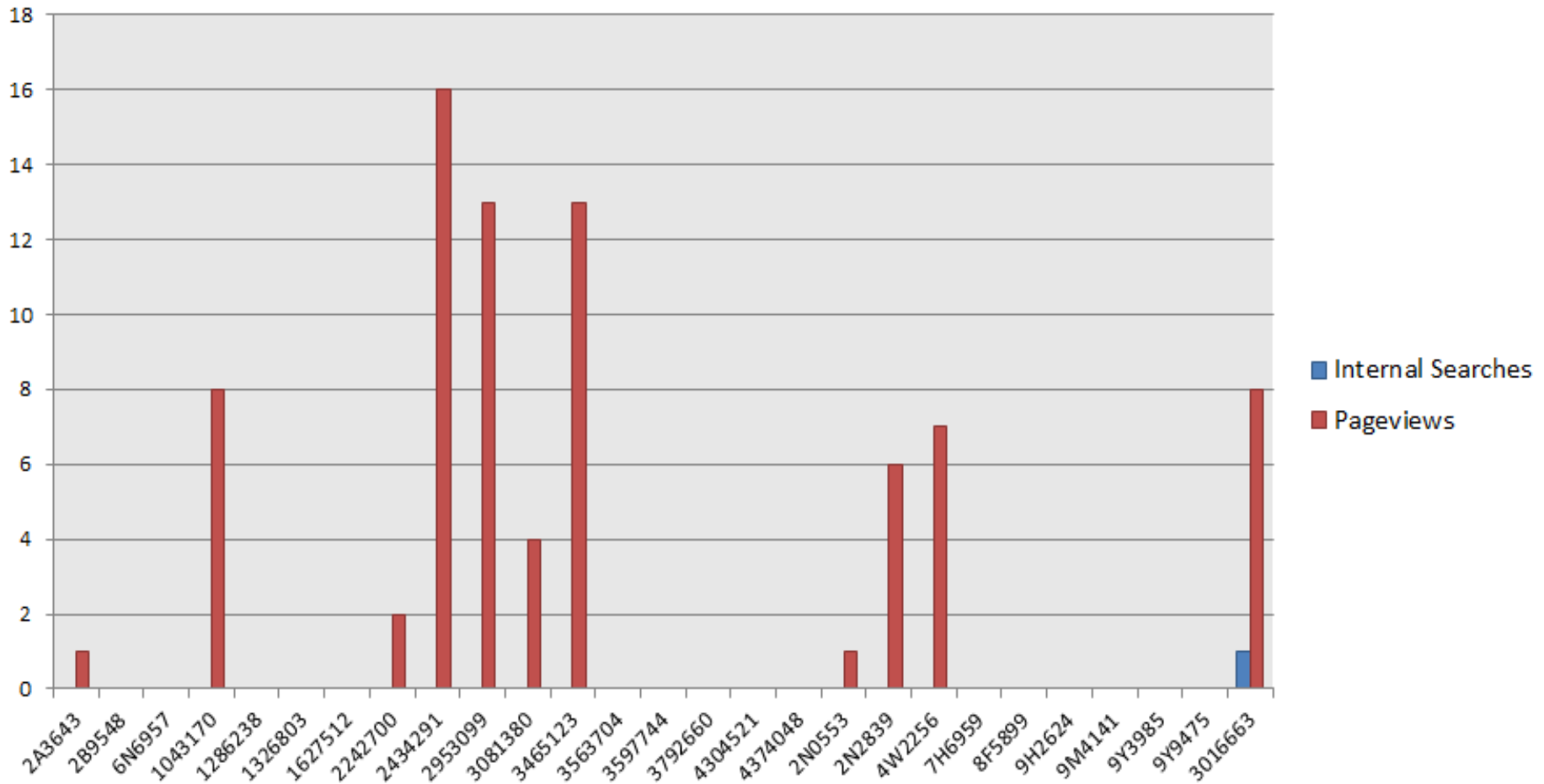
Locate the Bosch products that are best suited to your vehicle.

CATERPILLAR®

Information Analytics  
INFO : INSIGHT : ACTION : VALUE

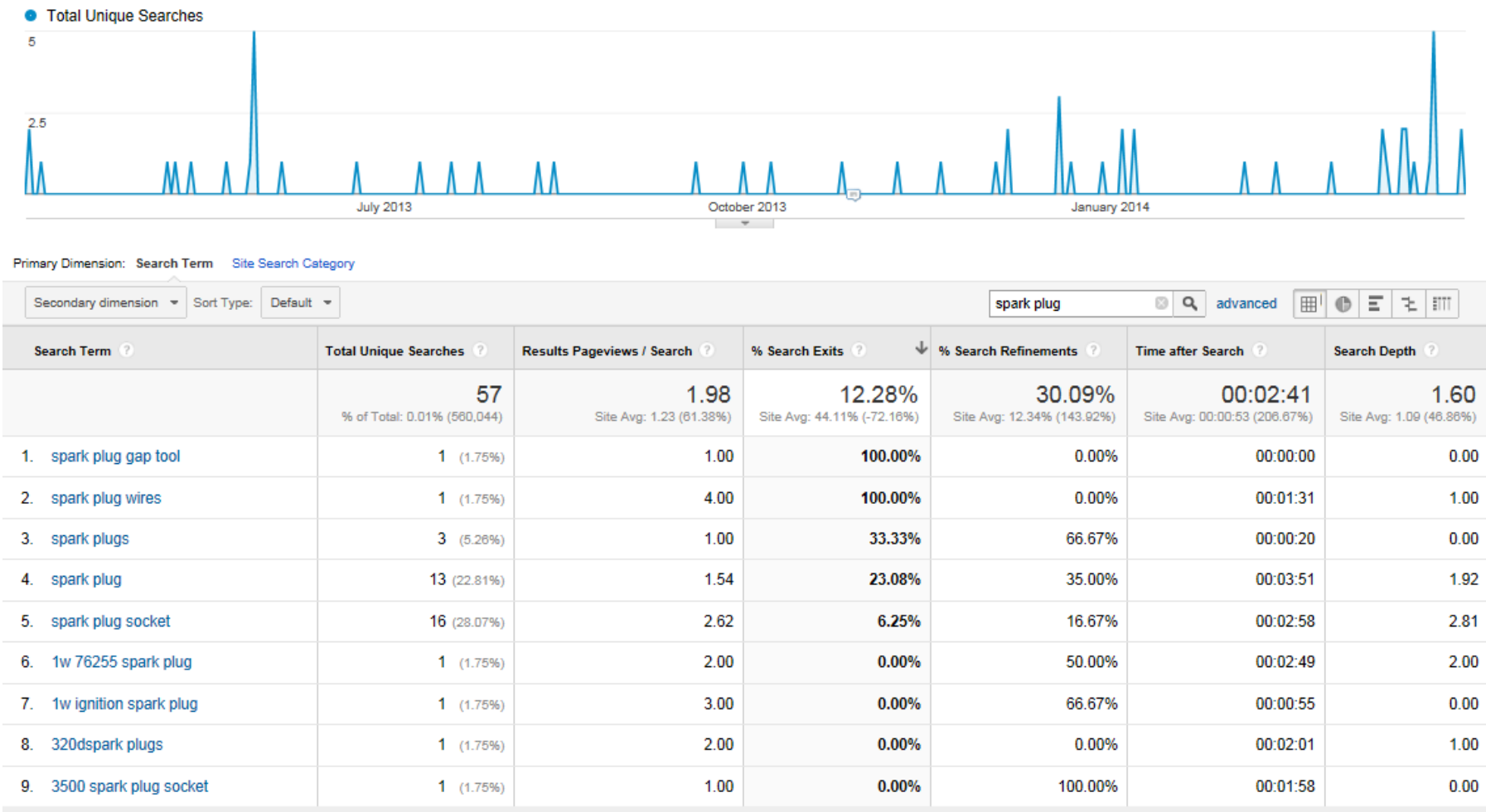
12

# 2014 Spark Plug Parts.Cat.Com Traffic – 27 Part Numbers



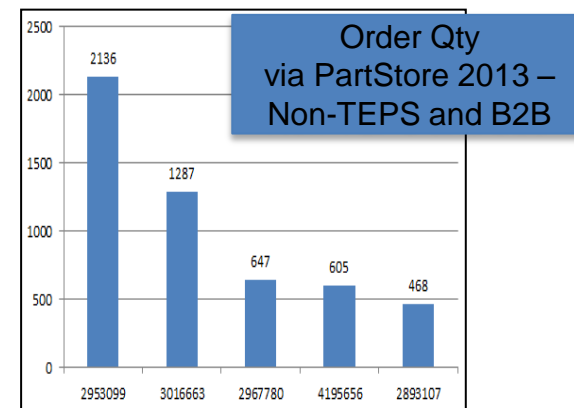
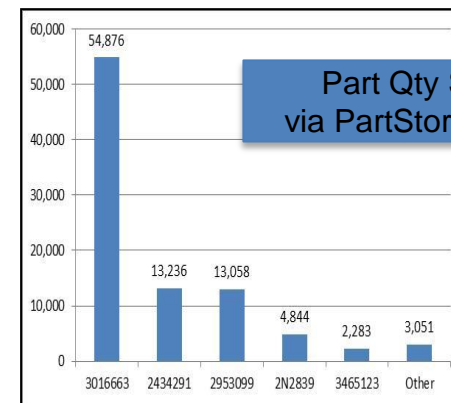
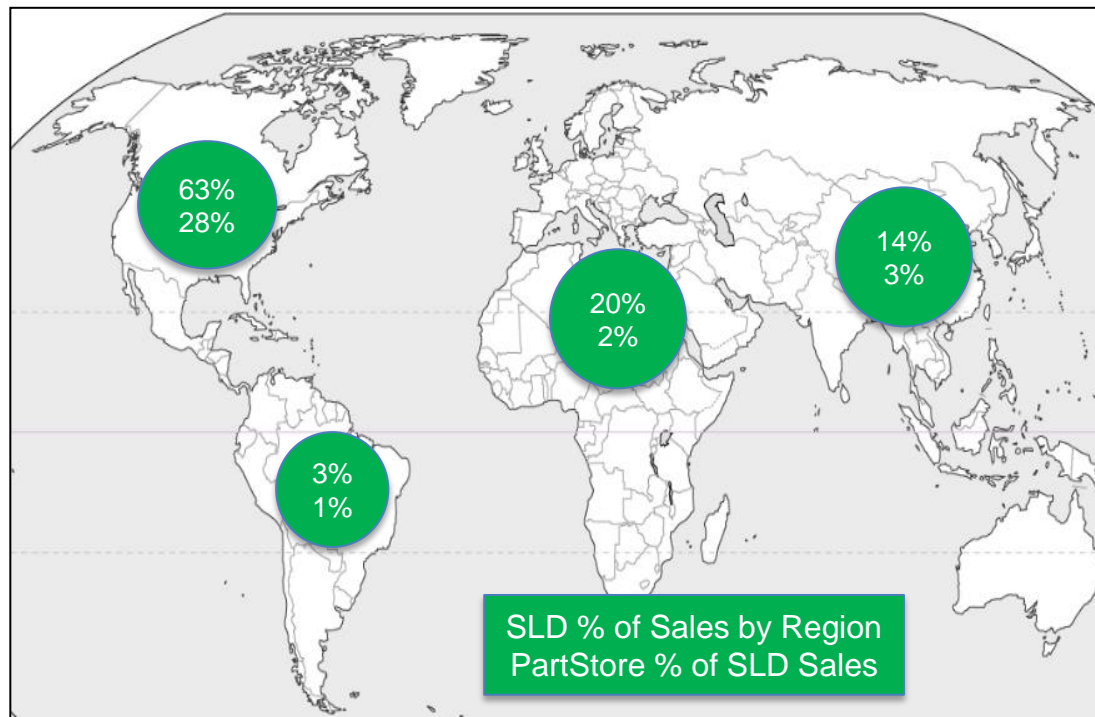


# Current Parts.Cat.Com Internal Search Activity



# SPARK PLUG SALES INSIGHTS

	2009	2010	2011	2012	2013
WW Sales (SLD)	\$ 26,978,452	\$ 29,905,678	\$31,094,430	\$32,075,653	\$ 31,387,047
PartStore %	14%	13%	14%	16%	18%



# WHAT IS MARKET BASKET (AFFINITY) ANALYSIS

- What items do customers buy together?
- Enables cross-selling opportunities
- Example:



**Nike+ SportWatch GPS Powered by TomTom (Black)**  
by Nike  
★★★★☆ (564 customer reviews)

List Price: ~~\$169.00~~  
Price: **\$152.39** & **FREE Shipping**. [Details](#)  
You Save: **\$16.61 (10%)**

**In Stock.**  
Ships from and sold by Amazon.com. Gift-wrap available.

Want it tomorrow, May 16? Order within **3 hrs 58 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Color: Black

**Frequently Bought Together**

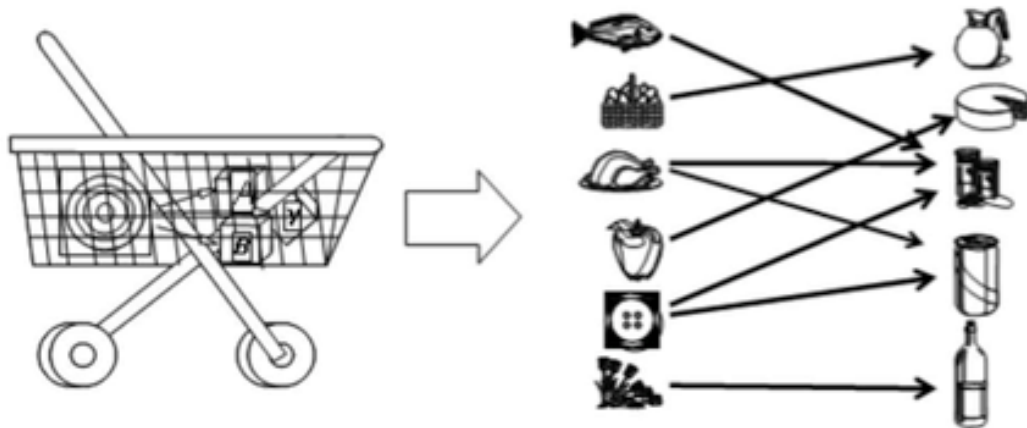
Price for all three: **\$217.07**

[Add all three to Cart](#) [Add all three to Wish List](#)  
[Show availability and shipping details](#)

- ☒ **This item:** Nike+ SportWatch GPS Powered by TomTom (Black) by Nike **\$152.39**
- ☒ Polar Wear Link Nike+ Transmitter Set by Polar **\$45.68**
- ☐ Nike+ Stand Alone Sensor Kit by Nike **\$19.00**

# DATA BACKGROUND

## MARKET BASKET ANALYSIS



*98% of people who purchased items A and B  
also purchased item C*

- Pulled 2009-2013 PartStore transactions
- Limited to transactions which contained at least one of the 27 spark plug part numbers
- Filtered out all TEPS and B2B customers

# OVERALL RESULTS

Shopping For Part/Parts (#) --- > Suggested Part	Shopping for Part/Parts(Name) --- > Suggested Part	Support	Confidence
{1251372,1R0726,3016663} => {1352651}	(O-Ring, Oil Filter, Spark Plug) --> Seal	6.0%	99.2%
{1R0726,2262779} => {3016663}	(Oil Filter, Engine Air Filter) --> Spark Plug	5.4%	98.3%
{1251372,1R0726} => {1352651}	(O-Ring, Oil Filter)--> Seal	6.2%	97.8%
{1251372,1352651,1R0726} => {3016663}	(O-ring, Seal, Oil Filter)--> Spark Plug	6.0%	97.0%
{1352651,1R0726} => {3016663}	(Seal, Oil Filter)--> Spark Plug	6.3%	96.7%
{1251372,1R0726} => {3016663}	(O-ring, Oil Filter)--> Spark Plug	6.1%	95.5%
{1352651,1R0726,3016663} => {1251372}	(Seal, Oil Filter, Spark Plug)-->O-ring	6.0%	95.5%
{1352651,1R0726} => {1251372}	(Seal,Oil Filter)-->O-ring	6.2%	95.3%
{1R0726} => {3016663}	(Oil Filter)--> Spark Plug	9.3%	93.4%
{2262779} => {3016663}	(Engine Air Filter)-->Spark Plug	6.5%	92.9%
{1251372,3016663} => {1352651}	(O-Ring, Spark Plug) --> Seal	7.6%	92.3%
{3538398} => {3538397}	(Connector Assembly) --> Connector Assembly	6.6%	91.8%
{2953099,3538398} => {3538397}	(Spark Plug, Connector Assembly)--> Connector Assembly	6.6%	91.8%
{2893107,4195656} => {2967780}	(Gasket, Head As-Comb)--> Gasket	6.5%	89.6%
{2893107,2953099,4195656} => {2967780}	(Gasket, Spark Plug, Head As-Comb)-- Gasket	6.5%	89.6%
{1352651,3016663} => {1251372}	(Seal, Spark Plug)--> O-Ring	7.6%	89.4%
{1251372,1352651} => {3016663}	(O-Ring, Seal)--> Spark Plug	7.6%	89.2%
{1352651} => {1251372}	(Seal)--> O-Ring	8.5%	88.3%
{1352651} => {3016663}	(Seal)-- > Spark Plug	8.5%	88.0%
{1251372} => {1352651}	(O-Ring)--> Seal	8.5%	84.9%
{2262779,3016663} => {1R0726}	(Engine Air Filter, Spark Plug)--> Oil Filter	5.4%	83.3%

Support = % of baskets which contain those items

Confidence = The % chance they will buy suggested item given they bought the first set



# RESULTS EXPLAINED

Shopping For Part => Suggested Part	Shopping For Part Name => Suggested Part Name
{2953099} => {4195656}	Spark Plug => Head As-Comb
{2953099} => {2967780}	Spark Plug => Gasket
{2953099} => {2893107}	Spark Plug => Gasket
{2953099} => {1352651}	Spark Plug => Seal
{2953099} => {1251372}	Spark Plug => O-Ring

- Part purchases tend to follow maintenance intervals
  - If you are replacing a Spark Plug, you are looking to replace Gasket, Seals, O-Rings, Head As-Comb, etc.

# Individual Example

part # or keyword

Home | Filters | Oil Filters | Engine Oil Filters | **1R-0726**

**1R-0726 Engine Oil Filter**  
Standard Efficiency

Caterpillar offers a full line of filtration options for your Cat® engine that maximize engine oil cleanliness, meet expected oil interval changes, and provide the best machine performance.

Price: \$39.25 (USD)

**CAT**

Compare  
Check the compare box to add products

United States English

YOUR DEALER: ALTORFER CAT ▼ | [CREATE ACCOUNT](#) | [LOGIN](#)

SHOP BY CATEGORY | SHOP BY EQUIPMENT | ABOUT CAT PARTS | Cart: 0 item(s) ▼

part # or keyword

Home | **301-6663**

**301-6663 Spark Plug**

Price: \$94.73 (USD)

Quantity

[Add to Cart](#)

Compare  
Check the compare box to add products

[Clear](#) [Compare](#)

When a customer buys this oil filter, they are also likely to purchase this spark plug

Part Number:	1R-0726
Capacity (L):	258.0, 258.0
Efficiency:	Standard Efficiency
Installation:	Cartridge
Diameter / Length (mm):	187.3

Part Number:	301-6663
--------------	----------


# IMAGINE.... FROM THIS

**EQUIPMENT**  
You have no saved equipment.  
[Add Equipment](#)

Home | Filters | Oil Filters | Engine Oil Filters | **1R-0726**

- + Batteries
- + Filters
- + Shop Supplies
- + Air Conditioning ...
- + Belts
- + Cabs
- + Cat® Certified Re...
- + Cat® Classic Part...
- + Cat® Reman Produc...

[Show All](#)



**1R-0726 Engine Oil Filter**  
Standard Efficiency

Caterpillar offers a full line of filtration options for your Cat® engine that maximize engine oil cleanliness, meet expected oil interval changes, and provide the best machine performance and component protection.

☐ Compare

Price: \$39.25 (USD)

Quantity

[Add to Cart](#)

**Compare**

Check the compare box to add products

[Clear](#) [Compare](#)

**Specifications**

<b>PART NUMBER:</b>	<b>1R-0726</b>
Height (MM):	258.0, 258.0
Efficiency Rating:	Standard Efficiency
Installation Type:	Cartridge
Diameter / Length (MM):	187.3

# IMAGINE.... TO THIS

Prioritized categories based on highest affinity part's category

- + Air Conditioners
- + Belts
- Filters
  - Air Filters
  - Fuel Filters & Water Separators
  - Hydraulic Filters
  - Oil Filters
- Batteries
  - Premium High Output
  - General Service Line
  - Uninterruptible Power Supply

rs |1R-0726



☐ Compare

## Specifications

PART NUMBER:	1R-0726
Height (MM):	258.0, 258.0
Efficiency Rating:	Standard Efficiency
Installation Type:	Cartridge
Diameter / Length (MM):	187.3

## 1R-0726 Engine Oil Filter Standard Efficiency

Caterpillar offers a full line of filtration options for your Cat® engine that maximize engine oil cleanliness, meet expected oil interval changes, and provide the best machine performance and component protection.

Price: \$39.25 (USD)

Quantity

Add to Cart

Cross-selling related parts

## Frequently Bought Together:



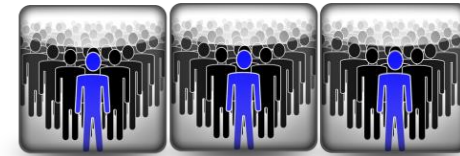
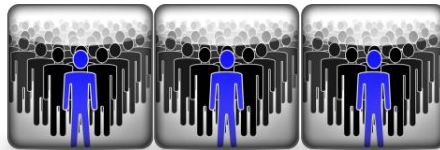
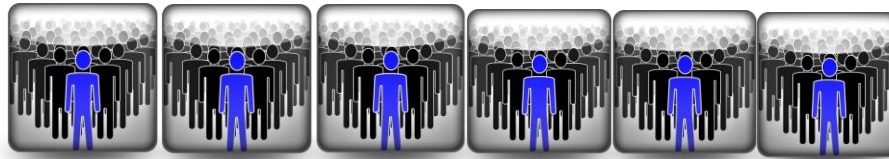
301-6663 Spark Plug



135-2651 Seal

Customize this content based on user data – This can be done with everything on this page

# A/B TESTING to Optimize



part # or keyword

Home | Filters | Oil Filters | Engine Oil Filters | 1R-0726

- Batteries
- Filters
- Shop Supplies
- Air Conditioning ...
- Belts
- Cabs
- Cat® Certified Re...
- Cat® Classic Part...
- Cat® Reman Produc...

1R-0726 Engine Oil Filter  
Standard Efficiency

Caterpillar offers a full line of filtration options for your Cat® engine that maximize engine oil cleanliness, meet expected oil interval changes, and provide the best machine performance and component protection.

Price: \$39.25 (USD)

Quantity

☐ Compare

[Add to Cart](#)

Compare

Check the compare box to add products

☐ Clear

301-6663 Spark Plug

135-2651 Seal

Specifications

PART NUMBER:	1R-0726
Height (MM):	258.0, 258.0
Efficiency Rating:	Standard Efficiency
Installation Type:	Cartridge
Diameter / Length (MM):	187.3

CAT

YOUR DEALER: ALTORFER CAT | CREATE ACCOUNT | LOGIN

SHOP BY CATEGORY | SHOP BY EQUIPMENT | ABOUT CAT PARTS

part # or keyword

Home | Filters | Oil Filters | Engine Oil Filters | 1R-0726

- Batteries
- Filters
- Shop Supplies
- Air Conditioning ...
- Belts
- Cabs
- Cat® Certified Re...
- Cat® Classic Part...
- Cat® Reman Produc...

1R-0726 Engine Oil Filter  
Standard Efficiency

Caterpillar offers a full line of filtration options for your Cat® engine that maximize engine oil cleanliness, meet expected oil interval changes, and provide the best machine performance and component protection.

Price: \$39.25 (USD)

Quantity

☐ Compare

[Add to Cart](#)

Compare

Check the compare box to add products

☐ Clear

301-6663 Spark Plug

135-2651 Seal



Information Analytics

INFO : INSIGHT : ACTION : VALUE



# Things to keep in mind ...

- **Search Related Fixes**
- **Links from Search Engines**
- **Internal Site Searches**
- **URL structure**
- **Shopping by Category**
- **Shopping by Equipment**
- **Overarching Website Goals**
- **Funnel Strategy**

# GOOGLE SEARCH

Google

caterpillar spark plug

Web

Shopping

Images

Videos

News

More

Search tools

About 535,000 results (0.22 seconds)

Caterpillar spark plug - Need Cat® Spark Plugs And Parts?

Ad

www.ma-catparts.com/instantaccess

Order Genuine Cat® Parts Direct Now

ACDelco Spark Plugs - ACDelco.com

Ad

www.acdelco.com/Spark-Plugs

Find ACDelco Spark Plugs. Quality Parts You Can Trust. ACDelco has 122 followers on Google+ Spark Plugs - Alternators and Starters - Filters - Brakes

Spark Plugs | CATCorp - Parts - Caterpillar

https://parts.cat.com/en/catcorp/spark-plugs

Caterpillar Inc.

Unlike spark plugs, Cat Spark Plugs are designed to provide the maximum amount of efficiency during each service interval. Cat Spark Plugs are designed to ...

[PDF] Cat ® spark plugs are designed to provide easy ... - Part...

https://parts.cat.com/wcs-static/pdfs/PEHJ0260.pdf

Caterpillar Inc.

Cat® Spark Plugs. For Gas Engines. Genuine Cat® Parts. Cat Spark Plugs – The Best Maintenance Option. Cat® engines operate in all types of applications.


4C-4601 Spark Plug Socket | CATCorp - Parts - Caterpillar

https://parts.cat.com/en/catcorp/special.../4C-4601

Caterpillar Inc.

4C-4601. Application: Special thin wall for use on G3500 and G3600 Engines. Length: 103.1 mm (4.06 in) long. Size: 7/8 inch hex, 1/2 inch square drive, 6 point.


Shop for cater



Caterpillar Spark Plug C...

\$3.66

Intella Liftparts



Spark Plug Caterpillar P...

\$14.79

eBay

Shop by price

Up to \$15 \$15 -



## 1 Year Organic Spark Plug Search

	Keyword ?	Acquisition	
		Visits ?	
		15	% of Total: 0.00% (1,388,783)
<input type="checkbox"/>	1. 3h-2033 spark plugs	1 (6.67%)	
<input type="checkbox"/>	2. 4c-4601 spark plug socket	1 (6.67%)	
<input type="checkbox"/>	3. cat 124-7380 spark plug application	1 (6.67%)	
<input type="checkbox"/>	4. cat 346-5123 spark plug europe	1 (6.67%)	
<input type="checkbox"/>	5. cat 4c-4601 spark plug socket	1 (6.67%)	
<input type="checkbox"/>	6. cat spark plug 3016663	1 (6.67%)	
<input type="checkbox"/>	7. cat spark plug gapper tool	1 (6.67%)	
<input type="checkbox"/>	8. cat spark plugs	1 (6.67%)	
<input type="checkbox"/>	9. cat spark plugs 4w2258	1 (6.67%)	
<input type="checkbox"/>	10. cat, spark plug 301-6663	1 (6.67%)	



YOUR DEALER: ALTORFER CAT ▼ | [CREATE ACCOUNT](#) | [LOGIN](#)

SHOP BY CATEGORY

SHOP BY EQUIPMENT

ABOUT CAT PARTS

Cart: 0 item(s)

part # or keyword



#### EQUIPMENT

You have no saved equipment.

[Add Equipment](#)

[Home](#) | [Engine Parts](#) | [Spark Plugs](#)

Narrow your results by:

No further refinement

## Spark Plugs

Products

Reference

Cat engines operate in all types of applications. Cat genuine parts are designed to deliver optimum performance in harsh industrial applications

Unlike spark plugs, Cat Spark Plugs are designed to provide the maximum amount of efficiency during each service interval. Cat Spark Plugs are designed to provide easy installation and removal, limiting the amount of downtime required during each maintenance interval so that your engine is back up and running as soon as possible.

- Lower Owning and Operating Costs
- Higher Productivity
- Easy Maintenance



#### Compare

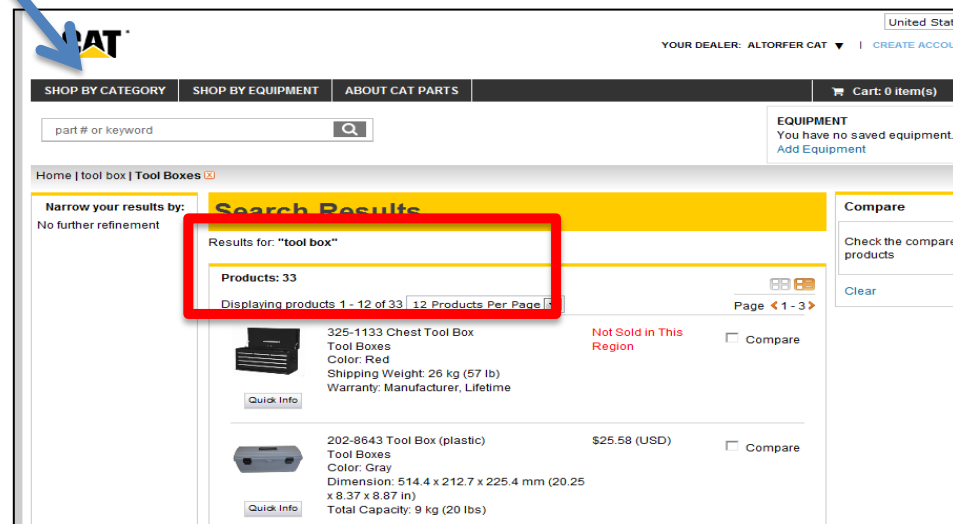
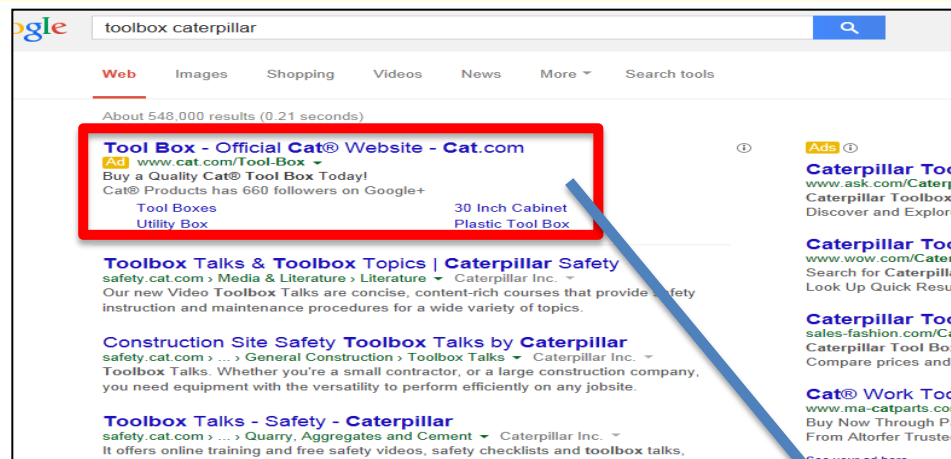
Check the compare box to add products

[Clear](#)

[Compare](#)

12.5% bounce rate

# Links from Search Engines



# Internal Searches

CAT<sup>®</sup> United States English  
YOUR DEALER: ALTORFER CAT | CREATE ACCOUNT | LOGIN

SHOP BY CATEGORY | SHOP BY EQUIPMENT | ABOUT CAT PARTS | Cart: 0 item(s)

part # or keyword

EQUIPMENT  
You have no saved equipment.  
[Add Equipment](#)

Home [tool box]

Narrow your results by:

Category



- Batteries
- Filters
- General Service Line
- Premium High Output
- Uninterruptible Power Supply
- Air Filters
- Cab Air Filters
- Engine Air Filters
- Fuel Filters & Water Separators
- Fuel Filters
- Fuel Filters (Natural Gas)
- Fuel Water Separators
- Hydraulic Filters

Search Results

Results for: "tool box"

Products: 9926

Displaying products 1 - 12 of 9,926 12 Products Per Page Page < 1 - 828 >

	117-0752 Tool Box	Not Sold in This Region	<input type="checkbox"/> Compare
<a href="#">Quick Info</a>			
	214-6145 Tool Boxes	Not Sold in This Region	<input type="checkbox"/> Compare
<a href="#">Quick Info</a>			

Compare

Check the compare box to add products

[Clear](#) [Compare](#)

Home [spark plug]

Narrow your results by:

Category




- Batteries
- Filters
- General Service Line
- Premium High Output
- Uninterruptible Power Supply
- Air Filters
- Cab Air Filters
- Engine Air Filters
- Fuel Filters & Water Separators
- Fuel Filters
- Fuel Filters (Natural Gas)
- Fuel Water Separators
- Hydraulic Filters
- Hydraulic (Only) Filters
- Hydraulic/Transmission Filters
- Transmission (Only) Filters
- Oil Filters
- Coolant Conditioners

Search Results

Results for: "spark plug"

Products: 8301

Displaying products 1 - 12 of 8,301 12 Products Per Page Page < 1 - 692 >

	063-1202 Spark Plugs	Not Sold in This Region	<input type="checkbox"/> Compare
<a href="#">Quick Info</a>			
	278-0171 Spark Plug	Not Sold in This Region	<input type="checkbox"/> Compare
<a href="#">Quick Info</a>			
	359-7744 Plug-Spark	\$242.26 (USD)	<input type="checkbox"/> Compare
<a href="#">Quick Info</a>			




Compare

Check the compare box to add products

[Clear](#) [Compare](#)



# URL structure & design

	Page 		Pageviews 	
			<b>1,273</b> % of Total: 0.04% (3,587,057)	
	1.	<a href="/en/catcorp/engine-oil-filters/1R-0726">/en/catcorp/engine-oil-filters/1R-0726</a> 	<b>423</b> (33.23%)	
	2.	<a href="/en/catcorp/1R-0726">/en/catcorp/1R-0726</a> 	<b>412</b> (32.36%)	
	3.	<a href="/en/catcorp/filters/oil-filters/1R-0726">/en/catcorp/filters/oil-filters/1R-0726</a> 	<b>300</b> (23.57%)	
	4.	<a href="/en/catcorp/filters/engine-oil-filters/1R-0726">/en/catcorp/filters/engine-oil-filters/1R-0726</a> 	<b>24</b> (1.89%)	

Four different URL structures for the same product



United States English

YOUR DEALER: ALTORFER CAT ▼ | [CREATE ACCOUNT](#) | [LOGIN](#)

SHOP BY CATEGORY

SHOP BY EQUIPMENT

ABOUT CAT PARTS

Cart: 0 item(s)

part # or keyword



EQUIPMENT

Off Highway Truck 789  
2BE[Home](#) | [Engine Parts](#)

ENGINE PARTS

## Engine Parts

Products

Reference

### Superior Engine Parts Improve Engine Performance

Caterpillar knows engine parts must endure incredible stresses and extreme temperatures. That's why we continually improve design and manufacturing processes.

We want to ensure Cat® engine components work together as a complete system and can be remanufactured for a second life. Test after test identifies critical differences between Cat engine parts and competitive parts—differences that allow Cat engine components to improve:

- Engine performance
- Increase productivity

Reduce your owning and operating costs.

### Cat Engine Parts Improve Engine Performance



Based on the equipment you've selected, this category does not have any matching parts.

### Compare

Check the compare box to add products

[Clear](#)[Compare](#)

# OVERARCHING WEBSITE GOAL



# FUNNEL STRATEGY

<input type="checkbox"/>	Keyword ?	Acquisition
		Visits ? ↓
		16,807 % of Total: 1.21% (1,386,783)
<input type="checkbox"/>	1. cat filters	713 (4.24%)
<input type="checkbox"/>	2. cat filter cross reference	571 (3.40%)
<input type="checkbox"/>	3. caterpillar filters	465 (2.77%)
<input type="checkbox"/>	4. caterpillar filter cross reference	375 (2.23%)
<input type="checkbox"/>	5. cat filter	201 (1.20%)
<input type="checkbox"/>	6. caterpillar oil filters	161 (0.96%)
<input type="checkbox"/>	7. caterpillar fuel filters	152 (0.90%)
<input type="checkbox"/>	8. cat fuel filter	128 (0.76%)
<input type="checkbox"/>	9. cat filters cross reference	127 (0.76%)
<input type="checkbox"/>	10. cat fuel filters	120 (0.71%)

<input type="checkbox"/>	Keyword ?	Acquisition
		Visits ? ↓
		15 % of Total: 0.00% (1,386,783)
<input type="checkbox"/>	1. 3h-2033 spark plugs	1 (6.67%)
<input type="checkbox"/>	2. 4c-4601 spark plug socket	1 (6.67%)
<input type="checkbox"/>	3. cat 124-7380 spark plug application	1 (6.67%)
<input type="checkbox"/>	4. cat 346-5123 spark plug europe	1 (6.67%)
<input type="checkbox"/>	5. cat 4c-4601 spark plug socket	1 (6.67%)
<input type="checkbox"/>	6. cat spark plug 3016663	1 (6.67%)
<input type="checkbox"/>	7. cat spark plug gapper tool	1 (6.67%)
<input type="checkbox"/>	8. cat spark plugs	1 (6.67%)
<input type="checkbox"/>	9. cat spark plugs 4w2258	1 (6.67%)
<input type="checkbox"/>	10. cat, spark plug 301-6663	1 (6.67%)

# CONCLUSION

- The user experience should be the primary initial focus
- Testing can help optimize the site and determine what is successful or what needs changed
- A plan is needed to fill the top of the funnel
- MBA can identify efficient ways to fill the top of the funnel regardless of communication vehicle
  - Filters are a great product to piggy back off for search
- Market Basket Analysis is an excellent method for tapping into transactional data to identify cross selling opportunities
  - The files are in place to run this for every part number



# Back up slides

# WEBSITE ISSUES: DESIGNING FOR DATA

## **Designing for Data :**

Designing a user experience(UX) with the purposeful intent of collecting user data (ex. – loyalty cards)

## **Importance:**

- Forces excellent design
- Can measure success of the designed user experience
- Better testing metrics
- Capture valuable consumer information which can be used for further customization

**Current problems with UX? What data is Cat missing?**