

Transamerican Auto Parts Tripled its Email Click-Thru Rates and Generated 100% ROI.

Transamerican Auto Parts is the oldest and largest online parts provider and is the parent company of three separate online retail companies: Performance Products, 4 Wheel Parts, and 4 Wheel Drive.

Challenges:

- Broad and diverse customer base made it difficult to ensure widespread appeal of specials and promotions.
- Previous email marketing tool did not offer an easy-to-use, effective method for segmenting large customer base (nearly one million contacts).

Solution:

- Target customers using advanced segmentation that addressed Transamerican Auto Parts' individual needs and marketing goals.
- Manage large customer lists – nearly one million combined – across multiple email marketing campaigns.
- Increase value proposition by improving capabilities while saving money.
- Use advanced tracking to see the results of email campaigns in real-time and measure interest in specific topics by click-thru and conversion rates.

Results:

- Dramatic increase in overall open and click-thru rates and three times higher increase in Jeep-specific open and click-thru rates.
- Ability to optimize message content by determining exactly what customers are clicking on and responding to.
- Transamerican Auto Parts estimates a 100 percent ROI.

"A big factor for choosing Bronto was the flexibility they allow when creating segments," said Chris Casarez, Internet marketing specialist at Performance Products, a division of Transamerican Auto Parts. "The ability to combine 'and' as well as 'and/or' statements within the same segment enables us to really drill down into data, directly resulting in increased response rates."

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