



Goal

Advance Auto Parts was seeing strong organic growth in their affiliate program, but experienced difficulty in determining the value of individual partners, compensating on contribution to the customer journey and determining who was playing by the rules. The company saw immediate results upon migrating to the Impact Radius platform.

Outcome

Their new reporting gave AAP actionable insights and translated their big data into a language their team could understand. Coupled with more accurate tracking, they were able to evaluate partners against other paid marketing channels and began making moves to drastically and immediately improve channel performance. Most notably, they honed in on partners most actively involved in new customer acquisition and tweaked their model to increasingly target and reward those actions.

50%

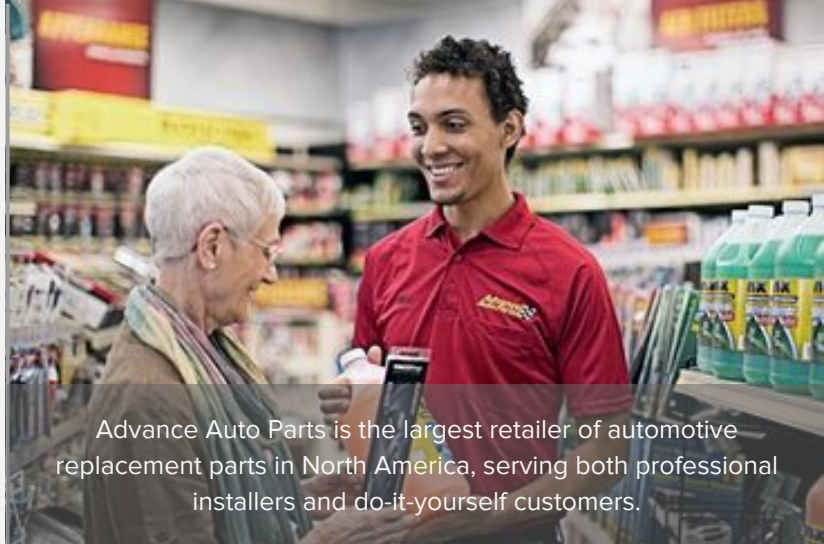
Growth in ROAS

10%

Increase of new
Customers

22%

Increase in
product sales



Advance Auto Parts is the largest retailer of automotive replacement parts in North America, serving both professional installers and do-it-yourself customers.

“Honestly, it was kind of shocking how much leakage there was in our former reporting processes. The incremental value and revenue of our performance marketing program [on the Impact Radius platform] has taken us to a whole other level.”

- Pete Zeiner, Director of eBusiness Traffic Generation

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