

ADVANCE AUTO PARTS

Advance Auto Parts Drives a 25% Conversion Rate with Referral Marketing

Challenge

Advance Auto Parts has mature online marketing programs and was looking for cost effective ways to reach additional audiences. With an industry-leading social presence, Advance Auto Parts knew a number of its customers were recommending the brand to their friends, but wanted to better understand the value referrals brought to the business.

**REFER FRIENDS
GET \$10**

Refer and get a \$10 gift card for each qualified referral. Your friends will get \$30 off their order.

Your email

Your friend's email

Advance Auto Parts is great! Get \$30 off your first order by clicking here.

Send Email >

How It Works | My Stats | Powered By Extole

Solution

Aware that its customers were referring their friends to the brand, the marketing team at Advance Auto Parts used Extole's referral marketing platform to build a referral program that they could manage, measure, and optimize. With Advance Auto Parts' unique audience segments (both car enthusiasts and everyday people just looking for parts on their cars), it was imperative that all parts of the referral experience including call to action, promotion, and incentive could be optimized in order to ensure participation. The team at Advance Auto Parts identified a very effective end-to-end approach that encourages Advance Auto Parts' customers to tell their friends about the brand.

“Advance Auto Parts' customers are true car enthusiasts, and are our biggest asset when it comes to marketing our brand. They take pride in their skills, and love to share their knowledge with friends and family. With our referral program, we are able to encourage those peer to peer conversations and turn them into something tangible — sales.”

— Heath Bradbury, eBusiness Marketing Manager

GET A \$10 GIFT CARD

Share Advance Auto Parts with your friends!

Your friends get \$30 off their order, and you'll get a \$10 reward for each qualified referral.

Your email

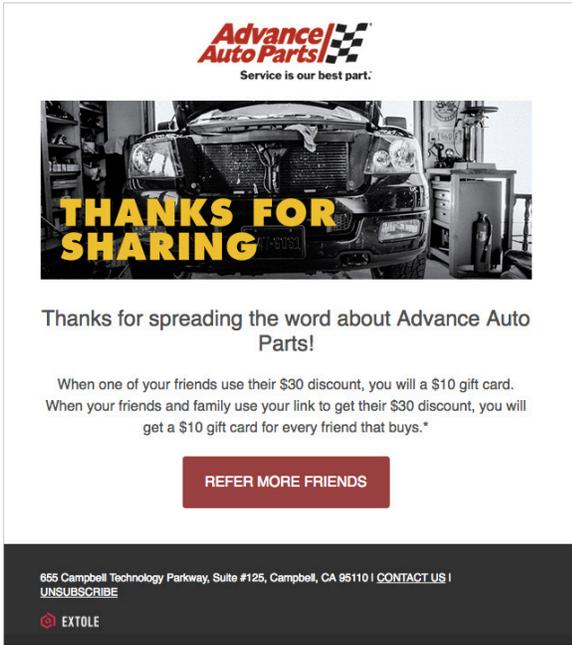
Your friend's email

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Results

Almost 50% of customers acquired through referrals are new to the brand. The referral program has also seen a 25% conversion rate. Almost 3,500 customers have shared the program with an average of 4 of their friends.



Advance Auto Parts
Service is our best part.

THANKS FOR SHARING

Thanks for spreading the word about Advance Auto Parts!

When one of your friends use their \$30 discount, you will a \$10 gift card.
When your friends and family use your link to get their \$30 discount, you will get a \$10 gift card for every friend that buys.*

REFER MORE FRIENDS

655 Campbell Technology Parkway, Suite #125, Campbell, CA 95110 | CONTACT US | UNSUBSCRIBE

EXTOLE

“The flexibility of the Extole platform has really enabled us to tweak and modify our referral program for optimal results. We have been able to test out different calls to action, promotions, and incentives so the program continues to stay fresh and produces great results.”

— Heath Bradbury, eBusiness Marketing Manager

RESULTS

50% of customers acquired through referrals are new to the brand

25% conversion rate

ABOUT EXTOLE

Extole enables brands to acquire new, high value customers at scale with its referral marketing platform. With Extole's simple, turnkey solution, marketers can create a complete, efficient, and reliable acquisition channel by encouraging their customers to refer new customers.



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