

MotoSport turns visitor interactions into sales opportunities *

Conversion and average order value rise 10% in first month using Adobe® Merchandising, powered by Omniture®



Location

Tualatin, Oregon

URL

www.motosport.com

Industry

Automotive retail

Products

- Adobe Merchandising chosen to optimize search results and guide shoppers to relevant products
- Adobe SiteCatalyst chosen to surface web analytics metrics to dynamically influence search results based on user behavior

Results

- Conversion increased 10% in first month
- AOV increased 10% in first month
- Shoppers more engaged and apt to purchase

“Adobe Merchandising provides us with the right tools to convert shoppers and measure the results effectively.”

Faramarz Farhoodi, CIO and VP of E-commerce, MotoSport

Challenge

MotoSport, one of the fastest growing power sports online retailers, operates a core e-commerce site that is segmented into specific storefronts to match consumer interest and shopping behavior. The storefronts include dirt bikes, all-terrain vehicles, street bikes, and Harley-Davidson parts and accessories. Historically, on-site merchandising management was a complex task because numerous products were common to more than one storefront and many were also tied to seasonal campaigns. MotoSport’s existing merchandising solution was not particularly user-friendly or transparent, and produced different search and browse results for the same product, which was confusing to some shoppers. MotoSport’s web team needed a flexible merchandising solution that was easy to deploy and maintain and that would allow them to improve the way online shoppers find and select products.

Solution

MotoSport replaced its previous solution with Adobe Merchandising to present shoppers with more relevant information to better guide them through the browsing process. Adobe Merchandising enabled MotoSport merchandisers to easily control the order of product search results based on inventory levels, brand affinity, or seasonality, present different navigation options, display related customer reviews, and cross-promote related accessories. Adobe Merchandising integration with analytics provided by Adobe SiteCatalyst, powered by Omniture, offered an additional benefit.

“We needed a dynamic solution that allowed for simple search refinement by product attributes such as brand, size, and color, and provided merchandising tools such as product spotlights and banner promotions. Our previous merchandising technology was not capable of this level of flexibility and refinement,” said Faramarz Farhoodi, CIO and VP of e-commerce at MotoSport. “Adobe Merchandising built-in integration with Adobe SiteCatalyst for web analytics is an added bonus—the analytics data automatically adjusts which products are promoted to our shoppers, and search results are optimized by rules that our business users create,” Farhoodi added.

Conversion and AOV rise 10% in first month

Adobe Merchandising significantly improved MotoSport’s on-site customer experience by presenting all the necessary information to shoppers, helping them to make more informed purchasing decisions. Adobe Merchandising surfaced product specifications, customer reviews, related products and accessories, and alternative products on search landing pages and product detail pages, leading to a 10% increase in conversion and average order value (AOV) in just one month. The solution enabled an integrated search and browse experience that helped shoppers find what they were looking for more often, rather than receiving a no-results page on one of the four storefronts. “Adobe Merchandising helps us convert more browsers, provides greater marketing ROI, and is easy for us to set up and manage over time—without requiring IT resources,” adds Farhoodi. “By giving business users ultimate control of merchandising decisions and implementation, we’re able to make quicker decisions that positively affect our business.”

MotoSport.com

Adobe Merchandising presents shoppers with all the information they need to make an educated purchasing decision.

FREE Fast Shipping
on all orders over \$99*



NO Payments
for 90 Days*

RIDING GEAR, PARTS AND ACCESSORIES FOR OFFROAD BIKES & ATVs, STREET AND HARLEY-DAVIDSON MOTORCYCLES

<p>Dirt Bike</p> <p>SHOP »</p>  <p>FREE Catalog Sign up right now »</p>	<p>ATV</p> <p>SHOP »</p>  <p>FREE Catalog Sign up right now »</p>	<p>Street</p> <p>SHOP »</p>  <p>FREE Catalog Sign up right now »</p>	<p>Harley-Davidson®</p> <p>SHOP »</p>  <p>FREE Catalog Sign up right now »</p>
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WHY SHOP MOTOSPORT?

<p>We Stock What We Sell</p>	<p>No Sales Tax Except for Mississippi</p>	<p>30 Day Price Match We'll match any authorized dealer</p>	<p>MotoDeals Expire Daily at Midnight</p>
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"We can now provide shoppers with everything they need to make a decision, such as related parts and accessories, customer reviews, complementary products, and even alternative products. This helps them zero in on what they want more quickly."

Faramarz Farhoodi, CIO and VP of E-commerce, MotoSport

About MotoSport

MotoSport is one of the fastest growing retailers of power sports apparel, parts, and accessories. Dedicated to providing the best customer service in the industry, the company's sales associates are experienced, knowledgeable dirt bike, ATV, sport bike, and Harley-Davidson enthusiasts. MotoSport carries a wide range of products from the top motocross, sport and Harley-Davidson brands, including Honda, Fox, Kuryakyn, Arai, Renthal and Acerbis. For more information, visit www.motosport.com.

For more information
www.omniture.com



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345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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