



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



## 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 platform.

## Outcome

Their new reporting gave Advance Auto 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%

ROAS

↑10%

New Customers

↑22%

Product Sales

*"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 platform has taken us to a whole other level."*

- Pete Zeiner, Director eBusiness Traffic Generation