

## PROBLEM

As a key piece of their acquisition strategy, Advance Auto Parts (AAP) initially created a single static promotions page. Due to the lack of necessary tools to create fresh and relevant content and to a poor shopper experience, this page underperformed in both rankings and conversion.

## SOLUTION

AAP implemented Thrive's Intelligent Promotions Solution to replace their legacy coupon page. Within the first month, AAP experienced a significant lift in branded and non-branded deal search traffic & organic revenue, along with an improvement in their shopper experience.

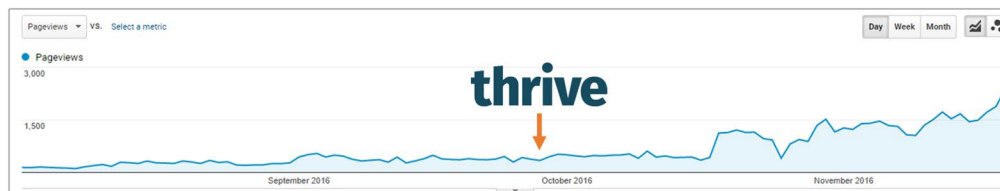
### Key Features

- SEO and conversion optimized offer pages
- Keyword research and copywriting
- Dynamic promotions management and publishing system
- Indexable structured mark-up

## RESULTS

### 1. Organic Performance

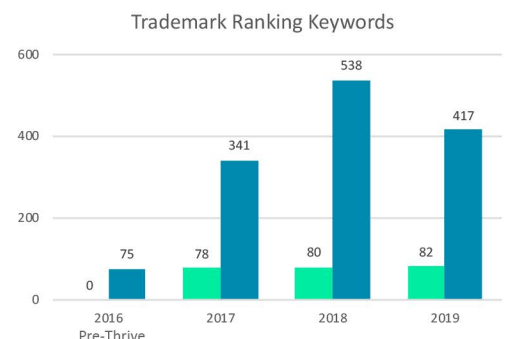
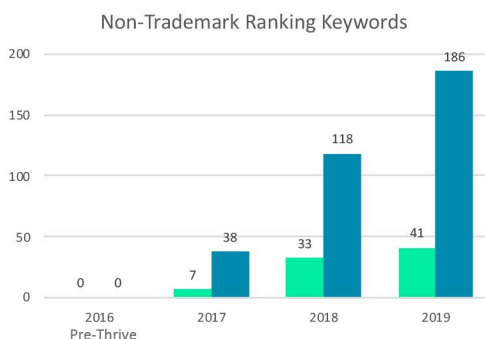
Coupon page organic results pre and post Thrive launch.



### 2. Keyword Rankings

Total branded and non-branded deal keywords that ranked #1 and top 3 since launch.

- = Rank #1
- = Rank Top 3



### 3. Performance Metrics

Percentage lift of Thrive's Promotions Suite vs AAP's sitewide performance from Jan 1 - June 30, 2019.

**8.14%**  
Conversion Rate  
(2.9x Increase)

**33%**  
Lift in Average  
Order Value

**67 days**  
Payback Period from  
Incremental Organic Traffic