

302. Power Equipment Direct Inc.

Power Equipment Direct generated record sales in 2009 despite the down economy and the fact that 2008's Q3 numbers were boosted by a busier hurricane season that created demand for its power-generating equipment. The Bolingbrook, Ill.-based web-only retailer operates nine niche e-commerce sites, including ElectricGeneratorsDirect.com, AirCompressorsDirect.com and SnowBlowersDirect.com.

OPERATING DATA

FINANCIAL

2009 Sales: \$29,000,000
 2008 Sales: \$20,000,000
 2007 Sales: \$16,500,000
 2006 Sales: \$15,000,000
 2005 Sales: \$9,500,000
 2009 Growth Rate: 45%

OPERATIONS

Monthly Visits: 350,000¹
 Monthly Unique Visitors: 150,000¹
 Conversion Rate: 1.70%¹
 Average Ticket: \$400
 Total SKUs on Web: 2,900
 Number of states sales tax collected in: NA

WEB SITE SUMMARY

URL: AirCompressorsDirect.com,
 PressureWashersDirect.com
 Year Launched: 2002
 Category: Hardware/Home Improvement
 Merchant Type: Web Only
 Parent Company:
 Power Equipment Direct Inc.

PERFORMANCE⁶

Response Time: 5.41 seconds
 Site Availability: 99.90%
 Consistency: Fair

MARKETING

Search Engine Shoppers⁷
 2009: 60% of all traffic
 2008: 60% of all traffic
 New Shoppers 2009: NA
 Return Shoppers 2009: NA
 Monthly E-Mail Campaigns: NA
 With Incentives: NA
 With Links to Social Networks: NA
 SEO Effectiveness: Excellent⁹
 Number of Affiliates: NA

SHOPPER PROFILE¹⁰

Male: 62% / Female: 38%
 Age 24 or less: 17% / 25 to 34: 21%
 35 to 44: 23% / 45 to 54: 20%
 55 and up: 19%
 Annual Household Income
 \$30,000 or less: 17%
 \$30,001 to \$60,000: 24%
 \$60,001 to \$100,000: 33%
 More than \$100,000: 25%

CORPORATE INFORMATION

Jon Hoch, Founder/CEO
 600 Territorial Drive, Suite B
 Bolingbrook, IL 60440
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WEB SITE SERVICES

FEATURES & FUNCTIONS

Blogs
 Customer Reviews
 Daily/Seasonal Specials
 E-Mail a Friend
 Enlarged Product View
 Frequently Asked Questions
 Guided Navigation
 Interactive Catalog
 Mapping
 Mouseover
 Outlet Center
 Product Comparisons
 Product Ratings
 Product Recommendations

Registry

RSS Feed

Social Networking

Store Locator

Top Sellers

Videocasts

What's New

PAYMENTS

American Express
 Bill Me Later
 Deferred Payments
 Discover
 Google Checkout
 MasterCard

PayPal
 Visa

CUSTOMER SERVICE

Account Status/History
 Buy Online/Pick Up In Store
 Estimated Shipping Date
 Order Confirmation
 Order Status
 Real-Time Inventory Check
 Shipping Cost Calculator
 Shipment Tracking
 Toll-Free Number

VENDORS

Affiliate Marketing: NA
 Comparison Engine Feeds: NA
 Content Delivery: In-house
 Content Management: In-house
 CRM: In-house
 Customer Reviews & Forums: In-house
 Customer Service Software: In-house
 E-Commerce Platform: In-house
 E-Mail Marketing: MailChimp
 Fulfillment: In-house
 Live Chat/Click to Call: NA
 Order Management: FishBowl
 Payment Security: NA

Payment Systems: CyberSource
 Personalization: NA
 Rich Media: In-house, Easy2 Technologies
 Search Engine Marketing: In-house
 Security Certification: McAfee,
 Trustwave
 Shipping Carrier: R&L Carriers, UPS
 Site Design: In-house
 Site Search: In-house
 Web Analytics: Google, ClickTracks
 Web Hosting: Rackspace
 Web Performance Monitoring: NA

1. Internet Retailer estimate. 2. Internet Retailer estimate based on avg. daily visits as reported by comScore Inc. 3. Monthly avg. by comScore 4. Monthly avg. by Nielsen Online. 5. ACSI Methodology by ForeSee Results, see p. 112. 6. Jan. 2010, Gomez, see p. 95. 7. Jan. 2010, Experian Hitwise, see p. 100. 8. Jan. 2010, Silverpop Systems Inc., see p. 101. 9. Jan. 2010 by Conductor Inc., see p. 113. 10. 2009 avg. per month, Compete Inc., see p. 113.