358. Power Equipment Direct Inc.

Power Equipment Direct operates a string of e-commerce sites selling electric generators, power washers, air compressors and snow blowers. A staff of 19 monitors weather reports for communities in the path of severe weather and then e-mails audio clips and print ads to local radio stations and newspapers advertising Power Equipment Direct's web addresses. For shoppers who know little about the equipment, the sites offer how-to manuals, product demonstration videos and advice designed to ease the purchase process.

FINANCIAL

2007 Sales: $17,000,000
2006 Sales: $15,000,000
2005 Sales: $9,500,000
2004 Sales: $5,500,000
2007 Growth Rate: 13.33%

OPERATIONS

Monthly Visits: 300,000
Monthly Unique Visitors: 285,794
Conversion Rate: 1.50%
Average Ticket: $325
Total SKUs on Web: 1,500

WEB SITE SUMMARY

URL: AirCompressorsDirect.com, PressureWashersDirect.com
Year Launched: 2002
Category: Hardware/Home Improvement
Merchant Type: Web Only

PERFORMANCE[6]

Response Time: 5.04 seconds
Site Availability: 99.91%
Consistency: Good

MARKETING

Search Engine Category Rank
Paid: NS / **Natural:** NS
Search Engine Shoppers[7]
2007: 61% of all traffic
2006: NA
New Shoppers 2007[7]**:** NA
Return Shoppers 2007[7]**:** NA
Monthly E-Mail Campaigns[8]**:** NA
With Personalized Subject Line: NA
With Incentives: NA
Number of Affiliates: NA

CORPORATE INFORMATION

Jon Hoch, Founder/CEO
600 Territorial Drive, Suite B
Bolingbrook, IL 60440
800-710-7499

WEB SITE FEATURES & FUNCTIONS

Advanced Search
Customer Reviews
Daily/Seasonal Specials
E-Mail a Friend
Enlarged Product View
Frequently Asked Questions
Interactive Catalog
Keyword Search
Mouseover
Product Comparisons
Product Ratings
Product Recommendations
Social Networking
Store Locator
Syndicated Content
Top Sellers
What's New

PAYMENTS

American Express
Discover
MasterCard
Visa

CUSTOMER SERVICE

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

VENDORS

Affiliate Marketing: NA
Content Delivery: In-house
Content Management: In-house
CRM: In-house
Customer Service: NA
E-Commerce Platform: In-house
E-Mail Marketing: MailChimp
Fulfillment: In-house
Order Management: In-house
Payments Processor: Authorize.Net
Rich Media: In-house
Search Engine Marketing: In-house
Security Certification: McAfee, Thawte, Trustwave
Site Design: Americaneagle.com Inc.
Site Search: In-house
Web Analytics: ClickTracks
Web Hosting: Rackspace
Web Performance Monitoring: Rackspace

1. *Internet Retailer estimate.* 2. *Estimate by Internet Retailer based on average daily visitors as reported by comScore Inc.* 3. *Monthly average by comScore Inc.* 4. *Monthly average by Nielsen Online.*
5. *ACSI Methodology by ForeSee Results, see p. 22.* 6. *January 2008, Gomez Inc., see p. 28.* 7. *January 2008, Hitwise, see p. 32.* 8. *January 2008, Silverpop Systems Inc., see p. 34* NS: *Not significant, see p. 59*

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