

## 197. Power Equipment Direct Inc.

**P**ower Equipment Direct in October 2011 pulled the plug on its corporate web site, replacing it with an e-commerce site that consolidates nine product-specific web sites. Previously, the power equipment retailer had individual web sites for its nine product lines: air compressors, chain saws, electric generators, lawn mowers, log splitters, pressure washers, snowblowers, sump pumps and water pumps.

## OPERATING DATA

## FINANCIAL

2011 Sales: \$85,000,000  
2010 Sales: \$49,700,000  
2009 Sales: \$29,000,000  
2008 Sales: \$20,000,000  
2007 Sales: \$16,500,000  
2011 Growth Rate: 71.03%

## OPERATIONS

Monthly Visits: 600,000<sup>1</sup>  
Monthly Unique Visitors: 300,000<sup>1</sup>  
Conversion Rate: 1.70%<sup>1</sup>  
Average Ticket: \$400<sup>1</sup>  
Total SKUs on Web: 4,500  
States Where Sales Tax Collected: 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.

PERFORMANCE<sup>6</sup>

Response Time: 3.41 seconds  
Site Availability: 99.92%  
Consistency: Poor

## MARKETING

Search Engine Shoppers<sup>7</sup>  
2011: 44% of all traffic  
2010: 54% of all traffic  
New Shoppers 2011: NA  
Return Shoppers 2011: NA  
Monthly E-Mail Campaigns: 2<sup>8</sup>  
With Incentives: 0  
With Links to Social Networks: 2  
SEO Effectiveness: Excellent<sup>9</sup>  
Number of Affiliates: NA

SHOPPER PROFILE<sup>4</sup>

Male: 61% / Female: 39%  
Age 24 or less: 14% / 25 to 34: 23%  
35 to 44: 23% / 45 to 54: 20% / 55+: 21%  
Annual Household Income  
\$30,000 or less: 26%  
\$30,001 to \$60,000: 24%  
\$60,001 to \$100,000: 27%  
More than \$100,000: 23%

## CORPORATE INFORMATION

Jon Hoch, Founder/CEO  
1325 Rodeo Drive  
Bolingbrook, IL 60490  
800-710-7499

## WEB SITE SERVICES

## Features &amp; Functions

- Affiliate Program
- Alternate Views
- Auction
- Calculator
- Catalog Quick Order
- Color Change
- Coupons/Rebates
- Customer Reviews
- Daily/Seasonal Specials
- Dealer Locator
- Directions and Maps
- Enlarged Product View
- Frequent Buyer Program
- Frequently Asked Questions
- Gift Center
- Gift Message
- Gift Wrap
- Guided Navigation
- Interactive Catalog
- Mouse Over
- Online Circular
- Online Gift Certificates
- Outlet Center
- Personalization
- Pre-Orders
- Product Comparisons

## Product Customization

- Product Ratings
- Product Recommendations
- Product Slidebars
- Real-Time Inventory
- Registry
- RSS Feeds
- Site Map
- Store Locator
- Store Pick-Up
- Store Return
- Syndicated Content
- Top Sellers
- Video
- What's New
- Wish List
- Zoom

## Payments

- Amazon Checkout
- American Express
- Bill Me Later
- Deferred Payment
- Discover
- eBillme
- eLayaway
- Electronic Check

## Google Checkout

- MasterCard
- PayPal
- PayPal Express Checkout
- Private Label Credit Card
- RevolutionCard
- Stored Value Cards
- Visa

## Social Media

- +1 Button
- Blog
- E-Mail a Friend
- Facebook (122 Likes)
- Share with a Friend
- Twitter (92 followers)
- YouTube (3 videos)

## Promotions

- Gift With Purchase
- Internet Only Sales/Promotions
- Limited Hour Specials
- Sweepstakes/Contest

*Customer service, online marketplaces, e-mail marketing and social media summaries begin on p. 76.*

## SUPPLIERS

Affiliate Marketing: NA  
Comparison Engine Feeds: In-house  
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  
Marketplace Management: NA  
Mobile Commerce: NA  
Order Management: Microsoft

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: FedEx, R&L Carriers, UPS  
Site Design: In-house  
Site Search: Google  
Social Marketing: In-house  
Web Analytics: Google Analytics  
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., comScore 4. Monthly avg., Compete Inc. 5. ACSI Methodology, ForeSee Results 6. Jan. 2012, Compuware Gomez

7. Monthly avg., Experian Hitwise 8. Jan. 2012, Silverpop Systems Inc. 9. Jan. 2012, Conductor Inc.

Reprinted with permission. Copyright 2012.

Reprinted with permission of Vertical Web Media LLC,

125 South Wacker Drive, Suite 2900, Chicago, IL 60606, 312-362-9529