

AUTO PARTS COMPANY ACHIEVES OVER 10% LIFT IN CONVERSION WITH TIME-OF-DAY TESTING

The auto parts company was looking to optimize its promotional email communications with online consumers. It partnered with Zeta to find the ideal send time for email communications based on customer behaviors using an A/B/C/D test.

SITUATION

- + Long testing cycle (several weeks) in order to achieve statistically significant results for opens, clicks and conversions
- + Tests revealed conflicting KPIs in the funnel, leading to validation of results for another six weeks

SOLUTION

- + Discover the optimum time to send email across three separate brands
- + Optimize time based on revenue stream
- + Increase opens and clicks on emails delivered

SUCCESS

- + After the validation tests, a **+10%** lift in conversion to click rates was reported



+10%

increase in conversion to click rates

METHODOLOGY

The auto parts company was looking to optimize its promotional email communications with online consumers. It partnered with Zeta to find the ideal send time for email communications based on customer behaviors using an A/B/C/D test. Three business-critical brands were selected and each cell consisted of a control test, distributed throughout the day using three different deployment times. The control was based on typical send times used previously by the company. Zeta examined time of day (by day) for web site visitors, and shared recommendations for optimal test times.

Zeta established a “Time of Day” test that could align with the company’s ability to implement daily, based on the client’s needs (as well as internal resources). Zeta established run time for the test based on statistically significant results and implemented the test over several weeks using Zeta’s email platform.

Upon completion of the test period, results were analyzed to find the optimal days with “clear winners”. Results revealed that opens were higher in the afternoon and evenings, based highly on increased mobile use at that time. That said, that time of day wasn’t ideal for conversions or clicks. Analysis also showed different KPI’s were sometimes too close to call and further testing was needed.

Zeta recommended a validation test for days with conflicting results—and as a result, there were clear winners. But one brand (and one day) showed repeated conflicting results. In that case, a day with higher open, click and conversions rates didn’t have the best revenue. What did Zeta find? That even though the afternoon/ evening time span had KPI’s statistically higher than the morning, that later in the day also had a higher variance in revenue. Despite the morning being significantly lower in open, click and conversion rates, the average purchase price made was MUCH higher. The afternoon/ evenings had more mobile buyers (possibly purchasing smaller) less expensive auto parts. Therefore, Zeta recommended that they create an afternoon/ evening mobile list for the day that they could use to resend the email to ensure those subscribers saw the email in their inbox if they didn’t respond to the morning email.

ABOUT THE CLIENT

For over 20 years, this leading online provider of aftermarket auto parts, body parts, engine parts, performance parts and accessories has delivered competitively-priced products. Through the company’s network of web sites, it provides individual consumers with a selection of products mapped by a proprietary product database to applications based on makes, models and years.

See how Zeta helps today’s marketers achieve their most critical goals.

Call 781-863-8117 to learn more, or visit us at zetaglobal.com.

