

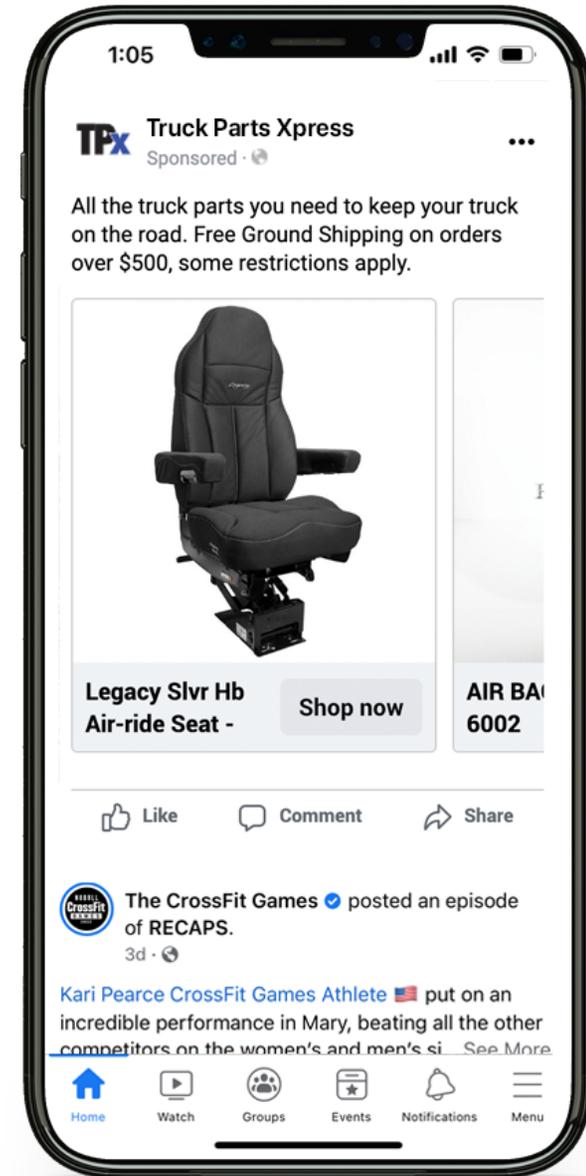
# Aftermarket e-Commerce revenue up 19% vs. 3% for brick and mortar

The events of the past two years has accelerated our digital transformation: Zoom meetings and remote work have become commonplace. The resulting supply chain issues has also caused a significant increase in online parts sales. And with the average length of ownership increasing, the demand for parts is also on the rise.

The key to capturing parts revenue before the competition is the pinpoint targeting accuracy powered by **RigDig Business Intelligence**, our verified equipment owner data.

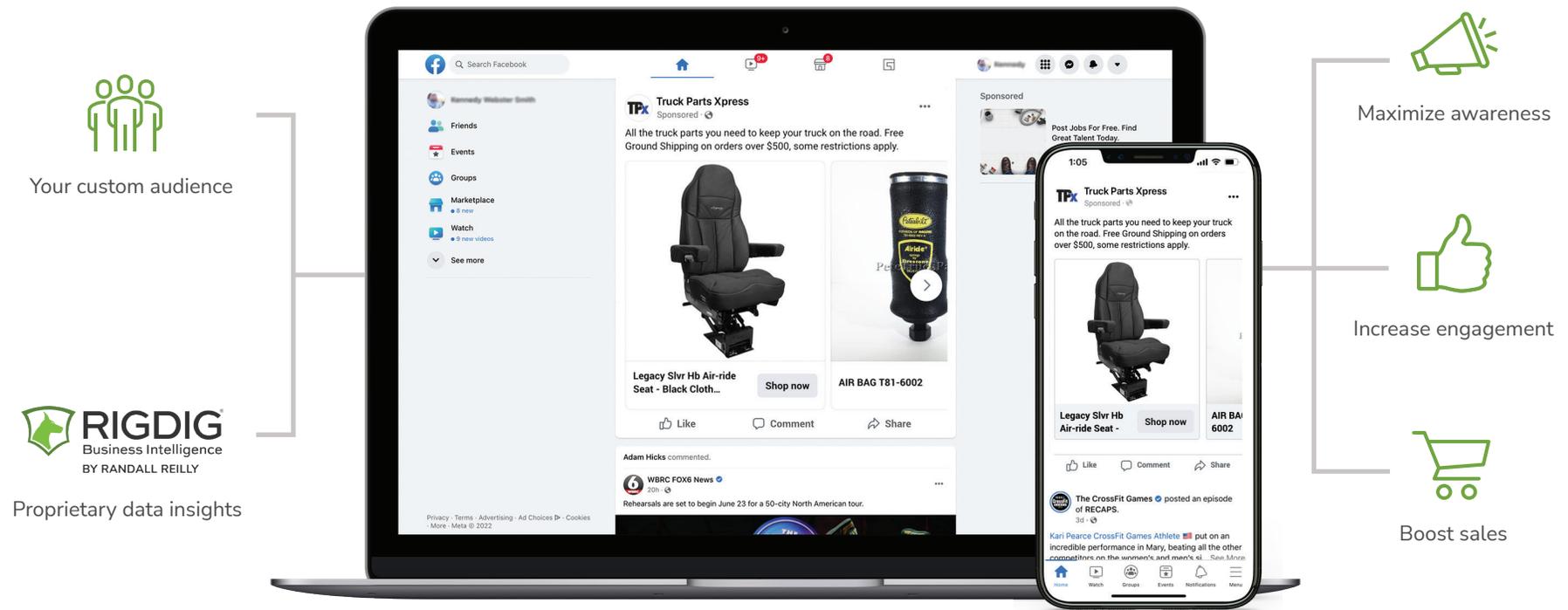
Online stores that have a social media presence typically generate **32% more sales\*** and with **85%\*** of social media orders coming from Facebook, the combination of our data and this platform is a winning combination. With a custom list of verified prospects who own compatible equipment, we can develop a Facebook e-Commerce campaign to reach and convert your audience.

## A client's recent campaign achieved these results.



\* Aftermarket Suppliers Association & Auto care Association e-Commerce Study.

Additionally, if a prospect does not initially convert, retargeting ads will display the inventory they previously browsed on their Facebook feed, increasing the likelihood of a successful conversion.



**Contact your Sales Representative and find out how we can help you drive revenue through e-Commerce.**

Sources: <https://www.disruptiveadvertising.com/ppc/e-commerce/2018-e-commerce-statistics/>  
<https://www.bigcommerce.com/blog/5-social-stats-for-online-storeowners/>