

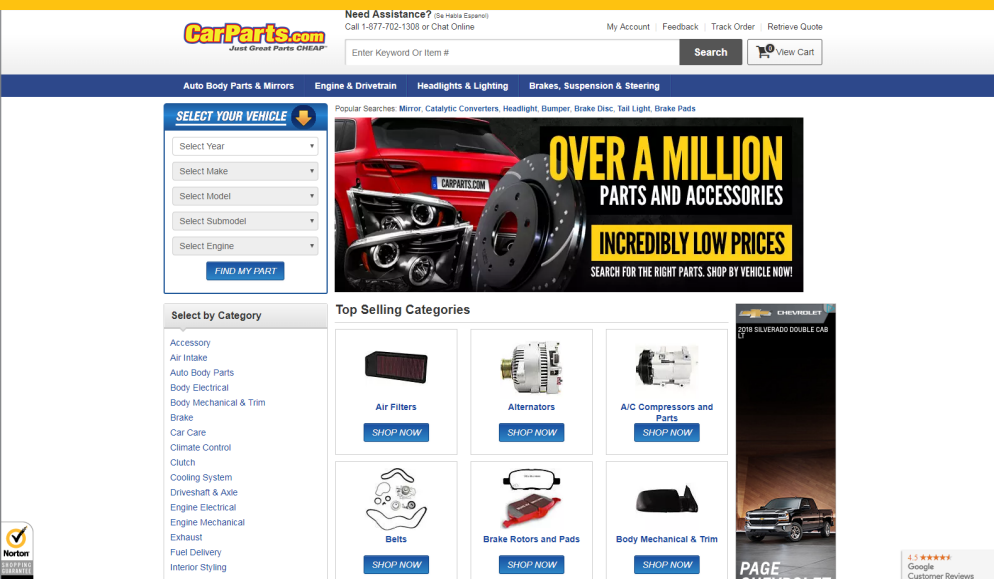
US Auto Parts

CarParts.com Revs Up an Additional 6.7% in Conversions with Norton™ Shopping Guarantee



BENEFITS

- **6.7% Lift** in converting shoppers into buyers
- **100% ROI** in one day
- **A Profitable** increase in monthly revenue
- **100s of customer Thank You emails** and growing



ORGANIZATION PROFILE

Site: Carparts.com, AutoPartsWarehouse.com, JCWhitney.com, and DiscountBodyParts.com

Specialty: Auto Parts and Accessories

Headquarters: Carson, California

Employees: >1,000

eCommerce Platform: Proprietary

KEY CHALLENGES

- Reinforce trust and confidence with shoppers
- Increase conversion rate

SOLUTION

- Norton Shopping Guarantee

“I couldn’t find the sports car of my dreams, so I built it myself.”

-Ferdinand Porsche

US Auto Parts is one of the leading online retailers of high quality automotive parts and accessories. With an expansive inventory of over a million parts at their fingertips, shoppers are certain to find what they need for any vehicle make and model. Whether they are knowledgeable car enthusiasts or simply trying to make repairs at the lowest price possible, customers will have an exceptional purchasing experience from US Auto Parts.

Simon Carpio, the Director of Project Management for US Auto Parts, mentioned that apart from the wide selection of products available, the ability to “provide quality parts at a reasonable price point” is what attracts shoppers to their online stores. And “customers continue coming back because of the post purchase experience. Our return policy is virtually unrivaled, and we have some very affordable warranties.”

“Having a well-known third party like Norton Shopping Guarantee backing us up changed the game for our business.”

Simon Carpio

Director of Project Management
US Auto Parts

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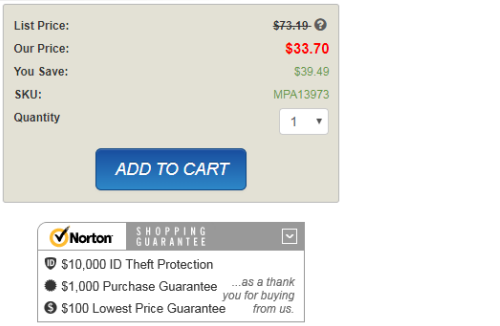
An additional perk of buying from one of US Auto Parts' stores is the short processing and delivery time. Since many warehouses and distribution centers are maintained around the United States, customers receive a speedy delivery. US Auto Parts continues to distinguish their brand through availability, affordability, and dependability.

Converting 6.7% more Shoppers into Buyers

Though many consumers are hesitant while shopping online these days, US Auto Parts has many online stores that are successful. “JC Whitney has the strongest brand equity among our sites. We wanted to make sure that our customers know we're just as committed to providing a great shopping experience across our other websites as well,” explained Simon. “To reinforce the trust element, we provided each customer with an unrivaled shopping guarantee.”

After testing Norton Shopping Guarantee on CarParts.com, it proved to be effective. With \$10,000 in identity theft protection, a \$1,000 purchase guarantee, and a \$100 lowest price guarantee at no additional cost to shoppers, CarParts.com acquired a 6.7% increase in their conversion rate. “Having a well-known third party like Norton Shopping Guarantee backing us up changed the game for our business. It provided confidence to those shoppers who may be unfamiliar with our brands,” elated Simon.

Because of the success with CarParts.com, US Auto Parts extended Norton Shopping Guarantee to more stores, including AutoPartsWarehouse.com, JCWhitney.com, and DiscountBodyParts.com.



The screenshot shows a product listing with the following details:

- List Price: \$73.49
- Our Price: **\$33.70**
- You Save: \$39.49
- SKU: MPA13973
- Quantity: 1
- ADD TO CART button

Below the product listing is the Norton Shopping Guarantee badge, which includes:

- Norton SHOPPING GUARANTEE
- \$10,000 ID Theft Protection
- \$1,000 Purchase Guarantee ...as a thank you for buying from us.
- \$100 Lowest Price Guarantee

Scroll your mouse over the Norton Shopping Guarantee conversion graphic near the “Add To Cart” button to see a brief description of the three shopping guarantees.

Customer Experience

US Auto Parts has received an overwhelming number of appreciative emails regarding Norton Shopping Guarantee. “Based on the emails we've been getting, I can tell we're doing something our competitors aren't, and I love hearing about it,” voiced Simon.

- “I very much appreciate the shopping guarantee and it's one reason I use JC Whitney when possible for auto parts.”
- “Thank you, it helps me feel safe & secure. I will always use car-parts.com & refer you guys to all my pals who drive.”
- “I am very happy to see someone who stands behind the way they do business with Norton Shopping Guarantee. Thank you for making me feel good about my purchase.”
- “Great idea, and fantastic customer service program!! Safety online is no longer a worry when shopping with JCWhitney. Love it!!”
- “Your prices were good, but then the Norton Shopping Guarantee -- WOW! I know where I'm buying my parts from now on.”
- “I'm a first time customer with Discount Body Parts. Prices are good! And thank you for the free gift of the guarantee. I'll be back as a customer and will tell others about you.”

Norton Shopping Guarantee has not only increased the level of confidence and trust shoppers have but also given US Auto Parts a leg up on the competition.

In Summary, everyone wants to feel confident and secure when making purchases online. Since adding Norton Shopping Guarantee to their online stores, US Auto Parts has been able to present this type of experience throughout the business and reinforce the trust they build with every customer.

For more information, call 1-855-658-2760, option 1 or email CustomerSupport@NortonShoppingGuarantee.com

You can also check out Norton Shopping Guarantee on [YouTube](#).

Norton Shopping Guarantee

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