

CUTTING THROUGH THE COMPETITION

Helping STIHL Increase Online Checkout Five Times Over

Who is STIHL?

As a global leader in handheld outdoor power equipment, STIHL offers gas-powered and battery operated tools such as chain saws, trimmers, blowers, pressure washers, lawnmowers, and augers. Designed for both homeowners and for agriculture, landscape, and construction businesses, STIHL products are exclusively sold through its extensive dealer network.

The Ask

STIHL and PowerChord partnered to simplify online shopping with the “Buy Online, Pick Up in Store” eCommerce initiative. This model allows customers to conduct all of their research and product comparisons within STIHL’s website, and add their chosen products to a shopping cart for direct purchase and local pickup at a local dealer.

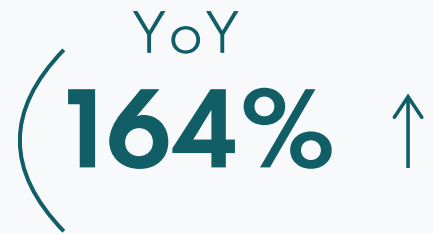
The Result

When customers reach the point that they're directly comparing products, they're at a point where they have intent to buy. This new purchase flow capitalized on that intent.

The "Buy Online, Pick Up in Store" experience gave customers an added level of convenience and captures that intent, leading to an increase in conversions. In STIHL's case, that meant a 164% increase in sales revenue YoY.

When social distancing protocols went into effect in early 2020, STIHL and its dealer network were ready. Online purchases with local curbside pickup became absolutely imperative, and because the infrastructure was already in place, STIHL was able to cut through the competition and lead the market in difficult times.

The Facts



Increase in sales revenue YoY after implementing "Buy Online, Pick Up in Store" through the PowerChord Platform



YoY increase in online revenue in April 2020

