

250. Power Equipment Direct Inc.

By September 2010, sales at Power Equipment Direct, an online-only retailer of products like lawn mowers, electric power generators and pressure washers, surpassed 2009's total of \$29.5 million, the company said. Power Equipment Direct operates nine retail e-commerce sites, including AirCompressorsDirect.com, ChainSawsDirect.com, ElectricGeneratorsDirect.com and LogSplittersDirect.com.

OPERATING DATA

FINANCIAL

2010 Sales: \$49,700,000
2009 Sales: \$29,000,000
2008 Sales: \$20,000,000
2007 Sales: \$16,500,000
2006 Sales: \$15,000,000
2010 Growth Rate: 71.38%

OPERATIONS

Monthly Visits: 590,000¹
Monthly Unique Visitors: 295,195³
Conversion Rate: 1.70%¹
Average Ticket: \$400
Total SKUs on Web: 3,500
Number of states sales tax collected in: 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.

PERFORMANCE⁶

Response Time: 2.97 seconds
Site Availability: 99.95%
Consistency: Good

MARKETING

Search Engine Shoppers⁷
2010: 54% of all traffic
2009: 59% of all traffic
New Shoppers 2010: NA
Return Shoppers 2010: NA
Monthly E-Mail Campaigns: 1
With Incentives: 0
With Links to Social Networks: 0
SEO Effectiveness: Good⁹
Number of Affiliates: NA

SHOPPER PROFILE⁴

Male: 58% / **Female:** 42%
Age 24 or less: 17% / **25 to 34:** 20%
35 to 44: 23% / **45 to 54:** 20% / **55+:** 21%
Annual Household Income
\$30,000 or less: 23%
\$30,001 to \$60,000: 22%
\$60,001 to \$100,000: 35%
More than \$100,000: 20%

CORPORATE INFORMATION

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WEB SITE SERVICES

Features & Functions

360-Degree Spin
Affiliate Program
Auction
• Blogs
Catalog Quick Order
Color Swatching
Coupons/Rebates
• Customer Reviews
• Daily/Seasonal Specials
Dynamic Imaging
• E-Mail a Friend
• Enlarged Product View
Frequent Buyer Program
• Frequently Asked Questions
Gadgets
• Guided Navigation
• Interactive Catalog
Interactive Kiosks
• Mapping
Mash-ups
Microsites
Mobile Commerce
• Mouseover
Online Circular
Online Gift Certificates
• Outlet Center
• Pre-Orders

• Product Comparisons
Product Customization
• Product Ratings
• Product Recommendations
Product Wikis
• Registry
• RSS Feed
Site Personalization
• Social Networking
• Store Locator
Syndicated Content
• Top Sellers
• Videocasts
• What's New
Widgets
Wish List
Zoom

Payments

• Amazon Checkout
• American Express
• Bill Me Later
• Deferred Payment
• Discover
eBillme
eLayaway
Electronic Checks
• Google Checkout

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

Customer Service

• Account Status/History
• Buy Online/Pick Up In Store
Click to Call/Click to Talk
Currency Converter
• Estimated Shipping Date
Express Checkout
Free Return Shipping
Live Chat/E-Mail
• Order Confirmation
• Order Status
Pre-paid labels
Rain Checks
• Real-Time Inventory Check
Ship to Multiple Addresses
• Shipping Cost Calculator
• Shipment Tracking
• Toll-Free Number

For social networks, online marketplaces and e-mail marketing, see p. 54.

VENDORS

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
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
Web Analytics: Google, ClickTracks
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. by comScore
⁴. Monthly avg. by Compete Inc., see p. 105. ⁵. ACSI Methodology by ForeSee Results, see p. 98. ⁶. Jan. 2011, Compupware Gomez, see p. 87.
⁷. Jan. 2011, Experian Hitwise, see p. 105. ⁸. Jan. 2011, Silverpop Systems Inc., see p. 88. ⁹. Jan. 2011 by Conductor Inc., see p. 105.