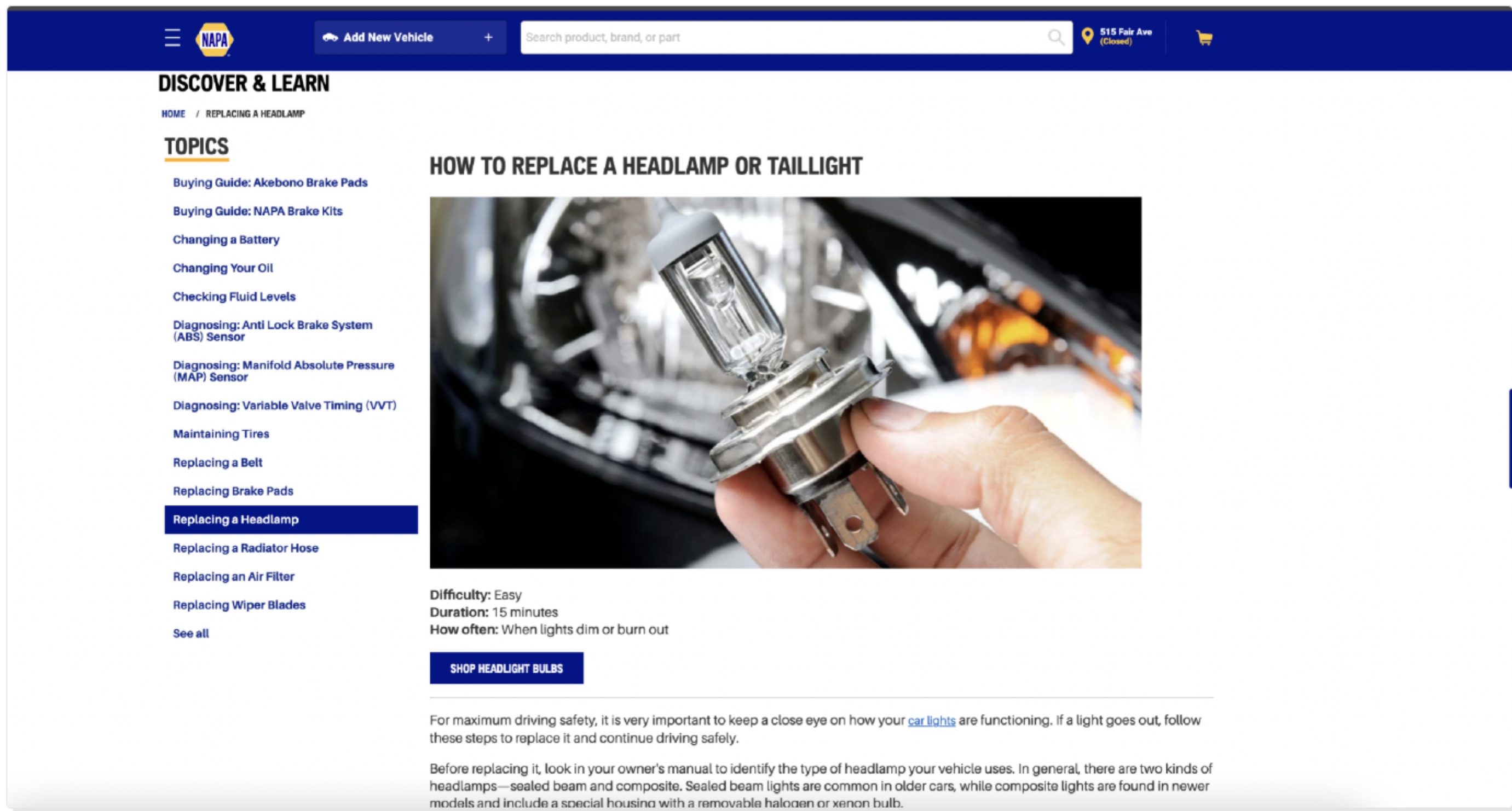


Built a Content Engine to Target Online Audiences with the Right Content at the Right Time

We built the strategy and operational infrastructure to deliver specific, intent-driven content, ensuring NAPA was there for a new generation of individuals actively seeking professional automotive advice online.



We created hyper-targeted 'how-to' content and conversion pathways to drive users from expert advice to the brand's e-commerce platform.

The strategy closed information gaps in the existing buyer's journey and established the brand's website as an industry-leading hub for service professionals, DIYers, and everyday drivers.

Results

2.2M

Organic traffic within the first 12 months.

\$15.6M

Worth of traffic value

From 12 to 1

Day(s) taken to deploy content