



# National Oak Case Study

3111 N University Dr #604, Coral Springs, FL 33065, | Phone: (954) 228-1061, Fax: (866) 948-8394  
Email: [bd@ravedigital.agency](mailto:bd@ravedigital.agency) | Contact: Ravi Mittal | Web: [www.ravedigital.agency](http://www.ravedigital.agency)



National Oak Distributors, Inc. is one of the country's premier Automotive Paint, Body and Equipment (PBE) warehouse distributors in the US.



## Client Testimonial



"Within a year, the new platform boosted growth by 15%. Rave Digital relevant experience, transparent communication, consistent delivery, and reasonable price point continue to impress."

Steve West, Director of IT, Auto Manufacturing Distributor

# Strategies

---



## Marketing Automation

Used marketing automation tools to increase both average order value and customer life time value. Marketing Automation increased customer retention, target customers based on consumable products that are in need of replenishment after x amount of time, abandoned cart follow ups, and unique demographic targeting abilities

## SEO Optimization

Made significant SEO improvements to site leading an increase in search engine rankings, organic traffic, and user conversions.



## Multi-Channel Sales

Integration with marketplaces like eBay and Amazon, allowing client to reach greater number of customers. We built an integration that also allowed client to manage multi-channel sales, orders, customers, and inventory through one platform.

## 3rd Party Marketing Material & Strategies

We provided module to publish marketing material, and advisories for 3rd party retailers and distributors of client products.



# Results

---

Rave's focus on data, website development and constant improvements to marketing combined to deliver significant results over 12 months.



## Increased Business Revenues

Increased the total revenue by more than **8%**

---



## Doubled Organic Search Traffic

**105%** increase in Search traffic to the key product pages

---



## Reduced Cart Abandon Rate

Decreased the cart abandonment rate by over **17%**

---



## Encouraged New Customers

Encouraged **50%** more new customers into the checkout area

---



## Average Order Value

The Average Order Value Increased by **48%**

---