Interstate Batteries - Retail Case Study

Interstate Batteries looks to Woolpert Digital Innovations not only for location technology opportunity and Google updates but also for support and engineering expertise.

The challenge
With a network of over 150,000 dealers, the likelihood of an Interstate Batteries location being within five minutes of many customers is extremely high. Because Interstate Batteries recognized the lack of significant data in its own infrastructure, the company sought a solution for customers to quickly and easily locate nearby locations.

The solution
Using Geolocation APIs, the company can default website customers automatically to the closest physical location. Interstate Batteries uses Geocoding APIs to convert addresses to geographic coordinates, enabling customers to locate their stores quickly. Along with Google Maps Platform, Google Cloud plays a huge role in scaling and storing data seamlessly as Interstate Batteries grow.

The results
Interstate Batteries measures its web conversion rates around location data. Location being their primary driver in all marketing campaigns, on average, Google Maps Platform provides them with a 17% conversion rate for location. The two biggest conversion points are finding the right battery for a specific vehicle and determining the closest Interstate location.

> " Implementing a location solution was key for our business plan, and finding the right partner created a better experience around our Google relationship thanks to Woolpert Digital Innovations. "
>
> Sara Lane Bui, Senior Manager of Brand & Digital Strategy, Interstate Batteries

About Interstate Battery System International, Inc.
The largest automotive brand battery provider, Interstate Batteries, offers an enhanced customer experience with Google Maps Platform and Google Cloud.
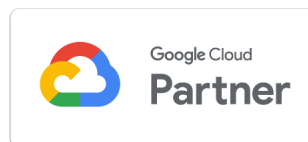
Industry: Retail & Wholesale

Primary project location: United States

About Woolpert, Inc.
Woolpert, a geospatial powerhouse, delivers value to global clients by strategically blending leading-edge technology and geospatial applications.

Products
Google Cloud Platform
Google Maps Platform