



Ace Mart™ Increases the Bottom Line 8% with Coremetrics Intelligent Offer™

Think “mom-and-pop” retail shops are stuck in the world of brick and mortar? Ace Mart is a successful example of how eCommerce has become a sizeable part of what was once thought of as a small walk-up business. Using Coremetrics Intelligent Offer, Ace Mart now makes shopping easier for their customers, maximizes order volume with automatic cross sell recommendations, and substantially improves their revenue.



While eCommerce sites have many characteristics in common, each one is unique. Ace Mart™ Restaurant Supply Company is no exception. Ace Mart was founded in 1975 to service small mom-and-pop restaurants that the larger food service equipment distributors and food houses had often ignored. A strong focus on superior customer service—“The Ace Mart Way”—has led to substantial growth.

While supplying restaurants continues to be an important part of the business, 50% of Ace Mart online customers today are retail consumers. That means the marketing staff must meet the needs of two distinct audiences, offering a broad spectrum of products ranging from baking sets and cookware to restaurant-grade refrigerators, cooking ranges, ice makers, and furniture. Seasonal fluctuations in sales further complicate merchandising with smaller ticket items being in particularly high demand at Christmas time and catering equipment and supplies being big sellers in spring and fall.

Online sales have grown rapidly, and today the web site contributes approximately the same amount of revenue as one of the company’s stores. The Internet is a vital channel because of the convenience it offers customers and the potential for global reach.

Ease and Convenience for Online Shoppers

“The Ace Mart Way” calls for making shopping convenient and easy, whether the customer purchases at a store or online. Marketers were concerned that they were falling short of this goal in the area of making product recommendations. Because of the labor-intensive nature of selecting related items manually, visitors were presented with cross sells for only about 15 percent of products offered online. The staff struggled to keep even that small percentage up to date. With more than 5,000 products for sale, Ace Mart needed to automate the identification and presentation of related items for each product.

Coremetrics Intelligent Offer provided the solution Ace Mart was seeking. Intelligent Offer automatically generates personalized product recommendations based on in-depth behavioral data.

“Overnight, we put up related items for 100% of our products. Senior management loves the results. In a 30-day period, we doubled our cross sell revenue and we’re consistently maintaining that increase. Better yet, we’re seeing an 8% bump up to the bottom line. Needless to say, we’re delighted with Intelligent Offer!”

– Ecommerce Marketing Analyst,
Ace Mart Restaurant Supply Company



Marketers can fine-tune the solution's business rules and modify system-generated recommendations to incorporate their own insights and to address special business needs such as temporary promotions for closeouts and specials.

8% Contribution to Bottom Line

Intelligent Offer turned Ace Mart's manual process into an automated one that provides four related items for every product. These highly relevant recommendations are encouraging visitors to browse the site, which, in turn, is increasing conversion: Visitors who browse recommended items convert at four times the rate of visitors who do not. Moreover, average order value (AOV) for customers who browse cross sells is 23% higher than the AOV for customers who do not.

The higher conversion and AOV is resulting in a total bottom-line revenue increase of 8%. Best of all, the recommendation process is completely automated and hands-off. Senior management loves the results.

Personalization and Targeting

Before implementing the solution, marketers were selecting cross sell items based on what they thought customers might want. Now, cross sell items are based on product affinities that are clearly demonstrated by customer behavior. Marketers fine-tune Intelligent Offer recommendations by adjusting the solution's algorithms in targeted areas to enhance relevance. For example, if a visitor is looking at flatware with a seashell pattern, tuning can ensure that

related items served up are of the same pattern. Likewise, if a visitor is looking at a replacement part for a cooking range, tuning ensures that related items do not include a cook top.

About Ace Mart Restaurant Supply Company

Based in San Antonio, Texas, Ace Mart is a family-owned business that maintains more than \$13 million of inventory in more than 400,000 square feet of showroom space throughout 14 store locations in Texas. Distribution centers in Dallas, Houston, and San Antonio ensure that new inventory arrives weekly to keep shelves well stocked with restaurant supplies and equipment. Launched in 1996, www.acemart.com reaches a national and global audience, enabling Ace Mart to offer its high-quality products backed by superior customer service to a widening base of consumers and restaurant owners.

To learn more about Coremetrics or to schedule a demo, please contact your account representative. Call 1.866.493.2673 or visit coremetrics.com



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