



*“When Listrak shared the details of the GXP program, we knew that it would accelerate our growth. Our three-year partnership continues to be an outstanding investment.”*

-John Coughlin, President, JEGS

## About JEGS

Why do millions depend on JEGS for their high-performance car parts? It is simple—from the iconic mail order catalog to a fully-stocked digital commerce experience, we have built a preferred destination for every gear-head, professional racer, weekend warrior and restoration nut who wants to take their vehicle to the next level.

## Client Challenge

In December of 2019, JEGS turned to Listrak to help reach an aggressive goal of 40% YoY growth. Being a current Listrak client who has experienced exceptional results, JEGS knew Listrak could once again help them attain rapid optimization and increased revenue.

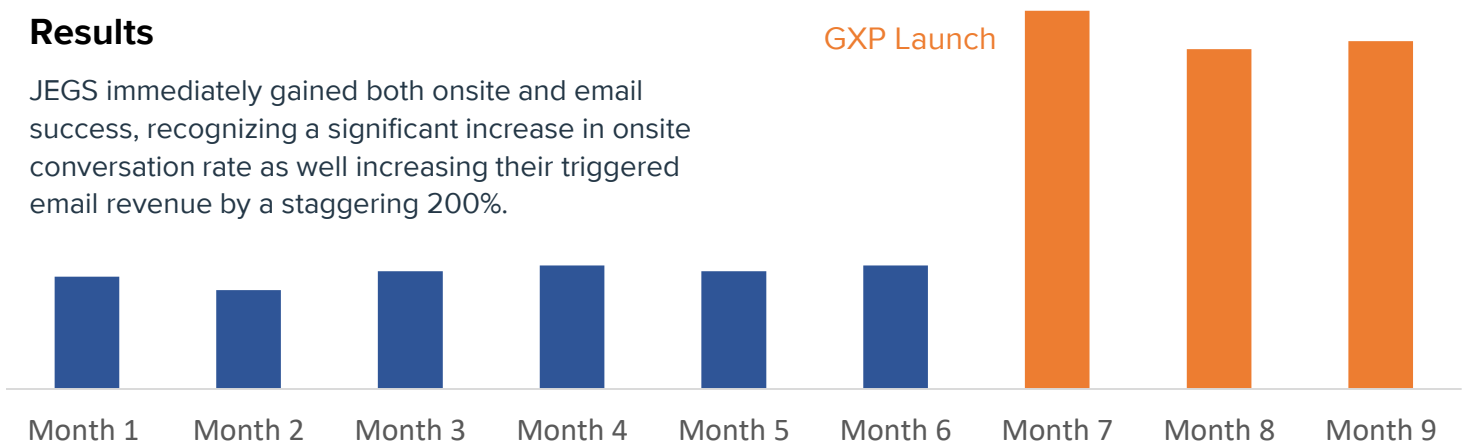
## Results

JEGS immediately gained both onsite and email success, recognizing a significant increase in onsite conversation rate as well as increasing their triggered email revenue by a staggering 200%.

# 200%

## Triggered Email Revenue Lift

GXP Launch



## About GXP™

Growth Xcelerator Platform (GXP) is a full-service program that integrates identity resolution capabilities within Listrak's suite of cross-channel marketing tools to deeply personalize customer communications. Leveraging self-identification, as well as through a robust proprietary identity graph, GXP reaches once-anonymous users with hyper-personalized, intent-based marketing messages across email and SMS.

