

Infopia Case Study: Demon's Cycle

Tom "The German" Steinbacher has a unique style and reputation when it comes to motorcycle design. Over 15 years ago, he leveraged his talent to start Demon's Cycle South, Inc.—a business selling the finest custom motorcycle parts. His radical motorcycle designs, as well as euro bike and custom chopper concepts, have received high acclaim from countless motorcyclists and have been featured in many of the industry's top magazines. With a customer base growing stronger every day, Demon's Cycle knew it was ready to ride full-speed into the online motors market.



Location:	Pompano Beach, Florida
Website:	www.demonscycle.com
Market Segment:	Motorcycle Parts & Accessories
Technology Needs:	Multi-Channel Selling Automation Order Management Professional Services
What They Have Experienced:	78% increase in overall sales 10% increase in ASP 50% increase in website sales

The Situation

In the early days, Demon's Cycle was 99% focused on eBay, but they were frustrated by the lack of control over listing fees and branding capabilities on the auction site. They were also hitting a ceiling in terms of sales. Because they only used eBay tools to sell online, Demon's Cycle didn't have the technology needed to list products on other online selling channels. As shoppers increasingly turned to search engines and comparison shopping engines to find motorcycle parts, Demon's Cycle wanted to capture the shifting consumer traffic. They also wanted to improve their own website with search engine optimized content that would drive more buyer traffic.

Finding the Right Solution

Demon's Cycle decided to start looking for an eCommerce solution that would help them grow and expand into the general online motors market—where they could enjoy higher profit margins and customer retention rates. But in order to grow through new online selling channels, they had to automate and streamline their order process and find a way to manage orders coming in from multiple online selling channels.

After studying many eCommerce options, Demon's Cycle realized they needed a solution that offered more than just software. They wanted an eCommerce partner to assist them in making the right strategic business decisions in new online selling channels to maximize revenue. Being in a niche market, Demon's Cycle also wanted better branding to establish a strong foothold in these new places to sell.

Infopia was the right fit on all accounts. Because Infopia has a team of motors and eCommerce experts—the Infopia Motors Group—that knows the nuances of the market, Demon's Cycle felt they chose the best eCommerce partner available. Their online growth since making this decision has been nothing short of amazing.

Revvng Up an eCommerce Growth Engine

Demon's Cycle started using the Infopia eCommerce platform, Marketplace Manager, in July of 2007. With this new technology, as well as the knowledge of the Infopia Motors Group, Demon's Cycle quickly saw results. Together, Demon's Cycle and the Infopia Motors Group developed a strategy that would increase customer retention, revenues, and profitability.

In a few short months, Demon's Cycle saw a 78% increase in overall sales. Their strategy to diversify online selling channels paid off. The average sale price on individual orders increased by 10%, while the number of orders increased by 30%. In addition, better branding, as well as search engine optimization (SEO) best practices helped Demon's Cycle draw more traffic to their website from search engines and comparison shopping sites. As a result, website sales jumped more than 50%. Today, 40% of Demon's Cycle's online sales occur on their website—where profit margins are the highest—thanks to the combination of Infopia technology and expert assistance.

What's Next?

Infopia has given Demon's Cycle the ability to grow in new ways online. As they continue their SEO efforts, they will leverage Infopia's pay-per-click partners and experts to draw more buyers to their website. In addition, Demon's Cycle plans on taking full advantage of their website—continuing to build relevant content for the motors market with image galleries, press releases, "how-to" pages, and links to Demon's Cycle communities on social media sites. Demon's Cycle's partnership with Infopia is just the beginning—they have an exciting, profitable road ahead.

To find out more about how Infopia can grow your online business, call 888.337.6352 or visit www.infopia.com.

WHAT THEY'RE SAYING

"What Infopia has been able to do to help us diversify and grow our online business has been incredible. The partnership we have with them has led to more orders, higher customer retention, and ultimately greater profitability."

~ Art Rodos, Vice President, Demon's Cycle Inc.



Infopia provides software and best practices to help merchants grow their online business. From inventory and order management, to expanding sales on websites, comparison shopping engines, and marketplaces like eBay and Amazon, Infopia has the right tools to help increase online revenues. Infopia is an award-winning eCommerce software company headquartered in Salt Lake City, Utah. For more information, visit www.infopia.com or call 888.337.6352.