

E-Commerce Parts Purchasing Study



NEW FOR 2019

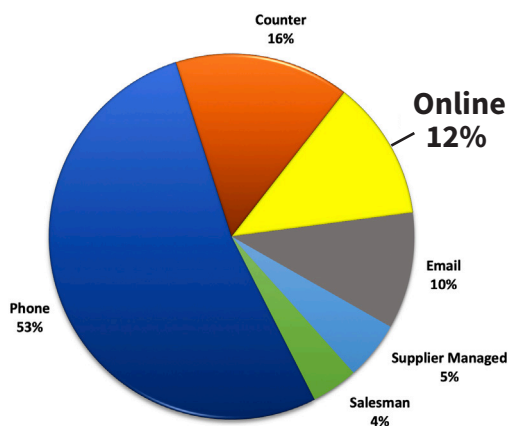
MacKay & Company

THE EVERCHANGING LANDSCAPE OF THE E-COMMERCE PARTS PURCHASING PATTERNS OF TODAY'S FLEET

In 2017, MacKay & Company surveyed 1,000 fleets on their parts purchasing. At that time E-Commerce channels, were utilized for 12% of all purchases. In 3 years' time, online purchasing is expected to grow to 15%.

WHAT WE LEARNED IN 2017

E-Commerce Channels were utilized for 12% of all purchases

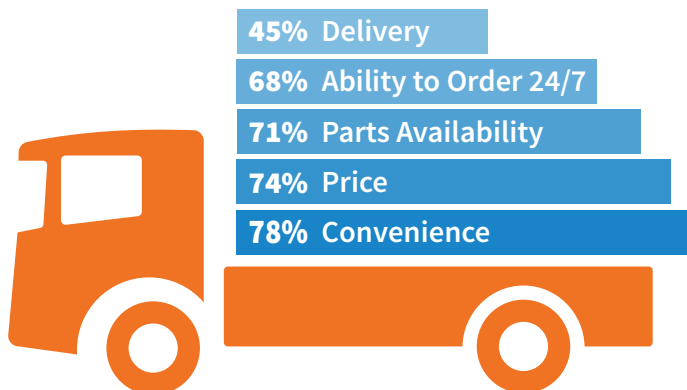


WHAT WE ARE LOOKING AT IN 2019

In 2019, online purchases are expected to **increase to 15%**

- Who is this online buyer?
- What parts are most frequently purchased online?
- What support is expected with an online purchase?
- What additional services are incentivizing fleets to purchase online?

CONVENIENCE AND PRICE ARE DRIVING ONLINE PURCHASES



For more information contact: john.blodgett@mackayco.com



Key Study Activities

- Opportunity for each study participant to provide input for the survey topics and questions
- Fleets will be surveyed through a variety of methods – interviews, mail and online surveys
- Gather intel and validate key issues through industry functions
- Segment results by rural vs. urban, B2B vs. B2C and vocation

Deliverables



Report

Final report will include a review of the methodology, a profile of the survey respondents, an executive summary and detailed study findings.



Presentation

We will conduct a webinar to share the findings of the report with ample time for questions.

WHO IS MACKAY & COMPANY?

MacKay & Company is the information expert. We drive business intelligence. The scope of our practice includes analysis of original equipment and aftermarket potential, strategic options, distribution, valuation and much more.

For more information contact: john.blodgett@mackayco.com