

May 2021 Monthly Newsletter

Last Modified on 09/20/2022 3:52 pm EDT

SimplePart 



MAY 2021

Nissan Parts & Accessories e-commerce

The Nissan Parts & Accessories e-commerce program was launched in April, with sales totaling over \$1 million. This month's newsletter highlights the program's success, including the Abandoned Cart email campaign, which resulted in a 10% increase in sales. The program is a key component of the Nissan North America, Inc. (NNA) e-commerce strategy, which aims to provide customers with a seamless online shopping experience. The program is currently available at dealers, Murfreesboro, TN.

April 2021 Nissan
National Program Highlights: