

Auto Parts 4Less Group, Inc. Announces Partnership with MarTech Firm Digital Ignite to Launch Advertising Campaign

LAS VEGAS, NV, UNITED STATES, September 28, 2022

/EINPresswire.com/ -- [Auto Parts 4Less Group, Inc.](#)

(OTCQB:FLES) ("Company", "FLES") owner of AutoParts4Less.com, an automotive parts-only marketplace, today announced it has partnered with [Digital Ignite](#), a marketing technology company. Digital Ignite will lead a \$1.2 million advertising campaign as the Auto Parts 4Less marketplace grows and challenges other big technology brands like Amazon.



Auto Parts 4Less Engages MarTech Agency to Roll Out \$1.2Million Ad Campaign

Digital Ignite is a MarTech agency using radical data-informed strategies to grow businesses and drive sales. With a focus on using audience data to inform creative development and target key consumer segments, Digital Ignite is uniquely positioned to help grow the Auto Parts 4Less brand in the rapidly evolving world of online automotive parts sales.



We expect this initial ad spend of \$1.2M to start driving sales immediately for our featured parts sellers now selling on the [autoparts4less.com](#) marketplace"

*Christopher Davenport,
Founder and President of
Auto Parts 4Less*

"Our team of creatives, media strategists, and operators is incredibly excited to help Auto Parts 4Less compete against the big eCommerce players by developing a hyper-targeted media strategy that will educate consumers about Auto Parts 4Less's expansive inventory and strong partnerships with trusted automotive part sellers," said Ryan Clark, Chief Operating Officer of Digital Ignite. "Auto Parts 4Less has a unique opportunity to challenge the Amazons and eBays of the world as the industry's first auto parts-only marketplace."

"With Digital Ignite's unique ability to optimize and highly target automotive part buyers by using their unique technology, we expect this initial ad spend of \$1.2M to start driving sales immediately for our featured parts sellers now selling on the [autoparts4less.com](#) marketplace," states Christopher Davenport, founder, and president of Auto Parts 4Less, Inc, the wholly-owned operating subsidiary of FLES.

ABOUT AUTO PARTS 4LESS GROUP, INC.

Auto Parts 4LessGroup, Inc. (the "Company") entered the online auto parts sales business in 2015, selling lift kits and other aftermarket accessories for Jeeps, Trucks, and SUVs on eBay and Amazon. In 2019 www.liftkits.com was launched and continues selling aftermarket parts today. At the beginning of 2020, the Company began the development of

Autoparts4less.com as a pure-play enterprise-level marketplace entirely dedicated to automotive parts, including cars, trucks, boats, motorcycles, and RVs on a single platform. The week of September 26, 2022, the Company officially began the roll-out of Autoparts4less.com.

To learn more about Auto Parts 4Less Group, Inc., please visit AutoParts4lessGroup.com.

ABOUT DIGITAL IGNITE:

Digital Ignite is a full-service marketing agency focused on leveraging data to build digital strategies that ensure that its clients can connect with their unique audiences in the right way and at the right time. Digital Ignite is located at 635 Rutledge Avenue, Suite 201, Charleston, South Carolina, 29403. More information can be found at www.digital-ignite.com.

Safe Harbor & Disclaimer

This information also contains certain forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are identified by the use of the words "could", "believe", "anticipate", "intend", "estimate", "expect", "may", "continue", "predict", "potential", "possible," "project" and similar expressions that are intended to identify forward-looking statements. All forward-looking statements speak only as of the date of this presentation. You should not place undue reliance on these forward-looking statements. Although we believe that our plans, objectives, expectations and intentions reflected in or suggested by the forward-looking statements are reasonable, we can give no assurance that these plans, objectives, expectations or intentions will be achieved.

Forward-looking statements involve significant risks and uncertainties (some of which are beyond our control) and assumptions that could cause actual results to differ materially from historical experience and present expectations or projections. Actual results may differ materially from those in the forward-looking statements and the trading price for our common stock may fluctuate significantly. Forward-looking statements also are affected by the risk factors described in the Company's filings with the U.S. Securities and Exchange Commission. Except as

DIGITAL IGNITE

Digital Ignite Will Lead Auto Parts 4Less Ad Campaign to Promote the Auto Parts-Only Marketplace

required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events. No information in this press release should be construed as any indication whatsoever of the Company's future financial results, revenues, or stock price.

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