



# Everything you need to know about ROAS



## What is Return on Ad Spend?

**Return on Ad Spend (ROAS)** is an important indicator that measures the **effectiveness of marketing initiatives** by tracking the revenue generated directly by **each dollar spent** on promotions and advertising.

Simply put, your ROAS is a measure of the sales generated by every dollar you have invested in advertising. For example, if a \$1 investment in advertising results in \$10 in sales, your ROAS would be \$10/\$1, and so on.

For ideas on how to improve your website's current ROAS, contact a member of SimplePart's dealer coaching team at [coaching@simplepart.com](mailto:coaching@simplepart.com).

**How does the Control Panel play a role in tracking ROAS?** The ROAS metric in the Control Panel is one of the ways you can accurately gauge your online site's success. It is located in the **"Paid Return on Ad Spend"** section headed in red. Having access to up-to-date reports is crucial to your site's growth, so the following metrics in this section are updated on a daily basis:

- Clicks
- Orders
- Total dollar amount

These metrics are based upon the previous 30-day period and, when calculated with your **Total Ad Spend**, help determine your overall ROAS.\*

## What Impacts Your ROAS?

Your SimplePart site is optimized to help convert visitors into sales through its user experience design and structure. However, you can also help grow your website's ROAS. Here are a few simple ways to positively impact your website's ROAS:

1

**Taking advantage of regular OEM-sponsored promotions and offers**

2

**Pricing competitively within your market**

3

**Engaging in dealer strategy consultations**

For additional information or tips on how you can refine your strategies so that you can elevate your ROAS, contact a member of SimplePart's dealer coaching team at (888) 843-0425 or [coaching@simplepart.com](mailto:coaching@simplepart.com).

\*Your Return on Ad Spend will depend on your individual business goals and package level.

If you're interested in enrolling or want to learn more, you can contact SimplePart at (404) 620-9764 or [sales@simplepart.com](mailto:sales@simplepart.com).

