

Why Choose eCommerce?

Sell More to More People With An Online Parts Platform

Automotive eCommerce sales projected to reach \$67 billion by 2030* Consumers Are Shopping Online—and Dealers are Seeing Results

Three key factors influence online shoppers:

- Avoiding the hassle of in-store shopping
- Already knowing the products they want
- Benefiting from the convenience of shopping wherever, whenever.

In fact, our dealer partners have seen **substantial YOY increases when compared to the start of the eCommerce program in 2016****:



451%
Sales



412%
Orders



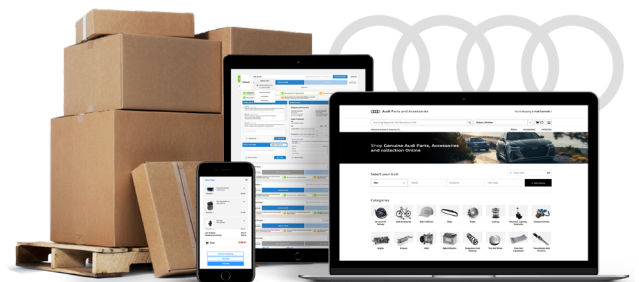
166%
Site Visitors



90%
Conversion Rate

Grow Your Business Like Never Before

- Sell parts and accessories **24 hours a day, 7 days a week**.
- Our current dealer partners have seen over a **93% YOY increase in site visitors** in just the past year. (Q12021-Q12022)
- An online store allows you to reach more mobile customers.
- Almost **three out of every four dollars** spent on online purchases are coming from mobile—and that number is growing.***



Let SimplePart Do The Heavy Lifting

As the industry leader, SimplePart has the experience, resources and expertise to easily help you manage an online store. Here's how our 140+ dealer partners benefit from our solutions:

- Quick, easy-to-use order processing & shipping integrations
- Catalog data with color pictures proven to increase conversion rates
- Dealer success coaching for personalized assistance when you need it
- Regular promotion & coupon support designed to maximize sales

Partnering with SimplePart for your online store can ensure your eCommerce presence grows with the trends. For more information, contact our Client Services team at support@simplepart.com or (888) 843-0425.

*Source: Hedges & Company **Time period: 3/2016-3/2022 ***Source: Forbes