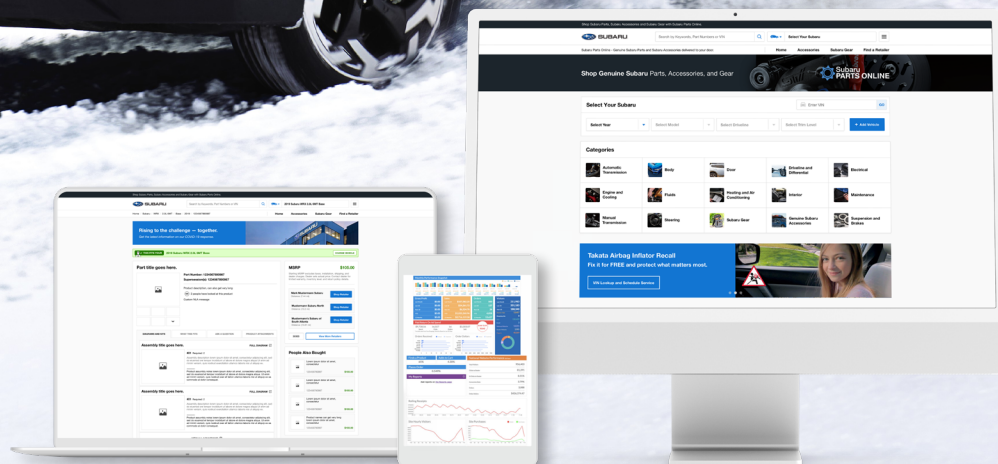


SUBARU PARTS ONLINE

# Retailer Toolkit



CLIENT SERVICES TEAM: (888) 843-0425  
SALES TEAM: (404) 620-9764



SimplePart   
an INFOMEDIA company



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# Health Check

Whether you're new to eCommerce or a pro at selling online, SimplePart, an Infomedia company, helps you succeed in a long-term, sustainable way.

Here's a short health check you can use to select the package that best meets your needs and helps you optimize your performance on the SimplePart platform.

## What are Your Objectives?

Identify what your goals are to decide which SimplePart package is right for you:

Simply looking to have an online eCommerce presence?	▶ <b>BASE PACKAGE</b>
Looking for incremental sales as an extension of your parts counter?	▶ <b>BASE OR BASE+ PACKAGE</b>
Want to reach new local buyers and increase your dealership's visibility?	▶ <b>BASE+ PACKAGE</b>
Want to reach a new customer base outside of your local area?	▶ <b>ADVANCED PACKAGE</b>

## Is Your Store Performing Well?

### YES:

- Converting 1.5% or more of your visitors into purchases
- Achieving a ROAS (Return on Advertising Spend) of \$10.00 USD/\$1 or greater

### THEN CONSIDER:

- An increase in advertising spend
- An increase in organic marketing efforts
- Upgrading your package

## Is Your Store Under-Performing?

### YES:

- Converting less than 1.5% of visitors into purchases
- Seeing a ROAS of less than \$10.00 USD/\$1
- Add to Cart rate is below 10%

### THEN CONSIDER:

- Adjusting pricing to improve Add to Cart rate
- Adjusting pricing to improve ROAS
- Modifying shipping rates to improve Conversion rate
- Contacting the Client Services team for a coaching session



# Reading Control Panel Reports

## In this document, you will learn:

- Reports and business metrics to consider as you review your site's eCommerce performance

Whether you are looking for information on how much you sold last month or which products are most profitable, SimplePart has you covered and makes it easy for you to find and review these important metrics.

Here are some reports you may want to consider as you review your site's eCommerce performance. Keep in mind, this list is just a starting point.

**TIP:** The easiest way to locate these reports in your Control Panel is to search for them by name using the Ctrl+F function or click on the report name linked below.

Let's start with the Gross Profit Report (by Month), available in the Reports section of the Control Panel. Our Client Services Team uses this report to quickly assess the health of your online store. This report highlights several key metrics, including:

- **Cart C/R (Conversion Rate):** The percentage of people who, after landing on your website, added a product to their cart. The higher the number, the better.
- **C/R (Conversion Rate):** The percentage of people who, after landing on your website, place an order. The higher the number, the better
- **Total P+S (Parts/Accessories + Shipping):** The total dollar amount generated by selling and shipping parts, accessories to your customers
- **Total GP% (Gross Profit %):** The percentage of gross profit generated by selling and shipping parts, accessories to your customers

Gross Profit: Gross Profit by Month					
Month	Orders	Visitors	V / day	Cart C/R	C/R
2019-04	37	3,310	110	10.21%	1.12%
2019-03	55	3,604	120	11.12%	1.53%
2019-02	57	3,590	115	9.94%	1.59%
2019-01	82	3,640	121	10.06%	2.25%

By leveraging these four metrics, you can quickly assess how well your website is performing. Also, this report lets you know if your pricing and shipping are misaligned. In other words, if your Cart C/R is high but your C/R is low, your prices are probably competitive, but your shipping rates might not be. Customers are adding products to their carts, but ultimately aren't buying because of higher shipping rates.

# Reading Control Panel Reports (cont.)

Another report is the Sales Breakout by Month, also in the Reports section of the Control Panel. Our Client Services team uses this report to help our clients visualize their sales mix, which is the relative proportion of parts and accessories sold. This report highlights several key metrics, including:

- **Total Parts Sales & Parts GP%:** The dollar amount of parts sold and the associated gross profit
- **Total Accessories Sales & Parts GP%:** If your catalogue includes vehicle accessories, this section shows the total dollar amount of accessories sold and the associated gross profit
- **Total Gear Sales & Parts GP%:** If your catalogue includes vehicle accessories, this section shows the total dollar amount of accessories sold and the associated gross profit.

Orders: Sales Breakout By Month				
Month	totalPartSales	Parts GP%	totalAccessorySales	Accessory GP%
2019-04	\$2,457.68	18.98%	\$4,135.10	12.40%
2019-03	\$4,112.27	18.69%	\$6,118.46	11.93%
2019-02	\$5,144.83	17.32%	\$6,518.59	12.09%
2019-01	\$4,639.08	18.89%	\$7,392.02	12.51%
2018-12	\$4,086.98	20.27%	\$2,384.21	16.17%
2018-11	\$4,262.73	21.29%	\$1,378.61	19.63%

Why is this report important? It can help you strategize on what category makes the most sense for you to promote. For example, you may want to consider investing more resources in promoting your catalogue of accessories, which tend to have lower margins. Our Client Services team can help you with these types of decisions.

We also recommend Source of Visitors & Sales. Available in the Reports section of the Control Panel, this report is designed for those dealers with packages that include online advertising (SEM) services.

Performance Reports: Source of Visitors & Sales			
reportMonth	Source	Visitors	Sales
2019-03	Display/Search Ads	128	\$117.60
2019-03	National Parts Website	214	\$4,029.58
2019-03	Organic	801	\$1,929.27
2019-03	Other	126	\$1,114.95
2019-03	Search	491	\$426.14
2019-03	Shopping	1,854	\$3,725.51

In this report, you can quickly see where sales on your website come from—Search Advertising, Shopping Advertising, Organic or the National Tier 1 website.

# Pricing: Optimize Margins

## In this section, you will learn:

- How to develop a parts and accessories pricing strategy that meets your goals
- Reports and business metrics to consider as you develop your pricing strategy

A key driver of sales on your website is pricing. According to a survey by Namogoo, a digital customer journey platform, more than half of respondents ranked price as the most important factor when shopping online, and 75% said price is one of the two most important factors in their purchase decisions.

How you price parts and accessories online will depend on your business's goals. Following these steps will help you price your parts and accessories so you can meet your online objectives in a long-term and sustainable way.

## Define Your Goals:

You've probably heard the phrase, "To sell more, you need to lower your prices." This statement is only partially true. Your online customers can easily compare your prices with your competitors' with a click of the mouse. However, having the lowest prices does not mean you will be the most successful dealer. At SimplePart, we recognize that every retailer defines his or her success differently. Before you lower your prices, let us help you define your goals and how pricing your parts and accessories plays a role in reaching them.

### VOLUME:

Is your goal to be a volume player, even if this means pricing competitively and maintaining lower margins? Some volume players receive most of their revenues from backend OEM financial incentives. If this is your case, then pricing your products very competitively could be the right strategy for you. However, keep in mind that a large number of orders means allocating more resources to fulfilling those orders on a daily basis.

### A COMBINATION OF VOLUME AND GROSS PROFIT:

Do you consider your website a natural extension of your existing parts counter? If this is the case, you have more flexibility with your strategy and can increase your prices within a competitive range. You might sell less volume, but your online parts store will be more profitable per order and require fewer resources. Also, our team can work with you on solutions to keep prices higher, but still be competitive in the market. For example, you can run marketing promotions or optimize your prices to offer free shipping.

### A WEB PRESENCE:

Are you new to the eCommerce world or just looking to add an online presence for parts and accessories to your dealership? If either is the case, you can start out by pricing your parts and accessories at or around MSRP. Keep in mind that this will generate fewer orders, but your resource commitment will be minimal.

# Pricing: Optimize Margins (cont.)

## USING PRICING TO REACH YOUR GOALS:

Optimally pricing your parts and accessories is important, but there are also other tools you can use to meet your objectives. Shipping rates and advertising spend can also help you sell more. Keep this in mind as you work on your pricing strategy. Only lowering prices on your parts and accessories may not always be the best course of action.

## THINGS TO KNOW ABOUT PRICING:

- Many dealers like to keep things simple when it comes to pricing parts and accessories (cost + 25 across all products, for example).
- Others prefer a more sophisticated and targeted strategy; for those dealers, we recommend utilizing pricing matrices as a solution.
- Pricing matrices balance high margins without lowering conversion. With a matrix, dealers can control margins for select price ranges and stay competitive.
- Higher margins are maintained on inexpensive popular items.
- Don't ignore pricing strategies. Consider the competitive landscape. If you can price lower than MSRP, you'll drive more customers to your site, increasing sales volume.
- Margins can be adjusted for higher priced items so as not to detract potential customers.

Let's start by analyzing where you are in terms of pricing. SimplePart makes this part easy for you. Our customized reports coupled with our team of experts can help you analyze and improve your online performance.

Here are some reports you should be monitoring on a regular basis for pricing:

## THE GROSS PROFIT REPORT (BY MONTH):

Located in the **Reports** section of the Control Panel, this report highlights key metrics to measure your success. For example:

- **Cart Conversion Rate:** The percentage of people who are viewing their cart, most likely after adding products to their cart. The higher the percentage, the better
- **Conversion Rate (C/R):** The percentage of people who, after landing on your website, place an order. The higher the percentage, the better

# Pricing 102: Optimize Margins (cont.)

Gross Profit: Gross Profit by Month					
Month	Orders	Visitors	V / day	Cart C/R	C/R
2019-04	37	3,310	110	10.21%	1.12%
2019-03	55	3,604	120	11.12%	1.53%
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2019-01	82	3,640	121	10.06%	2.25%

By leveraging these two metrics, you can quickly assess if your pricing and shipping rates are competitive. Every retailer and every brand is different, but as a rule of thumb, you should strive to have at least 8% for Cart C/R and 1.5% for a C/R.

Also, this report can give you an indication if your pricing and shipping rates are misaligned. If your Cart C/R is high, but your C/R is low, your prices are probably competitive, but maybe your shipping rates are not. Customers add products to their carts, but ultimately may not buy because of higher shipping costs.





# Make the Most of Shipping

## In this section, you will learn:

- How to select the shipping providers that are right for you
- Tips and tricks to optimize your shipping process

Once you decide to start selling online, shipping becomes a huge aspect of your parts counter's operations and sales. Shipping can be a profit center for many dealers, but it can also be a deal-breaker for many owners when shipping costs are too high.

## SHIPPING OPTIONS:

The SimplePart platform supports all major shipping carriers: USPS, UPS and FedEx. For small orders and anything that will fit in a flat rate box, we recommend using USPS because it's often the most cost-effective option. Often, you can charge owners a lower rate and make more gross profit utilizing USPS. For larger items like bumpers and grilles, UPS and FedEx can also be considered.

SimplePart System-wide Average Profitability by Shipping Carrier			
Shipping Carrier	Avg. Customer Order Shipping Charge	Avg. Retailer Cost per Box Shipped	Profit per Box Shipped
USPS	\$13.93	\$7.72	\$6.21
UPS	\$21.70	\$20.38	\$1.32
FedEx	\$21.04	\$26.26	-\$5.22

**TIP:** Do utilize local pickup, as consumers who choose this option are 13% more likely to convert a sale, which increases conversion and sales of non-shippable items.

## SHIPPING TIPS:

Avoid under-charging for bulky or heavy products: On average, 2% of orders will include an item requiring additional shipping fees. To cover this, dealers can set a fixed shipping rate specifically for these items by part number, or by an entire category.

According to a survey about retail shoppers' shipping expectations, 62% of shoppers expect free shipping on their orders. What's more, further studies report that shipping fees are frequently named as one of the main reasons for cart abandonment—with an average abandonment rate of 69.8%.

With these statistics in mind, try to offer competitive shipping rates to customers: Cheaper or free shipping means more attractive prices to owners, which ultimately leads to increased conversion rates and more sales.

**NOTE:** According to a McKinsey report, retailers should deliver the product quickly to create repeat buyers, as 90% of eCommerce consumers expect a three-day shipping time in general for their orders. Do pay attention to orders' shipping time!

# SHIPPING STRATEGIES

## In this section, you will learn:

- How you can optimise your pricing strategy so you can offer free shipping
- How you can set up shipping accounts to send packages faster and for less

Let's continue by going over **free shipping**—it's everywhere in eCommerce. According to a **2021 report** on consumer shipping expectations, an overwhelming **83% of consumers prefer free shipping** when given the choice between free shipping and fast shipping. Furthermore, a **2019 survey** found that **free shipping leads to more sales**: 84% of shoppers specifically made a purchase because shipping was free, and 30% said **they always increase the size of their orders** if it qualifies them for free shipping.

As more and more shoppers are coming to expect free shipping when they purchase online, how can you take advantage of this trend?

Here are some examples:

- **Set a free shipping threshold.** We recommend setting it at 10-15% above your existing Average Order Basket (AOB) **Note:** Dealers should set a free shipping threshold that makes sense for their dealership.
- Bake some or all of the **shipping cost** into the price
- Market free shipping by **running promotions**
- Select the most **cost-efficient shipping carrier**

Keep in mind that offering free shipping is not a necessity, but merely another tool to drive sales.

## STREAMLINE YOUR ORDER PROCESSING PROCEDURES:

**Set up a schedule** that works with high order volumes, stock order deadlines and shipping carrier pickups. Negotiate shipping carrier pickup times with all of your carriers.

**Review and receive orders as frequently as possible.** Optimally, you should try and receive orders once at the beginning of the day, and once before the stock order deadline. Accept orders on Saturdays if you're able to. Process orders according to your stock order deadline or shipping carrier pickup times.

## CONSIDER PACKAGING AS A PROMOTIONAL TOOL FOR YOUR DEALERSHIP:

After all, your packaging to a customer is an extension of your physical store. Make sure you make a great impression, one that stimulates customer loyalty and repeat sales.

Package everything properly, especially when shipping expensive and fragile items. Be generous when it comes to packing peanuts and bubble wrap. Keep a variety of box sizes on hand. Uline.com, PackagingSupplies.com and ShippingSupply.com offer a large selection of box options. See if your carriers offer free boxes and make sure to keep USPS flat rate boxes on hand.

Include promotional material in your packaging, such as coupons and discounts, to stimulate additional orders. Consider including a "Thank You" note as well. It can go a long way to help turn your customer into a loyal, long-term client.

# Your Guide to Shipping Supplies

## In this section, you will learn:

- Which shipping supplies you will need to run a successful eCommerce business
- How to set up shipping accounts to help you send packages faster and cheaper
- Where to find deals and discounts to help you with your shipping and supplies

You've got your online store all ready to go. But are you equipped to start shipping your first orders? We've put together a list of supplies you'll want to have on hand as you fulfill orders.

## Things You'll Need to Get:

- ❑ **Medium-sized square boxes and long, skinny 6-8" boxes** – You can cut these down to size to fit whatever you'll be shipping out.  
  
**TIP:** Once you start seeing more volume, look around locally for smaller corrugated box supplies. They often offer discounts.
- ❑ **Tape and a tape gun dispenser** – Save yourself some frustration and spend the money on quality items.
- ❑ **Clear invoice pouches** – These aren't always needed, but they're good to have around.
- ❑ **Package scale** – A 70lb range is sufficient.  
  
**TIP:** You can often get these for free or at a discounted price when you have a UPS or FedEx master account.
- ❑ **Label printer** – Check with UPS or FedEx, as they will often give you one for free.

## Tips on Packaging:

- ❑ **Small, flat-rate boxes** – Around 65% of parcels will be sent this way.
- ❑ **Flat-rate Tyvek envelopes** – This envelope always ships at a small, flat-rate price.
- ❑ **Large and medium flat-rate boxes** – Brake rotors and other heavy items are best sent with these.
- ❑ **Priority mail dual-use tubes**
- ❑ **Customs form envelopes** – It's useful to keep these on hand. You never know when they could come in handy.  
  
**TIP:** Be sure you inform your local post office you've started shipping with USPS. You'll likely be able to request a regular pickup time.



# Enhance Your Site's Performance

## In this section, you will learn:

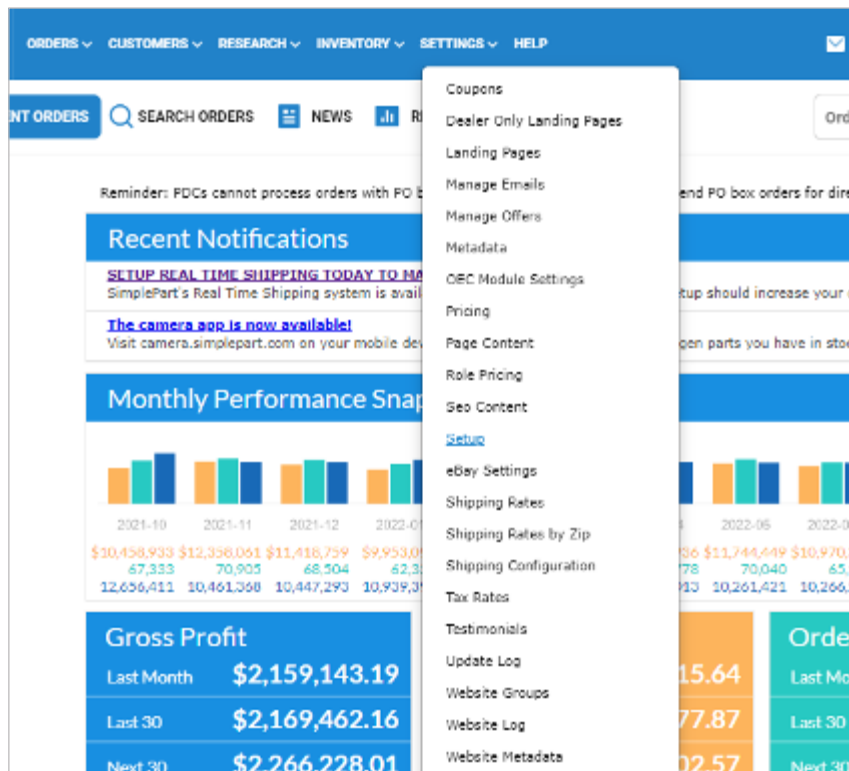
- How you can leverage promotional banners on a site
- Tips and tricks on how to run successful email marketing promotions

Running promotions on your website, giving out coupons and sending promotional emails to existing customers are all great ways to generate more sales. At SimplePart, we regularly run marketing promotions for our dealers and OEM partners. Our promotions often generate 3x to 4x our clients' typical order volume.

**NOTE:** For more information, view our resources on promotions: <https://tinyurl.com/ynrfjzcm>

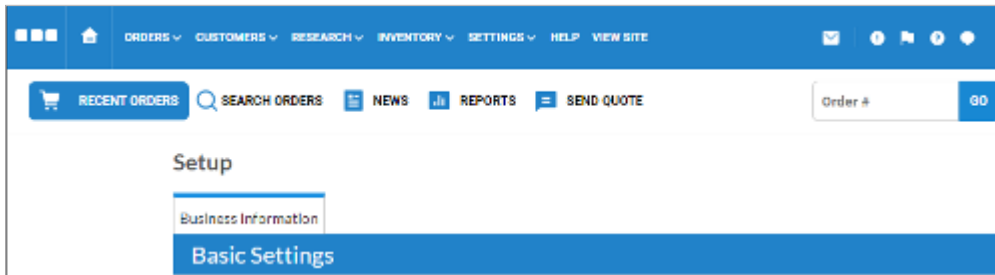
## PROMOTIONAL BANNERS:

Start at the **Control Panel** homepage. Then, click the **Settings** dropdown menu.

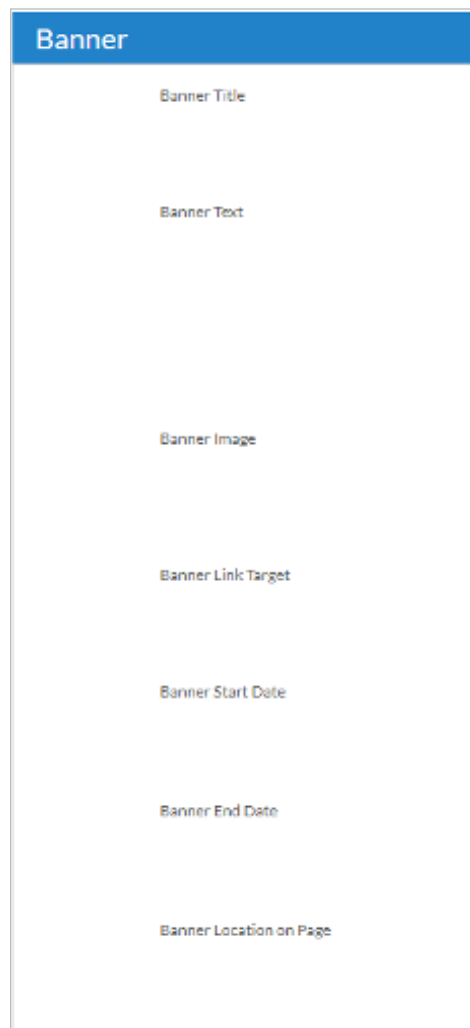


# ENHANCE YOUR SITE'S PERFORMANCE (CONT.)

Then click Setup. This will bring you to the **Setup screen**, from which you can create the banner. The top of this page will show your business information.



Scroll all the way to the bottom of the page and you'll find the **Banner section**.





# ENHANCE YOUR SITE'S PERFORMANCE (CONT.)

This is where you'll see text boxes for the banner title and text and a few other details like target link, start and end dates and where the banner will be located on the page. Look at the details below for more details regarding these fields and tips on how to write effective banners.

**BANNER TITLE** - In this field, you can write the title for your banner. It can refer to your store's promotion as a whole (like "Labor Day Promotion," for example), or it can be used as a way to introduce an announcement your store is making.

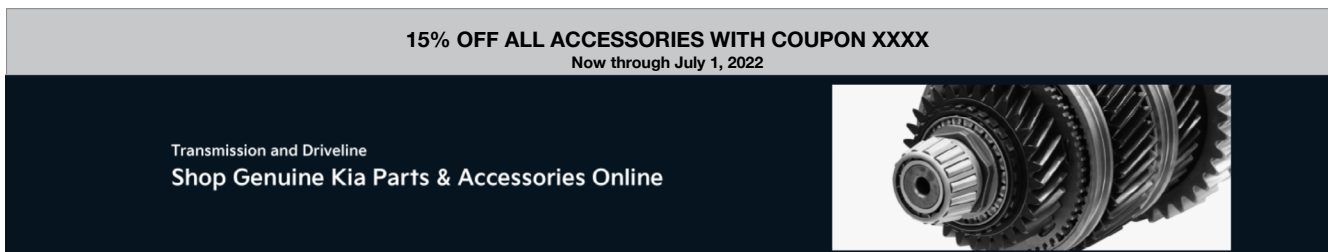
**BANNER TEXT** - What you type in this field will display as smaller text beneath the title. You can use this to go into the details of a promotion or announcement.

**BANNER IMAGE** - Although it is not recommended to include an image, in this field you can place an image file here to add to your banner.

**BANNER LINK TARGET** - This is the link that will take your customers to the page associated with the promotion when they click the banner.

**BANNER START AND END DATE** - With these fields, you can control the time frame of the banner to coincide with a promotion or announcement down to the minute.

**BANNER LOCATION ON PAGE** - Here, you can choose to have your banner front-and-center or displayed in a more subtle way by choosing between the "mainnav" or "docked" options. For a banner that's center stage and can't be missed, apply the "mainnav" term in the Banner Location on Page field.



Promotional banners, located at the top of your website, are an effective way to let visitors know what's on sale and for how long, or any active promotional discount codes or free shipping events. Be sure to use promotional banners in moderation.

## BANNERS SHOULD FOLLOW THESE GUIDELINES:

- Keep title and text clear, short and effective.
- Make sure to include a call to action such as "click here."
- Run banners for a limited amount of time.
- For a high quality image, make sure the dimensions are 1150px x 100px.

# COUPON STRATEGIES

## In this section, you will learn:

- How dealers can leverage coupons on their site and beyond
- Tips and tricks on how to run successful email marketing promotions

## Coupons:

Coupons are another great marketing tool that not only drive sales, but also help build store loyalty. Coupons can be used in many different ways and can be either digital or printed. Use them to highlight the discount value, promotion duration and eligible products. Consider delivering your coupons in a promotion email campaign or in your packaging as cards or slips.

Tracking the performance of every single coupon and campaign you launch is crucial to your business' promotional strategy. SimplePart offers a built-in coupon code tracking system, so coupon campaigns can become a great new source of data to continuously improve your business's performance. Coupon campaigns can even be run simultaneously to see which coupon has the best impact on sales.

### YOUR COUPONS SHOULD INCLUDE SOME KEY ELEMENTS:

- A clear and concise call to action**, such as:
  - "Claim your deal"
  - "Shop now, save later"
  - "Save 10% on your next order"
- An expiration date** – This creates a sense of urgency, incentivizing shoppers to take action
- Clear and concise instructions** – Complicated rules will discourage potential customers



### GREAT WAYS TO BUILD STORE LOYALTY USING COUPONS:

You can add **packaging inserts** to an order before you ship it out. These inserts are great to build customer loyalty and pair well with a thank you note.

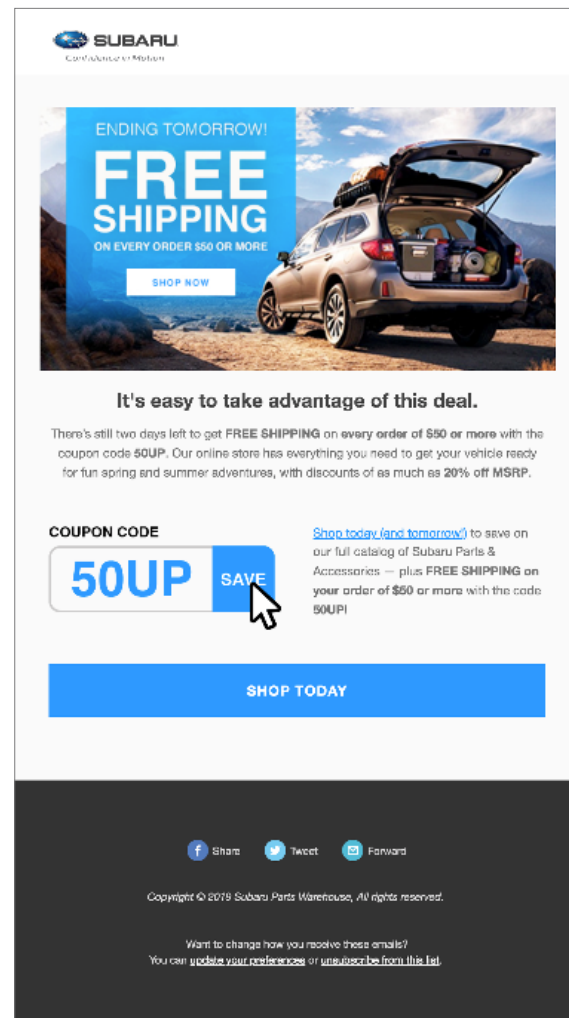
Adding a **coupon** to your email receipts offering a discount on the next order is another great way to generate repeat business.

# Enhance Your Site's Performance (cont.)

## Email Promotions:

Promotional emails can also be used strategically to generate sales and build a loyal customer base. According to marketing software company HubSpot, 59% of buyers say marketing emails influence their purchase decisions. Our experienced marketing team works closely with our PRO dealers and OEM partners to create and distribute promotional emails. Here are some tips and tricks to help you run your own email campaigns.

- ❑ **Keep your relationship with your customers in mind** when creating a promotional email. Do not bore them, do not be intrusive and do not be repetitive
- ❑ **Consider your frequency.** Emailing your customers too many times can cause them to stop paying attention, turning your emails into a nuisance instead of a welcome communication
- ❑ **Take time to develop a strong call to action.** The most effective promotional emails are able to convert the user right away. A good call to action pushes the reader to complete an action
- ❑ **Experiment** with your email's format, copy, call to action and images. Successful email campaigns are a constant work in progress
- ❑ **Keep it short.** When it comes to promotional emails, remember: less is more. Have your important information at the top followed by any additional details
- ❑ **Tie your promotional campaigns in with other marketing activities** to achieve more success. Our most successful promotional email campaigns run alongside paid search ads on Google and Bing, coupon codes, marketing integration with existing OEM promotions, promotional banners and hero images on your site



The screenshot shows a promotional email from Subaru. At the top left is the Subaru logo with the tagline 'Confidence in Motion'. The main visual is a blue banner with the text 'ENDING TOMORROW! FREE SHIPPING ON EVERY ORDER \$50 OR MORE' and a 'SHOP NOW' button. Below the banner is a photo of a silver SUV with its trunk open, packed with gear. The text below the photo says 'It's easy to take advantage of this deal.' and provides details about the offer: 'There's still two days left to get FREE SHIPPING on every order of \$50 or more with the coupon code 50UP. Our online store has everything you need to get your vehicle ready for fun spring and summer adventures, with discounts of as much as 20% off MSRP.' A 'COUPON CODE' section shows '50UP' in a box and a 'SAVE' button with a mouse cursor. Below this is a large blue 'SHOP TODAY' button. At the bottom, there are social media sharing icons for Facebook, Twitter, and Email, followed by a copyright notice and a link to update email preferences.



For more information, check out our knowledge base article on site performance: <https://tinyurl.com/ynrfjzcm>

# Search Engine Marketing 101

## In this section, you will learn:

- What Search Engine Marketing (SEM) is and how it affects your site's eCommerce performance

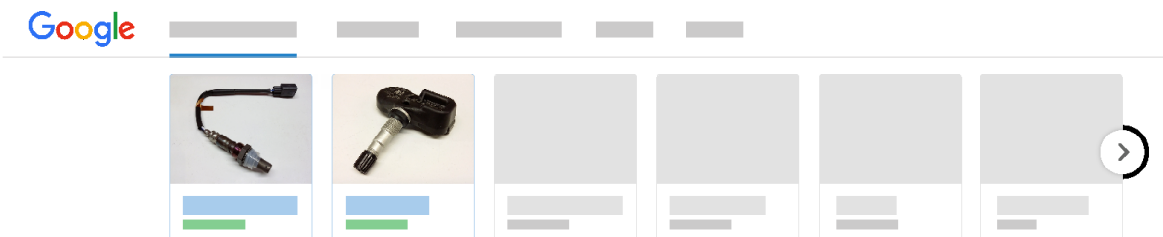
Search Engine Marketing can be summed up simply as purchasing space for paid ads on search engines as a way of driving traffic to your website. However, our SEM team does much more than simply buying ads.

Every member of the SimplePart SEM team is GoogleAds certified, meaning they're experts in PPC (pay-per-click) advertising. They monitor every client's account so that ad campaigns are fully optimized and operating at the highest level of performance, frequently optimizing keyword and bidding strategies to drive high-quality traffic to your site.

The advertising budget for online stores is set by clients themselves. Budgets will vary depending on package level and how much the particular client wants to spend. Once a budget is decided on, our SEM team works to spend that amount within a 10% window—this space is used because of the variability of traffic.

Our SEM experts use a detailed bidding algorithm to automatically generate bids for PPC search ads based on the product's value.

The package level you choose will also depend on the audience you're trying to reach. Whether you want to attract more local customers, expand out to your regional area or take your business to a national level, our SEM team is able to make sure your products are seen by the right people.

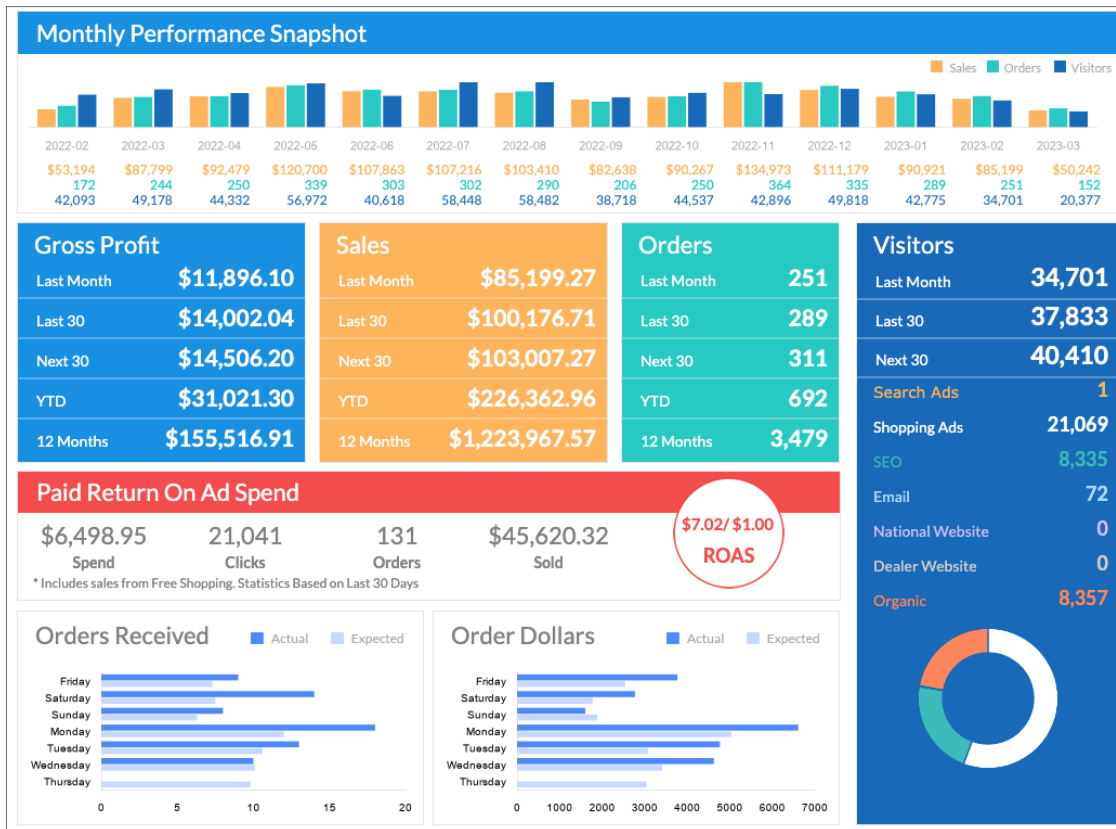


A key component of our SEM strategy is using Shopping ads on both Google and Bing. In fact, most of the sales driven to your site from SEM will be from Google Shopping. This is generally because Google Shopping uses images, which are a proven way to increase sales. According to Adobe, more than 80% of online shoppers report that product photos are highly influential when they are making purchasing decisions. Not to mention, color images let the customer know they've found the exact product they're looking to purchase.

We currently have over 4,300,000 products present on Google Shopping, and because we submit these through a feed, our process is more efficient than trying to upload each product individually. Our feed takes the image and price of your product directly from the website and inputs it into Google and Bing Shopping, allowing the customer to see the most up-to-date information about products on your eCommerce site.



# Search Engine Marketing 101 (cont.)



If you already have SEM as a part of your package, you can see the results of our SEM Team's hard work on your Control Panel. It also shows your Return on Ad Spend, or return on your ad dollars.



For more information, check out our knowledge base article on SEM: <https://tinyurl.com/7s68dym4>



# What is the Dealer Strategy Team?

The Dealer Strategy team at SimplePart gives you the unique advantage of speaking with an unbiased partner who is wholly focused on the success of your business. When you sign up for a package that includes Dealer Strategy consultations, you'll be contacted by a member of the team when your site goes live to let you know what to expect.

What sets our Dealer Strategists apart is their ability to identify which factors will best improve the growth of your business. Using market research, our strategists are able to analyze your portfolio to identify areas for competitive adjustment. With these suggestions, you'll be able to make the best decisions for your business and find success in a long-term, sustainable way.

The initial interaction with our expert team includes at least three conversations over the course of a month. During these calls, our team takes a look at several key performance indicators that can affect your market standings. This could include your current parts and accessory pricing matrix, shipping mix and other key elements unique to your dealership. All of this data will be analyzed, and you'll be given a full consultation on which steps should be taken next based on your goals.

**TIP:** Our PRO package includes the highest level of involvement from our Dealer Strategy team, giving clients on this plan several additional benefits. The main advantage, however, is having unlimited access to a strategist for the duration of your contract.

Regardless of how often you contact us, our team will continually monitor your progress and reach out to you if any adjustments should be made. For example, if your pricing isn't competitive or your shipping matrices need to be adjusted to be in line with your market, our team will contact you and provide this data. PRO dealers can also request a report showcasing results from before and after the suggested changes were made displaying the results of your decision.

Example Retailer						
Date Range: 16	Sales	Spend	ROI	Orders	Basket	Add to Cart
12/1 - 12/16	\$1,721	\$202	\$3.09	16	\$95.00	14.53%
12/17 - 1/1	\$2,584	\$148	\$7.78	16	\$161.00	15.68%
<b>Performance Improvements</b>	<b>50.15%</b>	<b>-26.73%</b>	<b>151.78%</b>	<b>0%</b>	<b>67.71%</b>	<b>7.91%</b>

**EX:** One of our PRO clients required a Parts Matrix adjustment in order to stay competitive. The change was made on 12/17/2018. Our Dealer Strategy Team measured the before and after stats and compiled this table for future reference.

With over 40 years of combined automotive experience, our Dealer Strategy team has the expertise to evaluate any scenario, deal with unique problems and offer clear, detailed solutions.



# Meet the Team

We're a data-driven team that provides industry-leading support to our partners. Our goal is to help dealers achieve their business objectives through coaching and communication and assist dealers after onboarding and beyond with their eCommerce experience.

## DAN DUPREE

### VP of Client Services

Dan has been an integral part of the SimplePart team since 2013. He leads the charge in helping retailer and manufacturer partners navigate the world of eCommerce. Prior to SimplePart, Dan worked in various dealerships and started his working career as a high school teacher and coach. He enjoys fly fishing and spending time with his growing family on the weekends.

☎ (404) 620-9764 ext. 120

✉ [ddupree@simplepart.com](mailto:ddupree@simplepart.com)

## MASON GREEN

### Enterprise Consultant

Mason joined SimplePart in 2021 after graduating from the University of Georgia with a degree in Business Information Systems. He services two of SimplePart's largest OEM partners. His attention to detail and ability to build relationships have proven valuable as he leads the efforts to support our clients. When not working, Mason enjoys spending time on the lake with his new wife and friends from college.

☎ (404) 620-9764 ext. 160

✉ [mgreen@simplepart.com](mailto:mgreen@simplepart.com)

## PARKER RHODES

### Client Performance Associate

Parker has been with SimplePart since early 2020, working with our manufacturer and retailer client teams to deliver optimal results. In addition to his analytical skills, Parker brings an investigative and service-oriented mindset from years in the auto insurance industry. He is a self-professed sports stats geek and a lifelong hockey fan.

☎ (404) 620-9764 ext. 138

✉ [aprhodes@simplepart.com](mailto:aprhodes@simplepart.com)





# Thank You!



We hope you found the articles in this toolkit helpful for your daily operations. We look forward to being your eCommerce partner and helping you grow in a long-term, sustainable way. If you still have any questions or concerns, we've got the right team of experts to help you out.

## Contact Information:

**For site or setup questions, contact our 24/7 Client Services Team:**

-  (888) 843-0425
-  [support@simplepart.com](mailto:support@simplepart.com)

**For detailed package and program information, contact our Sales Team:**

-  (404) 620-9764
-  [sales@simplepart.com](mailto:sales@simplepart.com)

**For knowledge base articles and guides, visit our website: [simplepart.com](http://simplepart.com)**

CLIENT SERVICES TEAM: (888) 843-0425  
SALES TEAM: (404) 620-9764



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