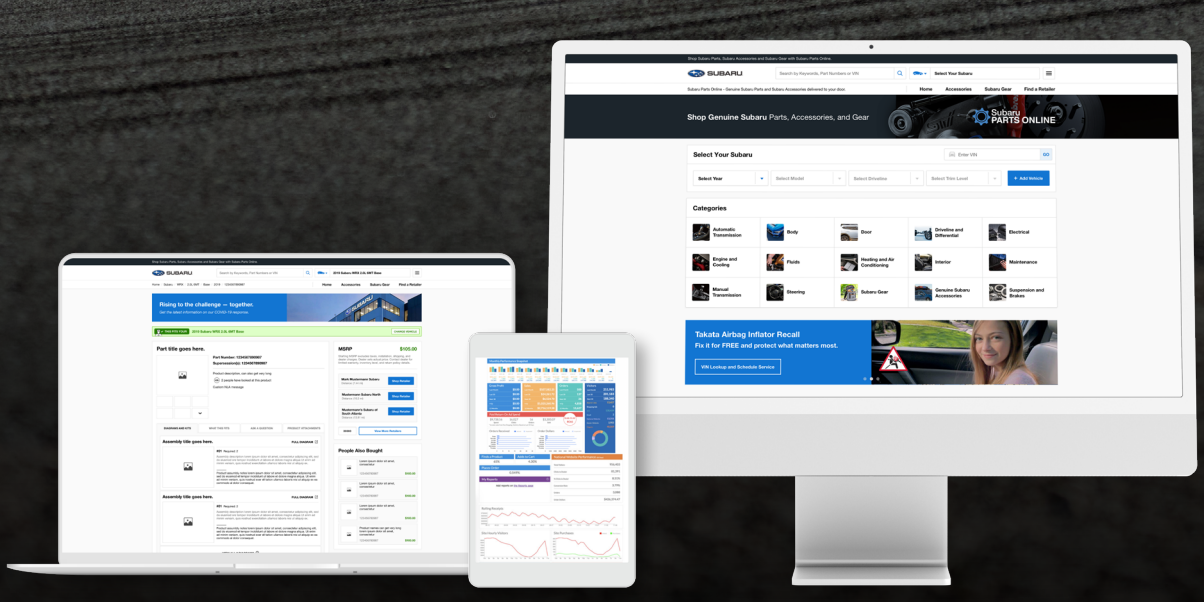
SIMPLEPART, AN INFOMEDIA COMPANY

Welcome Packet

GET STARTED



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

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Welcome Aboard

On behalf of the entire SimplePart team, I'd like to take this opportunity to welcome you to the SimplePart family as a new client and partner. We are thrilled to have you with us.

At SimplePart, we pride ourselves on tying our business success to the growth and success of our clients. This alignment keeps us focused on what's important: helping you navigate and prosper in the ever-changing online aftersales landscape. SimplePart has an uncompromising dedication to client success, innovation and turnkey solutions, which is why we power parts, accessories and service eCommerce programs for some of the world's most successful automotive OEMs and dealers.

SimplePart does all the heavy lifting for you, from integrating PCI-compliant checkout security to creating premium, on-brand experiences. Our solutions and people are aligned with helping you succeed, however you define success. We constantly evolve our platform to incorporate the best in user experience, design and eCommerce standards.

Most importantly, we take an active role in ensuring your online parts, accessories and service business stands on its own and generates real, bottom-line profit. Our experienced team guides you with business strategy and execution to optimize every aspect of your eCommerce business.

No hidden catches, no tedious management and no long-term commitments. Just everything you need to sell genuine parts and accessories online, painlessly.

Dan DuPree
Vice President of Client Services
support@simplepart.com
(888) 843-0425

First 30 Days: What to Expect

Thank you for making the choice to use SimplePart as your eCommerce partner. Once your signed agreement has been processed, you start a very important period: the first 30 days. There is still a lot to accomplish before your online site is ready to sell parts and accessories. Once our Sales team passes your information on to our Client Services team, one of our Setup team members will contact you to introduce themselves and gather contact information.

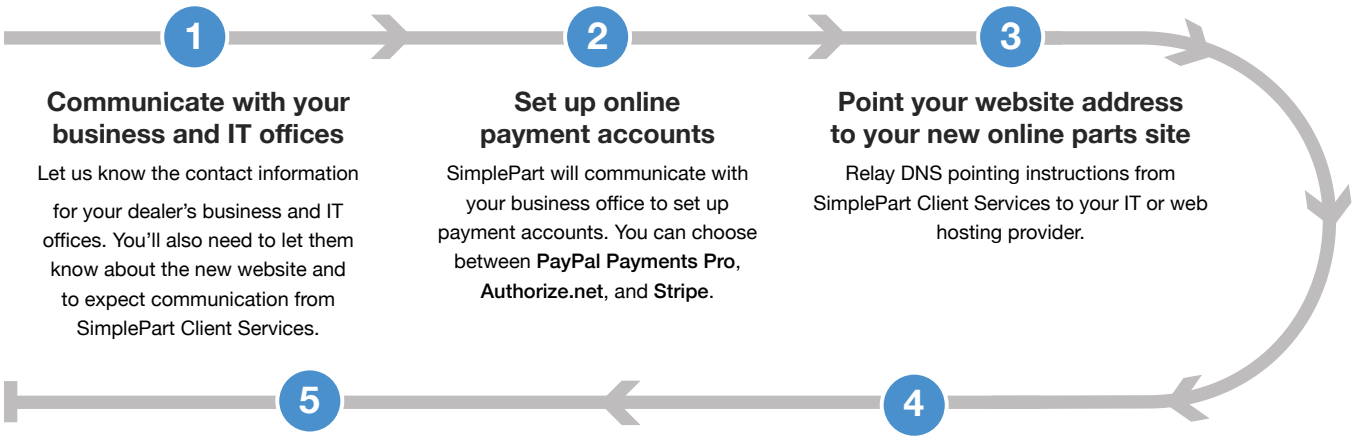
THEY WILL NEED THE CONTACT INFORMATION FOR YOUR:

1. IT Department
2. Business Office
3. Accounts Payable Department
4. GM and/or Parts Manager

TIP: **This process will go faster if you contact these offices ahead of time so they know to expect a call from the SimplePart team!**

Once our Client Services team has the correct contact information, they'll be able to complete the next steps of your Setup and Onboarding process.

The first step is directing your site to your new SimplePart domain. Our team works with your IT department to make sure this is accomplished correctly so your new parts site can be set up.



CONTINUE

First 30 Days: What to Expect (cont.)

Next, our Client Services team works with your business manager to set up a payment gateway for your site. In order to accept credit cards online, you must select and set up a payment gateway provider. SimplePart offers three different payment options:

1. Stripe*
2. Authorize.net
3. PayPal Pro

*Stripe is SimplePart's preferred payment provider.

TIP: **You can always add Paypal Express as an option to either Paypal Pro or Authorize.net.**

Your Client Services team member will help your business manager pick the right option for your dealer. Once a payment gateway option has been selected, a member of our Client Services team will send the proper application or application instructions to get your payment gateway account created.

And, once the payment information has been set up, your Client Services team member will send instructions on how to retrieve identifying account information in order to successfully integrate with our system. If needed, they are available to do a screenshare with your billing office to guide them through the process. Doing this streamlines the process and makes sure everything is put in correctly for your site.

Finally, when you're ready to go live, we'll schedule a 45-minute training and walkthrough to cover everything from how to process an order to how your site works in detail. It's important to have both your business manager and parts manager involved in this training.

After you've completed the training, you'll be ready to go when your site is live! We know this is a lot to accomplish, but SimplePart is there for you every step of the way. You can contact our Setup team at setup@simplepart.com at any time during your setup process, or our Support team at support@simplepart.com once your site is live.

TIP: **If you're on a Base+ package, you can always consult with our Dealer Strategy team during your first 30 days to get your site up and running as profitably as possible.**

Key Decisions You Will Need to Make

During the first 30 days, there are a few important decisions you need to make in order for your site to function properly once it goes live.

Your most important decision will be which payment gateway you use for your site. As stated in the First 30 Days article, SimplePart offers options for receiving payments on your site. Deciding which one is right for your site ultimately depends on what's easiest and most important for your dealer. We'll briefly go over the features and benefits of each:

stripe

- 3D Secure authentication to verify a customer's identity before an online card purchase
- Batch transactions together
- EIN or SSN needed for account activation
- No setup or monthly fees
- Automatically updates expired or renewed saved card information
- Low transaction fees: 2.9% + $0.30/transaction

*SimplePart's preferred payment provider.

PayPal™ Payments Pro

- Apply both PayPal and credit card transactions
- Batch transactions together
- No monthly fee (credit card needed to activate account)
- Amex fees: 3.5% + $0.30 transaction
- Other major card fees: 2.9% + $0.30/transaction
- SIN and DOB needed if business is fewer than three years old

Authorize.Net®
a CyberSource solution

- Can piggyback off your existing Credit Card Merchant Processor
- Rates could be the same as those used at your front counter
- Low monthly fee: $10/month
- Automatic daily batching to the same bank account associated with your Credit Card Merchant Processor

NOTE: **All currency listed is USD and is subject to change.**

Of course, different payment gateways require different pieces of information from your business office. Our Client Services team will guide them through this to make sure everything is set up properly for your payment gateway account.

Additionally, in regards to payment information, SimplePart requires your dealer to provide credit card information if you're on packages with Search Engine Marketing (like Base+ and Advanced). This is solely to cover the costs of the targeted Search Engine Marketing your business gets as a part of its package.

Meet the Team

IT'S MORE THAN JUST A PLATFORM.

At SimplePart, our teams work together to give you not just a virtual shop, but an all-inclusive solution to help your store succeed online.

Support

Need assistance with anything from issuing a refund to creating a coupon?
Our English/French bilingual Client Services team is standing by 24/7 to field your questions.

Norma Gonzalez

Sr. Manager, Dealer Implementation & Support

For the past seven years, Norma has been a valued member of the SimplePart Support team. Before coming to SimplePart, she already had over two decades of Customer Service experience across various industries. When she's not helping out retailers, she loves a good Netflix binge or a good book. She can also be found spoiling her two dogs.

(404) 620-9764 ext. 117 ngonzalez@simplepart.com

Montierra Yates

Lead Client Support Manager

Montierra has been a part of the SimplePart Client Services team at SimplePart for over six years, and currently leads the Support team. In her role, she manages client accounts across all brands and assists with the on-boarding process. She also provides multilingual service, technical support, and training, when needed, for SimplePart clients. Travelling is one of her biggest interests; her passion for adventure has led her to visit 3 out of the 7 Wonders of the World!

(404) 620-9764 ext 112 myates@simplepart.com

Meet the Team (cont.)

Client Services

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

Mason Green
Enterprise Consultant

Mason joined SimplePart in 2021, after graduating from the University of Georgia with a degree in Business Information Systems. Mason 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

Dealer Strategy

Navigating the world of eCommerce can be tricky. But with SimplePart Dealer Strategy, you can rest easy knowing that someone always has your back.

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 prhodes@simplepart.com

Meet the Team (cont.)

Sales

The Sales team works to ensure that both current and prospective SimplePart clients are educated on how the platform works; they'll also ensure that your store is using the best package to suit your needs.

John Merritt

Director of Sales and Business Development

John was the first SimplePart customer and a 20 year veteran of the car business. After being an integral part of development, it seemed a natural progression to come join the SimplePart team. Between being a father and a husband, he spends his time curating and managing private car collections. An avid traveler and sailor, he has completed over 12,000 miles towards circumnavigation.

(404) 900-5161 jmerritt@simplepart.com

Joel Smith

Inside Sales Representative

Joel has been a member of the SimplePart Sales team since 2023. As one of the first points of contact for new clients, he looks forward to speaking with you about how the SimplePart platform can transform your parts department. He brings with him an automotive background involving classic car sales and restoration. When he's not busy working with dealers across the continent, you can find him wrenching on his Land Cruiser or spending time outside with his wife and son.

404-620-9764 ext. 125 jsmith@simplepart.com

Analytics

It's all about the bottom line, and our Analytics team is constantly crunching the numbers to inform your store's strategy and long term goals.

Marketing & Design

Whether you need an email campaign to advertise a promotion, or social media assets to generate interest in your store, Marketing and Design create eye-catching content to keep your store at the forefront of customers' minds.

Our Solutions

Our solutions grow with your business. We offer right-fit packages to suit your needs and meet your business goals, now and in the future. Our solutions give you the flexibility to upgrade and downgrade as your business goals change.

Package Options

Right-fit packages to suit your needs and goals.

BASE

Start selling online with a standard parts and accessories website.

BASE+

Ensure local visibility through search engine results to make the most of your website.

Advanced

A robust offering of services including digital advertising and expert consulting to help you grow your business further.

Base Package

Extend your parts and accessories counter online.

Reach customers online with a standard website.

Online store ready to take orders

Comprehensive performance analytics

Easy setup and minimal effort

Low Monthly Fee
- No advertising spend

Low Effort
- The only requirement is fulfilling orders.

Local Reach
- Capture leads from your dealership website

Parts and Accessories Website

- Brand-compliant
- Mobile-optimized

Detailed Parts Catalogue

- Up-to-date OEM catalog of parts and accessories
- Detailed parts diagrams

Performance Analytics

- Over 300 instant real-time reports that give you insight into performance

Abandoned Cart Features

- Our platform has built-in functionality that automatically sends customized emails to returning customers who abandon their carts/orders.
- Ability to add additional discounts to the email to further increase Conversion Rates

Comprehensive eCommerce Solution

- Fraud identification tools with an extensive fraud database
- PCI-compliant, secure eCommerce site
- 24/7 dealer support and training, based in Atlanta, Georgia.

Base+ Package

Ensure visibility of your branded website with online advertising.

Reach new local buyers and make the most of your parts and accessories website with online advertising.

Online store with comprehensive reporting.

Search Engine Marketing (SEM) on Google and Bing

Performance coaching within the first 120 days

Low Monthly Fee

- Low advertising spend

Moderate Effort

- Package requirements include fulfilling more orders and monitoring advertising performance

Local SEM Reach

- Local advertising targeting the customers closest to you

Parts and Accessories Website

- Brand-compliant
- Mobile-optimized

Detailed Parts Catalogue

- Up-to-date EPC-driven catalog of parts and accessories
- Detailed parts diagrams

Performance Analytics

- Over 300 instant real-time reports that give you insight into performance

Abandoned Cart Features

- Our platform has built-in functionality that automatically sends customized emails to returning customers who abandon their carts/orders.
- Ability to add additional discounts to the email to further increase Conversion Rates

Comprehensive eCommerce Solution

- Fraud identification tools with an extensive fraud database
- PCI-compliant, secure eCommerce site
- 24/7 dealer support and training, based in Atlanta, Georgia.

Targeted Local Online Advertising

- Search Engine Marketing (SEM) to put your site front-and-centre in online searches
- Online Shopping ads (PLA) with automatic pricing updates*
- Tailored product listings and landing pages based on customer's query
- Return on Ad Spend (ROAS) reporting so you can see dollar-for-dollar what you get back on your spend

Performance Coaching

- One-time service within the first 120 days with optional additional coaching

Advanced PACKAGE

GENERATE MORE SALES WITH EXPERT STRATEGY AND REGIONAL ADVERTISING.

Increase the number of customers to your website with regional online advertising, optimized site content, and expert consulting. Only available to select dealers.

Online store with comprehensive reporting.

Local and regional Search Engine Marketing (SEM) and Search Engine Optimization (SEO).

Performance coaching twice yearly

Flat Monthly Fee
- Moderate advertising spend

Moderate Effort
- Package requirements include fulfilling more orders and monitoring advertising performance

Regional SEM Reach
- Local and regional advertising

Parts and Accessories Website

- Brand-compliant
- Mobile-optimized

Detailed Parts Catalogue

- Up-to-date EPC-driven catalog of parts and accessories
- Detailed parts diagrams

Performance Analytics

- Over 300 instant real-time reports that give you insight into performance

Abandoned Cart Features

- Our platform has built-in functionality that automatically sends customized emails to returning customers who abandon their carts/orders.
- Ability to add additional discounts to the email to further increase Conversion Rates

Performance Coaching

- Two performance coaching sessions a year

Comprehensive eCommerce Solution

- Fraud identification tools with an extensive fraud database
- PCI-compliant, secure eCommerce site
- 24/7 dealer support and training, based in Atlanta, Georgia.

Targeted Local Online Advertising

- Search Engine Marketing (SEM) to put your site front-and-centre in online searches
- Online Shopping ads (PLA) with automatic pricing updates*
- Tailored product listings and landing pages based on customer's query
- Return on Ad Spend (ROAS) reporting so you can see dollar-for-dollar what you get back on your spend

Quality, Tailored Content to Draw More Customers

- Search Engine Optimization (SEO) to increase free search engine traffic to your site

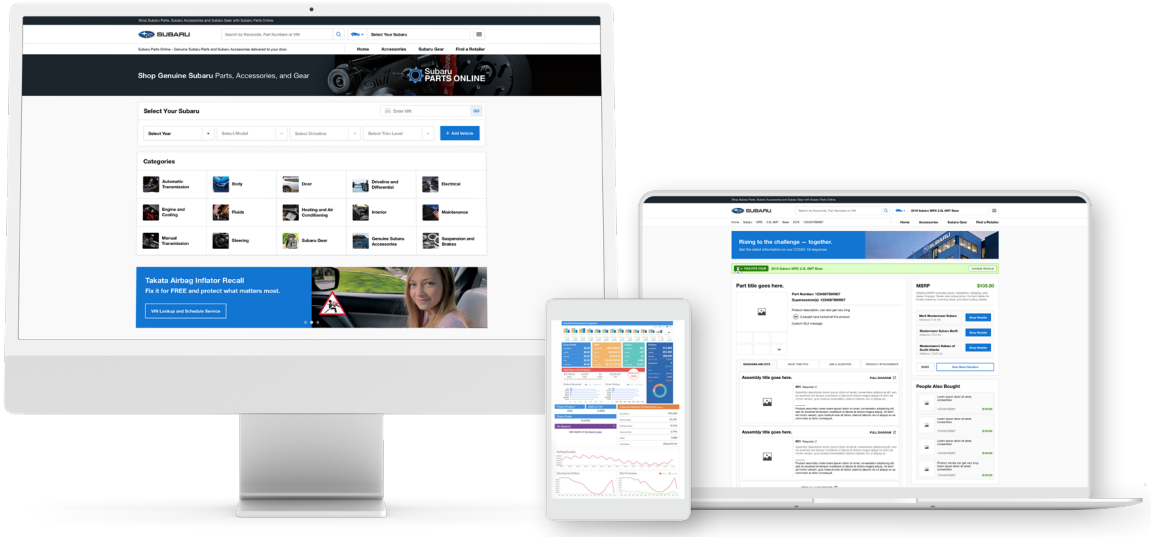
Optional Features

Performance Coaching

The SimplePart dealer strategy team's expertise can help your business grow. Our team of professionals has over three decades of dealership experience and 10+ years of helping parts managers succeed.

The Wholesale Module

The Wholesale Module is an optional add-on for dealer eCommerce sites that provides real-time, discounted pricing for specific customers. It offers a host of useful features to effortlessly manage and track your wholesale business.



Need More Help?

Once again, we want to formally welcome you to the SimplePart family as a new client and partner! We look forward to being your eCommerce partner and helping you grow in a long-term, sustainable way. SimplePart is dedicated to making sure your business succeeds. So if you 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

For detailed package and program information, or to schedule a demo, contact our Sales Team:

- (404) 620-9764
- sales@simplepart.com

View our website:

- simplepart.com

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

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