

# Promotions with SimplePart

SimplePart-enrolled dealers can participate in national promotions across multiple channels to attract new customers, retain existing ones and generate additional sales.

## National promotions that drive sales

SimplePart regularly partners with OEMs to run national promotions for enrolled dealers, which often generate **3x to 4x our clients' typical order volume**. These promotions, including short-term sales events, can generate additional revenue for your dealership. National promotions and coupons on the national OEM site then drive traffic to individual dealer websites.

When dealers run national promotions, they see **increases** in:



Site traffic



Orders



Average basket size



Sales

National promotions go beyond just reducing prices. They help dealers start or **grow existing relationships and increase revenue** by stimulating repeat purchases.

### Support from SimplePart

When you participate in a national promotion, you can benefit from the following:

- Coupon support
- Our team creates specific landing pages with promotion information that can be linked to dealer websites
- Promotional banners on dealer websites
- Search Engine Marketing (SEM)
- Promotions insights from industry experts on our Dealer Strategy team

### Support from your OEM

Depending upon your program, when SimplePart enrolled dealers engage in national promotions, **they are fully reimbursed for all promotion expenses**. National promotions also include robust support from OEMs:

- Landing pages
- Dealer announcement emails with promotions information and instructions
- Ongoing Search Engine Marketing support

Every dealer is different when it comes to their own business needs and objectives. For more information about getting started, reimbursement or invoicing, contact our **Client Services** team at [support@simplepart.com](mailto:support@simplepart.com) or (888) 843-0425. More of a self-starter? Check out our [knowledge base article on promotions](#).

# Custom promotions that drive sales

For Advanced and PRO dealers, there are additional custom services available to you, including dealer strategy sessions and the ability to run **custom promotions**.

One of our PRO dealers ran a March promotion in 2024 for one of their sites. Compared to the same month last year that didn't have a promotion, this store saw:



# 20%

Increase in total sales



# 18%

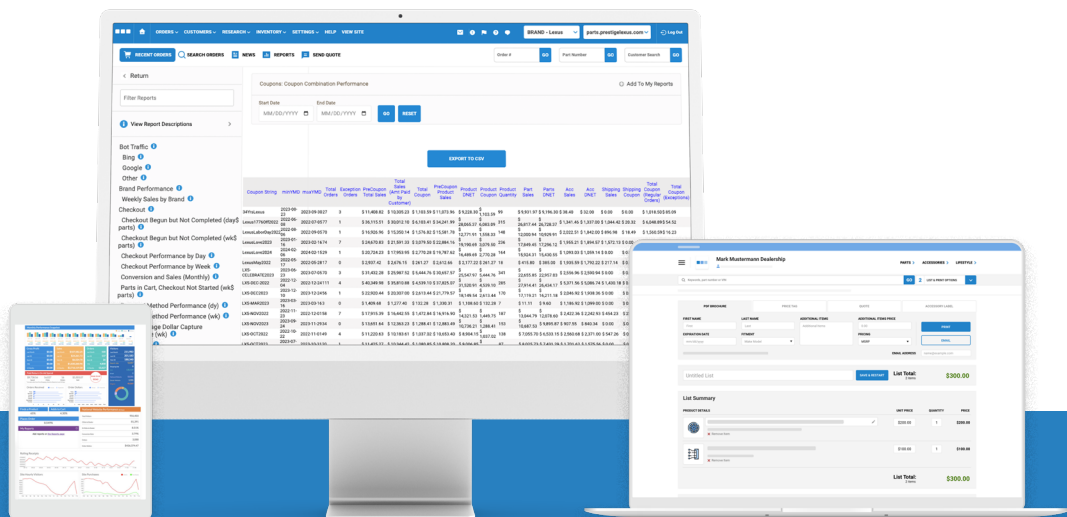
Increase in orders\*

\*SimplePart internal data, 2024

Dealers will meet with **Marketing** and **Strategy** teams to discuss goals. The Marketing and Strategy teams will then create a custom multi-channel promotion. For example, if a dealer wants to drive traffic to their website, our teams will guide them on the type of coupon they can run and the marketing channels they can use to maximize their reach.

## Some tips on promotions

- Insert coupons when packaging an order to build customer loyalty
- Add a coupon to your email receipts offering a discount on the next order to generate repeat business
- Track the performance of every single coupon and campaign in the [Reports section](#) of the [SimplePart Control Panel](#)



Every dealer is different when it comes to their own business needs and objectives. For more information about getting started, reimbursement or invoicing, contact our **Client Services** team at [support@simplepart.com](mailto:support@simplepart.com) or (888) 843-0425. More of a self-starter? Check out our [knowledge base article on promotions](#).