

SimplePart's Dealer Finder 2.0

Here's what you need to know about Dealer Finder 2.0 and how it helps drive traffic to your online parts website.

What is Dealer Finder 2.0?

How do you capture more traffic from the national OEM site without the extra work? Through Dealer Finder 2.0! If a consumer is shopping on the OEM national Tier 1 site, they can click on the SHOP NOW button and buy the item directly from your online store.

The perfect match

Think of Dealer Finder 2.0 as a matchmaker: it pairs customers shopping for parts with your dealer site based upon their location. And because it's automatic, you don't have to do anything—though being prepared with more packing materials might be a good idea!

The impact of Dealer Finder 2.0

Since the implementation of Dealer Finder 2.0 in February 2024, one major SimplePart OEM partner is currently seeing the following results:



34%

Higher conversion rate



118%

Higher average daily sales*

*Attributed to the Tier 1 site, SimplePart internal data, 2024

The diagram illustrates the flow of traffic from a Tier 1 OEM site (T1) to a SimplePart dealer site (T3). At T1, a customer views a product with an MSRP of \$86.40 and is presented with several dealer options, including Mark Mustermann Dealer, Dale Dustermann Dealer, and Ophelia Oustermann Dealer. At T3, the customer is redirected to the SimplePart website, where they see the same product with a 'Your Price' of \$86.40 and a 'Buy Now' button, bypassing the dealer selection process.

Got more questions about how other SimplePart platform features optimize your online parts sales? Contact the Accounts team at accounts@simplepart.com or (888) 843-0425.

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