POWERED BY SIMPLEPART, AN INFOMEDIA PRODUCT

PARTS MANAGER TOOLKIT

TABLE OF CONTENTS

HEALTH CHECK

Whether you're new to eCommerce or a pro at selling online, SimplePart, an Infomedia product, 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 and get your foot in the door?	**BASE PACKAGE**
Looking for incremental sales as an extension of your parts counter?	**BASE OR BASE PLUS PACKAGE**
Want to reach new local buyers and increase your store's visibility?	**BASE PLUS PACKAGE**
Want to reach a new customer base outside of your local area?	**ADVANCED PACKAGE**

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
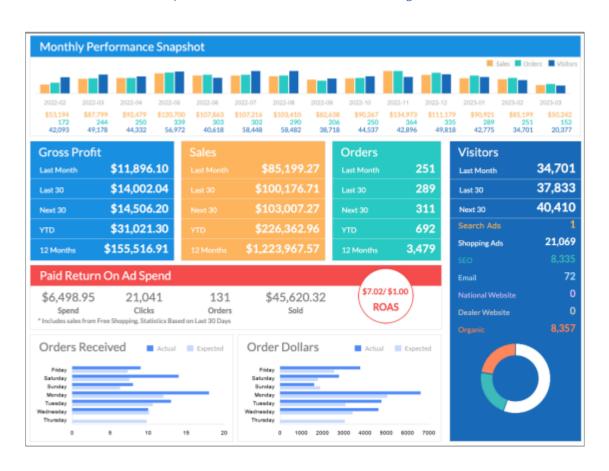- **Add to Cart** rate is below 10%

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

THE SIMPLEPART CONTROL PANEL OVERVIEW

Get to know your base of operations. When you log into the Control Panel, you'll have access to a variety of features that can help you not only manage your online store, but also track your success through data analysis and reporting tools. The Control Panel gives you access to:

• Processing orders
• Data and reporting
• Website settings
• And much more!

To learn all about the SimplePart Control Panel, visit our [Knowledge Base](#).

SHIPPING

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 cheapest 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.

NOTE: **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.

To learn more about shipping and shipping strategies, check out the knowledge base.

PROCESSING ORDERS

Smooth, efficient order management is one of the major success factors to dominating the eCommerce space. This article will review the steps to processing an order so that products get to your customers as quickly as possible.

TIP:	Bookmark the SimplePart Control Panel in your browser so you can access it quickly

1. Log in to the SimplePart Control Panel with your credentials and go to **Recent Orders** in the upper left corner of the dashboard. The most recent orders will be at the top of the **Recent Orders** page.

2. Click **Order Details** of the order you would like to work on. You'll see the customer's **Shipping Information**, the **Order Contents** and the **Order Total**.

3. Click the **Receive Order** button. Once you change the order status to received, the customer will automatically receive an email letting them know their order is processing.

4. Verify you are dealing with a legitimate (non-fraudulent) customer by checking the fraud score and any order notes and check in your DMS to make sure you can fulfill the order. To learn more about this topic, check out our Fraudulent orders article.

5. Click the **Capture Payment** button to process the customer's payment and populate the payment authorization code and transaction ID in **Order Notes**. You can also add any notes about orders in this section.

6. Use the **Print Order** button for a detailed printout of the order if you need a copy.

7. Pack the product. Then go to **Order Details** and click **Ship Order**. This action will also automatically send an email out to the customer to let them know their order has either shipped or is ready for pickup.

8. To correspond with the customer about their order, you can send an email in the **Email Customer** section. You can review customer **Email History** there as well.

ADJUSTING PRICING

You can strategically adjust pricing for items on your parts website in the SimplePart Control Panel.

TIP: If you intend to list your catalog at MSRP, there is no need to make adjustments on your Pricing page.

1. Go to the **Settings** drop-down menu in the SimplePart Control Panel. Click on **Pricing** to navigate to the Pricing section.

2. There are two sections on the Pricing page: **Media Sets for this Website and Price Sets**.

3. **Media Sets for this Website**

   a. This section contains the names of the product catalogs featured on your parts website. For example, parts, accessories or merchandise.

4. **Price Sets**
   a. Prices are set to "Default" pricing according to MSRP, but you can adjust the pricing or add Price Sets in this section.
   b. Click the **Delete** button in the Price Sets section to delete an existing Price Set.
   c. To add a new Price Set, click the **Add New** button.
   d. Click **Edit** to modify Price Sets.
   e. Enter a name for the new Price Set. For example, "eBay Pricing 10/13/23."

      i. **TIP**: We recommend adding a date to the name so that you mark the time of the price set implementation. For example, a name for a new price set at cost +25% would be named "Cost Plus 25% 10/25/23."

   f. After you name the price set, click the **Update** button to save the name.

Pricing Tiers

1. Select the **Price Set** you want to create a tier for.

2. In the **Pricing Tiers** section, click the Add **New button**.

3. Select the **Edit** button on the right hand side to set your price tiers (ranges). You can set your low to high range and associated price (either in the Cost-x or List-x columns).

4. Click **Update** to save the changes.

List-x

To set the List-x, create a Price Set, add a new Price Tier, input the low to high range, and then input the product at List-x in the List-x column. Click Update to save the changes.

For example, set $0.01 as low, set $300.00 as high, and set list as 0.95. In short, any product that's priced between $0.01 and $300.00 will be at a 5% discount (list).

ADJUSTING PRICING (CONT.)

Cost-x

To set the **Cost-x**, create a **Price Set**, add a new **Price Tier**, input the low to high range, and then input the product at **Cost-x** (times) in the **Cost-x column**. Click **Update** to save the changes.

> **TIP:** We generally recommend a "Cost+x" model, but you can also set a "List-x" model depending upon your business needs. Reach out to the CSC team or the Dealer Strategy team for more information.

Assigning Media

After you create a Price Set with tiers, you will assign it to Media (Parts, Accessories or Merchandise, etc.). Determine your Media and click **Edit**. Select the **Price Set** you want to assign and then click **Update**.

To delete a Price Set, go to the Price Set section, highlight the set you want to delete and click **Delete**.

> **TIP:** Do not delete a price set once it is assigned to Media. First remove the price set from the media, then delete.

RUNNING PROMOTIONS

CREATING BANNERS

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.

SENDING PROMOTIONAL EMAILS

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. 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.

15% OFF ALL PARTS WITH COUPON XXXX
Now through July 1, 2021

SHOP GENUINE MAZDA OEM PARTS ONLINE

CREATING COUPONS

Your coupons should include some key elements:

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

WEEKEND SAVINGS

10%
YOUR ENTIRE ORDER

USE COUPON CODE
SAVE10
Expires Monday!

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 store 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.

To learn more about coupons, visit our Knowledge Base.

TRACKING SUCCESS

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. Our customized reports coupled with our team of experts can help you analyze and improve your online performance.

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.

Gross Profit Report by Month - This report is available in the Reports section of the SimplePart Control Panel. Our Client Services team uses this report to quickly assess the health of your online store.

Sales Breakout by Month - Also available in the Reports section. Our Client Services team uses this report to help out clients visualise their sales mix, which is the relative proportion of parts and accessories sold.

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.

WORKING WITH DEALER STRATEGISTS

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. 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 can 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 will include several conversations over the course of your dealer implementation process.

During these calls, our team looks at several key performance indicators that can affect your market standings. This could include your current shipping mix and other key elements unique to your dealership. Our team will analyze the data, and you'll be given a full consultation on which steps should be taken next based on your goals.

Regardless of how often you are in contact with us, our team will continually monitor your progress and reach out to you if any adjustments are recommended. 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.

Reach out to **coaching@simplepart.com** to set up a dealer strategy session.

CONTACT US

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 implementation and beyond with their eCommerce experience. We hope you found the articles in this toolkit helpful to 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.
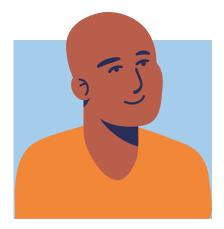
CONTACT INFORMATION & RESOURCES:

Patrick Proffitt
Account Manager

Patrick joined SimplePart in 2022 and leads several large global OEM programs. His experience of 29 years in sales and account management roles for tier 1 clientele coupled with his background in logistics and eCommerce help the OEMs navigate and maximize the online parts marketplace. In his spare time, he enjoys spending time with his family traveling and has coached lacrosse for 10 years around the suburbs of Atlanta.

📞 (404) 620-9764 ext. 155   ✉ pproffitt@ifmamericas.com

Anthony Hardy
Senior Dealer Strategist

As a 30-year veteran of the Automotive Industry, Anthony is more than familiar with the ins-and-outs of working with OEMs and Dealers. He has experience in both Sales and Fixed-Ops, making him the perfect Strategist to help our Pro dealers exceed their goals and hit their targets, month after month. And his automotive expertise extends beyond just his career: Anthony also helps single mothers receive reliable automobiles through the charity Love-Land ministries.

📞 1 (404) 620-9764 ext. 124   ✉ ahardy@ifmamericas.com

CONTACT US

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.

📞 1 (404) 620-9764 ext. 138   ✉ prhodes@ifmamericas.com

For site or setup questions, contact our Client Services (CSC) Team:

📞 +1 888-843-0425

✉ support@simplepart.com

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

📞 +1 888-843-0425

✉ sales@simplepart.com

For articles and guides on how to operate your online parts website, visit our our [Knowledge Base](#).