VW Online Store and Online Catalog
Powered by SimplePart, an Infomedia product

PARTS MANAGER TOOLKIT
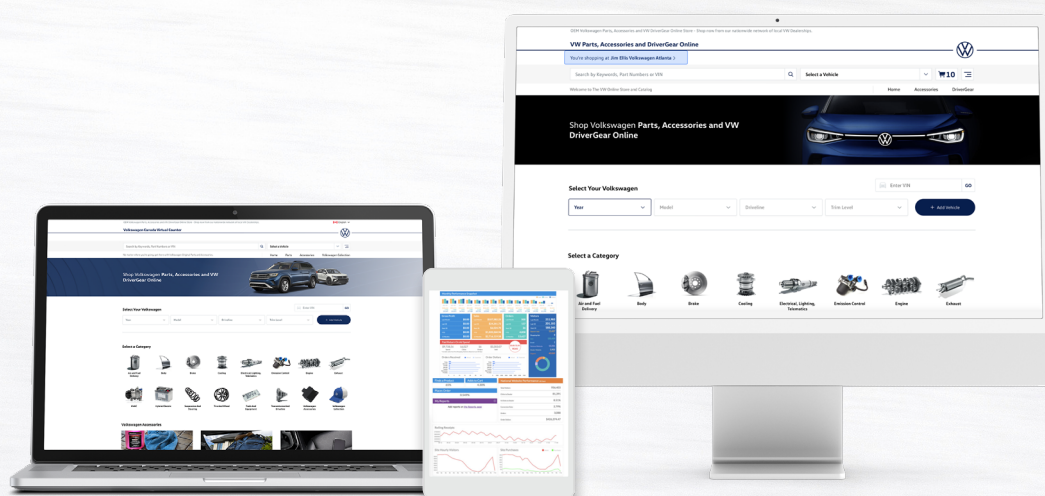
Table of Contents

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 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

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 business. 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.

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 centre 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, ShipStation, 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.

RUNNING 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.

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 ACCESSORIES WITH COUPON XXXX
Now through July 1, 2022

Shop Volkswagen Parts, Accessories and VW DriverGear Online

Genuine Volkswagen Parts fit and perform like factory originals— so you can be confident that your purchase is the right option for your VW. Customize your car to suit your personal tastes with Volkswagen Accessories, which offer everything from added style to comfort and protection. With a wide selection of VW DriverGear merchandise in the mix, you can take your brand passion to the next level. It's all available here in the VW Online Store.

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 customised 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.

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.

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@ifmamericas.com

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