



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 screenshot displays a comparison between the Manufacturer Suggested Retail Price (MSRP) and a dealer's price for a part. A timeline at the top shows the process from Tier 1 (T1) to Tier 3 (T3).

MSRP	Your Price
\$100.00	\$86.40
<small>All retail prices listed herein are suggested prices. All dealers are free to sell at whatever price, mark-up, or margin of profit they may choose.</small>	<small>Dealer Rating 3.5 ★ MSRP \$100.00</small>
Buying Options	Available for Order
<small>All Delivery Pickup</small>	<small>Available for Order</small>
More Filters <small>Sort by: Recommended</small>	<small>Deliver to 30303 Most orders ship in 2-4 business days Estimate Shipping</small>
Mark Mustermann Dealer <small>7.19 mi 3.5 ★</small> Shop Now	<small>Pick Up 7.19 mi Most orders ready in 2-4 business days FREE</small>
<small>Available for Order Most orders ship in 2-4 business days Available for pickup in 2-3 days</small>	<small>Quantity 1</small>
Dale Dustermann Dealer <small>8.55 mi 3.5 ★</small> Shop Now	Add to Cart
<small>In Stock Ships same day if ordered before 4pm Available for pickup during business hours</small>	Buy Now
Ophelia Oustermann Extremely Long Dealer Name <small>75.07 mi 3.5 ★ ON SALE</small> Shop Now	
<small>Limited Stock Ships next day if ordered before 3pm Available for pickup any day before 4pm</small>	
<small>ZIP Code 30303 See More Dealers ></small>	

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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