SimplePart, an Infomedia product

WELCOME PACKET

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Welcome
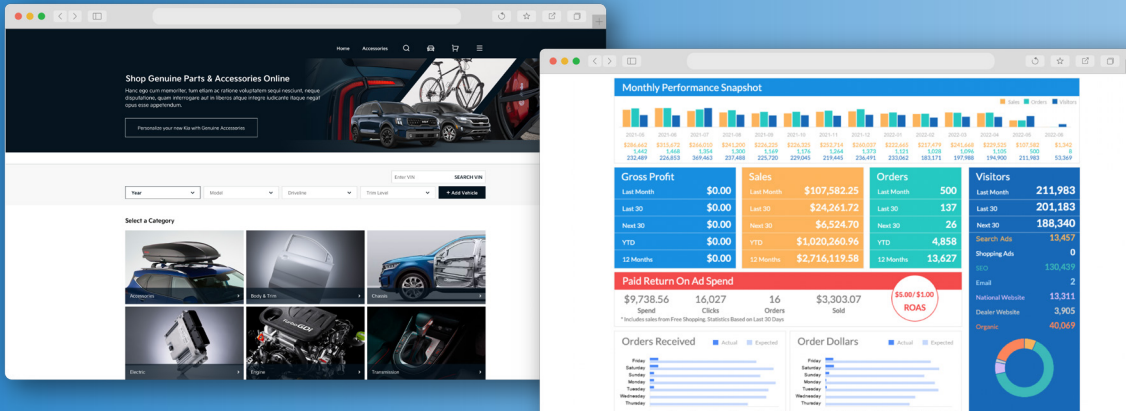
On behalf of the entire Infomedia team, I'd like to take this opportunity to welcome you to the Infomedia e-commerce family as a new client and partner. We are thrilled to have you with us.

At Infomedia, we pride ourselves on tying our business success to the growth and success of our clients. This alignment keeps us focused on what's important: helping you navigate and prosper in the ever-changing parts and service and online aftersales landscape. We've put together these launch materials to guide you as you use the SimplePart product and its solutions.

The SimplePart e-commerce team has an uncompromising dedication to client success, innovation and turnkey solutions, which is why we power parts, accessories and service e-commerce programs for some of the world's most successful automotive OEMs and dealers.

The SimplePart e-commerce team does all the heavy lifting for you, from integrating PCI-compliant checkout security to creating premium, on-brand experiences. These solutions and people are aligned with helping you succeed, however you define success. We constantly evolve SimplePart to incorporate the best in user experience, design and e-commerce standards.

Most importantly, we take an active role in ensuring your online parts, accessories and service business stands on its own and generates real, bottom-line profit. Our experienced SimplePart team guides you with business strategy and execution to optimize every aspect of your e-commerce business.

No hidden catches, no tedious management and no long-term commitments. Just everything you need to sell genuine parts and accessories online, painlessly.

David Farrell
Vice President of OEM Accounts, Infomedia Americas
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313-530-2464

Meet the team

IT'S MORE THAN JUST A PLATFORM

At Infomedia, our SimplePart teams work together to give you not just a virtual shop, but an all-inclusive solution to help your store succeed online.

Client Services

Need help from issuing a refund to creating a coupon? Our English/French/ Spanish trilingual Client Services team is standing by to field your questions.

Norma Gonzalez
Sr. Manager, Dealer Implementation & Support

For the past seven years, Norma has been a valued member of the SimplePart Support team. Before coming to Infomedia, she already had over two decades of Customer Service experience across various industries. When she's not helping dealers, she loves a good Netflix binge or book. She can also be found spoiling her two dogs.

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Tyler Badger
Customer Service Manager

Tyler has been positively impacting the customer experience since 2018, serving in both customer (B2C) & client-facing (B2B) roles. Tyler first joined Infomedia in 2021 and has since held several roles, beginning on the SimplePart Support team and then joining the Account Management team as an Account Manager. Since 2024, he has served as the Customer Service Manager for the CSC team.

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Meet the team

Accounts

The Accounts team liaises with our OEM partners to decide on strategy and resources that are best suited for their specific goals. They're also experts on how the SimplePart product works, how to track e-commerce reports, how to activate coupons and promotions and more.

Dave Farrell
Vice President of Account Management at Infomedia

Dave joined the Infomedia Accounts team in 2018. He is responsible for supporting automotive manufacturers, dealerships, and partners with Infomedia's innovative technology solutions. With over two decades of experience in the automotive and tech industries, Dave has held diverse roles ranging from dealership service writer to small business owner. Outside of work, he enjoys music, travel, and spending quality time with his family.

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Sales

The Sales team works to ensure that both current and prospective SimplePart clients are educated on how the platform works; they'll also ensure that your store is using the best package to suit your needs.

Dealer Strategy

Navigating the world of e-commerce can be tricky. But with SimplePart Dealer Strategy, you can rest easy knowing that someone always has your back.

Analytics

It's all about the bottom line, and our Analytics team is constantly crunching the numbers to inform your store's strategy and long term goals.

Marketing & Design

Whether you need an email campaign to advertise a promotion, or social media assets to generate interest in your store, Marketing and Design create eye-catching content to keep your store at the forefront of customers' minds.

Success, proven

SimplePart puts your parts counter online, making it easier for customers to browse and shop for genuine parts and accessories.

With our expert teams providing customized support, e-commerce strategy, business consulting and marketing strategy, you'll have a full turnkey solution for your online parts business.

When dealers partner with SimplePart, they see on average:

15.6% YOY Sales Growth

15.1% YOY Order Growth

$172.69 Average Basket Total

"I've been working with SimplePart since 2016. They are quite easy to work with and have always guided me in the right direction. My online store is flourishing thanks to them!"

Bryan Williams, Parts Manager
Volvo of Toronto

"We've been with SimplePart since 2017, and we've seen increased parts counter business coming from outside of our local area to shop our site. Overall, their solutions are much simpler to use compared to other options on the market."

Brian Richtmyre, Parts Director
Kline Auto World

Implementation

This is what you can expect in your first 30 days.

Thank you for making the choice to use SimplePart as your e-commerce partner. Once your signed agreement has been processed, there is still a lot to accomplish before your online site is ready to sell parts and accessories. Once our Sales team passes your information on to our Client Services (CSC) team, one of our Dealer Implementation team members will contact you gather contact information.

1

Have this information ready when the Implementation team contacts you

IT Department contact

Business Office contact

Accounts Payable Department contact

GM and/or Parts Manager

2

Alert necessary departments about the implementation of your ne w parts site

The SimplePart CSC team will be in regular communication with various departments at your dealership to help your site launch as smoothly as possible.

3

Set up online payment accounts

To accept credit cards online, you must select and set up a payment gateway provider. SimplePart offers three different payment providers:

stripe *   **PayPal** *   **Authorize.Net** *

*SimplePart's preferred payment providers.

4

Point your website address to your new online parts site

Our team will help you relay DNS pointing instructions from SimplePart Client Services to your IT or web hosting provider.

5

Train and Go Live

We will schedule an hour-long walkthrough and training with your parts manager and anyone else who will be working with you on the new site. After you've completed the training, you'll be ready to go when your site is live!

6

Check in with us

If you need any assistance, check in with the SimplePart Client Services (CSC) team. We are here to help! Call us at (888) 843-0425 or email support@simplepart.com.

Payment options

SimplePart offers options for receiving payments on your site. Deciding which one is right for your site ultimately depends on what's easiest and most important for you.

Your most important decision will be which payment gateway you use for your site. We'll briefly go over the features of each:

✓ - Available
— - Not Available

Provider name			stripe	PayPal	Authorize.Net® a CyberSource solution
Required sign up information	Payment gateway and merchant processor		✓	✓	**Payment gateway only*** *Requires current merchant processor to set up e-commerce/ no-card present merchant account
Features	Setup process		EASY	MEDIUM	MEDIUM
Cost	Business information	EIN (tax ID)	✓	✓	✓
	Banking information	Guarantor SSN	✓	✓	—
	Security	Guarantor DOB	✓	✓	—
	Payment	Business type	—	✓	✓
	Fees	Payment credit card	—	✓	✓
		Avg. Sales per month	✓	✓	✓
		Account number	✓	✓	✓
		Routing number	✓	✓	✓
		3DS verification	✓	—	—
		PCI-compliant	✓	✓	✓
		Fraud filters	Automatic	Automatic	Manual
		Currencies accepted	135	24	12
		Accepts PayPal	✓	✓	✓
		Setup fees	—	—	—
		Monthly fees	—	—	$10 + $0.10 per daily batch
		Transaction fees	Variable (~2.9%+$0.30/ txn)	Variable (~2.9%+$0.30/txn)	$0.10/txn + Additional merchant processor fees (~2.9%+$0.30/txn

Note: All currency listed is USD and is subject to change.

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Choosing payment options

In addition to PayPal, Authorize.net and Stripe, you may also add BNPL (Buy Now Pay Later) options like Affirm and Sunbit and digital wallet options like Apple Pay and Google Pay. The more payment options you have for your customers, the higher the chance you'll convert a sale.

✓ - Available
— - Not Available

Option type	Digital wallet		BNPL	
Payment option	Apple Pay	G Pay	sunbit	affirm
Captures a growing portion of the market	✓	✓	✓	✓
Easy integration	✓	✓	✓	✓
Secure checkout and fraud protection	✓	✓	✓	✓
No extra fees required	✓	✓	✓	✓
Digital wallet option	✓	✓	—	—
BNPL option	—	—	✓	✓
Integrates with Stripe	✓	✓	—	—
Customer info automatically ready at checkout	✓	✓	—	—
20% repeat purchase rate	—	—	✓	✓

Your Client Services team member will help answer any questions your business manager may have regarding the payment gateway options so they can make an informed decision based upon your customer base and business goals. Once payment gateway options have been selected, a member of our Client Services team will send the proper application or application instructions to get your payment gateway account created.

Coordinating with your business office

Once the payment information is set up, your Client Services team member will send you instructions on how to retrieve identifying account information to successfully integrate with our system. If needed, they are available to do a screenshare with your billing office to guide them through the process. Doing this streamlines the process and makes sure everything is put in correctly for your site.

Of course, different payment gateways require different pieces of information from your business office. Our **Client Services team** will guide them through this to make sure everything is set up properly for your payment gateway account.

Note for dealers on Base Plus packages and above: SimplePart requires you to also provide credit card information if you're on packages with Search Engine Marketing (like Base Plus and Advanced). This is solely to cover the costs of the targeted Search Engine Marketing your business gets as a part of
its package.

If you need any assistance, check in with the SimplePart Client Services (CSC) team. We are here to help! Call us at (888) 843-0425 or email **support@simplepart.com**.

Our Solutions

Find the right package that suits your unique e-commerce business goals.

✓ - Available — - Not Available	Base Claim your corner of the market with your branded parts and accessories website and reach new customers online.	Base Plus Expand your market to new local customers and make the most of your website with online advertising.	Advanced Jumpstart your online store with broader advertising, expert strategy and consulting.
e-commerce site — Up-to-date full catalog	✓	✓	✓
Brand-compliant, WCAG-compliant website	✓	✓	✓
	✓	✓	✓
Search engine optimized site	✓	✓	✓
Product page inventory availability messaging	✓	✓	✓
Compliant, secure e-commerce (PCI-certified)	✓	✓	✓
SimplePart Control Panel & resources — 300+ real-time reports and order fulfillment dashboard and more	✓	✓	✓
Trilingual in-house support and training (English, Spanish, and French)	✓	✓	✓
Knowledge base articles and videos	✓	✓	✓
Digital Advertising — Additional traffic from national parts online store	✓	✓	✓
Local search engine marketing	—	—	✓
Google & Bing Shopping and text ads	—	✓	✓
Reseller Ratings service integration	—	—	✓
Dealer Strategy — Performance and strategy coaching	—	—	✓
	—	✓	✓
Additional regular performance and strategy coaching	—	—	✓

**Package details may vary by program and agreement.

PRO

For qualified dealers only, this package pairs our proven methods and aggressive strategy with your commitment and resources so you can maximize your profits. With no long-term obligation and access to our full suite of services, the PRO package offers unparalleled e-commerce performance and features:

- Custom search engine optimization strategy
- Data-driven business performance consulting sessions with our industry experts
- National Search Engine Marketing

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Base package

Extend your parts and accessories business and reach new customers online.

The Base package will help you claim your share of the market. This package provides dealers with comprehensive solutions that establish their e-commerce presence with:

National site listing

EPC-driven parts catalog

Real-time reporting

(404) 620-9764   sales@ifmamericas.com

Base Plus package

Drive more traffic to your site with optimized organic and paid search engine marketing.

Base package features, plus harness the power of paid advertising to extend your local reach.

Google & Bing shopping and text ads

Performance strategy coaching during Implementation

Local search engine marketing

(404) 620-9764   sales@ifmamericas.com

Advanced package

Jumpstart your online store with expanded advertising, expert strategy and consulting.

Receive everything the Base Plus package offers and more:

Business performance consulting services

Local and regional search engine marketing

Customer search engine optimization

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Optional Features

Performance Coaching

What sets SimplePart Dealer Strategists apart is their ability to identify which key factors will best improve the growth of your business. Using market research, our strategists can analyze your portfolio to identify competitive adjustment areas. 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 Wholesale Module

The Wholesale Module is an optional add-on for dealer e-commerce sites that provides real-time, discounted pricing for specific customers. It offers many useful features to manage and track your wholesale business.

The Product Questions Module

This feature allows you to reach customers at key points in the purchasing process. Customers can submit product questions via the Product Page and you can provide responses via the Control Panel. Providing customers with detailed product information can help reduce cancellations.
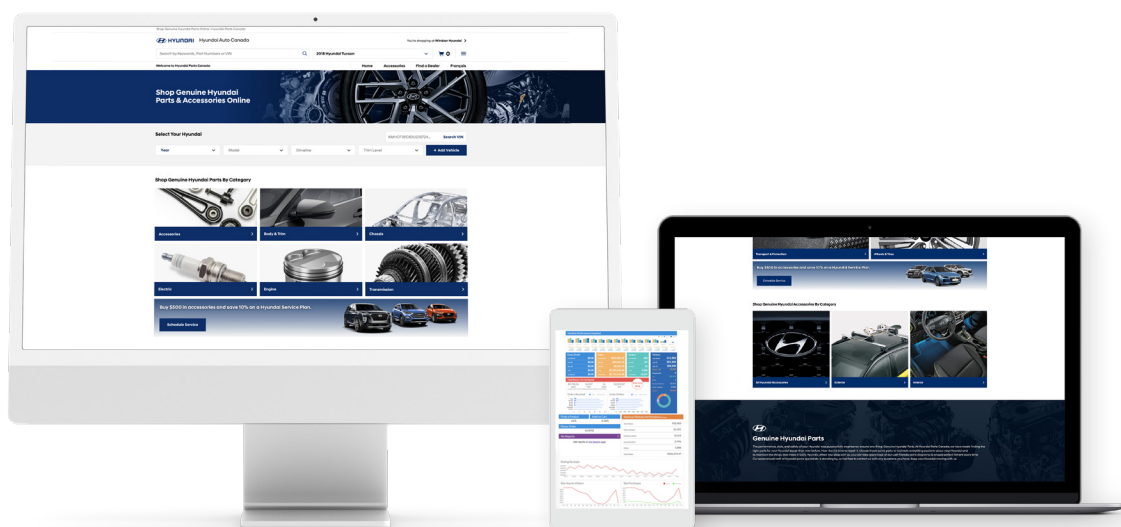
(404) 620-9764   sales@ifmamericas.com

Contact us

Get started:

Ready to transform your parts and accessories business without the hassle? Sign up for a free demo of the SimplePart platform to see just how easy we've made parts and accessories e-commerce.

Contact us:

If you need any assistance, check in with the SimplePart Client Services (CSC) team.

We are here to help!

📞 (888) 843-0425

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