

From **Parts Counter**
to **Profit Center**

E-Commerce Playbook



Contents

Introduction	3
Section 01 Getting started	6
Section 02 Getting strategic	9
Section 03 Promoting your store	12
Section 04 Tracking success	13
Section 05 Contact us	14

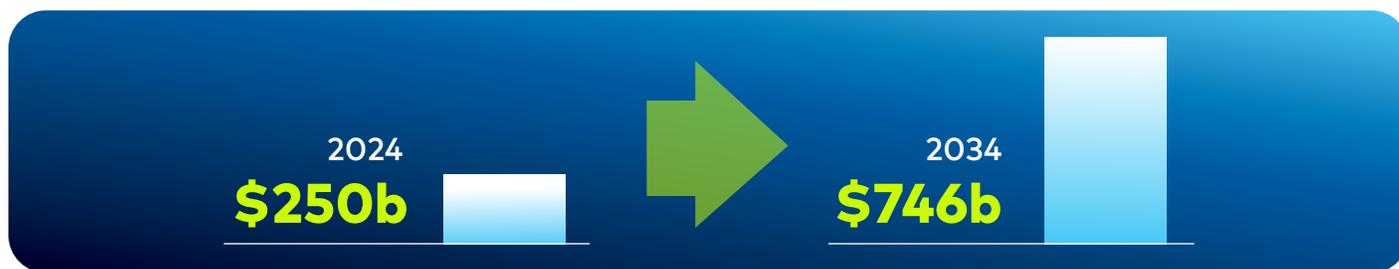
Section 1: Getting started

This playbook provides you with a comprehensive strategy to maximize parts and accessories e-commerce revenue through proven strategies, cross-selling, effective messaging, and staff training. By implementing these tactics across your dealership touchpoints, you can significantly increase online parts sales while enhancing customer convenience.

Your customers are online—are you?

The opportunity in online genuine parts sales

The global e-commerce automotive aftermarket is booming—valued at \$250.39 billion in 2024 and projected to reach \$745.90 billion by 2034. SimplePart dealers are already capitalizing on this growth, with their online parts sites operating 24/7 and capturing an average of 130 visitors daily.¹



Transmission, steering, and electrical parts represent the fastest-growing segments², creating **significant revenue opportunities for dealers who can meet customer demand online**. But success requires more than just having a website—it demands accuracy, trust, and the right data.

Building trust through OEM-incorporated data

Today's customers expect precision. When parts sites incorporate OEM data, they deliver the quality assurance customers need: exact fitment, reliable performance, and the peace of mind that comes with manufacturer-backed specifications.

This accuracy **directly impacts your bottom line** by reducing costly returns, eliminating complaints,

and retaining customers who might otherwise shop elsewhere.

Aftermarket alternatives may seem appealing, but quality varies significantly—and many lack warranties entirely³. By contrast, a branded parts website built on regularly updated OEM data turns your catalog into a trusted online store that works around the clock.



¹ SimplePart internal data, 2024

² <https://www.precedenceresearch.com/e-commerce-automotive-after-market>

³ <https://www.edmunds.com/car-maintenance/aftermarket-versus-manufacturer-car-parts.html>

Choosing the package for you

Assessing your business

- Current sales volume and growth projections
- Technical expertise level of your team

		Base	Base Plus	Advanced
		Claim your corner of the market with your branded parts and accessories website and reach new customers online.	Expand your market to new local customers and make the most of your website with online advertising.	Jumpstart your online store with broader advertising, expert strategy and consulting.
✓ - Available — - Not Available				
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, 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	—	—	✓
Retailer Strategy	Performance and strategy coaching	—	✓	✓
	Additional regular performance and strategy coaching	—	—	✓

**Package details may vary by program and agreement.

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

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

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

Knowing when to upgrade

You know your business best, but it can be challenging to know exactly when to scale up as your business grows. With a variety of package levels available, the SimplePart Dealer Strategy team will help you decide when it's time to upgrade.

To talk about packages with our industry expert strategists, schedule a session with one of our dealer coaches at coaching@simplepart.com.

Setup and onboarding

Choosing payment options

How do you capture the younger demographic on your online parts counter? By offering a variety of payment providers like digital wallets and Buy Now Pay Later (BNPL) options.

Younger online shoppers crave convenience, ease and speed when making their purchases. To meet the needs of an ever-changing market, we've

implemented even more ways for your customers to pay at checkout (on top of your current payment providers).

Choose what's best for you and your business goals—mix, match or opt in for all. The more options you have for your customers, the higher the chance you'll convert a sale.

Provider name		stripe	PayPal	Authorize.Net <small>a CyberSource solution</small>	
Required sign up information	Payment gateway and merchant processor			Payment gateway only* <small>*Requires current merchant processor to set up e-commerce/ no-card present merchant account</small>	
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.

✓ - Available
— - Not Available

Choosing shipping integrations

According to a 2021 report on consumer shipping expectations, **an overwhelming 83% of consumers prefer free shipping when given the choice between free shipping and fast shipping.** Furthermore, according to a study done in 2024, 62% of online shoppers won't purchase without free shipping. And 70% of shoppers say that free shipping is the reason why they shop online.

Deliver the product quickly to create repeat buyers, as **90% of e-commerce consumers expect a three-day shipping time in general for their orders.** According to USPS's latest Delivering for America Second-Year Progress Report, they highlighted that on average 99.9% of packages were delivered in less than three days.

Real-Time Shipping

Real-Time Shipping quickly calculates shipping rates based on product size, weight, and destination zip code. It also highlights which carrier is the most cost-effective for your shipping needs and enables you to add a markup fee to the final shipping price, **which can improve your profit margins.**

Essential checkout elements

Consumers rely on convenience when they're shopping online.

In fact, the **average cart abandonment rate is 70.22%.** And buyers cited the following as major reasons they abandoned their carts:



The SimplePart platform is equipped with shipping integrations that are designed to take the work out of processing orders so **you can focus on generating revenue** without the hassle of worrying about selecting shipping options and figuring out the most cost-effective measures.

ShipStation

ShipStation automatically brings in orders from the SimplePart platform and compares the real-time rates and delivery times for all carriers, **then automatically selects the best carrier for each shipment** based on cost and delivery.

- **Extra costs (shipping) (43%)**
- **Slow delivery (21%)**
- **Lack of trust regarding credit card information (19%)**
- **Had to create an account (19%)**
- **Slow checkout process (18%)**

So when you partner with SimplePart for your e-commerce business, you'll have the resources, options, and features to ensure your customers are enjoying an **easy shopping experience.**

Providing in-store purchase and returns

Allowing—and highlighting—the option to purchase in-store after researching online gives you the opportunity to **confirm with the customer that they are purchasing the correct item**, which saves you both time and money.

Furthermore, highlighting in-store returns for online purchases also **gives you the chance to work with the customer** to order the part or accessory that is right for their vehicle.

Providing in-store and local pickup

You may also want to provide an in-store pickup option for certain items.

This practice helps your store:

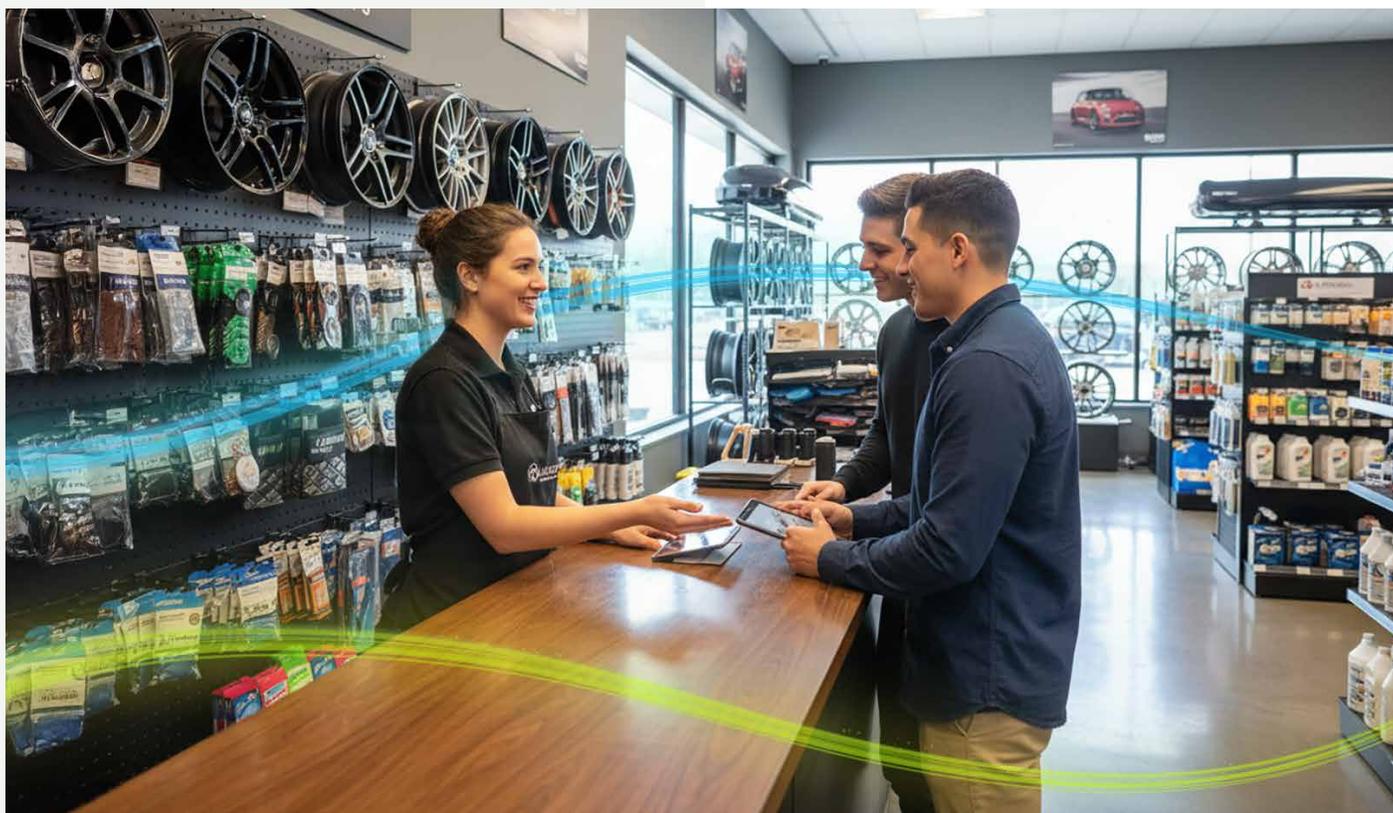
- Avoid shipping errors
- Gives local customers the opportunity to see your team in person

Approximately 60% of customers prefer the local pickup option over shipping their order.¹

You can also train your staff to:

- Upsell additional accessories at pickup time
- Offer installation services and explain labor charges

Contact the CSC team at support@simplepart.com to enable the Local Pickup option in your settings.



¹ SimplePart internal data



Getting parts to customers quickly

Sometimes car repairs are a last-minute, urgent matter for consumers. It's crucial that they get the part as quickly as possible, not only out of convenience but also necessity. For consumers who need parts quickly, **having in-store pickup options available provides an essential service.**

Having this option for local consumers gives you the opportunity to **build repeat customer relationships**. While providing a comprehensive, clear online browsing or shopping experience, you'll also get to **foster an in-person customer service presence.**

- Review and receive orders as frequently as possible
- Receive orders once at the beginning of the day and once before the stock order deadline
- Accept orders on Saturdays if you're able to
- Process orders according to your stock order deadline or shipping carrier pickup times

Clear shipping costs and timelines

On average, 2% of orders will include an item requiring additional shipping fees.

To cover this, you can set a fixed shipping rate specifically for these items by part number, or by an entire category.

To offer free shipping, **you should get strategic**

- Set a free shipping threshold at 10-15% above your existing Average Order Basket (AOB)
- Include some or all the shipping cost into the price
- Market free shipping by running promotions
- Select the most cost-efficient shipping carriers for your area

Employing trust signals during checkout

When stock is down or inventory is unavailable, **consumers value transparency and communication¹**. That's why availability messaging is a standard product page feature so that customers can see if their item is in stock, has low stock, is available at a PDC or out of stock.

¹ <https://www.reutersevents.com/supplychain/supply-chain/transparency-key-when-it-comes-fulfilment>

Section 2: Getting Strategic

Understanding buyer behavior and getting customers to your store

Knowing your buyer's journey

Are you experiencing great site traffic levels but still **not meeting your sales goals**? You're not alone, and the solution might be **easier than you realize**.

The key to solving this common problem is **understanding your buyer's journey**. Every visitor arrives at your site with a specific need; the path you create for them determines whether they buy from your—or your competitor.

Here's what drives today's parts buyers online:

Modern consumers have fundamentally changed how they shop. Fueled by the demand for instant convenience and accelerated by pandemic shopping behaviors, your customers now expect to research, compare, and purchase genuine parts and accessories entirely online, **often without ever picking up the phone**.

The reality is this: your customers are already shopping online. **The only question is whether they're shopping from you**. It's therefore crucial that you **optimize every point** on your customer's journey. Understanding who is buying online and how they're making decisions are the first steps to capturing more sales.

As of 2024¹, nearly **half of all car parts consumers buy automotive parts or accessories online**.

On the SimplePart platform, we've seen anywhere from **15–33% of OEM vehicle owners** shop from OEM program sites.



Modern consumers have fundamentally changed how they shop



¹ <https://www.westwoodone.com/blog/2024/11/11/auto-aftermarket-retailers-new-study-reveals-significant-recovery-in-shopping-spending-and-brand-perceptions-am-fm-radio-and-podcasts-are-ideal-to-reach-auto-parts-shoppers/>

Buyer search insights

Knowing which parts your customers are purchasing

Nearly half of surveyed car owners² (**49%**) **purchased tires** in the past year, making them the most common auto part acquired. **Batteries** followed at **35%**, with **braking system parts** next at **26%**.

Top 5 parts purchased on SimplePart websites

CVTF II Quart Bottles Short Block Engine
Disc Brake Rotor (Front) Wheel Bearing & Hub
Body Control Valve Kit

Top 5 accessories purchased on SimplePart websites

Thule[®] Cargo Carrier Trailer Hitch
Thule Crossbar Set Towing Hitch Kit
All Weather Floor Liners

Other major trends

Purchase time

39% – Off hours
61% – Business hours

Purchase breakdown

56% – Parts
44% – Accessories

Fulfillment method

45% – Pick up at dealer
55% – Ship to home



Helping your customers find your store with handy QR codes

Make it easier for customers to shop with you by placing QR codes in key locations throughout their service journey:

- **Add them to waiting areas** where customers can browse parts catalogs while they wait
- **Attach them to invoices** for quick reorders
- Include them in **appointment confirmation emails** for convenient advance shopping

For best results, pair each QR code with **clear messaging** that tells customers exactly **what they'll find when they scan**—whether it's browsing parts, reordering items, or scheduling service. **Ensure all links direct to mobile-optimized pages** for a smooth experience on any device.

With SimplePart's mobile-friendly platform, your QR codes **seamlessly connect customers** to optimized product pages designed for easy browsing and purchasing **right from their smartphones**.

¹ <https://yougov.com/en-us/articles/51977-from-tires-to-tools-how-us-consumers-shop-for-auto-parts-today>

² <https://yougov.com/en-us/articles/51977-from-tires-to-tools-how-us-consumers-shop-for-auto-parts-today>

Google Ads and pricing tips

Search Engine Marketing –It’s integral to the foundation of a strong digital marketing campaign.

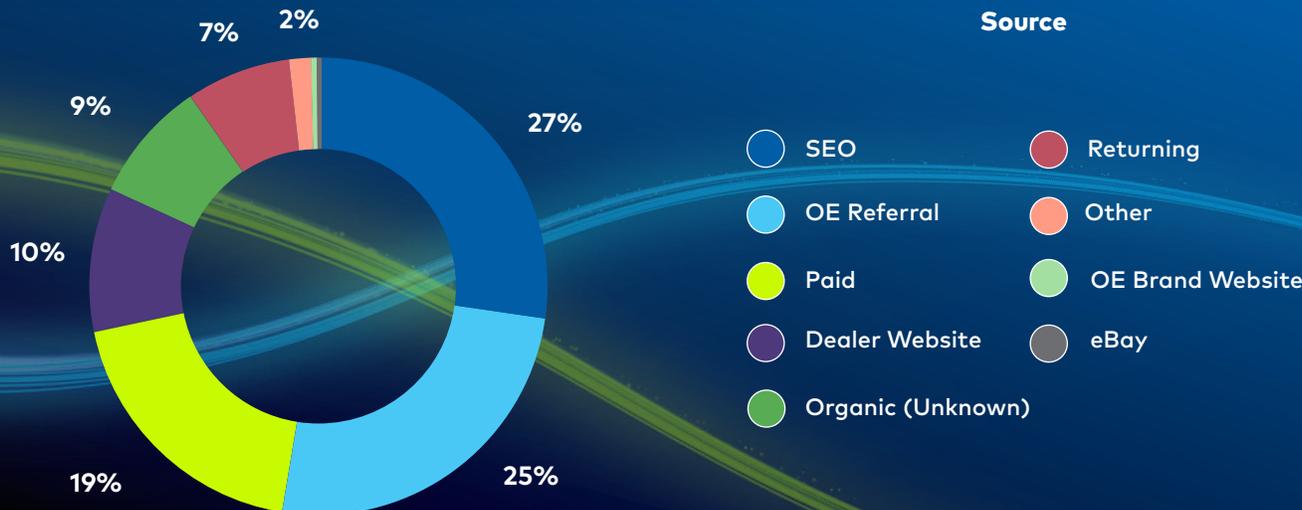
But what does it mean? And how does it affect the automotive aftersales e-commerce space? And how does it factor into your parts and accessories website?

Google processes over **8.5 billion searches a day** and makes up **78% of all online search behavior**.¹

Google Shopping accounts for an average of **28%** of sales for dealers with SEM packages.²

Google Search is still the top starting point for aftermarket research at **46%**.³

Total sales by source on SimplePart websites:



When you’ve got the SimplePart SEM team on your side, you don’t have to worry about busy work. We’ve got you covered with:

- **Product feed optimization**
- **Regular account monitoring** so that ad campaigns are operating at the highest performance level
- **Regularly optimized keyword and bidding strategies** designed to drive high-quality traffic to your site.

- **Quick product submission** to Google and Bing Shopping through our specialized feed.
- **Identification of areas for site improvement** through a 100-point inspection.
- **Recommendations** so that your sales goals are met.

78% of shoppers⁴ find product photos “very” or “extremely” important during the buyer journey.

Almost half (45%) of shoppers abandoned a purchase⁵ due to poor product content like low-quality (or not enough) images.*

¹ Smart Insights

² SimplePart internal data

³ <https://theshopmag.com/news/kahn-media-automotive-aftermarket-consumer-behavior/>

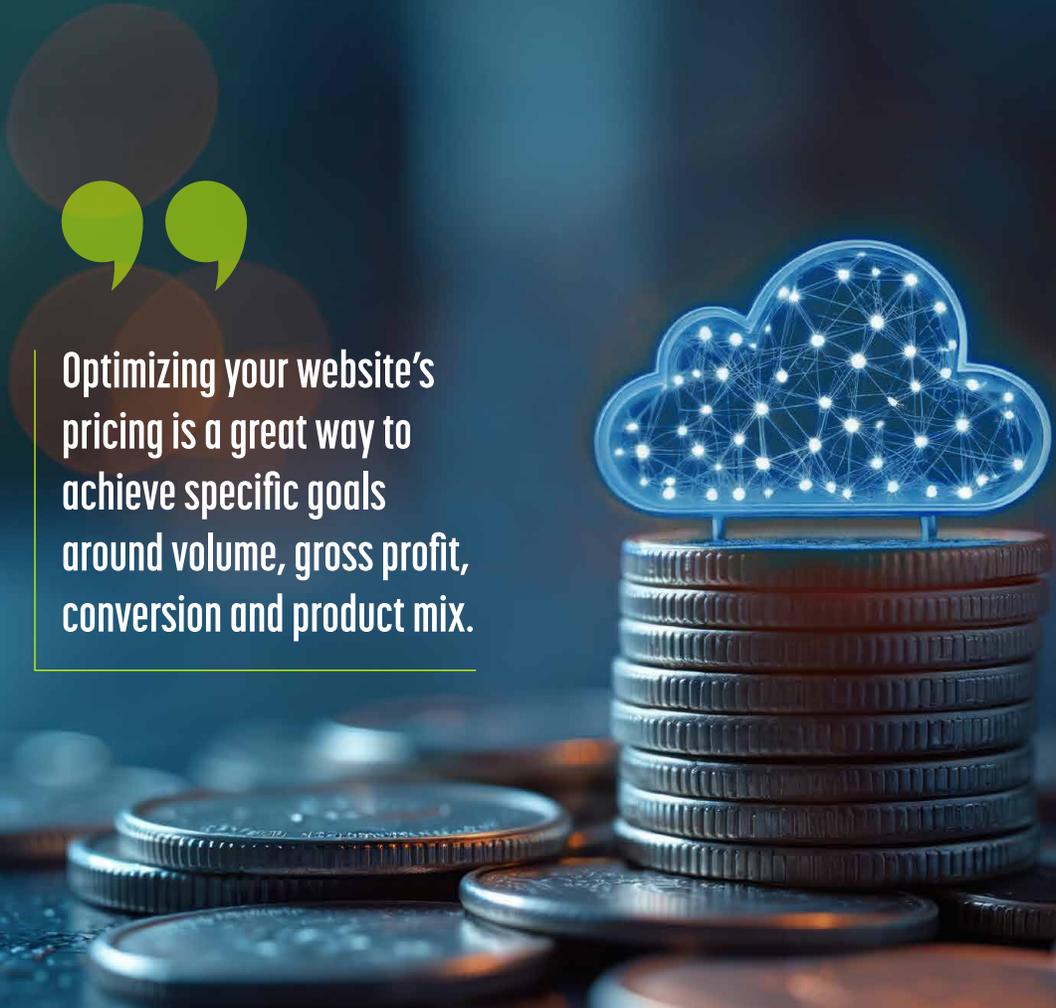
⁴ <https://www.salsify.com/blog/salsify-digital-asset-experience-capabilities/>

⁵ <https://yougov.com/en-us/articles/51977-from-tires-to-tools-how-us-consumers-shop-for-auto-parts-today>

Pricing strategies

Price is the most important consideration overall, cited by 74% of respondents¹. Consumers aged 45-64 were most price-sensitive (**79%**), followed closely by those 65 and older (**74%**). **Availability of specific parts was also important**, with **54%** of car owners saying it influences their choice.

Optimizing your website's pricing is a great way to achieve specific goals around volume, gross profit, conversion, and product mix. Plus, the SimplePart platform makes it easy to change pricing on different products or product groups.



Optimizing your website's pricing is a great way to achieve specific goals around volume, gross profit, conversion and product mix.

Minimizing returns

When it comes to parts e-commerce, parts managers tend to worry about the burden of cancelled items and returns. But when you choose the SimplePart platform, **we do the heavy lifting for you**.

Our secret? **It all comes down to the data**. Because we use OEM-incorporated data across all our programs, your customers can see the exact part they need before they buy. There's no guessing the fitment or wondering if it will fit.

What's more, we use **high-quality product diagrams** on product pages so customers can check and cross-check exactly what they need for their vehicle.

Optimizing your Terms & Conditions

Streamline your parts transactions with **optimized terms and conditions** that **keep your team and your customers on the same page**. Clearly defined return windows and conditions eliminate confusion, while straightforward core exchange policies and procedures make part swaps seamless.

When comprehensive warranty information and limitations are readily accessible, it ensures your team understands coverage details upfront and can **confidently communicate policies** to customers.

Training your staff accordingly

Empower your team with comprehensive staff training on policies that ensures consistent interpretation across your entire operation. Standardized procedures allow technicians and service advisors to navigate common situations effectively, while established customer

communication standards help **maintain professionalism and clarity**.

With everyone aligned on policies and best practices, your parts counter delivers a **seamless, reliable experience** that builds customer trust.



Section 3: Promoting your Store

Maximize in-dealership advertising and beyond

Advertise across channels. Get on the omnichannel train and make sure your customers are seeing your ads: in-store — in waiting rooms, at the parts counter, and on the showroom floor.

Employing an implementation strategy:

- **Display placement:** Position 42-55" digital screens at eye level in seating areas
- **Content rotation:** Change promotions every 15-30 seconds to maintain engagement
- **Seasonal focus:** Highlight relevant parts (winter tires in fall, air filters in spring)
- **Take advantage of different cross-selling opportunities**
 - Market maintenance parts to service customers
 - Remind new car buyers of genuine accessories
 - Market gear and merchandise to brand enthusiasts



Knowing how to upsell accessories:

- Bundle certain items together:
 - **Maintenance bundles:** Oil change kits with filters and fluids
 - **Performance packages for specific fitments:** Cold air intake with performance filters
 - **Convenience upgrades:** Floor mats with cargo organizers
- Upsell accessories with timed strategy messaging:
 - Post-purchase follow-up emails
 - Service appointment reminders
- Staff integration:
 - **Train service advisors on upsells.** Ensure your team is knowledgeable about promotions and can effectively upsell.
 - **Employ different messaging strategies:**
 - “Order online, pick up in-store”
 - “Skip the wait, order ahead”
 - “Complete your project with these tools”



Online strategies

Creating an omnichannel presence strategy

Omnichannel is a sales approach that aims to create a seamless customer experience **across different buying platforms**. Common buying platforms, for instance, could be an **online website** or a **traditional brick-and-mortar store**.

With the effects that the pandemic has had on how consumers purchase products, we've

seen a **dramatic rise in online shopping**. **54%** of consumers plan to shop more in-store in recent years, indicating that consumers expect **seamless experiences across all channels**.

In fact, nearly half of respondents of a YouGov survey, (**45%**) report buying from retail stores, and **37%** say they used local auto repair shops. Online purchasing is also significant, with **32%** of consumers shopping digitally for parts.



We've seen a dramatic rise in online shopping.

Using channel-specific strategies

Increase your visibility with targeted social media posts on your pages. Showcase popular products, share customer testimonials, and highlight any year-end promotions to capture last-minute shoppers. Your social media presence is a great way to reach current customers and build retention.

Deploying B2C email campaigns

SimplePart regularly partners with OEMs to run national promotions for enrolled dealers, which often generate 3x to 4x our clients' typical order volume. These promotions, including short-term sales events, can generate additional revenue for your dealership. National promotions and coupons on the national OEM site then drive traffic to individual dealer websites.

When dealers run national promotions, they see increases in:

- Site traffic
- Orders
- Average basket size
- Sales

Building a customer email list

The first step to a successful B2C campaign is to make sure you have an updated, accurate customer email list.

Email list tips:

- **Export monthly customer lists** from the Control Panel
- **Share the list** with the CRM/DMS manager to:
 - **Cross reference** existing customers
 - **Add new contacts** for future sales and service outreach
 - **Use the list** for email campaigns featuring promo codes and events



Creating promo codes

Promo codes can drive seasonal sales and increase **Average Order Value (AOV)**. They can also support Sales teams in post-sale accessory promotion.

Promo code tips:

- **Create codes** for seasonal campaigns (e.g. winter gear, summer upgrades)
- **Provide Sales teams with codes** to include in delivery packets
- **Review performance reports** after each promotion
- **Adjust promotions** based on performance

National promotions go beyond just reducing prices. They help dealers **start or grow existing relationships** and increase revenue by stimulating repeat purchases. To further your omnichannel strategy, be sure to **remind staff to tell in-person customers about online promotions**.

Being aware of your social and digital presence

- **Consider what different types of owners might find tempting:** a maintenance parts sale when the weather's getting warmer and road trips are coming up, an unboxing video of the latest shipment of performance parts you just got in, or pictures of available accessories for the latest model to hit the showroom floor—cater to your shoppers! This will make them more likely to share or act on their impulses.
- **Keep it simple but eye-catching.** You know people are just scrolling through their feeds, so when creating graphics (which are easy to DIY for free with online tools like Canva) and posting content, get your message across with clear imagery and brief descriptions.
- **Invite your audience to engage.** Social media is social! When you do post, try asking for an opinion, inviting them to answer a poll, or participate in a contest. Or it could be as simple as replying to comments and questions!

Note: Depending upon your program or package, branded social media assets could be available to you. Reach out to coaching@simplepart.com for more information.

SIMPLEPART



Manage your online reputation

Keeping tabs on what customers are saying

Your reputation lives in two places: review sites and social media.

Start by finding **where your customers actually leave feedback**—whether that's Google Reviews, specialized automotive forums, or industry sites where dealers get rated. Then, **set up alerts** to monitor what people are saying about your dealership on Facebook, Instagram, and Twitter.

Why do so much? Because **some customers leave formal reviews when they're really happy or upset, while others just post casually about their experience on social media.** When you're tracking both, you catch everything—the good, the bad, and the “just posted a photo of my new ride” moments. This gives you the chance to:

- Jump in and say thanks
- **Fix problems** before they spread
- Show potential customers that **you're a dealership that listens**

Note: Take the time to review generation tactics by creating post-purchase email sequences to keep customer communication open

Managing negative reviews

- **Make a habit** of regularly checking review sites
- **Create response templates** for common issues
- **Employ escalation procedures** for serious complaints

SimplePart's Product Questions Module

Sometimes customers have questions while they're shopping, and when you're using the SimplePart platform for your e-commerce needs, **keeping track of customer inquiries is easy** with the **Product Questions Module.**

This feature reaches consumers at key moments during their shopping experience to **help give them the confidence** they need in the product they're going to purchase.

Section 4: Tracking success

Know your numbers

Knowing your numbers

When it comes to assessing your business success, reviewing reports in the **SimplePart Control Panel** is a great place to start. But with over 250 reports to choose from—where do you begin?

While you are free to dive into any report you want based upon your own unique business goals, **we've created a few that give you a firm overview of your business performance**, and basics like gross profit, pricing and more.

Understanding why data matters

Data is important when it comes to monitoring the health of your business. When you get in the habit of reviewing your data regularly, you gain a strong understanding of the following:

- **Identifying** target consumers
- **Consumer searching and buying behavior** (including how long they are on your site, what payment methods they use—and more!)
- **Product performance trends**

When you get to know how consumers shop, you can then make decisions that are best suited for your business, like knowing **when to run promotions, offering digital wallets or expanding payment method options**¹.

When you put all of these components together, you'll be able to **identify areas of growth and opportunity** and start to understand causes of e-commerce realities like cart abandonment.

Leveraging the SimplePart Control Panel

So how can you get strategic without spending too much time reviewing the numbers?

It might be easier than you think: **the Control Panel Dashboard itself is full of useful analytics** that you can quickly review without spending too much time scanning through lists of numbers.

To find the Monthly Performance Snapshot, Gross Profit, Sales, Orders, Visitors and Paid Return on Ad Spend (and much more!), **simply navigate to the Control Panel homepage**. If you have more than one store on the SimplePart platform, select the store you want to review from the dropdown menu in the upper right-hand corner of the page.

¹ <https://medium.com/simplepart/dominate-holiday-sales-with-simplepart-92f520d464c7>

Using your top 3 Control Panel reports

If you're the type of dealer who is already reviewing their dashboard regularly, you're ready to move on to these three reports:

Gross Profit By Month

Why it's important:

See how profitable your site is each month.

What to look for:

You can use this report to see how your website's different conversion rates impact your monthly profit margin, and it also lets you know if your pricing and shipping are misaligned.

Next steps:

Adjust your strategy so that your profitability grows.

Ranked Performance: Pricing Matrix

Why it's important:

This report shows you where you stand in the market. It's particularly valuable in uncovering ways to gain a larger market share in certain parts and accessory pricing brackets.

What to look for:

Look at margins for both inexpensive and expensive items. You can determine whether margins should be adjusted for higher-priced items so they don't drive prospective buyers away.

Next steps:

If you can price lower than MSRP, you'll drive more customers to your site, increasing sales volume. Navigate to the Pricing section on the SimplePart Control Panel. From there, you can set the various pricing tiers and matrices for your site.

Overall Performance

Why it's important:

This report gives you a big picture snapshot of all your e-commerce business operations.

What to look for:

From sales performance to visitor origin breakdowns, this report gives you a multifaceted view of the health of your business and how your parts site operates. It's a good indicator of growth opportunities as well as challenges you might face.

Next steps:

Establish some targeted strategies that will help your overall parts business grow according to your goals.

Leveling up your reports game

Partners Paid Performance by Month¹ – Search engine marketing (SEM)² is a great way to drive high-converting traffic to your website. If you're taking advantage of these available services (Base Plus package and above), this report shows you how your ad spend is doing, as well as conversion and sales data specific to visitors finding your site through paid search engine ads.

Understanding conversion analysis

Monitoring conversion analysis regularly gives you a comprehensive understanding of the **overall buyer journey³** your consumers undertake as they purchase parts and accessories from your site. In other words, **what does it take for a site visitor to become a customer?** What are the factors that impact conversion?

According to Google⁴, conversion rate is **"the number of conversions divided by the number of total ad interactions that can be tracked to a conversion during the same time period."** If you pull the **Cart Conversion Rate report⁵** in the SimplePart Control Panel, you'll see the percentage of people who added a product to their cart after landing on your website. The higher the number, the better.



Conversion analysis gives you a comprehensive understanding of the overall buyer journey

¹ https://secure.simplepart.com/manage/reports.aspx?ukey_report=368

² <https://medium.com/simplepart/what-you-need-to-know-about-how-sem-works-7c9e0a576c67>

³ <https://medium.com/simplepart/going-on-the-digital-customer-journey-24cbd40c4af7>

⁴ <https://support.google.com/google-ads/answer/2684489?hl=en#>

⁵ https://secure.simplepart.com/manage/reports.aspx?ukey_report=565

Tips from our industry experts

Account Manager Parker Rhodes offers this advice to as they review their data: **“Pay as much or more attention to order totals and conversion rates as you do to your sales totals since those tend to be more stable from month to month.”**

Keeping an eye on long term trends will help you see patterns—and you’ll be able to make targeted decisions about where you want your business to go.

Senior Dealer Strategist Anthony Hardy also says, **“Start with the metric most important to your dealership’s success. Some dealers prioritize Sales Volume while others Gross Profit—it’s all up to you and your goals.”** At SimplePart, we understand that every dealer is different, which is why we provide hundreds of reports so you can track your success when you want—and how you want.

By implementing the strategies outlined in this playbook, your dealership can achieve measurable results. More importantly, you’ll position your parts department as a modern, customer-centric component of your existing business that serves today’s digitally savvy vehicle owners.

Remember that e-commerce implementation is not a one-time project but an ongoing evolution. Dealerships that commit to continuous improvement—regularly analyzing performance metrics, gathering customer feedback, and refining their approach—will see sustained growth in online parts revenue!

The opportunity is significant; the roadmap is clear, and the tools are available. **Your customers are ready to buy parts online**—make sure they’re buying from you on a parts website **powered by SimplePart.**



By implementing the strategies outlined in this playbook, your dealership can achieve measurable results.

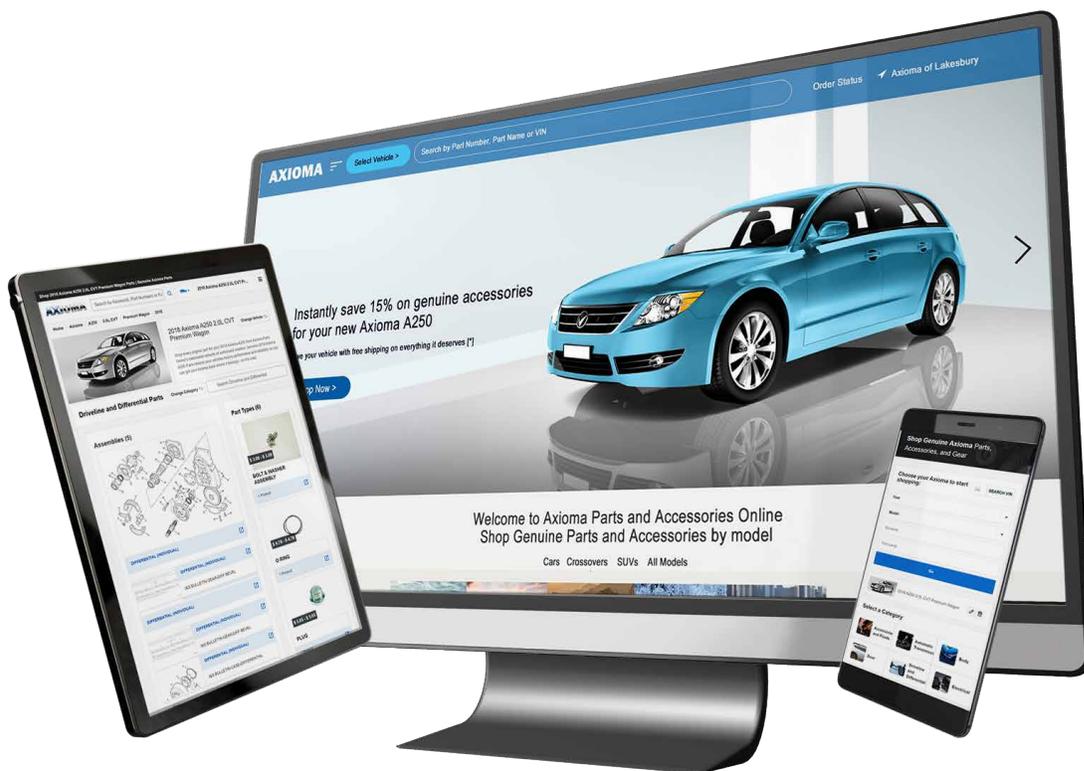
Section 5: Contact Us

Want to learn more about how you can use all the features that the SimplePart e-commerce platform has to offer?

Contact our CSC team at support@simplepart.com or call **1 (888) 843-0425**.

Ready to level up and learn about different packages on the SimplePart platform?

Contact our Sales team at sales@ifmamericas.com or call **1 (888) 843-0425** (prompt 1).



INFO MEDIA™