

Creating a Business Partnership for Sustainable Growth

ATHENS DODGE

www.mopartssurplus.com

The Challenge

Athens Dodge got its start in the e-commerce world by offering products on Amazon. It achieved some success on the Amazon platform, but only when it came to selling accessories. While it was fairly easy for customers to order accessories for their vehicle, Amazon's platform functionality made it difficult to ensure they were ordering

the correct part for their car. Despite doing well from a volume standpoint, Athens Dodge wanted to continue to exceed their purchasing objectives and began looking for the right solution to take a moderately-successful online business to the next level. It needed a better way to tackle e-commerce while also making sure customers got exactly what they needed and were satisfied with the process.



1

Sell more parts online, in addition to accessories

2

Drive online business to continue exceeding purchasing objectives

3

Ensure customer satisfaction throughout the buying process

The Solution

With these needs in mind, **Brad Shelnett (parts manager at Athens Dodge)** reached out to **(SimplePart's senior dealer strategist) Anthony Hardy**, to see how SimplePart could help achieve these objectives. Anthony worked with Brad—and Athens Dodge—every step of the way. After reviewing different strategies and figuring out the best pricing strategies for Athens

Dodge, Brad made the choice to pick a distinct URL for the store, www.mopartssurplus.com, based on two specific factors: the dealership's position in the market as a volume dealer and its reputation for selling at wholesale prices.

The Results

Because SimplePart took the time to make sure every part of Athens Dodge's e-commerce experience fit with its specific goals and objectives, the site hit the six-figure sales mark in just six months, and has consistently seen sales growth month-over-month. At SimplePart, not only do we understand that each dealer is unique, but we take the time to make sure your e-commerce solution fits your needs, your goals and your objectives.

\$250K+

SALES IN LESS THAN SIX MONTHS

50%+

AVERAGE INCREASE IN MONTHLY SALES IN FIRST FOUR MONTHS

\$24 / \$1

ROAS (Return on Ad Spend) IN SEPTEMBER 2018

"We started with eBay and didn't really have much success with that. We moved to the Amazon platform, and found some success there. We've moved onto SimplePart and found even more success there. That's our humble beginning.

Brad Shelnett, Athens Dodge