

The SimplePart Platform

Welcome Packet (PART 2)

[Get Started](#)





Table of Contents

Day-to-Day Operations Guide	03
Navigate the Control Panel	04
Order Processing	05
Pending Flags	09
Searching Orders	10
Pricing 101	11
Shipping Rates & Local Pickup	12
Make the Most of Your Digital Marketing	15
Drive Free Traffic to Your Website	16
Measuring Success	17
Managing Fraud	19
Need More Help?	21

Day-to-Day Operations Guide

You've got a busy workday—we get it. But there are easy ways to integrate processing your online orders into your daily schedule. It's no harder than processing a wholesale order over fax! Here's what an ideal day looks like to the parts manager selling online.



First Thing in the Morning

- ❑ **Check for new orders and notes** – Sometimes a customer is looking for parts that can be shipped out on the same day. When you find an order like this, prioritize it so it can be handled proactively and your customers can stay happy.



After Your Morning Rush

- ❑ **Evaluate orders for fraud and check fitments** – High-dollar orders sometimes need closer attention because they are at a higher risk for fraud. Evaluate the legitimacy of orders over \$300, and also check fitments of other orders.
- ❑ **Type up and print orders** – You'll want to make sure you enter orders into your DMS throughout the day so there's time to get it in before the stock order deadline in the afternoon.



After Lunch

- ❑ **Take a second look at current orders** – There may be a new order that can be shipped out of on-hand inventory.



By 3P.M. or Your USPS Pickup Time

- ❑ **Get your shipments in order** – Have your orders boxed and ready to go by 3 p.m. or your designated USPS pickup time. If you don't have a time scheduled, you should request one from your local post office. They can be very accommodating—all you have to do is ask!



End of the Week

- ❑ **Take stock of your shipping supplies** – USPS takes 2-4 days to deliver (free) boxes, so it pays to be proactive for the coming week.

Onto Another Week!

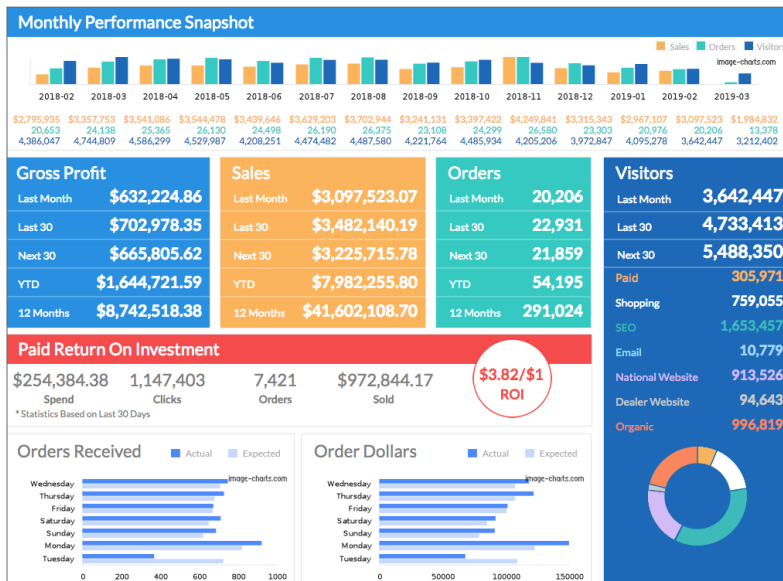
- ❑ **Rinse and repeat for another successful week selling parts online!**



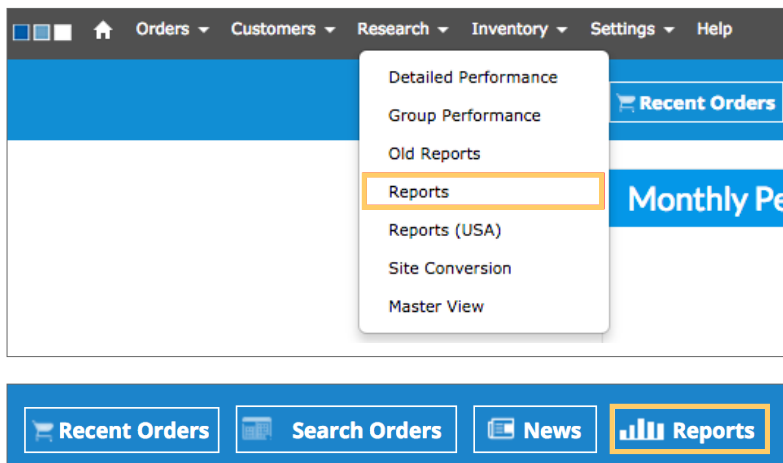
Navigate the Control Panel

Monthly Performance Snapshot & Reporting

We offer an extensive library of research and reporting tools that range from **Gross Profit by Month** to **Conversion Rates Since Inception**. These reports can help you determine where you might want to improve and help manage future changes.



When you first log in to your Control Panel, your Monthly Performance Snapshot is the homepage, a.k.a the Dashboard. The colored infographs populate from your reports page data.



To see all of the reports we offer beyond those displayed on your Control Panel Dashboard:

1. Go to **Research > Reports**
- OR –
2. Click **Reports** next to **Search Orders**.

TIP: Make sure your website URL is selected in the top right of the Control Panel.

If there are any reports you don't see on your Reports page but are interested in, feel free to contact support@simplepart.com to have a custom report generated.

Order Processing

How to Process an Order

Making sure orders are processed in a timely manner is, potentially, the most important part of the e-commerce process.

#	Date	Name	Status	Ship	Internal#	Notes	Parts	
999999	04-30 16:08	First, Last name	Payment Confirmed: Authorized Only				\$7.20	Receive Details
999999	04-30 15:15	First, Last name	Received: Authorize.Net		2018-05-01	000000	\$306.60	Ship Details
999999	04-30 14:55	First, Last name	Payment Confirmed: Authorized Only				\$23.80	Receive Details
999999	04-30 14:45	First, Last name	Received: PayPal				\$27.80	Ship Details
999999	04-30 14:39	First, Last name	Payment Confirmed: Authorized Only				\$92.61	Receive Details
999999	04-30 14:39	First, Last name	Payment Confirmed: Authorized Only				\$78.00	Receive Details
999999	04-30 14:23	First, Last name	Payment Confirmed: Authorized Only				\$420.25	Receive Details
999999	04-30 14:15	First, Last name	Payment Confirmed: PayPal				\$112.32	Receive Details

- Go to **Recent Orders**.

TIP: Bookmark your Control Panel website, so you can access it quickly when you need it.

- Click **Details** of the order you would like to work on.

- Go to the **Order Details** tab. Click **Receive Order**. This will notify the customer that you have received their order and are working on it.

- Verify that you are dealing with a legit (non-fraudulent) customer and check with your DMS to make sure you are able to fulfill the order, then click **Print Order** for a detailed print-out.

- Confirm credit card payments are being captured in **Billing Details**, if applicable.

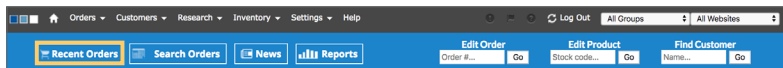
TIP: If a customer paid with PayPal, it's a good idea to verify the payment in your PayPal account.

- Prepare your shipment. Then, go to **Order Details** and click **Ship Order**. This action will automatically send an email to the customer to let them know their order has either shipped or is ready for pickup.

Order Processing (cont.)

Capturing Payments

When a customer pays for an order with their credit card, you must capture the payment, following the instructions detailed in the **Billing Details** section.



#	Date	Name	Status	Ships	Internal#	Notes	Parts	
999999	04-30 15:08	First, Last name	Payment Confirmed: Authorized Only				\$7.20	Receive Details
999999	04-30 15:15	First, Last name	Received: Authorize.Net	2018-05-01	000000		\$306.60	Ship Details
999999	04-30 14:55	First, Last name	Payment Confirmed: Authorized Only				\$23.80	Receive Details
999999	04-30 14:45	First, Last name	Received: PayPal				\$27.80	Ship Details
999999	04-30 14:39	First, Last name	Payment Confirmed: Authorized Only				\$92.61	Receive Details
999999	04-30 14:39	First, Last name	Payment Confirmed: Authorized Only				\$78.00	Receive Details
999999	04-30 14:23	First, Last name	Payment Confirmed: Authorized Only				\$420.25	Receive Details
999999	04-30 14:15	First, Last name	Payment Confirmed: PayPal				\$112.32	Receive Details

Order Details

Billing Details

Email Correspondence

Order Contents

Notes

Returns

Print Order

Print Invoice

Shipping Rates

#	Void	Type	Date	TXN ID	Parent TXN	Issued By	Parts	Core	Tax	Ship	Coup	Total	Action	
999999				ABC123456789	ABC123456789	Details	Checkout	100.14	0.00	4.01	16.95	0.00	121.10	Capture Void

Billing Summary

Add Charges to This Order

Transaction Type: PayPal

1. Charges

2. Custom Message

3. Send Payment To

Payment Gateway

Once Capture has been clicked, it will change from **Capture | Void** to **Partial | Full**. Do not click **Partial | Full**, as this selection only pertains to refunds.

When you see the change, the payment will have been successfully captured. For card transactions, it usually takes between 12 and 24 hours before funds are available to be batched out from the gateway processor account to a bank account.

Cancelling Orders

Any order you are unable to fulfill or choose not to fulfill can be canceled in the **Order Details** section in your Control Panel. Always be sure to select the most appropriate reason for the cancellation in the selection box.

Order Status

Cancel Order

Ship Order

Receive Order

Mark as Fraud

☐ Ready to Ship

Clicking **Cancel Order** does not automatically refund the transaction. Be sure to void or refund transactions after you've cancelled an order. Read more about this in the [Handling Refunds](#) section.

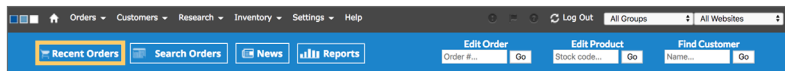
Continue

- Go to **Recent Orders**.
- Click **Details** of the order you would like to work on.
- Go to the **Billing Details** section. Here you'll find the transaction line and the total dollar amount for the order.
- In the **Action** column, click **Capture** (this is not an available option for standard PayPal transactions.)

Order Processing (cont.)

Handling Refunds

Once an order has been cancelled, you manually issue the customer a refund. Refunds are handled differently depending on the type of payment account was established for your SimplePart website. Most sites will have the ability to accept credit card payments. However, many also accept payment through PayPal.



#	Date	Name	Status	Ships	Internal#	Notes	Parts	
999999	04-30 15:08	First, Last name	Payment Confirmed: Authorized Only				\$7.20	Receive Details
999999	04-30 15:15	First, Last name	Received: Authorize.Net	2018-05-01	000000		\$306.60	Ship Details
999999	04-30 14:55	First, Last name	Payment Confirmed: Authorized Only				\$23.80	Receive Details
999999	04-30 14:45	First, Last name	Received: PayPal				\$27.80	Ship Details
999999	04-30 14:39	First, Last name	Payment Confirmed: Authorized Only				\$92.61	Receive Details
999999	04-30 14:39	First, Last name	Payment Confirmed: Authorized Only				\$78.00	Receive Details
999999	04-30 14:23	First, Last name	Payment Confirmed: Authorized Only				\$420.25	Receive Details
999999	04-30 14:15	First, Last name	Payment Confirmed: PayPal				\$112.32	Receive Details

- Go to **Recent Orders**.
- Click **Details** of the order you would like to work on.
- Identify how the customer paid for their order in the **Order Details** tab. The payment method will either be PayPal or Payment Gateway (credit card payment).

Refunding an Order by PayPal

For all orders placed through PayPal, you will need to issue refunds through your PayPal account. You can issue a full or partial refund up to 180 days after you receive a payment, as long as its status is *Completed*, *Pending*, or *Cleared*.

- Log in to your PayPal account.
- Click **History**.
- Click **Details** next to the payment you want to refund.
- Click **Issue a Refund**.
- Enter the refund amount, then click **Continue**.
- Review the information, then click **Issue Refund**.



The refund is paid from your PayPal account balance. If your PayPal account balance does not have enough money in it, the entire refund will be issued from the primary bank account linked to your PayPal account.

[Continue](#)

Order Processing (cont.)

Refunding an Order by Credit Card

It's possible to issue either a partial or full refund to a customer's credit card within the Control Panel. You can use this method to refund the customer for all payment methods except for Standard Paypal.

Order History									
#	Date	Name	Status	Ships	Internal#	Notes	Parts	Receive	Details
999999	04-30 15:08	First, Last name	Payment Confirmed: Authorized Only				\$7.20	Receive	Details
999999	04-30 15:15	First, Last name	Received: Authorize.Net	2018-05-01	000000		\$306.60	Ship	Details
999999	04-30 14:55	First, Last name	Payment Confirmed: Authorized Only				\$23.80	Receive	Details
999999	04-30 14:45	First, Last name	Received: PayPal				\$27.80	Ship	Details
999999	04-30 14:39	First, Last name	Payment Confirmed: Authorized Only				\$92.61	Receive	Details
999999	04-30 14:39	First, Last name	Payment Confirmed: Authorized Only				\$78.00	Receive	Details
999999	04-30 14:23	First, Last name	Payment Confirmed: Authorized Only				\$420.25	Receive	Details
999999	04-30 14:15	First, Last name	Payment Confirmed: PayPal				\$112.32	Receive	Details

#	Void	Type	Date	TXN ID	Parent TXN	Issued By	Parts	Core	Tax	Ship.	Coup.	Total	Action
999999		Authorization	05-03 00:37	ABC123456789	ABC123456789	Details	Checkout	296.26	0.00	0.00	20.95	317.21	Partial Full

Total	Action
317.21	Partial Full

	Current Total	New Total
Parts:	\$543.15	\$ 543.15
Core:	\$0.00	\$ 0.00
Tax:	\$0.00	\$ 0.00
Shipping:	\$26.95	\$ 26.95
Coupon:	\$0.00	\$ 0.00
Transaction Total:	\$570.10	\$ 570.10

Transaction Total Refund Amount: \$ 0.00

Calculate New Transaction Total

Go to **Recent Orders**.

Click **Details** of the order you would like to work on.

Go to **Billing Details** to find the transaction, along with an action column to the right displaying **Partial | Full**.

! You can only issue a refund 24 hours after payment has been captured. **Partial | Full** will only display if the original transaction was captured.

To issue a partial refund, zero out the corresponding field in the **New Total** column.

Determine your new total refund amount, then click **Calculate New Transaction Total**.

EX: If you were to issue a refund for only the shipping, make sure that the **New Total** for **Shipping** is \$0.00 instead of \$26.95 before clicking **Calculate New Transaction Total**.

Make sure the new total fields equal the new invoice total the customer is being billed.

Pending Flags

At the top right of your Control Panel, you should notice a set of orange icons with a corresponding number count. Each of these will assist you in running your parts website.

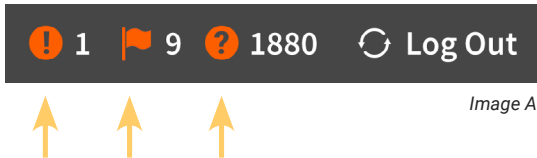


Image A

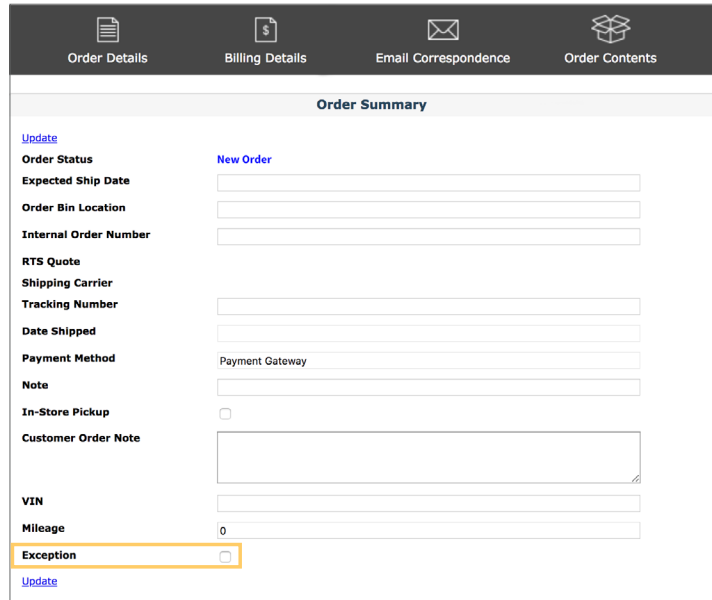


Image B

1. The first icon () is called **Order Exception(s)**. This shows orders which have been flagged internally for later review. When you check "Exception" under the **Order Details** of an order (shown in Image B), it will show up on the top right and allow you to take a look at the order at a later time. This can be useful if you want to remind yourself to check back about a payment status or flag an order for additional review due to suspicious activity.
2. The second icon () stands for Pending Return(s). This is where you handle any RMA (Return Merchandise Authorization) requests from customers. When you click the flag icon, it will take you to the Returns page, where you can close out any pending return tasks. Resolving an RMA does not mean you're required to provide a return, it only means you're closing out the RMA task in your Control Panel. You can refer to your dealership's Policy Page for any return or restocking terms and conditions.
3. The third icon () identifies Product Questions that need to be answered. Usually, these are from customers inquiring about something specific in regards to a product in your online catalog. When you click the Product Questions icon, you will have the opportunity to publicly or privately answer each question and resolve them. It's up to your own discretion.

TIP: Depending on your website package, you may or may not have **Product Questions** enabled.

Searching Orders

If you need to locate a specific order, there are a few different ways to search for it. You can use the **Recent Orders** button, **Search Orders** button, or specify an order number in the **Edit Order** search box.

TIP: When searching orders, first use the **Recent Orders** button to view orders, as **Search Orders** will show all orders including abandoned carts.

If you want to set specific criteria or see all your orders from the success of your website:

- ☐ Click **Search Orders**.
- ☐ Specify start and end dates, order types, last name, or even payment methods.

TIP: Not all search fields are required, but you are at least required to input a start and end date.

Pricing 101

When you're setting up your online site, it's essential to take the time to figure out proper pricing for your parts and accessories store. It can be difficult to find the balance between profit and volume for your dealership, while still staying competitive in the market. This is where SimplePart's easy-to-use Pricing Tiers can help.

Introduction to Pricing Tiers

In the SimplePart Control Panel, there is a pricing selection under the Settings menu. From here, you can set various pricing tiers and matrices for your dealership. An example is shown below.

Price Tiers: 8/10					
Low	High	Cost-X	List-X		
0.00	25.00	1.30		DELETE	EDIT
25.01	300.00	1.27		DELETE	EDIT
300.01	600.00	1.26		DELETE	EDIT
600.01	999999.99	1.24		DELETE	EDIT

Price Sets

15% off List

MATRIX 2/7/18

+25 ACC 2/7/18

PARTS MATRIX 07/18

ACC MATRIX 7/18

MAINT MATRIX 07/18

ADD NEW

DELETE

TIP: It's possible to set up multiple price tiers by product type, having different ones for parts, accessories, and maintenance items.

Qualifying SimplePart customers can receive the benefit of our Dealer Strategy team. Their experience means they can help you figure out the right pricing model to use on your site so it aligns with your business goals. We generally recommend a **Cost + X%** model, but you can also set a **List - X%** model. The Dealer Strategy Team can explain the difference between these two models and help you make the best decision.

Whether you want to focus on selling parts, selling accessories, or selling for volume, SimplePart's pricing tiers streamline the process. This makes it easier for your business to be competitive and profitable online.

Shipping Rates & Local Pickup

Introduction to Shipping Tiers

When your new parts website goes live, shipping rates should already be implemented. These are determined on the parts total of your customer's basket. If there are any items (ex: rotors, body panels), with fixed shipping costs assigned to them, then the basic rate will not be applicable to these items. However, should a cart or basket contain items with fixed shipping cost and without, both rates will be combined.

Add
Copy
Delete

Add New Shipping Rate

State (blank for Default)

Country

☐ Shipping Rate Is NOT for the USA

Low Price

High Price (blank for "and up")

Shipping Cost

Add New

State	Country	Low	High	Cost	Delete	Edit
USA	USA	0.00	20.00	8.95	Delete	Edit
USA	USA	20.01	50.00	9.95	Delete	Edit
USA	USA	50.01	75.00	10.95	Delete	Edit
USA	USA	75.01	100.00	13.95	Delete	Edit
USA	USA	100.01	150.00	16.95	Delete	Edit
USA	USA	150.01	200.00	22.50	Delete	Edit
USA	USA	200.01	300.00	24.95	Delete	Edit
USA	USA	300.01	400.00	26.95	Delete	Edit
USA	USA	400.01	500.00	28.95	Delete	Edit
USA	USA	500.01	600.00	32.95	Delete	Edit
USA	USA	600.01	1200.00	34.95	Delete	Edit
USA	USA	1200.01	999999.00	38.95	Delete	Edit
AK	USA	0.00	20.00	9.95	Delete	Edit
AK	USA	20.01	50.00	10.95	Delete	Edit
AK	USA	50.01	75.00	13.95	Delete	Edit
AK	USA	75.01	100.00	16.95	Delete	Edit
AK	USA	100.01	150.00	24.95	Delete	Edit
AK	USA	150.01	200.00	26.95	Delete	Edit
AK	USA	200.01	300.00	32.95	Delete	Edit
AK	USA	300.01	400.00	38.98	Delete	Edit
AK	USA	400.01	600.00	48.95	Delete	Edit
AK	USA	600.01	1200.00	58.95	Delete	Edit

A basic shipping rate tier system might look like this.

You can edit these shipping tiers however you like as long as your Low and High columns don't overlap.

TIP: Notice how the Low to High tier \$0.00 - \$20.00 increases to a \$20.01 - \$50.00 on the next tier. These tiers do not overlap and will function properly.

Edit your shipping tiers:

- Go to **Settings > Shipping Rates**.
- Click **Edit** on respective tiers or add new tiers.

Add tax rates in the Control Panel:

- Go to **Settings > Tax Rates**.
- Add new **Tax Rate State / Province, Tax Rate %**, and check **Is Primary**.
- Click **Add New**.

Tax Rates

Add New

State/Province

Tax Rate %

Is Primary: ☐

(Check "Is Primary" if selected state is dealer location)

Optional

City

County

Postal Code

Postal Code Extension

Add New

State/Province	County	City	Postal Code	Postal Code Extension	Tax Rate(%)	Is Primary	Delete	Edit
GA					6.000	<input checked="" type="checkbox"/>	Delete	Edit

The first thing you should notice is your State or Province tax rate will populate on the lower half of the screen. From here, you have the ability to edit or delete.

Your state tax will populate for customers within your state. You can add additional states as required, but only one state may be selected as the Primary. In most cases, if a customer is purchasing from outside of your state, you are not required to collect sales tax. It's important to confirm with your accounting office in regards to your state's specific tax requirements and exemptions for e-commerce sales.

TIP: Not seeing any settings? Make sure to select your website in the drop down menu located at the top right of your Control Panel.



Shipping Rates & Local Pickup (cont.)

Fixed Shipping Costs on Parts

There are some products in your EPC, essentially your online catalog, that may require a fixed shipping cost. This will be displayed separately from the standard shipping rate during a customer's checkout process. It is also displayed with the item in your EPC or on the Product Detail page in your Control Panel. Fixed shipping is an additional cost intended for items considered overweight or over-sized which usually require additional freight and shipping charges.

Fixed shipping costs may include, but are not limited to, the following part categories:

Chassis

- Brake Rotors
- Front/Rear Absorbers
- Wheels

Body

- Dashboards
- Front Fenders
- Front/Rear Fascia
- Hoods
- Quarter Panels
- Side Skirts
- Trunk
- Windshield
- Headlights

Drivetrain

- Engines
- Catalytic Converters
- Fuel Lines
- Gas Tanks
- Mufflers
- Torque Converts
- Transmissions

Taxing Core and Shipping

In some cases, your dealership will be required to tax Core and Shipping. To apply your primary state sales tax to Core and Shipping:

Payment Settings

Minimum International Order Amount

999999.99

The decimal value for your minimum requirement for international orders (ie, 7.00 for \$7.00)

Tax Core

☐

If checked, core charges will be taxed

Tax Shipping

☐

If checked, shipping charges will be taxed

Accept PayPal

☒

- ☐ Go to **Settings > Setup**.
- ☐ Scroll down to **Payment Settings**.
- ☐ Check the box for **Tax Core** and/or **Tax Shipping**, whichever is applicable.

Continue



Shipping Rates & Local Pickup (cont.)

Local Pickup

You have the option of providing a Local Pickup option during checkout. If the customer selects **Local Pickup**, shipping will not be applied to their final invoice. This handy feature can be turned on or off in the Control Panel.

- ❑ Go to **Settings > Payment Settings**.
- ❑ Check **Allow Local Pickup** if you would like it turned on, or un-check the box to turn off.

The screenshot shows a checkout form with three steps: 1. Contact, 2. Payment, and 3. Complete. The 'Contact' step is active. It includes fields for First Name*, Last Name*, Company, Email*, and Phone Number*. Below these fields is a checkbox for 'Subscribe to our Email Newsletter for updates, coupons and special offers.' which is checked. Underneath is a checkbox for 'Local Pickup' which is unchecked. A note next to it says '(Shipping costs will be removed in the next step.)'. Below this is the 'Billing Address' section with fields for Street*, City*, State/Province*, and Postal Code*. There is also a 'Country' dropdown menu. Below the billing address is a checkbox for 'My Shipping Address is the same as my Billing Address' which is checked. At the bottom, there is a note: 'Oversize or overweight items may require additional shipping charges. We will contact you with the estimate of these additional charges once your order has been received.'

If you choose to turn this feature on, this is what the customer will see during the checkout process.

ShipStation Integration

You have the ability to integrate your SimplePart Control Panel with a service called ShipStation. This allows you to conveniently see your recent orders, take action on pending orders, ship orders, and create labels.

If you'd like to set up a ShipStation account, contact SimplePart Support at **(888) 843-0425** or by email at support@simplepart.com.

Make the Most of Your Digital Marketing

You've put in the time and money into marketing your online parts store. But are you getting the results you're looking for? Here are a few tips to ensure you're making your advertising dollars matter.

Market your site through your dealership's existing outlets

Your dealership's marketing department or agency is communicating to owners and potential customers every day. Collaborating with them is a low-cost and convenient way to spread the word about your online store. Including a link to your online store, or a line about the online catalog of parts, accessories and gear can increase customer awareness of your site.



IDEAS:

- ☐ Create email campaigns for your dealership's existing list of owners or service customers.
- ☐ Integrate with existing campaigns, like:
 - ☐ In-store postcards or flyers
 - ☐ Existing reminder emails for service
 - ☐ Service kiosks

Make sure your dealership's advertising doesn't compete with your parts site advertising

Your dealership may have search engine marketing advertisements in place that are directing customers to your website. It's important to ensure that your dealership's advertising does not conflict with any ads for your parts e-commerce site. Check your ad accounts to ensure that any ads for parts are linked to your parts site.



IDEAS:

- ☐ Include "parts" as a negative keyword in all of your dealership's paid search marketing campaigns.
- ☐ Direct all parts-related ads to your parts website so that customers can easily find what they're looking for.

Consolidate your search marketing services to avoid competing interests

If you contract your search marketing services to multiple outside agencies, you may risk competing against your own advertising, or bidding up your own keywords. This can result in wasted advertising dollars and unnecessarily expensive CPCs. Ensure you aren't working against your own interests by consolidating your search marketing services into one agency.



IDEAS:

- ☐ Evaluate your search marketing strategy to avoid bidding up your own keywords.
- ☐ Select one agency to execute search marketing advertising.

Drive Free Traffic to Your Website

Here are some additional ways, beyond the SimplePart platform, to boost free traffic to your parts website and make it easy for customers to find you online:

Add a link from your dealer website to your parts website

- ❑ Links from other websites to yours are called **inbound links**. They are a powerful way to show search engines like Google and Bing that your parts website is legitimate, trustworthy and authoritative. Sites that rank well in search engines generally have large portfolios of inbound links from other sites.

TIP: One simple and powerful link to establish is the link between your dealer site and parts site.

- ❑ If a customer is on your dealership website looking for parts, they've already decided where they want to buy from and have a high likelihood of converting to a sale. Direct customers to your new site rather than an outdated parts form.

Establish a social media presence

- ❑ Generating free referral traffic from social media platforms is one of the easiest ways to improve the profitability of your parts website. Creating useful content is free and it's not as hard as you think. In fact, you're probably already an expert at it. **Tutorials, opinions and product suggestions are all great ways to share your knowledge with potential customers.**

TIP: Use platforms such as YouTube, Facebook and Twitter to extend your site's reach beyond your local market.

Engage with local enthusiasts and owners' clubs

- ❑ **Offering a discount, support or even some free swag to local enthusiast clubs is a great way to establish your parts counter as the go-to local resource for your brand.** Enthusiasts typically understand and value the quality of OEM parts and are high-frequency purchasers, making this is a high-value segment of your local market.

Leverage your email

- ❑ **Sending out regular newsletters and offering promotions through email** is a great way to stay in touch with your customers and generate more traffic to your site.

TIP: Our team can help guide your email marketing efforts and help optimize the content and frequency of your email campaigns.

Participate in OEM sales and promotional events

- ❑ **Take advantage of SimplePart's relationships with OEMs and participate in promotional and sales events that your OEM runs.** Your OEM will often advertise a sales event and generate traffic to your website for free. Contact our Client Services team to find out when and how to participate in these sales events.

The importance of organic traffic can't be overstated. As the only kind of "free" traffic, organic traffic can significantly increase your business's profitability. And with these simple steps, you can drive more traffic and more sales from your new parts site.

Measuring Success

Control Panel & Return on Investment (ROI)

Gross Profit and Sales Volume are significant indicators of a well-performing business. The SimplePart Control Panel makes it simple to track metrics important to you, while offering additional performance reporting to help monitor the success of your online store.

In the SimplePart Control Panel, up-to-date numbers for both **Profit** and **Volume** can be easily found. You'll also see many other essential statistics to track your progress, such as **Conversion Rate**, **Return on Ad Spend (ROAS)**, and **Total Visitors**.



The Control Panel screen makes it easy to view these metrics. The reports available to you help keep track of a number of factors on a weekly, monthly, and yearly basis so you can accurately gauge the success of your online site.

In the middle of your Control Panel, the **Return on Investment (ROI)** for your business' ad spend budget is prominently displayed. This number will update daily (showing the rolling 30-day average). Your target ROI will depend on your individual business goals.

[Continue](#)

Measuring Success (cont.)

Control Panel Reports

Within the reports section of the Control Panel, there are four main reports we recommend frequently checking. The first two are **Paid Performance by Week** and **Paid Performance by Month**.

These reports track **Cart Conversion Rate**, **Average Basket**, and **Orders per Day**, in addition to other metrics, on a weekly and monthly basis. If you're taking advantage of SimplePart's Marketing features, you'll find these especially helpful.

Partners: Paid: Performance: By Week																Add To My Reports	
Week Start	Cost	Imp	Clicks	CPC	Ordered	ROI	Cost/Day	Imp/Day	Clicks/Day	Ordered/Day	Orders/Day	%ShoppingClicks	%ShoppingCost	Cart C/R	C/R	numOrders	avgBasket
2019-02-24	\$41,016.73	15,316,251	189,101	0.217	\$194,550.84	\$4.74	\$8,203.35	3,063,250	37,820	\$38,910.17	276.00	71.39	49.01	5.55	0.80	1380	\$140.98
2019-02-17	\$56,077.60	21,711,685	260,288	0.215	\$226,944.81	\$4.05	\$8,011.09	3,101,669	37,184	\$32,420.69	234.71	67.58	48.73	4.91	0.69	1643	\$138.13
2019-02-10	\$52,190.41	18,497,137	236,281	0.221	\$147,538.98	\$2.83	\$7,455.77	2,642,448	33,754	\$21,077.00	179.29	69.04	50.96	4.48	0.60	1255	\$117.56
2019-02-03	\$48,243.51	14,224,200	197,764	0.244	\$136,837.12	\$2.84	\$6,891.93	2,032,029	28,252	\$19,548.16	165.43	68.54	55.01	4.76	0.67	1158	\$118.17
2019-01-27	\$45,525.06	13,218,290	202,465	0.225	\$132,159.06	\$2.90	\$6,503.58	1,888,327	26,924	\$18,879.87	155.57	71.05	56.97	4.57	0.61	1089	\$121.36
2019-01-20	\$53,323.88	15,840,301	234,416	0.227	\$143,366.07	\$2.69	\$7,617.70	2,262,900	33,488	\$20,480.87	174.00	73.66	61.13	4.30	0.58	1218	\$117.71
2019-01-13	\$60,891.69	17,448,523	265,134	0.230	\$166,808.60	\$2.74	\$8,698.81	2,492,646	37,876	\$23,829.80	207.14	75.40	63.54	4.64	0.61	1450	\$115.04
2019-01-06	\$49,411.17	17,486,233	276,342	0.179	\$183,303.42	\$3.71	\$7,058.74	2,498,033	39,477	\$26,186.20	237.57	75.94	55.65	4.72	0.67	1663	\$110.22
2019-01-01	\$39,735.46	13,811,787	221,970	0.179	\$154,427.63	\$3.89	\$7,947.09	2,762,357	44,394	\$30,885.53	264.00	78.37	60.56	4.76	0.67	1320	\$116.99
2018-12-30	\$11,519.06	4,176,997	71,610	0.161	\$45,880.11	\$3.98	\$5,759.53	2,088,499	35,805	\$22,940.06	210.00	78.75	58.96	4.92	0.66	420	\$109.24
2018-12-23	\$45,664.71	15,528,949	254,312	0.180	\$165,325.76	\$3.62	\$6,523.53	2,218,421	36,330	\$23,617.97	212.86	78.30	61.80	4.68	0.65	1490	\$110.96

If you'd like to see an overall view of how your e-commerce business is doing, glance over **Gross Profit by Week** and **Gross Profit by Month**. On these reports, you'll see **Gross Profit per Order**, **Visitors per Day**, **Total Gross Profit**, and multiple other performance indicators.

Tracking these numbers can give you a substantial look at the performance of your website and let you know which areas (such as Conversion Rate) need your attention.

Gross Profit: Gross Profit by Week																Add To My Reports
Firstday	Days	Orders	Visitors	V / day	Cart C/R	C/R	Parts	Shipping	Total P+S	Basket	Parts GP%	Total GP%	Total GP	GP/Order	Ads	Other
2019-02-24	5	4,275	683,943	136,788	4.46 %	0.63 %	\$ 620,066.27	\$ 79,925.50	\$ 699,991.77	\$ 163.74	16.32 %	19.82 %	\$ 138,747.09	\$ 32.46	\$ 40,910.44	\$ 25,640.81
2019-02-17	7	5,363	909,646	129,949	4.38 %	0.59 %	\$ 731,782.68	\$ 90,250.72	\$ 822,033.40	\$ 153.28	18.68 %	20.69 %	\$ 170,094.05	\$ 31.72	\$ 56,017.24	\$ 21,778.69
2019-02-10	7	4,594	848,776	121,253	4.26 %	0.54 %	\$ 599,277.54	\$ 67,281.58	\$ 666,559.12	\$ 145.43	20.38 %	21.93 %	\$ 146,231.41	\$ 31.90	\$ 51,779.76	\$ 6,739.04
2019-02-03	7	4,219	808,901	115,557	4.28 %	0.52 %	\$ 552,042.40	\$ 61,569.29	\$ 613,611.69	\$ 145.44	20.35 %	21.69 %	\$ 133,122.74	\$ 31.55	\$ 47,625.30	\$ 988.25
2019-01-27	7	4,111	827,463	119,637	4.05 %	0.49 %	\$ 549,637.51	\$ 58,437.58	\$ 608,075.09	\$ 147.91	20.05 %	21.11 %	\$ 128,395.01	\$ 31.23	\$ 44,890.10	\$ 1,185.94
2019-01-20	7	4,110	855,713	122,244	4.09 %	0.48 %	\$ 531,666.54	\$ 59,221.68	\$ 590,888.22	\$ 145.77	20.04 %	21.17 %	\$ 125,105.36	\$ 30.44	\$ 52,883.12	\$ 1,359.81
2019-01-13	7	4,489	875,613	125,087	4.19 %	0.51 %	\$ 559,826.64	\$ 65,208.51	\$ 625,035.15	\$ 139.24	20.23 %	21.79 %	\$ 136,202.58	\$ 30.34	\$ 60,763.68	\$ 1,306.19
2019-01-06	7	4,703	886,405	126,629	4.20 %	0.53 %	\$ 547,005.31	\$ 68,499.79	\$ 615,505.10	\$ 130.87	19.84 %	21.62 %	\$ 133,075.54	\$ 28.30	\$ 49,347.32	\$ 1,042.29
2019-01-01	5	3,608	636,343	127,248	4.36 %	0.57 %	\$ 443,712.31	\$ 51,965.86	\$ 495,678.17	\$ 137.38	20.09 %	21.53 %	\$ 106,733.72	\$ 29.58	\$ 36,625.94	\$ 469.01
2018-12-30	2	1,222	209,454	104,727	4.47 %	0.58 %	\$ 142,751.28	\$ 18,055.12	\$ 160,806.40	\$ 131.59	19.62 %	21.05 %	\$ 33,854.57	\$ 27.70	\$ 11,432.49	\$ 553.35
2018-12-23	7	4,248	766,214	109,459	4.33 %	0.55 %	\$ 513,413.80	\$ 59,513.11	\$ 572,926.91	\$ 134.96	18.49 %	20.22 %	\$ 115,847.90	\$ 27.29	\$ 45,018.91	\$ 2,168.08
2018-12-16	7	5,072	892,514	127,502	4.23 %	0.57 %	\$ 630,820.84	\$ 72,357.38	\$ 703,178.22	\$ 138.64	19.27 %	20.79 %	\$ 146,170.33	\$ 28.62	\$ 54,235.57	\$ 2,083.71

Managing Fraud

Protecting Yourself

The liability of accepting a transaction ultimately rests with you, not the issuing bank or SimplePart. Taking proactive measures to mitigate risk, like requiring address verification before shipping, is an important and easy way to protect yourself from fraud. We will provide the available information to help you guard yourself against fraudulent transactions.

Fraud Prevention

IP Location:
Lagos, Lagos, 102103, Nigeria
The billing country (USA) does not match the country of the IP address (Nigeria).

Phone Look Up
[White Pages](#)

Email Look Up
[Facebook](#)
[Google](#)

Address Look Up
[Google Maps: Billing Address](#)
[Google Maps: Shipping Address](#)
[White Pages: Billing Address](#)
[White Pages: Shipping Address](#)

- ❑ **Check the IP address** – An order placed outside of your country can be a big indicator of fraud. Look out for countries that may have a higher fraud risk and are unfamiliar. If you want to be on the safe side, take extra steps to research orders placed on different states.
- ❑ **Make sure billing and shipping addresses match** – If they don't, it's a good idea to call or message the customer to clarify. On its own this might not raise any red flags. However, in combination with other signs, it can be an indicator of potential fraud.

TIP: Make sure you receive a reply. Whether you're calling or sending an email, it's important to receive an actual response from the customer.

- ❑ **Be wary of high value orders** – If an order is over a certain dollar amount, call the customer and do more research. Also, take note of customers ordering large quantities of the same product. With a bigger-than-average order, buying multiple items is a way of maxing out stolen cards as quickly as possible.

This customer has 361 fraudulent order(s). [View Details](#)
Possible freight forwarder. 5 or more customers have supplied this address.
This order IP address has been used by multiple customers.

- ❑ **Look for alerts provided by SimplePart** – These can range from customers who have already been marked as fraudulent by other customers on the SimplePart platform, to a notification saying "this order IP address has been used by multiple customers."

- ❑ **Look at the email address** – If the name of the email address doesn't match the name given, this could be an indicator of fraudulent activity.

EX: If the customer's name is John Smith, their email address might be johnsmith16@gmail.com.

Order Status

Cancel Order
Ship Order
Receive Order
Mark as Fraud

TIP: If you are able to identify a fraudulent order, mark the order as fraud in case the same customer attempts to make additional orders.

Remember, ***you are not obligated to fulfill every order***. If you're worried about it possibly being a fraudulent order, don't move forward. You'd rather be safe than sorry.

Continue



Managing Fraud (cont.)

Order Notifications

These will either be displayed in the Order History page or within the order itself. For convenience, notifications will appear in three different colors. It's important to take note of any **Red** or **Orange** notifications displayed. While you will also see **Green** notifications, these indicate either good activity or no warnings to display.

Use these notifications to help you identify whether you should process new orders. Remember, not all **Red** notifications indicate fraudulent activity. Many notifications will pertain to shipments, cancellations, payment totals, and authorizations. Notifications are shared across the SimplePart platform to help you understand the global history of a customer and unique history of an order.

Order History									
!	#	Date	Name	Status	Ships	Internal#	Notes	Parts	
●	9999999	Dealership Name	04-30 16:08	First, Last name	Payment Confirmed: Authorized Only			\$7.20	Receive Details
●	9999999	Dealership Name	04-30 15:15	First, Last name	Received: Authorize.Net	2018-05-01	0000000	\$306.60	Ship Details
●	9999999	Dealership Name	04-30 14:55	First, Last name	Payment Confirmed: Authorized Only			\$23.80	Receive Details
✓	9999999	Dealership Name	04-30 14:45	First, Last name	Received: PayPal			\$27.80	Ship Details
●	9999999	Dealership Name	04-30 14:39	First, Last name	Payment Confirmed: Authorized Only			\$92.61	Receive Details

This customer has 1 fraudulent order(s). View Details
This customer has 5 cancelled order(s) and 36 shipped order(s). View Details
Payment for this order is ONLY AUTHORIZED. To charge the customer's credit card, go to "Billing Details" and click "Capture".
This order IP address has been used by multiple customers.

Here is a list of notifications you may receive in your Control Panel:



Green Check

In Recent Orders, this indicates that this customer had previous successful orders, with no suspicious activity.



Green Dot

Green dot or text notification indicates that this order is warning-free.



Orange Dot

Orange dot or text notification indicates one or more of the following:

- Payment only authorized
- Order payment withheld
- Approved payment attempt with alternate name
- Payment not captured
- Previous canceled orders
- Payment conditionally approved
- Possible freight forwarder
- Previously known IP address



Red Dot

Red dot or text notification indicates one or more of the following:

- Fraudulent order history
- Failed address verification
- Declined payment attempt with alternate name
- Payment not yet received
- Order parts total error
- Alternate username detected
- Alternate shipping address detected
- Alternate billing address detected



Need More Help?

Once again, we want to formally welcome you to the SimplePart family as a new client and partner! We look forward to being your e-commerce partner and helping you grow in a long-term, sustainable way.

SimplePart is dedicated to making sure your business succeeds. So if you have any questions or concerns, we've got the right team of experts to help you out.

Contact Information:

For site or setup questions, contact our 24/7 Client Services Team:

 (888) 843-0425

 support@simplepart.com

For detailed package and program information, or to schedule a demo, contact our Sales Team:

 (404) 620-9764

 sales@simplepart.com

View our website:

 simplepart.com

