

# ENHANCE SITE PERFORMANCE WITH SIMPLEPART'S PROMOTIONAL TOOLS

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Sales promotions can make a measurable difference on volume and profits for your dealership. According to Inc, 80% of buyers stated they felt encouraged to make a first time purchase with a new brand (or site) if they found an offer or discount. Whether the person currently browsing your site is a brand new buyer or a repeat customer, promos and deals are an effective way of increasing your site's revenue.

SimplePart's promotional tools make it simple to set up these deals on your site. We center around 3 methods:

- Banners
- Clickable Images
- Coupons

## TOOL #1: BANNERS

Banners are a straightforward way of promoting offers on your site. They're a simple placement on the top of your parts and accessories site that displays important information about the offer you're running. Customers won't miss the details: what's discounted, for how long, and any promotion codes involved.

Implement a Banner on your site, and immediately encourage positive buyer behavior. According to Retail Me Not, 74% of buyers state deals are a top factor in making purchasing decisions, extending to where and what to buy online.

In addition to helping with the first impression, banners go beyond the homepage to non-intrusively remind buyers of your promotion—parts pages, accessory pages, all the way to the cart page—so that your buyer is reminded of your promotion the

entire time they're on your e-commerce site.

Implementation of banners is quick and easy. Simply come up with your deal, send it to SimplePart' support team, we'll iron out the details with you, and the support team will put it on your site.

## TOOL 2: CLICKABLE IMAGES

A clickable image exists somewhere on your page, typically near the lower portion, and leads to the promotion's related product page. A clickable image link is a type of banner that includes an image and leads to the highlighted product once clicked. Product spotlight promotions are among the most popular clickable image promotion requests SimplePart receives. With clickable images, it only takes two clicks to add your promoted item to users' carts and improves the chances of a completed transaction. According to Time, websites only have 15 seconds to capture customers' attention before they leave. (Time, 2014) Use your 15 seconds wisely to promote specific items.

The screenshot displays a grid of promotional banners for Volkswagen accessories. The categories include:

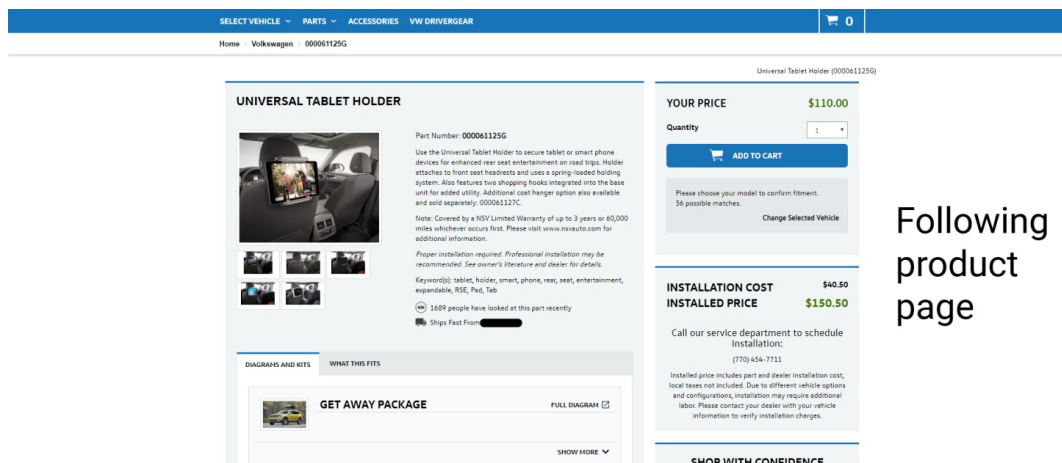
- Communication:** Never drive unplugged (unless you choose to) with these Genuine Volkswagen Communication Accessories designed to work perfectly in your Volkswagen. Includes an image of a car's infotainment screen.
- Sport and Design:** Add your own personal touches or achieve a sportier stance with Genuine Volkswagen Sport and Design Accessories. Includes an image of a side mirror.
- Transport:** Leave nothing you need for outdoor adventuring behind with Genuine Volkswagen Transport Accessories. Includes an image of a SUV with a roof rack.
- Wheels:** Make a dramatic enhancement in the profile of your Volkswagen with a change of wheels. Our Genuine Volkswagen Wheels and Wheel Packages offer perfect compatibility. Includes an image of a multi-spoke alloy wheel.

Below these is a **VW DriverGear** section with a 'SHOP DRIVERGEAR' button and images of a red t-shirt and a grey hoodie.

At the bottom, there are two more banners:

- GET A 15% REBATE:** To meet VW's Volkswagen Visa® Private Card™. Up to \$200 when you purchase select Volkswagen Accessories between 02.01.19 and 03.31.19. While quantities last. Allow 2-3 weeks for delivery of Visa Private Card. Includes a 'View Details' button.
- Enhance their entertainment:** Hear and see content the easy way. Use even more with the Universal Tablet Holder. Includes an image of a tablet mounted in a car and a 'View More' button.

An annotation 'Clickable image link' with a white arrow points to the 'View More' button in the 'Enhance their entertainment' banner.



Following product page

## TOOL #3: COUPONS

Coupons are a more targeted form of promotional tool that SimplePart offers. These can be implemented in several ways, such as embedding the coupon code in clickable images, promoting the deal in site banners, and notifying customers directly with email campaigns.

A typical coupon release process may look something like this:

1. Your idea and coupon code is shared with SimplePart
2. SimplePart's marketing team communicates the deal to your entire dealer email list via email campaign
3. Buyers are prompted to visit your site, where the deal is displayed by either banners or clickable images
4. SimplePart's marketing team monitors the 30-day success metrics
  1. You can monitor the change in the coupon's target area with your Control Panel reports—for free

When it comes to appealing to the DIY audience in your email list, running a discount showcasing your competitive pricing is highly effective. According to a study run by AutoMD, 96% of respondents report saving more than \$100 annually, while nearly 60% say they save more than \$500, and 30% reported saving \$1,000 or more. When it comes to maintaining their cars with OEM parts and accessories, a simple promotion on discounted prices can make a noticeable difference in the mind of the DIY buyer. You can reap long-term effects with a short-term strategy this way.

# YOUR SITE

Let's take a look at how promotions can affect different aspects of site performance with data courtesy of SimplePart's own Business Analysis team.

One simple promotion can have an effect across multiple aspects of your site. For example, if you're a volume player and are wondering if a short-term sales promotion would benefit you, some dealers saw 4x their typical daily order volume while their promotion was running. Maybe your goal is to increase your sales rate, or "Cart Conversion Rate." Using a banner or coupon could improve your average daily Cart Conversion Rate% by up to 1.7x. Overall, we kept our average ROI on promotions at \$6/\$1 during January, our slowest month in terms of sales.

Promotions and deals continue to target millennials (Inc, 2019), who constitute a large portion of the "online buyers" audience, so deciding to run coupons and banners on your site continues to maximize the bang you get for your buck.

If you're interested in starting your own promotion, or if you have more questions about how they can increase your site's visitor count and profitability, contact our 24/7 support team by phone at (888) 843-0425, or by sending an email to [tosupport@simplepart.com](mailto:tosupport@simplepart.com) and increase your site performance.

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