

Training Webinar: Control Panel and Profitability

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If you're a dealer currently on our Base package, then you might not be aware of all the different ways the SimplePart Control Panel allows you to take control of your parts website. When you first look at the Control Panel, the amount of information and reports can seem intimidating, so we want to draw your attention to a few areas we think you'll find especially helpful.

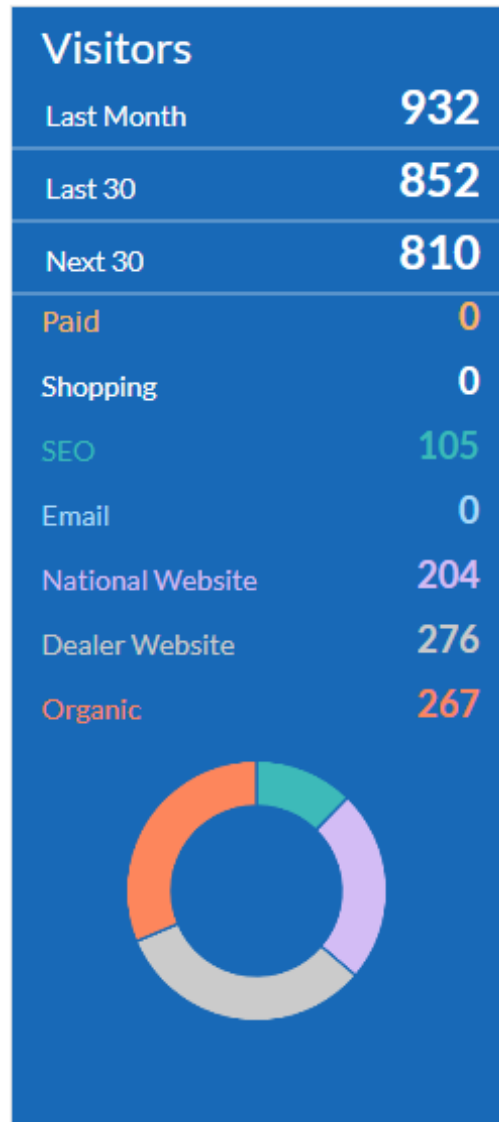
This information is also available in a webinar you can watch [here](#) :

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Currently, Base packages do not come with Search Engine Marketing from SimplePart, so a little extra effort is required on your part to direct traffic to your site. If you view your Control Panel, you can see the different ways traffic is already driven to your site in the Visitors section:

The numbers you see beside National Website are the visitors who arrived at your site from parts.toyota.com. You can also see how many visitors arrived at your parts site from your dealer site by checking the numbers next to Dealer Website.

Also, the SEO numbers show which visitors came to your site from organic search results - like from Google, Bing, and Yahoo. This information can help you determine the different ways you can increase the amount of visitor to your parts site — such as in-house marketing and email campaigns — as well as showing the importance of linking your parts site to your current dealer site.



There are a few other spots in the Control Panel you will find helpful. We recommend checking a couple specific reports at least once a week to determine any trends on your parts site.

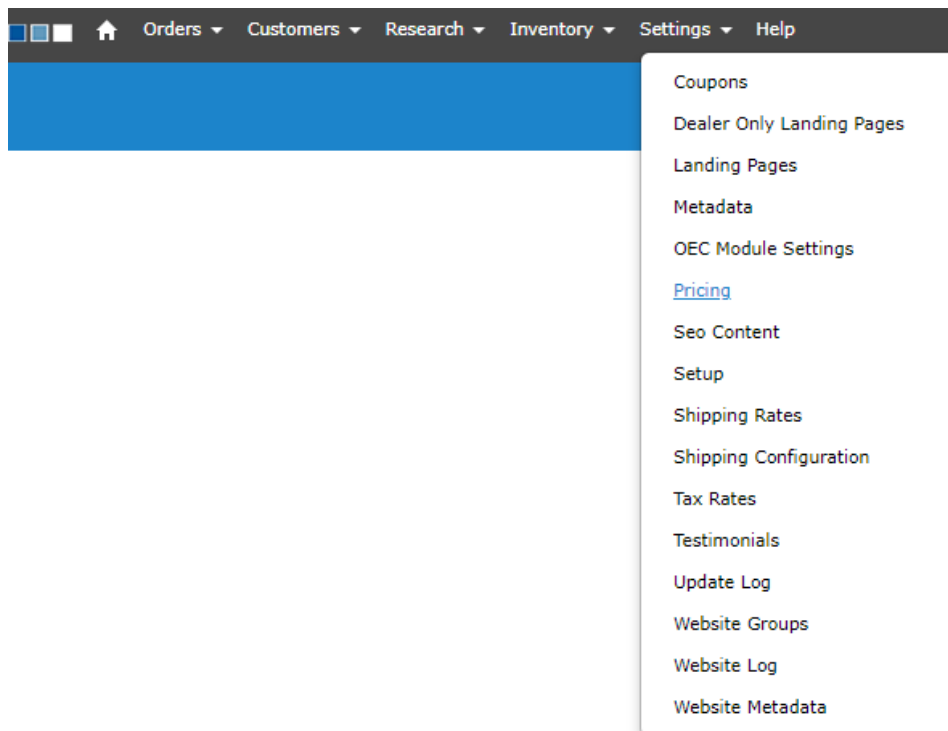
FirstDay	Days	Orders	Visitors	V / day	Cart C/R	C/R	Parts	Shipping	Total P+S	Basket	Parts GP%	Total GP%	Total GP
2018-08-26	5	12	491	98	16.70 %	2.44 %	\$ 1,059.81	\$ 175.30	\$ 1,235.11	\$ 102.93	33.47 %	29.31 %	\$ 362.01
2018-08-19	7	8	606	86	17.19 %	1.32 %	\$ 922.93	\$ 130.25	\$ 1,053.28	\$ 131.66	33.20 %	30.74 %	\$ 323.80
2018-08-12	7	9	542	77	22.74 %	1.66 %	\$ 870.77	\$ 136.70	\$ 1,007.47	\$ 111.94	39.75 %	36.91 %	\$ 371.85
2018-08-05	7	13	564	80	14.04 %	2.30 %	\$ 1,227.17	\$ 202.45	\$ 1,429.62	\$ 109.97	37.41 %	33.40 %	\$ 477.56
2018-07-29	7	8	635	90	19.24 %	1.26 %	\$ 944.90	\$ 112.75	\$ 957.65	\$ 119.71	37.29 %	33.92 %	\$ 324.79

The *Gross Profit by Week* report allows you to see the number of visitors to your parts site, as well as Cart Conversion Rate (how many visitors add items to a cart) and the Conversion Rate (how many visitors complete the checkout process and place the order). Respectively, you want these numbers to be 15-20% and 1.5-2%. If your rates are lower than usual, or you're seeing a general downward trend on a week-to-week basis, we recommend evaluating your parts site to see if factors such as cost or shipping prices could be driving away traffic.

If you're having difficulty determining the issue, you can always contact our support team via email at support@simplepart.com or 1-888-843-0425.

Tip: You can also check the *Gross Profits by Month* report to get a larger overview.

If you are experiencing a downward trend in numbers, one chart you can check and alter are the Pricing Tiers on your Pricing Matrix . This can be accessed by clicking Pricing under the Settings Menu:



One tactic we recommend is setting a lower overhead on more expensive products—and

making it up on cheaper items, as shown below:

The screenshot shows a software interface for pricing tiers. It has a blue header with the title "Price Tiers: Original Pricing Matrix". Below the header, there are two main columns: "Low" and "High" (under "Original Pricing Matrix"), and "Cost-X" and "List-X" (under "Cost+ Setting"). The "Original Pricing Matrix" table has five rows with values: (0.00, 25.00), (25.01, 75.00), (75.01, 200.00), (200.01, 400.00), and (400.01, 999999.99). The "Cost+ Setting" table has five rows with values: 1.30, 1.28, 1.26, 1.23, and 1.20. To the right of each row in the "Cost+ Setting" table are "DELETE" and "EDIT" buttons. Callout boxes point to "Cost+ Setting" and "List - Setting" headers. Below the interface, two text boxes provide context: "Pricing tiers can be used to customize your pricing strategy" and "Pricing can be set using a cost+ or list methodology".

Recognizing trends is another reason it's important to pay attention to your P&L reports. Pay close attention to your shipping costs and how they affect your bottom line. We recommend shipping 70-90% of your orders with USPS as a way of keeping costs down.

		Dealer #1	
P & L - Toyota Dealer #1		Month 1	Month 2
PERFORMANCE			
Visitors		15,048	12,967
Response to Price Matrix (Shopper Adds to Cart)		4.25%	4.52%
Response to Shipping Rates (Shopper Completes a Purchase)		0.38%	0.53%
Orders		57	69
Channel			
SEM		17	19
SEO		12	11
Tier 1		15	26
Other		13	13
Shipping Method			
Local Pickup		26	25
FedEx		3	8
USPS		12	15
UPS		15	18
Other or Unshipped		1	4
Average Parts per Order		\$121.31	\$131.29
Average Shipping Charge		\$16.69	\$18.21
Accessories (% of Total Sales)		45.66%	51.72%

		Dealer #1	
P & L - Toyota Dealer #1		Month 1	Month 2
COST OF GOODS SOLD			
Cost of Parts		\$5,419.25	\$7,139.41
Cost of Shipping (Estimated)		\$256.57	\$484.63
Cost of Shipping (Actual)		\$156.52	\$283.48
Total Cost of Goods Sold		\$5,832.34	\$7,907.52
Parts Cost per Order		\$95.07	\$103.47
Shipping Cost per Order		\$13.77	\$17.46
GROSS PROFIT			
Parts Gross Profit		\$1,495.62	\$1,919.80
Shipping Gross Profit		\$87.55	\$33.07
Total Gross Profit		\$1,583.17	\$1,952.87
Total Gross Profit per Order		\$27.77	\$28.30
Total Gross Profit Percentage		21.35%	19.81%
Parts Gross Profit per Order		\$26.24	\$27.82
Parts Gross Profit Percentage		21.63%	21.19%
Shipping Gross Profit per Order		\$1.54	\$0.48
Shipping Gross Profit Percentage		17.49%	4.13%

For reference, your MTD P&L can be found [here](#) and your P&L from last month can be found [here](#).

If you have any questions about any of the reports shown or need any support regarding the promotion of your parts site, or would like to activate Local Pickup for your dealership, please contact our support team via email at support@simplepart.com or 1-888-843-0425.

