

# 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.

**Communication**  
Never drive unengaged unless you choose to! With these Genuine Volkswagen Communication Accessories are designed to work perfectly in your Volkswagen.

**Sport and Design**  
Add your own personal touches or achieve a sportier stance with Genuine Volkswagen Sport and Design Accessories.

**Transport**  
Leave nothing you need for outdoor adventuring behind with Genuine Volkswagen Transport Accessories.

**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.

**VW DriverGear**  
When your love for Volkswagen extends far beyond the driver's seat, VW DriverGear offers the items and accessories you need to voice your brand appreciation—loud and clear.

**GET A 15% REBATE**  
To meet the Volkswagen "Road to Freedom" goal, we're offering a 15% rebate on the purchase of select Volkswagen Accessories between 01.01.2018 and 03.31.2018. **How to receive:** Select the rebate for delivery of this Special Card. **View Rebate**

**Enhance their entertainment.**  
Rear-seat passengers can enjoy the ride even more with the universal Tablet Holder.

Clickable image link

SELECT VEHICLE ▾ PARTS ▾ ACCESSORIES VW DRIVERGEAR

Home Volkswagen 000061125G

Universal Tablet Holder (000061125G)

**UNIVERSAL TABLET HOLDER**  
Part Number: 000061125G  
Use the Universal Tablet Holder to secure tablet or smart phone devices for enhanced rear seat entertainment on road trips. Holder attaches to front seat headrests and uses a spring-loaded holding system. Also features two shopping hooks integrated into the base unit for added utility. Additional coat hanger option also available and sold separately. 000061127C.  
Note: Covered by a 3 Year Limited Warranty of up to 3 years or 60,000 miles whichever occurs first. Please visit www.vwparts.com for additional information.  
Proper installation required. Professional installation may be recommended. See owner's literature and dealer for details.  
Keywords(s): tablet, holder, smart, phone, rear, seat, entertainment, expandable, RSE, Pad, Tab  
1689 people have looked at this part recently  
Ships Fast From [redacted]

**DIAGRAMS AND KITS** WHAT THIS FITS

**GET AWAY PACKAGE** FULL DIAGRAM

**YOUR PRICE** \$110.00  
Quantity: 1  
**ADD TO CART**

Please choose your model to confirm fitment.  
50 possible matches.  
Change Selected Vehicle

**INSTALLATION COST** \$40.50  
**INSTALLED PRICE** \$150.50

Call our service department to schedule installation:  
(770) 454-7711  
Installed price includes part and dealer installation cost, local taxes not included. Due to different vehicle options and configurations, installation may require additional labor. Please contact your dealer with your vehicle information to verify installation charges.

**SHOP WITH CONFIDENCE**

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 [tosupport@simplepart.com](mailto:tosupport@simplepart.com) and increase your site performance.

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