

# **Toyota Parts and Accessories Online Knowledge Base PDF**

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EDT**

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# Pending Flags 🚩📧

Last Modified on 04/04/2019 11:48 am EDT

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.

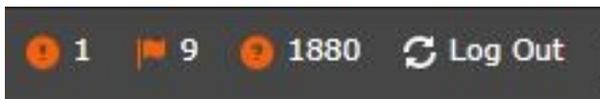


Image A

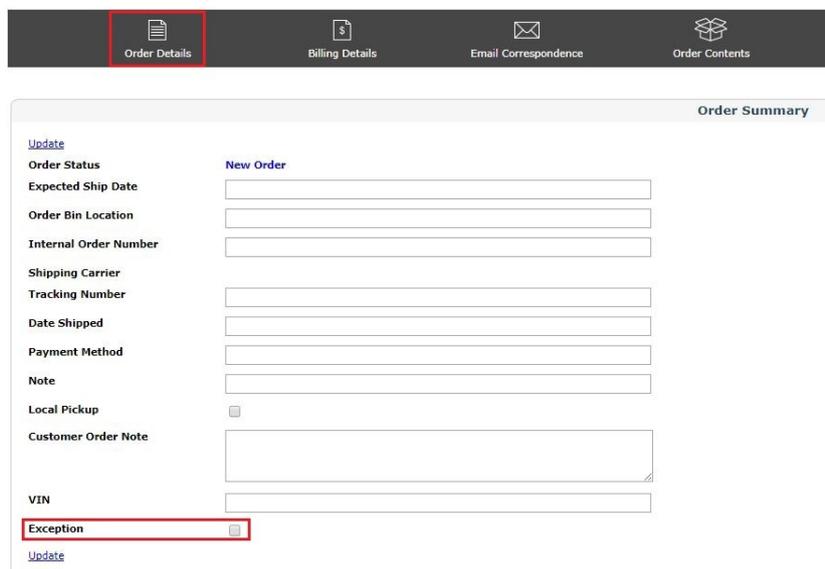


Image B.

1. The first icon reading from left to right 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 flag 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 are required to provide a return, it only means you are closing out the RMA task in your Control Panel. You can refer to your dealership Policy Page for any return or restocking terms and conditions.
3. The question mark icon identifies Product Questions which need to be answered. Usually, these are from customers inquiring about something specific in regards to a product they came across in your online

catalog. When you click the Product Questions icon, you will have the opportunity to publicly or privately answer individual product questions 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.

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# How to Process an Order

Last Modified on 04/04/2019 11:44 am EDT

Making sure orders are processed in a timely manner is, potentially, the most important part of the e-commerce process. For your convenience, we've provided a quick tutorial video as well as step-by-step instructions you can refer back to as needed. These will be useful whether you're new to using the SimplePart Control Panel or simply need a quick refresher.

1. Log into the Control Panel with your credentials and go to Recent Orders. It's a good idea to bookmark your Control Panel website, so you can access it quickly when you need it.
2. Click Details of the order you would like to work on. This will bring you to Order Processing.
3. Once you are in Order Details, click Receive Order. Once the status has been changed to received, the customer will automatically receive a email letting them know their order is being worked on.
4. Verify 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 use the Print Order button for a detailed print-out.
5. Confirm credit card payments are being captured in Billing Details, if applicable. Note, if a customer paid with PayPal, it's a good idea to verify the payment in your PayPal account.
6. Prepare your shipment. Then go to Order Details and click Ship Order. This action will also automatically send an email out to the customer to let them know their order has either shipped or is ready for pickup.

Let us know if you have any questions. You can reach SimplePart directly at 404-520-7640 or email us [support@simplepart.com](mailto:support@simplepart.com).

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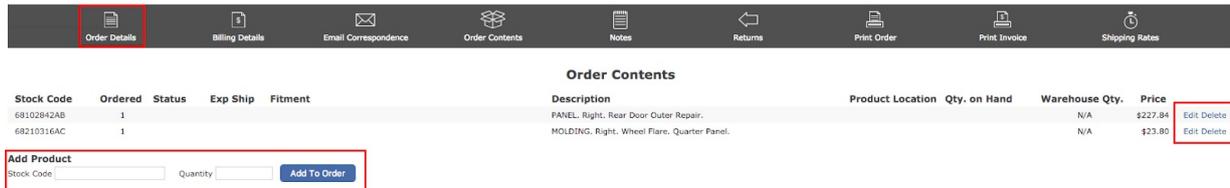
# Editing Orders

Last Modified on 04/04/2019 11:45 am EDT

Once a customer places an order, you'll be able to view it in the Order Contents area of your Control Panel. You are also able to edit or add additional items in this section, should you need to update an order.

To edit existing contents, use the Edit buttons on the right of each listed item.

To add new items to an order, use the Add Product tool in the Order Contents tab.



Stock Code	Ordered	Status	Exp Ship	Fitment	Description	Product Location	Qty. on Hand	Warehouse Qty.	Price	
68162842AB	1				PANEL, Right, Rear Door Outer Repair.			N/A	\$227.84	Edit Delete
68210316AC	1				MOLDING, Right, Wheel Flare, Quarter Panel.			N/A	\$23.80	Edit Delete

**Add Product**  
Stock Code:  Quantity:

## Adding Additional Cost to an Order:

Typically, when you add contents to an order, there is a cost added as well (for example, extra shipping costs or additional item cost). In this case, additional costs can be added in the Billing Details tab of the order.

In the Add Charges to This Order box, you will see the option to select either PayPal or Payment Gateway. However, if you do not have PayPal standard established for your website, you will only be able to use Payment Gateway.

After you receive confirmation from the customer approving the additional charge, you can input their credit card information and the applicable extra charge in corresponding fields. In the example below, the customer needs to pay an additional \$15.00 in shipping charges. Since we are using the Payment Gateway option, it is selected and BLUE.



Billing Summary	
Parts:	\$ 251.64
Core:	\$ 0.00
Tax:	\$ 0.00
Shipping:	\$ 29.95
Coupon:	\$ 0.00
<b>Total:</b>	<b>\$ 281.59</b>

Add Charges to This Order		
Transaction Type: Payment Gateway		PayPal <input type="radio"/> <b>Payment Gateway <input checked="" type="radio"/></b>
1. Billing	2. Charges	3. Payment
First: Marty	Parts: \$ <input type="text"/>	CC Number: 01234567890123456
Last: McFly	Core: \$ <input type="text"/>	Expr. Date: 01/2021
Address: 9303 Roslyndale Ave	Tax: \$ <input type="text"/>	CCV2: 123
City: Lyon Estates	<b>Shipping: \$ 15.00</b>	
State: CA	Coupon: \$ <input type="text"/>	
Zip Code: 91331		<input type="button" value="Preview Transaction"/>
Country: USA		

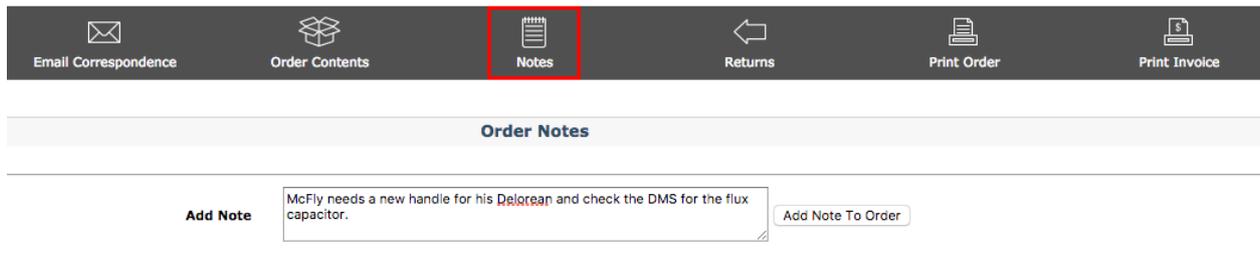
Once you preview the transaction, the additional charge will show up in the Transactions section. If applicable, please capture the additional transaction in the Action column. If PayPal is selected, the customer will receive an invoice from PayPal. This requires the customer to actively accept and pay the additional charge. It will originally appear as an "invoice sent" in the Transactions section.

Tip: Do not ship any orders until you confirm with your PayPal or Authorize.net accounts you have received the associated costs.

## Adding Notes to an Order:

You have the ability to add notes to an order at any time. This feature, however, is intended for internal use only. Notes will be seen if you use the Print Order function, but will not show up if you use Print Invoice.

In the Notes section, you can add or delete notes from an order. It also houses any transaction details provided by your payment gateway. It's useful if you need to make sure Address Verification and/or CVV are checked and approved for the card used. If you notice a high volume of declines, you may want to review the order and call the customer.



Tip - If you are providing a customer with an invoice for a local pickup or packing slip, use the Print Invoice tab. Do not use Print Order, as it displays internal notes and information.

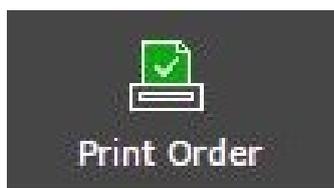
# Printing an Order 🖨️✉️

Last Modified on 04/04/2019 11:46 am EDT

When you are processing an order, it is important to make sure you have the parts in stock. To create an invoice to attach to your DMS invoice use the Print Order tab on the gray navigation bar.



Once the order has been printed, the “Print Order” icon changes to a green check box, indicating the order has been printed. Even after the icon changes, you still have the ability print it multiple times.



Tip - If you are providing a customer with an invoice for a local pickup or packing slip, use the Print Invoice tab. Do not use Print Order, as it displays internal notes and information.

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# Payments

Last Modified on 04/15/2019 1:17 pm EDT

## 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 tab.

1. Once you are in Billing Details, you'll find the transaction line and the total dollar amount for the order.
2. In the Action column, click Capture (this is not an available option for standard PayPal transactions).

Total	Action
80.47	Capture   Void

3. Once Capture has been clicked, it will change from "Capture | Void" to "Partial | Full."
4. **Do not click Partial | Full, this selection only pertains to refunds.**
5. When you see the change, the payment will have been successfully captured. In the case of 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 either unable to fulfill or choose not to fulfill can be cancelled in the Order Details tab in your Control Panel, under Order Status. Always be sure to select the most appropriate reason for the cancellation in the selection box.

Please keep in mind this does not automatically refund the transaction. Be sure to void or refund transactions after you've cancelled an order.

**Order Status**

Ready to Ship

## Handling Refunds:

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

To handle a refund, you must first identify how the customer paid for their order. The Order Details tab will

display their payment method under the Order Summary section. The payment method will either be PayPal or Payment Gateway (credit card payment).

### Refunding an order made by Credit Card:

It is possible to issue either a partial or full refund to a customer's credit card within the Control Panel.

In Billing Details, you can find the transaction, along with an action column to the right displaying "Partial | Full." This option will only be displayed if the original transaction was captured.

Total	Action
570.10	Partial   Full

In order to issue a partial refund, you will need to zero out any applicable totals on the New Total column.

To issue a refund for shipping, tax, coupon, or parts:

1. Zero out the corresponding field in the New Total column.
2. Determine your new total refund amount
3. Click Calculate New Transaction Total.

For example, if we were to issue a refund on just the shipping in the graphic below, we would make sure the new total was \$0.00 instead of \$26.95 before clicking "Calculate New Transaction Total." Always make sure the new total fields equal the new invoice total the customer is being billed.

Please enter the new total amounts for each field. When the "Calculate New Transaction Total" button is clicked, the refund amount will be calculated using the new totals provided.

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

Transaction Total Refund Amount: \$ 0.00

Calculate New Transaction Total

Tip: A refund can only be issued 24 hours after a payment has been captured.

### Refunding a PayPal order:

For all orders placed through PayPal, you will need to issue refunds through your PayPal account.

1. Log in to your PayPal account.
2. Click "History".
3. Click "Details" next to the payment you want to refund.
4. Click "Issue a Refund."
5. Enter the refund amount, then click "Continue."
6. Review the information, then click "Issue Refund."

[Click here for additional instructions on issuing a refund in PayPal.](#)

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# PayPal

Last Modified on 04/04/2019 11:47 am EDT

When it comes to ease of use and security, PayPal is a favorite among both businesses and consumers. On your SimplePart site, you have the ability to integrate either PayPal Payflow Pro or PayPal Express as valid payment options.

If you do not currently have a PayPal account, you can sign up for one by [clicking here](#).

Tip: We recommend having a combination of PayPal and Payment Gateway (Credit Card) options to increase the payment opportunities for your online customers.

Once you have access to your PayPal account, some settings will need to be adjusted in order to work with the cart page on your website:

1. Log in at [manager.paypal.com](http://manager.paypal.com)
2. Go to Service Settings > Set Up.
3. Transaction Process Mode should be Live. If it still reads Test and you are unable to make a change, please call PayPal.
4. Insert the Cancel URL, <http://cancel.this.order>.
5. Scroll to the bottom and make sure your Security Settings match the ones shown in the image, then click "Save Changes."

Once this is completed, the next step is to customize the layout. This is also located in "Service Settings" under "Customize."

Select "Layout C," then click "Save and Publish."

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## Fraud Filters:

We also highly recommend adjusting your security filters to help prevent fraudulent orders from coming through on your site. Keep in mind this is only a preventative measure and does not fully guarantee all fraudulent attempts will be identified.

1. In your Payflow Manager account, click Home near the top of the page.

2. Under "Service Summary", choose "Basic" or "Advanced Fraud Protection."
3. Click "Test Setup" near the center of the page.
4. Click Edit Standard Filters.
5. Toggle settings, if applicable.
6. Click Test Setup Link.
7. Under "Deploy Test Setup Filters to Live Setup," click "Move Test Filter" Settings to Live.
8. To confirm, click "Move Test Filter Settings" to "Live" near the bottom of the page.

If you have any issues accessing [manager.paypal.com](https://manager.paypal.com) or have any questions, please reach out to SimplePart Support at 404-520-7640.

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# Using Affirm as a Payment Option 🖨️✉️

Last Modified on 11/05/2020 10:58 am EST

## Expand Your Store's Payment Options Using Affirm

Affirm is a financing-based payment method that, when added to your list of existing payment options, can help boost your sales and gain more regular customers.

### How does it work?

Affirm offers customers financing options for their larger purchases, breaking down the sum they owe an online retailer into more manageable monthly payments. To pay with Affirm, customers just need to register and select a preferred repayment plan, then complete checkout as normal. From there, you receive and fulfill the order the same way you would with any other order.

### So what's in it for you?

There are quite a few benefits to taking advantage of Affirm as a payment option on your site:



Affirm takes on the risk; dealers get the payment upfront.



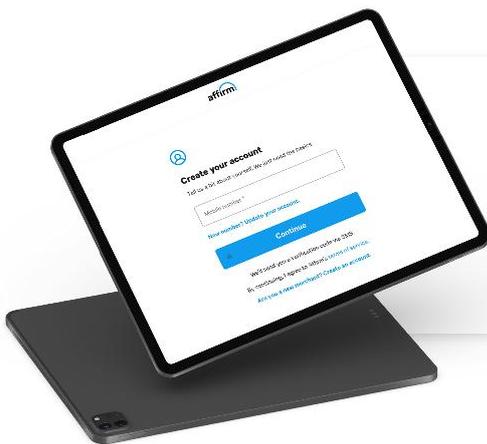
Affirm integrates with Control Panel Reporting, making it easy to track purchasing data.



Having more payment options available on your site has been shown to increase the likelihood of a conversion.



Customers are more likely to make larger purchases if they know they can pay with financing.



### How can you sign up?

Affirm makes it easy for dealers to sign up for their service. First, dealers just need to create an account with them (don't forget to add SimplePart as your website provider), then just choose your program and you can integrate it with your SimplePart site right away.

**Get started today to take advantage of offering Affirm to your store's customers. [Learn more at www.affirm.com](http://www.affirm.com)**

Just give the SimplePart Support team a call to help you add Affirm to your list of available payment options at **1-888-843-0425** or [support@simplepart.com](mailto:support@simplepart.com).

**SimplePart** ■■■

View and download the PDF here.

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# Best Practices: Preventing Fraud #2 - Order Details to Consider

Last Modified on 03/12/2020 1:28 pm EDT

Fraud demands urgent attention and SimplePart has the tools and know-how to help you combat this issue. SimplePart's Control Panel has several built-in features to help you take proactive measures against fraudulent orders.

## Ways to prevent fraudulent orders

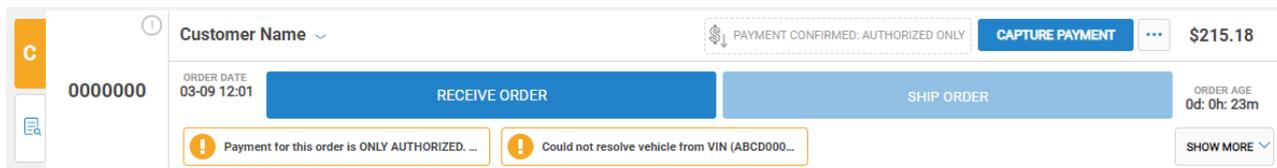
**Look for alerts.** Every order on your Recent Orders screen is given a letter and color grade. These will give you additional information about the customer and let you know if you should have any concerns about the order.

**A or B/Green** = Order ready to process/No order actions or fraud warnings present



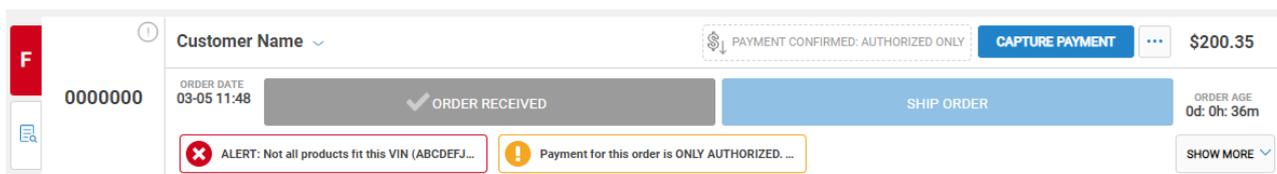
The screenshot shows an order detail card for a Green (A) order. On the left, there is a green square with the letter 'A'. The order number is 0000000. The customer name is 'Customer Name'. The order date is 03-11 11:58. The status is 'RECEIVE ORDER'. The payment status is 'PAYMENT CAPTURED: AUTHORIZE.NET' with a value of \$55.10. The order age is 0d: 0h: 25m. There is a 'LOCAL PICKUP READY' button. A notification box says 'No Notifications To Display!'. There is a 'SHOW MORE' button.

**C/Yellow** = Be Wary/Action Required



The screenshot shows an order detail card for a Yellow (C) order. On the left, there is a yellow square with the letter 'C'. The order number is 0000000. The customer name is 'Customer Name'. The order date is 03-09 12:01. The status is 'RECEIVE ORDER'. The payment status is 'PAYMENT CONFIRMED: AUTHORIZED ONLY' with a value of \$215.18. The order age is 0d: 0h: 23m. There is a 'SHIP ORDER' button. There are two warning boxes: 'Payment for this order is ONLY AUTHORIZED. ...' and 'Could not resolve vehicle from VIN (ABCD000...'. There is a 'CAPTURE PAYMENT' button. There is a 'SHOW MORE' button.

**F/Red** = Take Immediate Action/Potentially Fraudulent



The screenshot shows an order detail card for a Red (F) order. On the left, there is a red square with the letter 'F'. The order number is 0000000. The customer name is 'Customer Name'. The order date is 03-05 11:48. The status is 'ORDER RECEIVED'. The payment status is 'PAYMENT CONFIRMED: AUTHORIZED ONLY' with a value of \$200.35. The order age is 0d: 0h: 36m. There is a 'SHIP ORDER' button. There are two warning boxes: 'ALERT: Not all products fit this VIN (ABCDEFJ...)' and 'Payment for this order is ONLY AUTHORIZED. ...'. There is a 'CAPTURE PAYMENT' button. There is a 'SHOW MORE' button.

**Look for fraud-related order warnings.** Another great way to help identify fraudulent orders is by checking for fraud-related order warnings, such as those for previous fraud, address verification failures, and billing and shipping address mismatches. These notifications will display beneath the "Receive Order" and "Ship Order" buttons on the Recent Orders screen and at the top of the order details screen. You will want to pay special attention to order warnings related to previous fraudulent orders and address issues, which we've described in more detail below.

**Check for previous fraudulent orders.** Orders from customers that have previously placed fraudulent orders will be marked with an order warning alerting you to the number of previous orders with fraud. This is a great way to identify customers with a history of potential fraud.

The screenshot shows a payment gateway interface. At the top left, there is a red 'F' icon and the order number '0000000'. The customer name is partially visible as 'Customer Name'. The payment status is 'PAYMENT CONFIRMED: AUTHORIZED ONLY' with a 'CAPTURE PAYMENT' button and a total amount of '\$11.64'. Below this, there are buttons for 'RECEIVE ORDER' and 'SHIP ORDER'. The order date is '03-12 09:59' and the order age is '0d: 2h: 23m'. There are three warning boxes: 'Online Purchase Order Confirmed', 'This customer has 2 fraudulent order(s). View...', and 'This customer has used the following shippin...'. A 'SHOW MORE' button is also present.

Look for a failed AVS message. The Address Verification Service, or AVS, is one of the most widely used fraud prevention tools in card-not-present transactions. AVS checks to see if the billing address provided by the customer matches the information on file at the cardholder's bank. When you see the "Failed Address Verification" order warning, this means there was an AVS failure and that some or all of the billing address is unrecognized by the bank and may be indicative of a stolen card.

**Dealer Name (parts.dealername.com)**  
**Order #0000000 @ 1/1/2020 9:00:00 AM Status: Payment Confirmed**

**Failed Address Verification. Please make sure this is not a fraudulent order.**

A dark navigation bar with five white icons and labels: 'Order Details' (document icon), 'Fraud Prevention' (warning icon), 'Billing Details' (dollar sign icon), 'Email Correspondence' (envelope icon), and 'Order Contents' (box icon).

Following the recommended AVS settings for your gateway provider can help to reduce how many orders you receive with AVS failures or even block orders with AVS failures altogether. If you are seeing many orders with the "Failed Address Verification" warning, you may need to adjust your AVS settings using your payment gateway's security tools.

**Check the billing and shipping addresses.** Once you're inside the Recent Orders tab in your Control Panel, you'll select the order you want to review. Click "Order Details" to view order information. Next, click "Fraud Prevention." This will allow you to use tools to help you prevent fraudulent activity.

When verifying the customer's billing and shipping addresses, it's important to make sure they lead to an actual address, and not an empty lot. It's also important to *check to see if the shipping and billing addresses match* If they don't, there will be an order warning saying that the billing and shipping addresses do not match, and in that case, it's a good idea to call or message the customer to confirm their identity.

**Dealer Name (parts.dealername.com)**  
**Order #0000000 @ 3/01/2020 11:52:50 AM Status: Payment Confirmed**

Payment for this order is ONLY AUTHORIZED. To charge the customer's credit card, go to "Billing Details" and click "Capture".

A dark navigation bar with eight white icons and labels: 'Order Details' (document icon), 'Fraud Prevention' (warning icon), 'Billing Details' (dollar sign icon), 'Email Correspondence' (envelope icon), 'Order Contents' (box icon), 'Notes' (notepad icon), 'Returns' (left arrow icon), and 'Print Order' (printer icon).

The 'Address Look Up' section is highlighted in yellow. It contains links for 'Google Maps: Billing Address', 'White Pages: Billing Address', 'Google Maps: Shipping Address', and 'White Pages: Shipping Address'. Other sections include 'IP Location' (City, State, 00000, United States), 'Phone Look Up' (White Pages), and 'Email Look Up' (Facebook, Google).

**Check the email address.** A quick check will verify if it's a legitimate address. It's also a good idea to see if it matches the name of the customer (i.e, the customer's name is John Smith and their email is johnsmith01@gmail.com).

**Dealer Name (parts.dealername.com)**

Order #0000000 @ 3/01/2020 11:52:50 AM Status: **Payment Confirmed**

Payment for this order is ONLY AUTHORIZED. To charge the customer's credit card, go to "Billing Details" and click "Capture".



IP Location [City, State, 00000, United States](#) Phone Look Up [White Pages](#) **Email Look Up** [Facebook](#) [Google](#) Address Look Up [Google Maps: Billing Address](#) [White Pages: Billing Address](#)  
[Google Maps: Shipping Address](#) [White Pages: Shipping Address](#)

Utilize phone lookup tools. Click the link "White Pages" to verify the phone number matches with the customer who placed the order. While this is a useful tool to help prevent fraudulent orders, you should still verify other order information.

**Dealer Name (parts.dealername.com)**

Order #0000000 @ 3/01/2020 11:52:50 AM Status: **Payment Confirmed**

Payment for this order is ONLY AUTHORIZED. To charge the customer's credit card, go to "Billing Details" and click "Capture".



IP Location [City, State, 00000, United States](#) **Phone Look Up** [White Pages](#) Email Look Up [Facebook](#) [Google](#) Address Look Up [Google Maps: Billing Address](#) [White Pages: Billing Address](#)  
[Google Maps: Shipping Address](#) [White Pages: Shipping Address](#)

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.

Check the IP address. An order placed outside of your country can be a big indicator of fraud. If you want to be on the safe side, take extra steps to look into orders placed in different states. While this is a useful tool, you should still verify other order information as this alone does not guarantee it's a fraudulent order.

**Dealer Name (parts.dealername.com)**

Order #0000000 @ 3/01/2020 11:52:50 AM Status: **Payment Confirmed**

Payment for this order is ONLY AUTHORIZED. To charge the customer's credit card, go to "Billing Details" and click "Capture".



IP Location [City, State, 00000, United States](#) Phone Look Up [White Pages](#) Email Look Up [Facebook](#) [Google](#) Address Look Up [Google Maps: Billing Address](#) [White Pages: Billing Address](#)  
[Google Maps: Shipping Address](#) [White Pages: Shipping Address](#)

Be wary of larger orders. If an order is over a monetary threshold as defined by your dealer, it's wise to call the customer and do more research. Also, take note of customers ordering large quantities of the same product. Just as with a bigger-than-average order, buying multiple items is a way of maxing out stolen cards as quickly as possible.

Remember: You are not obligated to fulfill every order. If you are worried about it possibly being a fraudulent order, don't move forward — especially if the customer has been associated with previous fraudulent orders.

While not all orders with order warnings are fraudulent, it is important to take precautions when processing such orders. If you are able to identify a fraudulent order, please mark the order as fraud in case the same customer attempts to make additional orders.

# Your Guide to: Shipping Supplies

Last Modified on 04/04/2019 11:47 am EDT

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# Using ShipStation

Last Modified on 04/04/2019 11:47 am EDT

Your browser does not support HTML5 video.

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# Best Practices: Preventing Fraud #1 - AVS Settings Confirmation

Last Modified on 03/09/2020 9:54 am EDT

Fraud demands urgent attention and SimplePart has the tools and know-how to help you combat this issue.

It is important to check your PayPal, PayPal Payflow Pro and/or your Authorize.Net accounts to make sure your fraud settings and Address Verification Services (AVS) are enabled and functioning based on our suggested best practices.

There are many different Payment Gateways which offer basic to advanced fraud detection functionality at a minimum. The following links, from the most common providers, show how to review and adjust your Address Verification Services or fraud filter settings:

#### Authorize.net AVS Filters:

<https://support.authorize.net/s/article/How-do-I-use-the-Address-Verification-Service-AVS-What-settings-should-I-configure>

#### Recommended Authorize.Net AVS Settings:

Address and ZIP Code Responses							
Allow	Allow, Report Triggered Filter(s)	Authorize and Hold For Review	Decline		Street Address	ZIP Code	Extended ZIP
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	N	No Match	No Match	No Match
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	A	Matched	No Match	No Match
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Z	No Match	Matched	No Match
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	W	No Match	Matched	Matched
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Y	Matched	Matched	No Match

#### PayPal Fraud Management Filters:

<https://developer.paypal.com/docs/classic/fmf/integration-guide/FMFSummary/>

#### Recommended PayPal Payflow AVS Settings:

**Security Options**

Use these settings to allow or decline transactions based on AVS/CSC responses. If PayPal your settings here. These settings automatically allow or decline transactions based on AV

AVS:

CSC:

Enable Secure Token:  [What is this?](#)

**Remember, you are not obligated to fulfill every order.** If you are worried about it possibly being a fraudulent order, don't move forward. You'd rather be safe than sorry. If you are able to identify a fraudulent order, please mark the order as fraud in the Control Panel in case the same customer attempts to make additional orders. NOTE: The recommended settings above are a best practice, but unfortunately cannot guarantee you will not receive a fraudulent order.

# Direct Fulfillment

Last Modified on 11/05/2020 11:02 am EST



## Parts Center Online

### Direct Fulfillment by Toyota Order Management – Self Help Document



Below are instructions on how to resolve common Direct Fulfillment issues with customer orders.

For situations regarding claims, Dealers should reference the established Parts Claims Policy (see PANT 2020-008) as per the claim condition and file a claim with their facing PDC using the appropriate claim type. **Claims are to be filed through the Claims Processing System (CPS) within 30 days of shipment.** For approved claims, you will receive a credit via the regular weekly CPS claims invoice transaction.

Once a claim is approved for return, please return it to your facing PDC at your earliest convenience. **Per policy, approved parts claims must be returned within 45 days or dealer will be debited.**

#### Address Changes

---

My customer wants to change or edit their address, but I already routed the order for Toyota Direct Fulfillment Services.

- a. Address changes **cannot** be applied once the order has been routed for Direct Fulfillment.
- b. Dealer must cancel customer order, and have customer place a new order.  
***\*Please refer to “Order Cancellations” section for more details.***

#### Order Cancellations

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My customer wants to cancel their order, but I already routed it for Toyota Direct Fulfillment Services.

- a. Order cancellation can only be processed within a very narrow window. Please contact a PRA at (877) 465-0432 to see if cancellation is possible. If not, kindly send the order details along with your dealer information to [ToyotaPartsCenterOnline@Toyota.com](mailto:ToyotaPartsCenterOnline@Toyota.com) and we will attempt to route the package to your store.
- b. Please **do not issue a refund** until you receive confirmation the order is canceled, or it has been routed to your store.
- c. If the cancellation request comes in once the order is in transit to the customer, have them deny/refuse delivery and it will be routed back to your store.
- d. You can issue a refund once the item is delivered back to your store.



### Customer Order Not Delivered

---

My customer order is marked delivered by the carrier, but the customer did not receive it because it was either lost, stolen, or missing.

- a. Please file an R5 carrier shortage claim.  
These claims will be monitored and a follow up will occur if necessary.
- b. If the customer wants a replacement order, please place a Critical Order and confirm the shipping address with the customer before sending the replacement order.
- c. When shipping the customer order with your preferred freight carrier please be sure to add the following:
  - **Signature Required** – someone at the recipients address may sign for the delivery. If no one is at the address at the time of delivery, freight carriers may reattempt delivery.
  - **Shipping Insurance** – Freight carriers offer insurance to cover the cost if a package is lost, stolen, or damaged. Please refer to your freight carrier insurance cost.

### Customer Order Delivered

---

My customer wants to cancel their order, but I already routed it for Direct Fulfillment services.

- a. The delivery is missing the correct quantities
  - Please file a Shortage claim (R1S – PDC Shortage Error) for partial shortages.
- b. The delivered part(s) is missing components OR part is built/ manufactured/ OR packaged improperly.
  - Please file the appropriate Manufacturing Defect claim (R2)
- c. The order was delivered with incorrect items or part number label does not match ordered part number.
  - Please file a Shortage claim (R1M – PDC Mispick Error)
- d. The delivered part(s) is damaged
  - Please file the appropriate Damage claim (R3 Visible or R9 Concealed)

### Freight Claims

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If your situation requires you to reship the order or recover freight cost, also file a freight claim to cover the shipping cost that was collected with order.

- a. Freight claims filed through CPS should be the **shipping cost only**. The claimed amount should exclude your Dealer shipping markup that was collected during order checkout.
- b. If additional freight charges are incurred for reshipping orders or for the customer to ship item(s) back to you, you can request the extra freight charges by reaching out to [ToyotaPartsCenterOnline@Toyota.com](mailto:ToyotaPartsCenterOnline@Toyota.com) to file a claim utilizing our Dealer Guarantee form.

View and download the PDF here.



# Searching Orders

Last Modified on 04/04/2019 11:48 am EDT

## How to Search Orders

When you log into the Control Panel and you need to locate a specific order, there are a few different ways to search for it. You can either use the "Orders" drop down in the menu at the top of the page. You can also use the "Recent Orders" button, "Search Orders button," or specify an order number in the "Order #" search box.



## To Search a Specific Order

In order to set specific criteria or see all your orders from the fruition of your website, use the "Search Orders" button. This function has many different abilities, such as allowing you to specify start and end dates, order types, last name, and even payment methods. Not all search fields are required, but you are at least required to input a start and end date.



# Your Guide to: Search Engine Marketing

Last Modified on 04/04/2019 11:48 am EDT

Search Engine Marketing can be summed up fairly succinctly: purchasing space for paid ads on search engines as a way of driving traffic to your website. However, our SEM team does so much more than simply buying ads.

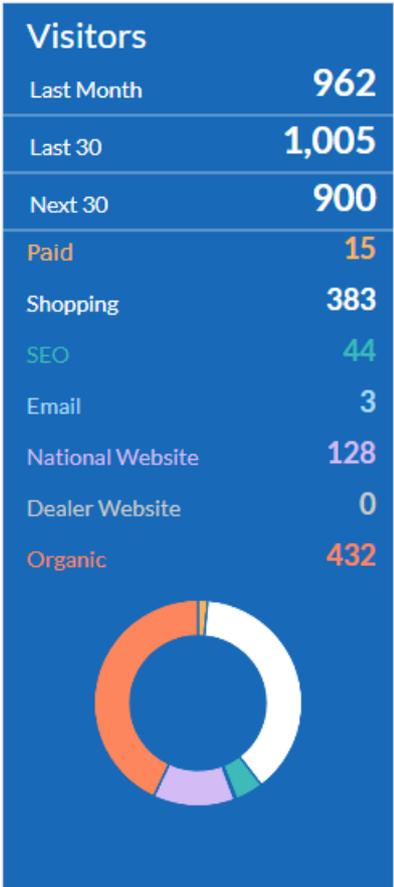
Every member of the SimplePart SEM team is Google AdWords certified, meaning they're experts in PPC (pay-per-click) advertising. They monitor every client's account on a daily basis so ad campaigns are fully-optimized and operating at the highest level of performance. Their diligence towards monitoring accounts means they can make adjustments quickly and ensure our clients are making money off of their search ads.

Each advertising budget is set by the dealership and varies depending on the package level and how much the dealership is willing to spend. Once a budget is decided on, our SEM team works to spend that amount within a 10% window—this space is used because of the variability of traffic. Our SEM experts use a detailed bidding algorithm to automatically generate bids for PPC search ads based on the product's value.

A key component of our SEM strategy is using Shopping ads on both Google and Bing. In fact, most of the sales driven to your site from SEM will be from Google Shopping. This is generally because Google Shopping uses images, which are a proven way to increase sales. Not to mention, color images let the customer know they've found the exact product they're looking to purchase.

Currently, we have over 4,300,000 products present on Google Shopping and since we submit these through a feed, our process is more efficient than trying to upload each product individually. Our feed takes the image and price of your product directly from the website and inputs it into Google and Bing Shopping, allowing the customer to see the most up-to-date information about products on your e-commerce site.

If you already have SEM as a part of your package, you can see the results of our SEM team's hard work on your Control Panel:



The Control Panel also shows your ROAS (Return on Ad Spend), this is your return on any advertising dollars spent.

**Paid Return On Ad Spend**

\$723,677.80	2,265,269	24,770	\$3,828,815.85	<b>\$5.29/\$1.00 ROAS</b>
Spend	Clicks	Orders	Sold	

\* Includes sales from Free Shipping. Statistics Based on Last 30 Days

If you have any questions about our Search Engine Marketing team and/or process, feel free to reach out to our 24/7 support team at [support@simplepart.com](mailto:support@simplepart.com) or by calling 404-520-7640.

# Shipping Rates & Pickup

Last Modified on 04/04/2019 11:49 am EDT

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.

A basic shipping rate tier system might look like this:

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

State	Country	Low	High	Cost		
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
AK	USA	1200.01	999999.00	69.95	Delete	Edit
HI	USA	0.00	20.00	10.95	Delete	Edit
HI	USA	20.01	50.00	13.95	Delete	Edit
HI	USA	50.01	75.00	16.95	Delete	Edit
HI	USA	75.01	100.00	19.95	Delete	Edit
HI	USA	100.01	150.00	22.95	Delete	Edit
HI	USA	150.01	200.00	25.95	Delete	Edit
UT	USA	0.00	20.00	10.95	Delete	Edit

You can edit these shipping tiers however you like as long as your Low and High columns do not overlap. 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.

To edit your shipping tiers:

1. Go to Settings > Shipping Rates.
2. Click Edit on respective tiers or add new tiers.

You can also easily add tax rates in the Control Panel:

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

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.

**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

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

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 many cases, if a customer is purchasing from outside of your state, you are not required to collect sales tax. As of 2020, however, many states have set up new tax laws that require businesses to collect sales tax no matter where the business is located. 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.

### Fixed Shipping Costs on Parts:

There are some products in your EPC, essentially your online catalog, which will 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:



<ul style="list-style-type: none"> <li>• Brake Rotors</li> <li>• Front/Rear Absorbers</li> <li>• Wheels</li> </ul>	<ul style="list-style-type: none"> <li>• Dashboards</li> <li>• Doors</li> <li>• Front Fenders</li> <li>• Front/Rear Fascia</li> <li>• Hoods</li> <li>• Quarter Panels</li> <li>• Side Skirts</li> <li>• Trunk</li> <li>• Windshield</li> <li>• Headlights</li> </ul>	<ul style="list-style-type: none"> <li>• Engines</li> <li>• Catalytic Converters</li> <li>• Fuel Lines</li> <li>• Gas Tanks</li> <li>• Mufflers</li> <li>• Torque Converts</li> <li>• Transmissions</li> </ul>
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### Taxing Core and Shipping:

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

1. Go to Settings > Setup.
2. Scroll down to Payment Settings.
3. Check the box for Tax Core and/or Tax Shipping, whichever is applicable.

**Payment Settings**

Minimum International Order Amount   
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

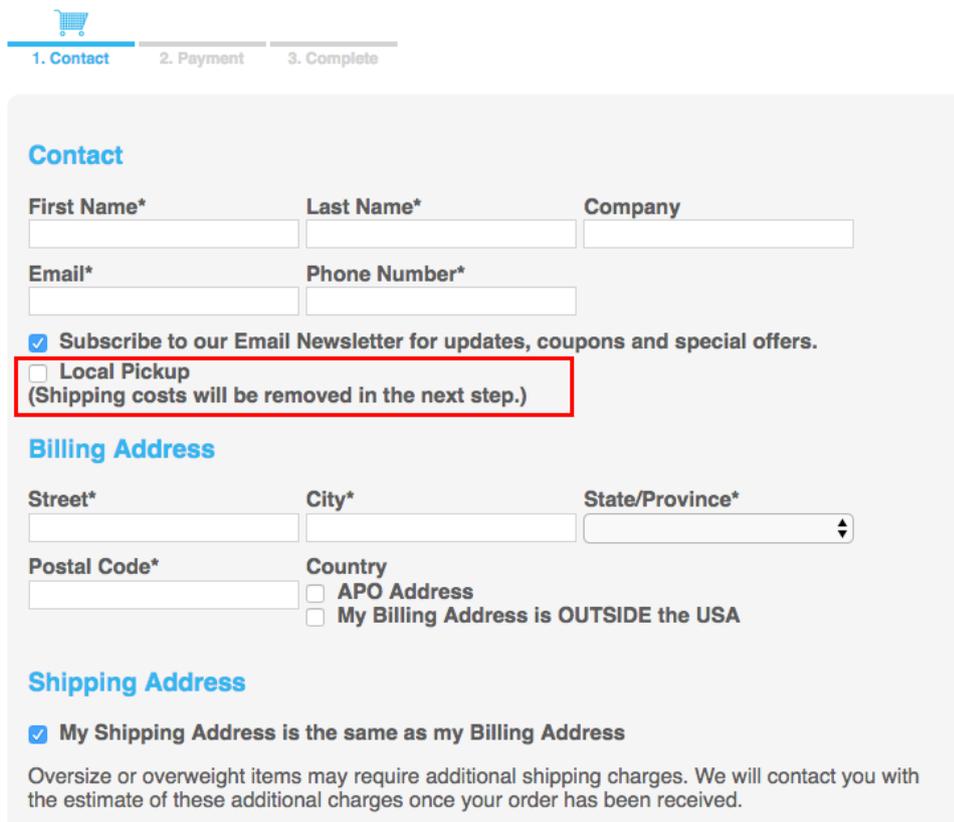
Accept PayPal

### Local Pickup:

You have the option of providing a Local or In-Store 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.

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

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



The screenshot shows a checkout process with three steps: 1. Contact, 2. Payment, and 3. Complete. The 'Contact' section includes fields for First Name\*, Last Name\*, Company, Email\*, and Phone Number\*. Below these fields are two checkboxes: a checked checkbox for 'Subscribe to our Email Newsletter for updates, coupons and special offers.' and an unchecked checkbox for 'Local Pickup (Shipping costs will be removed in the next step.)'. The 'Billing Address' section includes fields for Street\*, City\*, State/Province\*, and Postal Code\*, along with a 'Country' dropdown menu and two checkboxes: 'APO Address' and 'My Billing Address is OUTSIDE the USA'. The 'Shipping Address' section has a checked checkbox for 'My Shipping Address is the same as my Billing Address' and 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.'

### 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 404-520-7640 or [support@simplepart.com](mailto:support@simplepart.com)

# Monthly Performance Snapshot & Reporting

Last Modified on 04/04/2019 11:49 am EDT

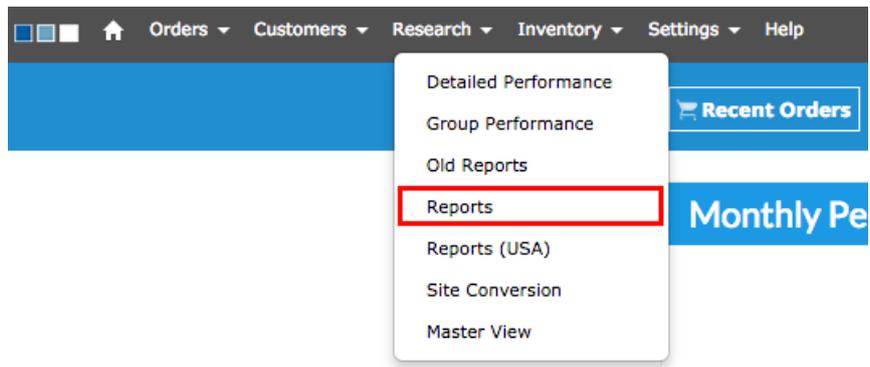
We offer an extensive library of research and reporting tools that range from Gross Profit by Month to Conversion Rates Since Inception. These reports can help you determine where you might want to improve and help manage future changes.

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.

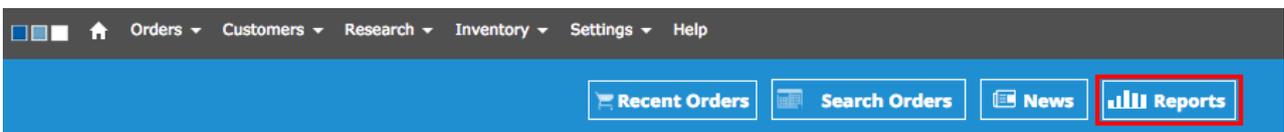


To see all of the reports we offer beyond those displayed on your Control Panel Dashboard, go to Research > Reports or click Reports next to Search Orders. Make sure your website URL is selected in the top right of the Control Panel.

Research > Reports:



Reports next to Search Orders:



If there are any reports you do not see on your Reports page but are interested in, feel free to contact [Support@simplepart.com](mailto:Support@simplepart.com) to have a custom report generated.

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# VIN Message & Checkout Message

Last Modified on 04/04/2019 11:50 am EDT

The VIN message notifies customers during their checkout process to provide the VIN Number for their vehicle, in order to ensure the accuracy of their order. For this reason, the VIN message is an important aspect of your Cart Page.

To make changes to your VIN message, go to Settings and Setup in your Control Panel:

1. Click Edit prior to making any changes on this page.
2. Scroll to Display Settings or click Display Settings in the page navigation.
3. Click Update once you have made your changes.

For example: Enter the FULL VIN to verify correct fitment and accuracy of your order.

### Contact

First Name*	Last Name*	Company
<input type="text"/>	<input type="text"/>	<input type="text"/>
Email*	Phone Number*	
<input type="text"/>	<input type="text"/>	

Subscribe to our Email Newsletter for updates, coupons and special offers.  
 Local Pickup  
(Shipping costs will be removed in the next step.)

### Billing Address

Street*	City*	State/Province*
<input type="text"/>	<input type="text"/>	<input type="text"/>
Postal Code*	Country	
<input type="text"/>	<input type="checkbox"/> APO Address	
	<input type="checkbox"/> My Billing Address is OUTSIDE the USA	

### Shipping Address

My Shipping Address is the same as my Billing Address

**PLEASE NOTE: We ship via FED EX and USPS. Large items will be shipped via UPS, FED EX will NOT deliver to PO boxes. Please provide a shipping address that is NOT a PO Box. If you have any additional questions feel free to contact us via e-mail.**

**LOCAL PICKUP IS AVAILABLE IN THE ATLANTA AREA ONLY.**

### Vehicle Information

Enter the last 8 digits of your VIN to verify correct fitment or any instructions you would like to include. We do not accept returns for incorrect fitment if no VIN is entered. Please make sure to review our Policies with regards to items that are eligible for return.

VIN

### Instructions

We do not accept returns for incorrect fitment if no VIN is entered. Please make sure to review our Policies with regards to items that are eligible for return.

### Your Order

Your Cart is empty:	\$0.00
Total:	\$0.00

**LOCAL PICKUP IS FOR THE ATLANTA GA AREA ONLY.**  
Due to chrysler policy NO RETURNS will be accepted without the original undamaged box. OVERSIZED Items may require additional freight charges we will contact you via phone or email.

### Contact Us

Phone

Email

[About](#)

[Testimonials](#)

[Policies](#)

Change Page Language

© 2017 Factory Chrysler Parts  
WEB01

The Checkout Message and Checkout Extra Content boxes can be used to include any additional information which could potentially impact the customer's order.

For example: "Any orders containing hazardous materials will incur additional freight charges. Our parts department representatives will reach out to you should this be applicable to your order."

Of course, you can use the Checkout messaging however you see fit. These fields are intended to help notify

your customers of important information prior to their purchase.

Please note: the VIN message field cannot be made a requirement for your customers. Should a customer not provide a VIN number, you can reach out to the customer within their Order Detail page and use the Email Correspondence feature.

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# Reading Control Panel Reports

Last Modified on 04/30/2019 2:35 pm EDT

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# Effective July 1, 2022: Colorado Retail Delivery Fee 🖨️✉️

Last Modified on 06/29/2022 1:13 pm EDT

## What is the Colorado Retail Delivery Fee?

Starting July 1, 2022, for stores that are located in the state of Colorado or remit taxes to Colorado, Colorado requires a \$0.27 fee on all orders mailed or delivered to customers with a Colorado shipping address .

This fee applies to U.S. retailers selling tangible goods delivered by vehicle to Colorado consumers, whether the delivery originates in Colorado or in another state, and whether you own or operate the vehicle used to make the delivery.

Your online store has the option to turn on a setting to automatically charge this fee to orders with a Colorado shipping address. Note this fee will not apply to orders marked as “local pick-up.” If the fee has been applied to an order, it will show in Order Notes as “Colorado Retail Delivery Fee applied to shipping.”

This customer has used 2 different shipping addresses on previous orders

Order Details	Fraud Prevention	Billing Details	Email Correspondence
---------------	------------------	-----------------	----------------------

Date	
6/29/2022 9:04:52 AM	Colorado Retail Delivery applied - \$0.27
6/29/2022 9:04:51 AM	TaxJar order created: from country:US from zip:81008 from state:CO from city:Pueblo from street:2125 highway 50 west to country:US to zip:28202 to state:CO to city:Charlotte to street:123 MAIN ST amount:11.92 shipping:10.00 line items: quantity:1 product tax code:null unit price:1.92  nexus addresses: id:223

Please note that your business is responsible for the remittance of the taxes to the proper taxing authority. Should you have questions about your tax obligations regarding this fee, we suggest you reach out to your tax advisors.

If your business would like to opt into this fee, please fill out this [form](#).

For more information about the Retail Delivery Fee, please visit [the Colorado Department of Revenue's website here](#).

# Finding Your API Login

Last Modified on 04/04/2019 11:51 am EDT

Note: This is only necessary for users currently using [Authorize.net](#) as their payment gateway.

The API Login and Transaction Key are crucial pieces of data used to connect your SimplePart website to your chosen payment gateway. In order for your SimplePart website to connect with your virtual terminal or Authorize.net account, SimplePart will need the API Login and Transaction Key.

1. Log in to your [Authorize.net account](#).
2. Go to General Security Settings.
2. Click "API Credentials & Keys", this is where you will obtain your API Login and generate a Transaction Key.
3. Obtain your API Login, answer your "Secret Question" you established when you created your account, and generate your Transaction Key. Any new Transaction Keys created should be provided to support@simplepart.com with the Dealer Name and URL. Doing this ensures your website has the most current credentials and customers are able to make credit card purchases.

Tip: Should you have any specific questions about your Authorize.net Account, please call 1-866-682-4131.

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# Your Guide to: Onboarding

Last Modified on 04/04/2019 11:52 am EDT

After you've made the decision to sign a contract with SimplePart, you start a very important process—Onboarding. Once our Sales team passes your information on to our Setup team, they can begin the process. To start, they'll need the contact info to the accounts payable at your dealership, your parts manager, and your IT department. Our team works with them in the following ways:

1. We direct your IT department on how to point your site to your new SimplePart domain.
2. We discuss the different payment options available with your Accounts Payable department. They'll receive info on the payment companies we work with and how to sign up with them. Once they pick one, a member of our Setup team will send them the proper application to get your payment gateway account created.
3. Once the payment information is setup, a member of our team will do a screenshare with your billing office so we can plug all your information into our system and make sure all of your accounts are ready to go.

When these steps are finished, a member of our Setup team will contact you to set up a date for your training. During your training, we typically use the program Teamviewer which allows us the ability to control your screen to show you how your site works and how to perform basic processes, including:

1. How to process an order
2. How to capture a payment
3. How to process a refund
4. The various fraud verification checks in our Control Panel
5. How to update your settings
6. How to navigate the site as a customer
7. Setting up your ShipStation account (if applicable)

Once you've completed training with a member of the support team, not only will your e-commerce store be set up and ready to go, but you'll have the knowledge you need to successfully run it. However, our support team is always available at [support@simplepart.com](mailto:support@simplepart.com) or by calling 404-520-7640, if you ever need a refresher.

# Setting up Gmail Account

Last Modified on 04/04/2019 11:52 am EDT

Correspondence is an important part of e-commerce, which makes it even more important to have a backup Gmail email address. Once you create a Gmail Account, we can link it to your client file, and/or any Google Adwords and Bing AdCenter Accounts we create and manage for you.

Tip - make sure the email address you choose is unique to your online parts website and your dealership.

- 1. [Click here for the Google Gmail sign up page](#).
- 2. Complete Gmail account information.
  - For "First Name," use dealership name (Ex. DupreesNissan). For "Last Name," use OnlineParts.
  - For "Username," create something dealership specific, similar to this:
    - DupreesNissanOnlineParts@gmail.com.
  - You will also need to create a unique password. Please be sure the password does not contain any mention of names or words used in the email address you created.
  - Birthday and Gender can be anything.
  - Mobile Phone is not required.
  - Please set your current email address as support@simplepart.com.
- 3. Once you have established the Gmail account for your parts website, contact SimplePart Support at 404-520-7640.

[Additional instructions on creating a Gmail Account can be found here.](#)

Tip - You will have access to all Advertising accounts established with the Gmail Account you create.

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# Stripe - How to Apply

Last Modified on 07/08/2021 3:08 pm EDT

SimplePart is proud to announce that we've partnered with a new payment processing partner, Stripe! With this new partnership, you now have another robust payment processing option available to use to collect payments on your SimplePart website. Keep reading to find out more about this exciting new option and whether it's the right option for your business.

## Setup

We've teamed up with Stripe to make the setup process quick and painless. A member of our Support team can walk you through the entire process, but before you begin you'll need to have some basic information about your business on-hand. During the setup process, you'll be asked for information like basic business information, as well as your payout account information. As with any financial institution, processors are required to verify the identity of customers to help establish legitimacy and credibility. You can find out more about the required information in these Stripe support resources:

- [Identity Verification Requirements](#)
- [Company Ownership & Director Requirements](#)
- [Social Security Number & DOB Requirements](#)
- [Privacy Policy](#)

To arrange your setup walkthrough, contact a member of our Support team at [support@simplepart.com](mailto:support@simplepart.com) or 888-843-0425. They will set up a time for your walkthrough and send you a link to the account setup wizard. You can also submit your application [here](#). Once your application has been approved, be sure to notify our Support team so they can coordinate your payment gateway switch.

Once the setup is complete, you're ready to start accepting payments!

\*Note: There is a mandatory 7-day waiting period before your first payout. You can learn more about it [here](#).

## FAQ

### What benefits does Stripe offer over other payment providers?

Beyond its easy setup and integration with the SimplePart platform, Stripe offers a host of benefits. Here are just a few of the benefits:

- Accept 135+ currencies and dozens of popular payment methods
- Verify a customer's identity with 3D Secure authentication.
- Batch transactions together.
- Pay no setup or monthly fees, just low transaction fees.

- Receive dedicated 24/7 product support.
- Easily integrate with optional in-store Stripe terminals.

A member of our Support team can help you determine if Stripe is the right platform for your business.

### How much does it cost?

Stripe offers competitive transaction fees. There are no setup or monthly fees and transactions are charged at a rate of 2.9% and \$0.30.

### How do I sign up?

A member of our Support team can help you through the setup process. To get your enrollment started, you can reach out to a member of our Support team at [support@simplepart.com](mailto:support@simplepart.com) or 888-843-0425. You can also submit your application [here](#). Once your application has been approved, be sure to notify our Support team so they can coordinate your payment gateway switch.

### Where can I learn more about Stripe's policies?

Stripe has an abundance of support materials available in their support library. You can access it [here](#).

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# Your Guide to: Managing Your Online Parts Counter

Last Modified on 04/04/2019 11:55 am EDT

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# Your Guide To Pricing Best Practices

Last Modified on 04/04/2019 11:55 am EDT

A key driver of sales for your website is pricing. How you price parts and accessories online will depend on your business' goals. Following these steps will help you price your parts and accessories so you can meet your online objectives in a long-term and sustainable way.

## Define your goals:

You've probably heard the phrase, "to sell more, you need to lower your prices." This statement is only partially true. Your online customers can easily compare your prices with your competitors' with a click of the mouse. However, having the lowest prices does not mean you will be the most successful dealer. At SimplePart, we recognize every dealer defines his or her success differently. Before you lower your prices, let us help you define your goals and how pricing your parts and accessories plays a role in reaching them.

**Volume** - Is your goal to be a volume player, even if this means pricing competitively and maintaining lower margins? Some volume players receive most of their revenues from backend OEM financial incentives. If this is your case, then pricing your products very competitively is the right strategy for you. However, keep in mind that a large number of orders means allocating more resources to fulfilling those orders, on a daily basis.

**A combination of Volume and Gross Profit**- Do you consider your website a natural extension of your existing parts counter? If this is the case, you have more flexibility with your strategy and can increase your prices, within a competitive range. You might sell less volume, but your online parts store will be more profitable per order and require fewer resources. Also, our team can work with you on solutions to keep prices higher, but still be competitive in the market. For example by running marketing promotions, or optimizing your prices to offer free shipping.

**A web presence** - Are you new to the e-commerce world or just looking to add an online presence for parts and accessories to your dealership? If either is the case, you can start out pricing your parts and accessories at or around MSRP. Keep in mind this will generate less orders, but your resource commitment will be minimal.

## Understand how you can use pricing to reach your goals:

Pricing your parts and accessories is important, but there are other tools you can use to meet your objectives too. Shipping rates and advertising spend can also help you sell more. For example, pricing an accessory at \$20 with a \$10 shipping fee may be less attractive than pricing an accessory at \$30 with free shipping. Keep this in mind as you work on your pricing strategy. Just lowering prices on your parts and accessories may not always be the best course of action.

Let's start by analyzing where you are in terms of pricing. SimplePart makes this part easy for you. Our customized reports coupled with our team of experts can help you analyze and improve your online performance.

Here are some reports you should be monitoring on a regular basis:

**The Gross Profit Report (by Month)**- Located in the Reports section of the Control Panel, this report highlights

key metrics to measure your success. For example:

- Cart Conversion Rate: The percentage of people who are viewing their cart, most likely after adding products to their cart. The higher the percentage, the better.
- Conversion Rate (C/R): The percentage of people who, after landing on your website, place an order. The higher the percentage, the better.

Month	Orders	Visitors	V / day	Cart C/R	C/R
2019-03	74	5,538	221	11.56 %	1.34 %
2019-02	69	6,056	216	11.13 %	1.14 %
2019-01	139	8,836	285	11.11 %	1.57 %

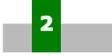
By leveraging these two metrics you can quickly assess if your pricing and shipping are competitive. Every dealer and every brand is different, but as a rule of thumb, you should strive to at least 8.2% for Cart C/R and 1.25% for a C/R.

Also, this report can give you an indication if your pricing and shipping are misaligned. If your Cart C/R is high, but your C/R is low, your prices are probably competitive, but maybe your shipping rates are not. Customers add products to their carts, but ultimately may not buy because of higher shipping costs.

The Ranked Performance Reports - Our Dealership Strategy team uses these reports, including the Pricing Matrix report, to help dealers visualize where they stand in terms of pricing compared to similar dealers. This report is designed for dealers who set up pricing in a "Cost + X%" structure, and belong to one of our official OEM programs. However, it will also provide most metrics for dealers who are unaffiliated.

Organized by Accessories, Maintenance, and Parts, this report can help you organize your pricing strategy around parts, accessories and gear by price brackets - \$5-10, \$10-15, etc. For example, you may want to price parts and accessories in lower brackets closer to MSRP, but those in higher brackets at a more competitive Cost + 15%; or you may want price items less competitively to offer free shipping across the board.

Again, every dealer and every brand is different, but as a rule of thumb, dealers who are seeking strictly volume price their products at Cost + 16% to Cost + 25%. Dealers who are seeking a combination of volume and gross profits tend to price their products at Cost + 23% to Cost + 43%.

Accessories Matrix							
	Bracket	% of Accessories Products Viewed	Your Markup	6 Other Dealers			Rank
				Low	High	Med	
1	\$0 - \$5	0.00%	1.15	1.10	1.55	1.10	 2 / 3
2	\$5 - \$10	0.28%	1.15	1.10	1.55	1.15	 2 / 4
3	\$10 - \$15	0.18%	1.15	1.10	1.55	1.10	 2 / 3

In order to further streamline the accessory sales experience, we encourage dealers to set up SimplePart's new pricing functionality for their Accessory Configurator. This new functionality allows you to choose and display a customized pricing set on your Accessory Configurator.

The Support team at SimplePart can assist with the activation and setup of this new custom pricing set. If you have any other questions about pricing, pricing sets, or this new feature, they can assist with that as well.

Reach out to our SimplePart Client Services Team to recommend solutions to help you optimize your pricing strategy based on your goals and objectives.

## Make changes:

Once you have a good understanding of where you are, you can work with SimplePart to organize your pricing strategy. Again, you do not need to be the “lowest priced dealer” to be successful. We can help you optimize your pricing to meet your goals.

## Monitor results:

It’s very important to monitor your performance regularly and make adjustments accordingly. Changes in your performance will not be immediate, which is why we generally recommend reviewing your data every two weeks.

Our experienced Client Services Team is knowledgeable in these areas and is available 24/7 to help you with any questions or concerns. You can contact us by email at [support@simplepart.com](mailto:support@simplepart.com), or call 1-888-843-0425.

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# Pricing for Your Market

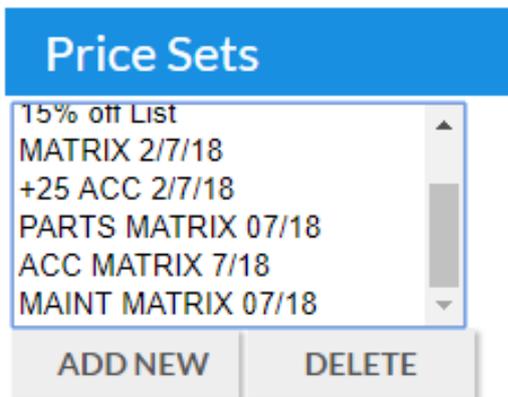
Last Modified on 04/04/2019 11:55 am EDT

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.

In the SimplePart Control Panel, there is a Pricing selection under the Settings menu. From here, you can set the 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

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



**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

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.

Have additional questions about setting your pricing tiers? Contact our Support Team, available 24/7 by phone at (888) 843-0425, or by email at [support@simplepart.com](mailto:support@simplepart.com).

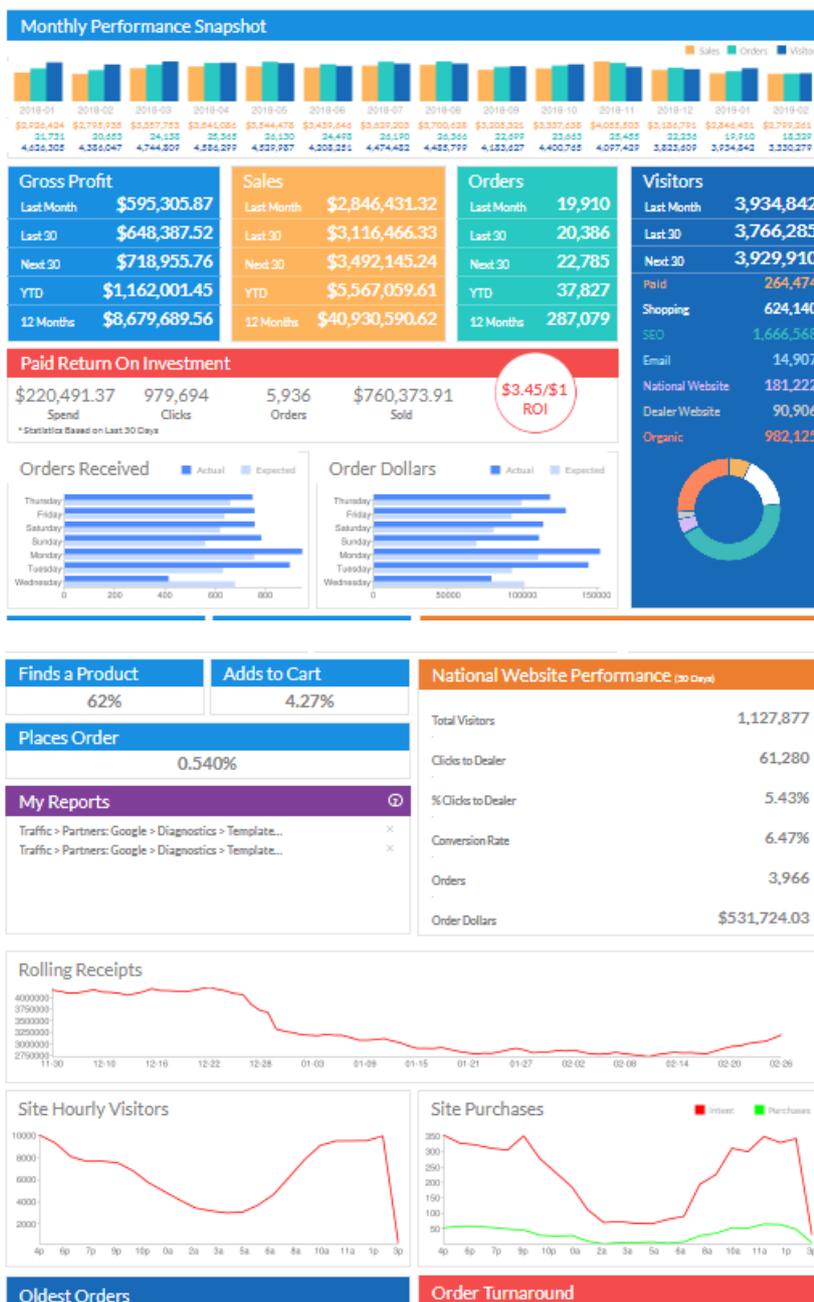
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# Measuring Success

Last Modified on 04/04/2019 11:56 am EDT

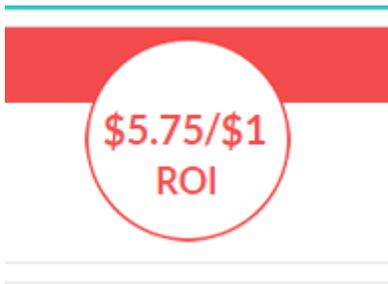
Gross Profit and Sales Volume are significant indicators of a well-performing business. The SimplePart Control Panel makes it simple to track metrics important to you, while offering additional performance reporting to help monitor the success of your online store.

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, 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 landing page, 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.



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															<a href="#">Add To My Reports</a>		
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	1188	\$118.17
2019-01-27	\$45,525.06	13,218,290	202,485	0.225	\$132,159.06	\$2.90	\$6,503.58	1,888,327	28,924	\$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	\$154,327.63	\$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 %	\$ 731,782.66	\$ 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	4,584	848,776	121,253	4.26 %	0.54 %	\$ 599,277.54	\$ 67,381.58	\$ 666,659.12	\$ 145.43	20.39 %	21.93 %	\$ 146,231.41	\$ 31.90	\$ 51,779.76	\$ 6,729.64
2019-02-03	7	4,219	808,901	115,557	4.28 %	0.52 %	\$ 555,043.40	\$ 61,859.29	\$ 615,911.69	\$ 145.44	20.35 %	21.69 %	\$ 133,152.74	\$ 31.55	\$ 47,625.30	\$ 908.25
2019-01-27	7	4,111	837,463	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	835,713	122,244	4.09 %	0.48 %	\$ 531,666.54	\$ 59,223.68	\$ 590,890.22	\$ 143.77	20.04 %	21.17 %	\$ 125,105.36	\$ 30.44	\$ 52,883.12	\$ 1,339.81
2019-01-13	7	4,489	875,613	125,087	4.19 %	0.51 %	\$ 559,825.64	\$ 65,208.51	\$ 625,035.15	\$ 139.24	20.23 %	21.79 %	\$ 136,202.58	\$ 30.34	\$ 60,763.68	\$ 1,305.19
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 %	\$ 133,070.54	\$ 28.30	\$ 49,347.32	\$ 1,042.29
2019-01-01	5	3,608	636,243	127,248	4.36 %	0.57 %	\$ 443,713.31	\$ 51,855.86	\$ 495,569.17	\$ 137.38	20.09 %	21.53 %	\$ 106,753.72	\$ 29.58	\$ 36,529.94	\$ 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	4,246	766,214	109,459	4.33 %	0.55 %	\$ 513,413.80	\$ 59,913.11	\$ 573,326.91	\$ 134.96	18.49 %	20.22 %	\$ 115,947.50	\$ 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	\$ 28.82	\$ 54,235.57	\$ 2,283.71

If you have questions about how Control Panel can assist your business growth and development, or about any of the reports in your Control Panel, you can always email our 24/7 Support Team at [support@simplepart.com](mailto:support@simplepart.com), or call us at (888) 843-0425.

# Make the Most of Your Digital Marketing

Last Modified on 04/04/2019 11:56 am EDT

Are you getting the best results for your online site's marketing investments? We have a few tips to ensure you're making your advertising dollars matter.

## Market your site through your dealership's existing outlets.

Collaborating with your dealership's existing marketing department or agency is a low-cost, convenient way to spread the word about your online store. Include a link to your online store or catalog on your main dealership website to increase customer awareness.

Ideas:

- Use your dealership's existing list of customers to create email campaigns
- Promote your parts website with in-store postcards or flyers
- Mention your site in service reminder emails

## Don't let your dealership's advertising compete with your parts site advertising.

If your dealership uses search engine marketing advertisements to direct customers to your website, make sure it doesn't conflict with the advertising for your parts site. Also, check your ad accounts to make sure ads for parts and accessories are linked to your parts site.

Ideas:

- Include "parts" as a negative keyword in your dealership's paid search campaigns
- Direct parts-related ads to your parts website

## 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 against your own keywords. This can result in wasted advertising dollars and unnecessarily costly CPCs. For this reason, it's wise to consolidate your search marketing services into one solid agency.

Ideas:

- Evaluate your search marketing strategy to avoid bidding against your own keywords.
- Choose one agency to execute search marketing advertising.

## How SimplePart Can Help:

Give your business a boost with SimplePart's in-house team of digital marketing experts; they'll create a search

marketing strategy to meet your goals and budget. Our business development and support teams are also here to help you decide if you're on the right package for your business, based on your objectives. No matter your needs, we're always available to help at [support@simplepart.com](mailto:support@simplepart.com) or 404.620.9764

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# Enhance Site Performance with SimplePart's Promotional Tools 🖨️✉️

Last Modified on 04/04/2019 11:56 am EDT

Running sales promotions on your website, giving out coupons and sending promotional emails to existing clients are all great ways to generate more sales.

At SimplePart we regularly run marketing promotions for our dealers and OEM partners. Our promotions often generate 3x to 4x our clients' typical order volume. Here are some ideas you can easily do on your own to help you sell more.

## Promotional Banners and Hero Images

SimplePart offers a variety of promotional options for your website.

Promotional banners, located at the top of your website, are an effective way to let visitors know what's on sale and for how long, or any active promotional discount codes or free shipping events. The promotional banners on SimplePart's sites are effective because they follow users as they navigate through your site, constantly reminding shoppers of your great deals.

Be sure to use promotional banners in moderation. We suggest you only run banners for limited amount of time to help keep shoppers' attention



Hero Images are also located at the top of your website. They are an effective way to reinforce your promotional messaging and help your promotion stand out. Hero images should also be used in moderation.

To add promotional banners and hero images to your site, please contact our Client Services Team and we will set up your banner or hero image.

## Coupons

Coupons are another great marketing tool that not only drive sales, but also help build customer loyalty. Coupons can be used in many different ways, and they can be digital or printed. Use them to highlight the discount value, duration and discounted products. Consider delivering your coupons during an email promotional campaign or in your packaging as cards or slips

Tracking the performance of every single coupon and campaign you launch is crucial to your business's promotional strategy. SimplePart offers a built-in coupon tracking system, so your coupon campaigns can become a great new source of data to continuously improve your business performance. You can even run a

few coupon campaigns simultaneously to see which coupon has the best impact on sales.

Your coupons should include some key elements:

- A clear and concise call to action, such as:
- Claim your deal
- Shop now, save later
- Save 10% on your next order
- An expiration date. This creates a sense of urgency incentivizing shoppers to take action.
- Clear and concise instructions. Complicated rules will discourage potential consumers.

You can add packaging inserts to an order before you ship it out. These inserts are great to build customer loyalty and pairs well with a thank you note.

Adding a coupon to your email receipts offering a discount on the next order is another great way to generate repeat business.

Contact our Client Services Team with any additional questions about coupons. We also have an experienced Marketing Team at SimplePart that can help you develop your coupon ideas.

## Email Promotions

Promotional emails can also be used strategically to generate sales and build a loyal customer base. Our experienced Marketing Team works closely with our dealers and OEM partners to create and distribute promotional emails. Here are some tips and tricks to help you run your own email campaigns.

- Keep your relationship with your customers in mind when creating a promotional email. Do not bore them, do not be intrusive and do not be repetitive.
- Consider your frequency. Emailing your customers too many times can cause them to stop paying attention, turning your emails into a nuisance instead of a welcome communication.
- Take time to develop a strong call to action. The most effective promotional emails are able to convert the user right away. A good call to action pushes the reader to complete an action.
- Experiment with your email's format, copy, call to action and images. Successful email campaigns are a constant work in progress.
- Keep it short. When it comes to promotional emails, remember: less is more. Have your important information at the top followed by any additional details.
- Tie your promotional campaigns in with other marketing activities to achieve more success. Our most successful promotional email campaigns run alongside paid search ads on Google and Bing, coupon codes, marketing integration with existing OEM promotions, promotional banners and hero images on your site.

For additional questions, contact our Client Services Team, available to you 24/7. You can contact us by email at [support@simplepart.com](mailto:support@simplepart.com), or call 1-888-843-0425.



# Your Guide to: Shipping Best Practices

Last Modified on 04/04/2019 11:57 am EDT

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# TaxJar Integration

Last Modified on 07/22/2021 2:56 pm EDT



## TaxJar Integration:

Your online store will now more accurately calculate sales taxes.

SimplePart is pleased to offer TaxJar, a new optional integration for your online parts store. TaxJar allows you to more accurately calculate sales taxes for your customers based on their shipping address, and it can be tailored to only collect taxes in the states you choose.

### How it works:

At check out, your customers will see the exact amount of local and state level taxes they have to pay based on their shipping address.

On the Recent Orders screen, you can review the exact amount of local and state level taxes charged per order.

Order Summary <a href="#">Return to Cart</a>	
PAD KIT, DISC BRAKE, FRONT Qty: 1:04465YZZD0	\$34.81
1 products , 1 items:	\$34.81
Shipping & Handling to 30303:	\$10.93
Tax:	\$4.07
<b>Total:</b>	<b>\$49.81</b>

Billing Summary						
Parts	Core	Tax	Shipping	Coupon	Coupon Code	Total Due
113.71	0.00	7.92	10.60	0.00		132.23
<a href="#">Update</a>						

TaxJar is being offered on an opt-in basis at no additional cost to you. If you're interested in adding TaxJar or have any other questions about how our TaxJar integration can simplify sales tax for your online store, please contact our Support Services team at [support@simplepart.com](mailto:support@simplepart.com) or (888) 843-0425.

*Note: SimplePart LLC does not provide tax, legal or accounting advice. This feature is intended for calculating local e-commerce sales taxes per dealer preference only; dealers are responsible for remitting any taxes collected to the appropriate tax authorities. This feature is not intended to provide, and should not be relied on for, tax, legal, or accounting advice. You should consult your own tax, legal, or accounting advisor if you have questions about your local e-commerce sales tax.*

If you have any questions, contact our 24/7 Client Services team at [support@simplepart.com](mailto:support@simplepart.com) or (888) 843-0425.



[View and download the PDF here](#) 

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# Training Webinar: Control Panel and Profitability



Last Modified on 10/18/2018 8:51 am EDT

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.

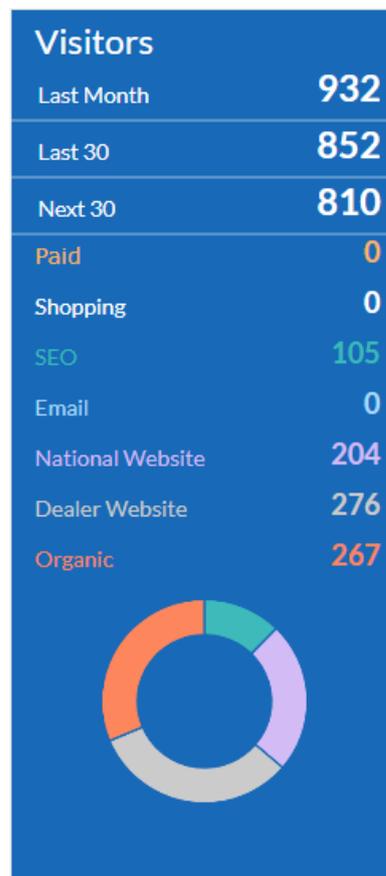
This information is also available in a webinar you can watch [here](#):

Your browser does not support HTML5 video.

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.

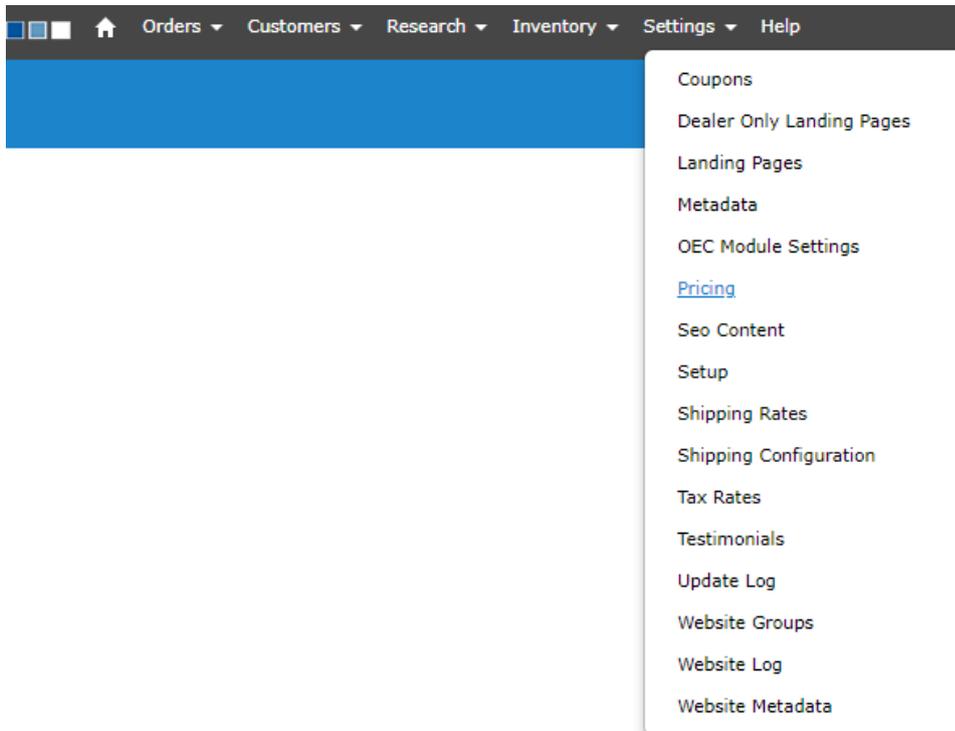
FirstDay	Days	Orders	Visitors	V / day	Cart C/R	C/R	Parts	Shipping	Total P+S	Basket	Parts GP%	Total GP%	Total GP
2018-08-26	5	12	491	98	16.70 %	2.44 %	\$ 1,059.81	\$ 175.30	\$ 1,235.11	\$ 102.93	33.47 %	29.31 %	\$ 262.01
2018-08-19	7	8	606	86	17.19 %	1.32 %	\$ 922.93	\$ 130.35	\$ 1,053.28	\$ 131.66	33.20 %	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 %	\$ 844.90	\$ 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](mailto: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:

**Price Tiers: Original Pricing Matrix**

Low	High	Cost-X	List-X		
0.00	25.00	1.30		DELETE	EDIT
25.01	75.00	1.28		DELETE	EDIT
75.01	200.00	1.26		DELETE	EDIT
200.01	400.00	1.23		DELETE	EDIT
400.01	999999.99	1.20		DELETE	EDIT

*Pricing tiers can be used to customize your pricing strategy*

*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	
<b>P &amp; L - Toyota Dealer #1</b>		Month 1	Month 2
<b>PERFORMANCE</b>			
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	
<b>P &amp; L - Toyota Dealer #1</b>		Month 1	Month 2
<b>COST OF GOODS SOLD</b>			
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
<b>Total Cost of Goods Sold</b>		<b>\$5,832.34</b>	<b>\$7,907.52</b>
Parts Cost per Order		\$95.07	\$103.47
Shipping Cost per Order		\$13.77	\$17.46
<b>GROSS PROFIT</b>			
Parts Gross Profit		\$1,495.62	\$1,919.80
Shipping Gross Profit		\$87.55	\$33.07
<b>Total Gross Profit</b>		<b>\$1,583.17</b>	<b>\$1,952.87</b>
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](mailto:support@simplepart.com) or 1-888-843-0425.

# Toyota Parts & Accessories Online - FAQs

Last Modified on 08/29/2018 8:46 am EDT

## General

### **Who is providing the platform for eCommerce?**

SimplePart (SP) is the eCommerce business partner for this National program. They are a capable solutions provider in the eCommerce space with 8 years of experience launching and maintaining National programs with OEMs such as Audi, BMW, Subaru and Volkswagen.

## Onboarding

### **How long will it take dealerships to onboard?**

The timing will vary based on the dealership. A safe average is 7-10 business days with 4-5 hours of dedicated time. This timing can be expedited by having all the items in the On-boarding Check List completed prior to launch.

### **How many dealerships do you plan to put on the Program, and will all dealerships be competing for online customers?**

There is no target number of dealerships. Not all dealerships will choose to participate because of the engagement and commitment level required to be successful.

SimplePart has experience working with OEMs who have multiple dealerships in centralized metro areas. Dealerships are encouraged to leverage SimplePart's experience when setting customer facing policies regarding freight, returns and customer support to be competitive.

### **Will dealerships who already have an eCommerce site be able to continue operating it?**

No. Dealerships will not be able to operate separate eCommerce parts stores. If the dealership's parts eCommerce URL fits TMNA requirements e.g. parts.dealertoyota.com, it will be assimilated for use with Toyota Parts and Accessories eCommerce program.

If URL does not fit the requirements, dealerships must take down their existing domain and redirect traffic to the new URL provided.

### **If online payments are a requirement for the dealerships – how long will the setup take? Is there a fee for taking online payments?**

Online payment acceptance is required to participate in the Toyota Parts and Accessories eCommerce program. It is critical to involve your business office as early as possible in the onboarding process to ensure your payment account setup takes as little time as possible.

The primary channels (PayPal, Authorize.net) for taking online payments will charge a percentage of the transaction amount and/or a small fee per transaction. SimplePart has negotiated favorable rates for our dealerships with both channels.

## **Daily Operations**

**How will discontinued parts be handled? We spend a lot of time calling customers regarding discontinued parts.**

This is one of the advantages of the National program – use of Toyota’s EPC. Discontinued parts are identified and will not be displayed to the customer. Superseded part numbers will be noted if applicable.

**How do we implement part restrictions at dealership level, if the part is showing at national level?**

When a dealership restricts a part for selection, customers who choose the part at national level will not be shown that specific dealership as an online purchase option.

**Will the EPC be limited or restricted in any way, or will it have all our parts & accessories? If all parts & accessories are searchable, how (or should we) will we restrict shoppers from purchasing TMS recommended non-ship parts like hazmat, glass or heavy metal?**

The EPC will contain part numbers back to 1980, but the vast majority are parts that are in PDC Inventory that have no restrictions on availability. Certain types of parts will be excluded (e.g., part numbers on Stop Sale and Manual Allocation). In addition, dealerships will have the ability to restrict parts from their site or designate parts as pick-up only.

**MAAP: What are the MAAP rules? What will be the MAAP minimum price?**

For this Program, Toyota established a Minimum Display Price (MDP) that is set at Cost + 15%.

**Can dealerships offer discounts at checkout to reduce the MAAP pricing?**

Minimum Display Price applies to the advertised price. Dealerships control and set final transaction price. Dealerships will have the ability to apply discounts during checkout and offer other online discounting alternatives.

### **How does the system work for states that charge sales tax?**

Dealerships are responsible for collecting and paying all applicable taxes. SimplePart's system supports multiple tax collection scenarios.

### **Who will payments be collected by?**

Dealership onboarding includes payment account setup to facilitate the transfer of customer funds acquired from transactions directly to your dealership.

### **What are the customer/dealership shipping options?**

In Phase 1 dealerships will have only two shipping options: In- Store Pickup or Ship to desired location. We are exploring customer installation for a later phase. Target launch: CY 2019

### **Will the customer be able to select shipping options such as overnight or 2 day?**

This capability will not be available immediately but we are in discussions with SP as an enhancement.

### **Will the national site link directly to the dealerships' inventory?**

This capability will not be available immediately but we are in discussions with SP as an enhancement.

### **What is the return policy and what are the limits?**

Dealerships establish their own return policy. Each dealership's custom policy will be discussed and uploaded to the website during the SimplePart configuration process.

## **Search Engine Optimization(SEO)/Search Engine Marketing(SEM)**

### **How will the Parts and Service SEM and eCommerce programs function together, and how will TMNA prevent various programs from bidding against each other?**

The eCommerce program will offer 4 package options. Dealerships enrolled in the Base package will keep their current Parts and Service SEM provider. Dealerships enrolled in the Plus, Advanced and Pro packages will have their SEM/SEO performed by SimplePart.

**With the Plus, Advanced and Pro Packages, is the SEM spend in line with the Parts & Service SEM Program? Will this SEM cover service too?**

Yes, the required SEM spend is in line with the P&S SEM Program. If a dealership elects the Plus, Advanced or Pro Package, SEM for service and parts will be performed through SimplePart. Dealerships on Plus, Advanced or Pro programs will be required to spend at least 50% of their SEM spend on parts.

**What will SEO look like for this program? Especially in Base and Base+ Packages?**

SimplePart's platform is designed and optimized to support search engine crawling to maximize SEO benefits. Base and Plus packages include the SEO optimized platform as part of the dealership website templates. The Advanced and Pro package includes additional SEO optimization services.

**Will the dealership pay for Tier-1 SEM, Tier-3 SEM, or both?**

Dealerships will support SEM for their own website (Tier-3). TMNA uses a portion of the monthly subscription fees to fund Tier-1 SEM and additional digital marketing activities to drive traffic to dealership sites.

**Does Dealership SEM assist with directing a customer to the dealership's site from the national site based on their zip code?**

No. Dealership SEM is associated with promoting customers directly to the dealership's site. The national site will work to funnel customers to the closest dealerships based on customer IP location and the item they are shopping for.

**If I decide to vary my SEM spend monthly, does the Dealer package also adjust accordingly?**

Each package offers different services delivered by SimplePart. Minimum SEM spends are recommended for each package. SEM spends can be increased on any package at any time based on the desire to achieve certain objectives, but this is separate from the Package decision. For example, if a dealer signed up for the Base+ Package and decided to increase SEM spend for the month, they would remain on the Base+ Package.

**Besides the setup fees, what are the SEM/SEO differences between the packages?**

*Base Package* – No marketing. All traffic is received via marketing on the Tier 1 site which is supported by the TPAO Program.

*Base+ Package* – Dealer can reach customers within a 50-75-mile radius, depending on population density.

*Advanced Package* – Dealer can reach customers within 3-4 surrounding states, depending on population density.

*Pro Package* – Dealer can target customers throughout the U.S., i.e. marketing will have a national reach.

## Miscellaneous

### **When the PDC begins direct ship, how will returns, damage control, etc. be handled?**

PDC direct ship is Phase 2 of the program. Requirements are being finalized and more information will be available in 2018.

### **Will the Installation Option be available?**

Giving the customers the option to have their product installed is still under development. Further details will be released at a later date. Target launch: CY 2019.

### **When and how will the Wholesale module be introduced into the eCommerce program?**

TMNA needs to study how to integrate with the existing Wholesale programs. We will solicit dealerships feedback prior to finalizing the strategy.

### **How will the program work with multi-brand dealerships?**

This program utilizes the Toyota EPC and is only applicable to the Toyota, Lexus and Scion brands.

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# Minimum Display Pricing

Last Modified on 04/19/2018 12:49 pm EDT

## MDP: What is the MDP rule? What will be the Minimum Display Price?

For this program, Minimum Display Price (MDP) is currently Cost + 15% .

## Can dealerships offer discounts at checkout to reduce the MDP pricing?

Minimum Display Price applies to the advertised price. Dealerships control and set the final transaction price. Dealerships will have the ability to apply discounts during checkout and offer other online discounting alternatives.

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# PDC Direct Fulfillment FAQs

Last Modified on 04/26/2019 3:55 pm EDT

## What is PDC Direct Fulfillment?

PDC Direct Fulfillment will give Dealers the capability to selectively pass customer ordered part numbers to Toyota Parts Distribution Centers (PDCs). PDCs will ship customer order to their home or business on behalf of the Dealership

## How can I participate in PDC Direct Fulfillment?

Contact your Regional Representative to let them know you're interested.

- You will be invited to attend an Informational Webinar
- If still interested, you will need to complete a Dealers Participation Agreement (DPA)
- Once completed, you will receive an email with instructions for Program Enrollment.

TMNA will guide you through the Enrollment process. If you have questions, please direct them to the [ToyotaPartsCenterOnline@Toyota.com](mailto:ToyotaPartsCenterOnline@Toyota.com)

## Order Management

### **Are all customer orders eligible for PDC Direct Fulfillment? If not, what are the criteria?**

There are two criteria that define whether a customer order can be selected for Direct Fulfillment:

#### 1. State Eligibility

To ship on a dealership's behalf, TMNA requires Resale Certificates from Dealers to not subject the sale to tax on TMNA.

#### 2. Part Number Eligibility

Orders will be evaluated at the part number level. Exclusions include certain categories such as hazmat, heavier than 70 lbs., longer than 60", high damage parts, and order quantity not in QUP.

### **How will I know if an order is eligible for PDC Direct Fulfillment?**

You will receive additional functionality in your Control Panel through the new "Recent Orders" screen. You will be able to see when orders are eligible for PDC Direct Fulfillment at order and line level and select which lines to fill at your convenience.

### **Will I see available inventory before I put the order in?**

Dealer, PDC and Part Center inventory will be available by part number in the control panel once you click into to the order.

**Will I see PDC backorder info before I put the order in?**

If none of the PDCs have inventory but the item is still fillable, you will receive a backorder notification once your order is sent to the PDC.

**How will I know what is going on with the order while it is being handled by the PDC?**

Order Status updates will be sent directly to the control panel and will be in the order notes.

**How will I know the order has been shipped to the customer?**

Tracking number information for the order will be uploaded into the order notes once the order is shipped.

**What is the cutoff time for orders to be processed same day?**

PDC Direct Fulfillments will be processed same day if submitted by 3:00 pm local time.

**Can an order be cancelled once it has been submitted for PDC Direct Fulfillment?**

If the order hasn't already been shipped from the PDC, it is possible to cancel the order through Dealer Daily.

**Is there a corporate discount available on boxes?**

Dealers can reach out directly to their CSL's at each PDC with inquiries into packaging vendors. Some sites use local vendors while others leverage national accounts, depends on unit pricing and need.

**Customer Service**

**Will the PDC be involved with the customer at any point?**

PDCs will ship customer orders to their home or business on behalf of the Dealership. Dealers will still own the customer relationship. The packing slip included with the order will show the dealership's contact information.

**Will the customer get notified when the order ships?**

The customer will receive a confirmation email with tracking information once the order ships. If the order requires multiple shipments, dealers will need to send the additional notifications.

**How will returns be handled?**

The customer will initiate the return directly with the dealer and return the parts to the Dealer. The dealer will then file a claim to the PDC as usual. Any freight charges from shipping parts back to PDC can be claimed and reimbursed.

**How are product damages going to be handled?**

The dealer will be expected to work closely with the customer to determine a legitimate damage condition. (Dealers know the damage criteria for claiming eligibility). If the dealer determines the damage to be

legitimate, he can file a claim with the PDC, including customer return shipping charges. **If the PDC inspects the damaged part and determines the condition to be ineligible for claiming, the part will be rejected back to the dealer and the dealer charged a 20% rejection fee.**

**Will the PDC accept my return, since they don't currently accept returns with UPS shipping labels on them?**

The PDC will over-pack orders which will prevent occurrence of this situation.

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# Local Pickup Update

Last Modified on 10/15/2018 10:55 am EDT

Effective as of 10/12/2018,

This communication is to inform of updates to the existing Local Pickup functionality. For dealers who do not have it enabled, Local Pickup allows customers to select to pick up their orders in-store instead of shipping the part.

We've heard your feedback and will continue to make enhancements to this functionality. We're pleased to announce the first of such enhancements requested by many of you.

New Functionality: Ability to notify the customer via email that their order is ready for Pickup at the dealership.

How It Works: When a customer places an order and selects Local Pickup, you'll notice a slight change in process on the Order Details screen.

- In the "Order Status" box where you'd otherwise see the "Ship Order" button(see image A below), you'll see it has been replaced with a "Local Pickup Ready" button(see image B below).



- Image A:



- Image B:

- Once you click "Local Pickup Ready," an email notification will be sent to the customer that reads: This message from Dealership Name is intended for Customer Name (customer email) in regards to order #xxxxxxx.

The status of your order has changed and we wanted to keep you up to date:

You selected Local Pickup at checkout and your order is now ready for pickup at the dealership.

If you have any questions, need any support using the new feature, or would like to activate Local Pickup for your dealership, please contact our support team via email at [support@simplepart.com](mailto:support@simplepart.com) or 1-888-843-0425.

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# Real-Time Shipping

Last Modified on 02/05/2019 3:13 pm EST

Toyota Online Parts Center powered by SimplePart is excited to announce the launch of our Real Time Shipping (RTS) calculator tool. This tool will quote your parts site customers with a shipping rate based on the weight and dimension of the products they are ordering from your site. Real time rates will be provided from USPS, UPS, and FedEx. These real time rates will ensure that customers are receiving the most cost effective rate for the items they want to order, and will cover your costs on the back end. **No more overcharging on smaller items, and not collecting enough for larger items.**

## How will this change the way shipping is charged today?

RTS rates will be setup with a markup of your choosing, just like pricing for parts and accessories.

- For example, if FedEx Ground quotes \$20 to ship a package, and your shipping markups is set to 30%, the customer will see a rate of \$26 to ship that order (Cost plus 30%).

## Where do the weights and dimensions come from?

All weights and dimensions are provided by TMNA. The same weights and dimensions will be used at each participating dealer.

## What if I get an order where the weight or dimension information is incorrect?

Tell us! Make sure to escalate any weight or dimension issues directly to SimplePart's 24/7 Support team. Email or call us at [support@simplepart.com](mailto:support@simplepart.com)/888-843-0425

## What does SimplePart need from you to set this up?

- **UPS/FedEx:** Your [ups.com](https://www.ups.com)/[fedex.com](https://www.fedex.com) login credentials (username and password) to connect your account and utilize any negotiated shipping rates you have in place.
- **USPS:** SimplePart will set up this integration directly.

## Where do I send this information?

Please call the SimplePart support team (888-843-0425) when you are ready to implement. The initial step should take no longer than 5 minutes.

## How long does the setup process take?

Once you've been in touch with the SimplePart Support team, setup should be complete within a few days

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# New Dealer Site Designs Available

Last Modified on 03/01/2019 8:29 am EST

Toyota Parts Center Online is excited to announce the launch of a new design for your dealer's e-commerce website! This new layout is based on the redesigned [parts.toyota.com](https://parts.toyota.com) experience that went live in November, and provides a better shopping experience for your online customers.

[UPGRADE MY SITE DESIGN](#)

## Why should you upgrade?

This modernized design comes with a few perks:

- Improved user experience, making it easier for customers to find what they're looking for.
- Enhanced VIN search box encourages customers to provide their VIN and ensure vehicle fitment.
- More prominent placement of accessories shopping experience.
- New section for featured parts and accessories.
- Customizable main site image - choose from five available options (see below).
- No changes to your back-end for processing orders; customer-facing updates only

## How do I get this new design for my site?

- Click "Upgrade My Site Design" anywhere on this page, and select your preferred main site image from the options in the enrollment form.

[UPGRADE MY SITE DESIGN](#)

## What happens after submitting the upgrade request?

- SimplePart Support will start transitioning sites beginning Monday, March 11.
- Depending when we receive your request, Support will transition your site to the new design within 3-5 business days; you will receive email confirmation once the transition is complete.

If you have any other questions, feel free to reach out to the 24/7 SimplePart Support team at [support@simplepart.com](mailto:support@simplepart.com) or (888) 843-0425.

## See below for your main site image options:

Option 1:

Toyota Parts & Accessories from Toyota Parts Online

Parts Center Online | Toyota USA Dealer  
parts@toyotausadealername.com

SELECT VEHICLE PARTS ACCESSORIES DEALER HOME Search keywords, part number(s) or VIN 3

1234 Street Suite B, City, State 00000 000.000.0000 2017 Toyota Corolla

Welcome to Toyota Parts Center Online

**Toyota USA Dealer**  
**Genuine Toyota Replacement Parts**  
Everything you need to keep your Toyota on the road, longer.

Select a Model Range  
OR ENTER YOUR VIN FOR FITMENT

Option 2:

Toyota Parts & Accessories from Toyota Parts Online

Parts Center Online | Toyota USA Dealer  
parts@toyotausadealername.com

SELECT VEHICLE PARTS ACCESSORIES DEALER HOME Search keywords, part number(s) or VIN 3

1234 Street Suite B, City, State 00000 000.000.0000 2017 Toyota Corolla

Welcome to Toyota Parts Center Online

**Toyota USA Dealer**  
**Genuine Toyota Replacement Parts**  
Everything you need to keep your Toyota on the road, longer.

Select a Model Range  
OR ENTER YOUR VIN FOR FITMENT

Option 3:

Toyota Parts & Accessories from Toyota Parts Online

Parts Center Online | Toyota USA Dealer  
parts@toyotausadealername.com

SELECT VEHICLE PARTS ACCESSORIES DEALER HOME Search keywords, part number(s) or VIN 3

1234 Street Suite B, City, State 00000 000.000.0000 2017 Toyota Corolla

Welcome to Toyota Parts Center Online

**Toyota USA Dealer**  
**Genuine Toyota Replacement Parts**  
Everything you need to keep your Toyota on the road, longer.

Select a Model Range  
OR ENTER YOUR VIN FOR FITMENT

Option 4:

Welcome to Toyota Parts Center Online



**Toyota USA Dealer**  
**Genuine Toyota Replacement Parts**  
Everything you need to keep your Toyota on the road, longer.

Select a Model Range

OR ENTER YOUR VIN FOR FITMENT



### Option 5:

Welcome to Toyota Parts Center Online



**Toyota USA Dealer**  
**Genuine Toyota Replacement Parts**  
Everything you need to keep your Toyota on the road, longer.

Select a Model Range

OR ENTER YOUR VIN FOR FITMENT



# Google My Business Reviews

Last Modified on 04/04/2019 11:52 am EDT

Effective February 5, 2018, customers will now be able to provide ratings and testimonials for their online shopping and purchase experience with your dealership on Google My Business (GMB). GMB reviews help your business in a variety of ways. While building customer confidence, they also reduce the cost of your Google ads and improve SEO. (see image i)

How it works: Six days after you confirm that a customer's order has shipped through the control panel, an email will automatically be sent to the customer asking him or her for a review of their experience. These emails will direct the customer to leave a review on your GMB Parts page and not on your Toyota Parts & Accessories site. GMB will filter for profanity.

Completed reviews will be posted on your GMB account/profile. Through your GMB account, you can read customer reviews by selecting Reviews from the menu. You can respond by clicking "Reply" on a review, typing your reply, and then pressing Submit. (See image ii)

Note that your responses to reviewers will be posted and therefore be public.

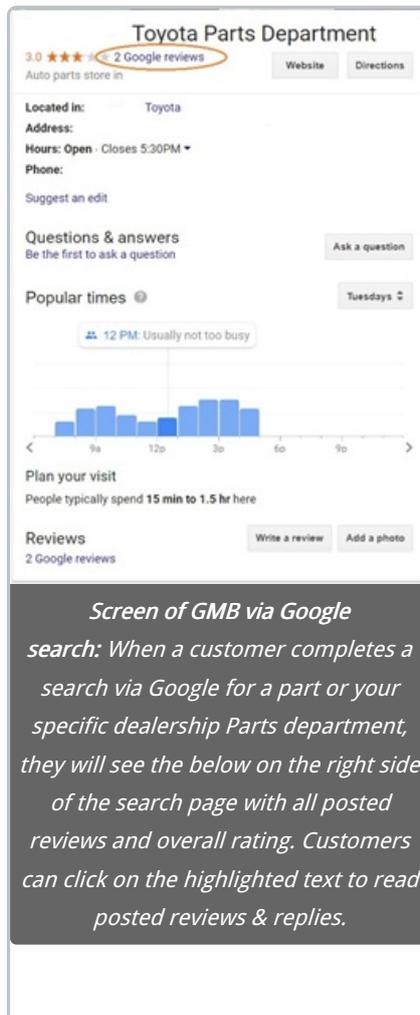
Your GMB Parts department profile was set up or added to your existing GMB profile when your Parts site went live with Toyota/SimplePart. In a separate email, your Parts Manager will receive an invite with a link from GMB giving you access to your profile where you can access and respond to reviews. (See image iii)

If you have any additional questions about the Ratings and Testimonials process, the Google My Business platform or your GMB profile, please feel free to contact SimplePart Support at (404) 520-7640 or [support@simplepart.com](mailto:support@simplepart.com) or visit the [Google My Business Help Center](#).

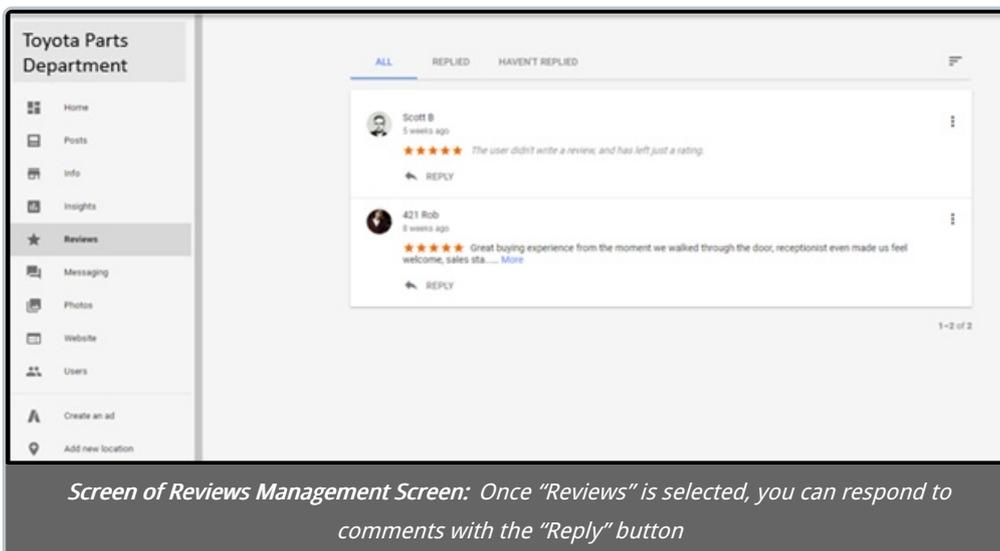
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## For soft launch dealers, please be aware:

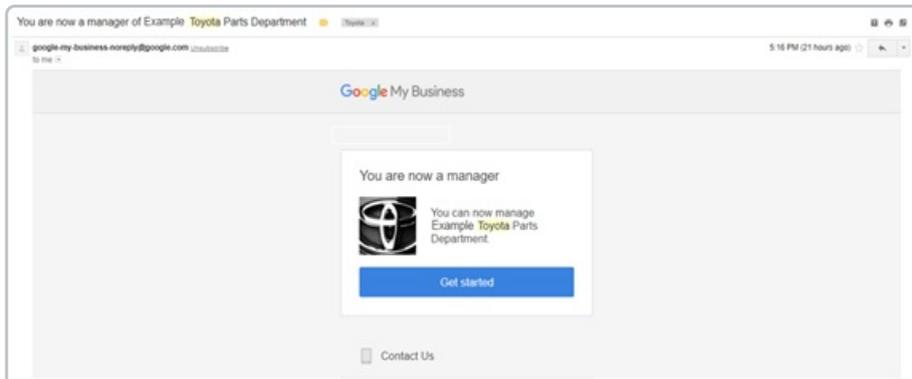
1. You will start collecting fresh Ratings & Testimonials with this new process.
  2. The prior ratings and comments collected through TMNA's internal process and posted in Medallia will not be migrated to the GMB platform. However, you will still be able to access this information, but they will no longer be updated.
-



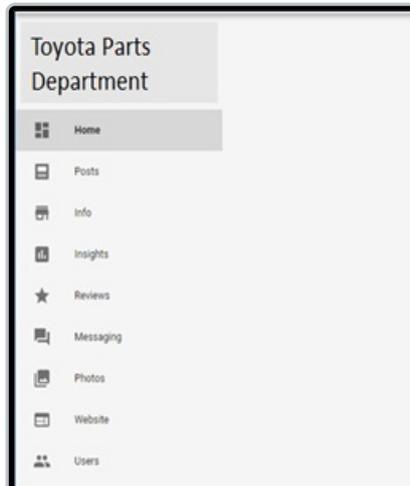
*Screen of GMB via Google search: When a customer completes a search via Google for a part or your specific dealership Parts department, they will see the below on the right side of the search page with all posted reviews and overall rating. Customers can click on the highlighted text to read posted reviews & replies.*



*Screen of Reviews Management Screen: Once "Reviews" is selected, you can respond to comments with the "Reply" button*



*Screen of GMB Invite email: You will receive an email that will have the below content. You will need to click "Get Started".*



*GMB Main Page: Once logged into GMB, a menu along the left side of the web page will provide different options. Select "Reviews" to view all reviews for your Parts department.*

# EP. 1 – Get Started with SimplePart

Last Modified on 07/09/2021 1:31 pm EDT

## View and Download PDFs Below

How to: [Explore Your New Website](#)

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How to: [Use Real-Time Shipping and ShipStation](#)

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# EP. 2 – Explore Your New Website

Last Modified on 07/09/2021 1:32 pm EDT

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How to: [Explore Your New Website](#)

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How to: [Use Real-Time Shipping and ShipStation](#)

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# EP. 3 – Configure Your Profile

Last Modified on 07/09/2021 1:32 pm EDT

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How to: [Set and Adjust Shipping Rates](#)

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How to: [Process Orders](#)

How to: [Recognize Fraudulent Orders](#)

How to: [Modify an Order](#)

How to: [Use Real-Time Shipping and ShipStation](#)

How to: [Create a Coupon](#)

How to: [Customize Product Information](#)

How to: [Initiate eBay Store Page Creation](#)

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# EP. 4 – Set and Adjust Shipping Rates

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How to: [Check and Adjust Tax Rates](#)

How to: [Set and Adjust Shipping Rates](#)

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How to: [Process Orders](#)

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How to: [Adjust Pricing](#)

# EP. 5 – Check and Adjust Tax Rates

Last Modified on 07/09/2021 1:33 pm EDT

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# EP. 6 – Explore the SimplePart Control Panel

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How to: [Create a Coupon](#)

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How to: [Initiate eBay Store Page Creation](#)

How to: [Adjust Pricing](#)

# EP. 7 – Process Your Orders 🖨️✉️

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How to: **Configure Your Profile**

How to: **Check and Adjust Tax Rates**

How to: **Set and Adjust Shipping Rates**

How to: **Explore the SimplePart Control Panel**

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# EP. 8 – Recognize Fraudulent Orders

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# EP. 9 – Modify an Order

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# EP. 10 – Real-Time Shipping and ShipStation

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# EP. 11 – Continue Your SimplePart Experience

Last Modified on 07/09/2021 1:34 pm EDT

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How to: **Set and Adjust Shipping Rates**

How to: **Explore the SimplePart Control Panel**

How to: **Process Orders**

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How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

How to: **Create a Coupon**

How to: **Customize Product Information**

How to: **Initiate eBay Store Page Creation**

How to: **Adjust Pricing**

# EP. 12 – How to Create a Coupon

Last Modified on 05/13/2021 2:54 pm EDT

## View and Download PDFs Below

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How to: [Set and Adjust Shipping Rates](#)

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How to: [Recognize Fraudulent Orders](#)

How to: [Modify an Order](#)

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How to: [Create a Coupon](#)

How to: [Customize Product Information](#)

# EP. 13 – How to Customize Product Information



Last Modified on 05/13/2021 2:56 pm EDT

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How to: [Process Orders](#)

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How to: [Modify an Order](#)

How to: [Use Real-Time Shipping and ShipStation](#)

How to: [Create a Coupon](#)

How to: [Customize Product Information](#)

# EP. 14 – How to Initiate eBay Store Page Creation



Last Modified on 07/08/2021 4:39 pm EDT

## View and Download PDFs Below

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How to: [Configure Your Profile](#)

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How to: [Process Orders](#)

How to: [Recognize Fraudulent Orders](#)

How to: [Modify an Order](#)

How to: [Use Real-Time Shipping and ShipStation](#)

How to: [Create a Coupon](#)

How to: [Customize Product Information](#)

How to: [Initiate eBay Store Page Creation](#)

# EP. 15 – How to Adjust Pricing

Last Modified on 07/09/2021 1:54 pm EDT

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How to: **Configure Your Profile**

How to: **Check and Adjust Tax Rates**

How to: **Set and Adjust Shipping Rates**

How to: **Explore the SimplePart Control Panel**

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How to: **Modify an Order**

How to: **Use Real-Time Shipping and ShipStation**

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How to: **Customize Product Information**

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How to: **Adjust Pricing**

# Toyota Welcome Packet (Part 1)

Last Modified on 03/26/2020 4:41 pm EDT



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# Toyota Welcome Packet (Part 2)

Last Modified on 03/26/2020 4:44 pm EDT



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# Toyota Dealer Toolkit

Last Modified on 03/26/2020 4:47 pm EDT



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# What is the California Consumer Privacy Act (CCPA)?

Last Modified on 02/03/2021 1:34 pm EST

The **California Consumer Privacy Act (CCPA)** was signed into law on June 28, 2018 and grants residents of California consumers a range of rights in regards to personal information that businesses collect about them. Briefly, these rights include:

- The right to know what information is collected about them; this may include:
  - Categories of personal information
  - Categories of sources of personal information
  - Business purpose or commercial purpose for collection
  - Categories of third parties with whom the information is shared
  - Specific pieces of information
- The right to have information that is collected about them be deleted
- The right to opt-out of the sale of personal information

If you do business in California, and you meet any one of the following criteria, you must have practices in place to allow people to exercise these rights.

- Have gross revenues in excess of \$25 million annually
- Have at least 50,000 California visitors to your business and/or website annually
- Make at least 50% of your revenue from selling personal information online

Consumers will exercise their CCPA rights through data requests. When a consumer submits a request, you will have to:

- **Verify their identity**
- Decide whether to accept or deny the request
- Respond accordingly

Our other CCPA articles will give you detailed information about how to do all of these things, so please be sure to consult them for more information.

---

# How to Respond to Data Requests

Last Modified on 02/03/2021 1:38 pm EST

Consumers will likely reach out to you with requests concerning their **CCPA rights**. Below is an explanation of what you should do with the tools that SimplePart has provided in order to promptly and accurately respond. Keep in mind that you will be required to respond to any request within 45 days, which can be extended with notice to the consumer for an additional 45 days if the request is sufficiently onerous.

You may receive requests in multiple ways. Consumers may walk into your business and make a request manually. They may also call you. Your site also features a **Data Request Page** with a form that consumers can access to fill out a request online. If you receive a request through the webform, you will receive an email to notify you of the request. If you receive a request through any other medium (walk-in or on the phone), we advise that you fill out the webform so that you have a **record** of the request. It's important that you keep records of your requests to be compliant with the CCPA.

## Record Keeping

The CCPA has certain recordkeeping requirements regarding requests and responses. Specifically, your business will need to maintain a record for two years of:

- Date of request
- Name of consumer
- Request type (Categories/Personal information/Deletion/Opt-out)
- Action taken
- Date of response

We are providing you with a Control Panel report that you can use to view these records as regards requests involving data SimplePart maintains. You can view it **here**.

---

# Best Practices for Verifying Identity

Last Modified on 02/03/2021 1:40 pm EST

If a California consumer makes a request of your business regarding access, deletion, or opt-out, it's extremely important that you take steps to verify their identity. The last thing you want is to reveal personal information to a fraudster. The California Attorney General's office has published **some guidelines** depending on what sort of request comes in.

<b>Right to Know - Categories</b>	Disclosure of categories tends to be based on fairly general information, so you should maintain a <u>reasonable level of certainty</u> . It is recommended that you cross-reference 2 <u>data points</u> of information provided by the consumer with information you already have on file in order to verify identity.
<b>Right to Know - Specific Information</b>	<p>Disclosing specific information to a non-verified consumer may constitute a fairly serious case of fraud, so it's important that you adhere to a <u>high level of certainty</u>.</p> <p>The Attorney General recommends that you cross-reference 3 <u>data points</u> of information provided by the consumer with information you already have on file, as well as a signed declaration under penalty of perjury that the requestor is who they say they are.</p>
<b>Right to Delete</b>	<p>Generally, whether a business needs to maintain a <u>reasonable</u> or <u>high level of certainty</u> regarding deletion depends on the sensitivity of the information.</p> <p>For example, personal documents would require a <u>high level of certainty</u>, while browsing history would require a <u>reasonable level of certainty</u>. Even though SimplePart will not be honoring deletion requests because of <u>business purposes</u>, you should check your business's deletion policies as well as those of your other service providers.</p>
<b>Right to Opt-out</b>	The verification system described does not apply to opt-out requests.

**TIP:** If you do not feel confident that a requestor has adequately verified their identity, you may reject his request so long as you explain to him why and give him another opportunity to submit information. Do not use a social security number, driver's license number, or any other sort of account number to verify a request.

If you have any questions or need any support with this information, please contact our support team via email at [support@simplepart.com](mailto:support@simplepart.com) or 1-888-843-0425.

# How to respond to right to know categories requests

Last Modified on 02/03/2021 1:42 pm EST

Consumers may contact you with requests to disclose the categories of personal information you collect about them, categories of sources that information comes from, categories of third parties that information is shared with and business purposes for collection. They may also request that you send them that data in a portable format.

How you can respond:

1. **Verify the identity of the requestor.** The Attorney General advises that you confirm two pieces of information you already have on file match the information on the request. This can include:
    - Name
    - Email
    - Phone number
    - Shipping or billing address
  2. **Access a PDF of the relevant information.** You have access to a Control Panel Data Request report which allows you to manage consumer requests and respond to them. Once you have verified identity, you may download a PDF of the categories of information, as requested. Learn how to do this at "[Accessing Consumer Information](#)."
  3. **Send the requestor their information.** Once you have the PDF, you can email (or mail, should they specify) the information to the requestor.
-

# How to respond to right to know personal information requests 🖨️✉️

Last Modified on 02/03/2021 1:44 pm EST

Consumers may also contact you with requests to know specific pieces of personal information that you collect about them and that this information be sent to them in a portable format.

How you can respond:

1. **Verify the identity of the requestor.** Specific pieces of information carry more sensitivity than general categories, so the Attorney General recommends that you use **three** pieces of information that you already have on file matched with the information on the request. This can include:
    - Name
    - Email
    - Phone number
    - Shipping or billing address
    - In addition, the Attorney General advises that you collect a signed statement from the requestor that they are who they say they are, under penalty of perjury. You will need to maintain records of these statements. It is recommended that you consult your legal counsel for the text of this statement as it is a binding legal document.
  2. **Access a PDF of the relevant information.** Access the Control Panel Data Request report in your Control Panel. Once you have verified identity, you can download a PDF of their personal information. Learn how to do this at "[Accessing Consumer Information](#)."
  3. **Send the requestor their information.** Email or mail the requestor their information as instructed. Remember there is a 45-day timeline for responding to requests.
-

# How to respond to deletion requests

Last Modified on 02/03/2021 1:49 pm EST

Consumers may make requests for you to delete information that you collect about them. It is SimplePart's policy to reject these requests as CCPA does provide for exceptions if the information is necessary for business purposes, including:

- Completion of a transaction
- Fraud prevention/security
- Debugging
- Exercise of Constitutional rights
- Compliance with extant California or Federal law
- Engagement in public interest research, provided informed consent
- Internal use

SimplePart uses the information collected from consumers in order to help you fulfill orders and to prevent fraud. As a result, if on the Data Request Page a consumer requests to delete his information, SimplePart automatically sends him an email explaining our deletion policy.

Please note that you will need to check your other service providers' deletion policies and follow any processes they have defined to complete the consumer's deletion request.

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# How to respond to opt-out requests

Last Modified on 02/03/2021 1:52 pm EST

The last sort of request that consumers may make under the CCPA is opting out of the sale of their personal information. SimplePart does not sell consumers' information for any reason. As a result, if on the [Data Request Page](#) a consumer requests to opt out of the sale of his information, SimplePart automatically sends him an email explaining our opt-out policy.

If your business does not sell consumers' personal information for money or other valuable consideration, then this part of the regulation does not apply to you. If you get a request to opt out and you do not sell personal information, then you may inform the requestor of that fact.

If you have determined that you do sell personal information to third parties, then you will need to consult your legal counsel on how to proceed. SimplePart can assist you with implementing a "Do not sell" link on your site should this be the case.

---

# How and When to Deny Requests 🖨️✉️

Last Modified on 02/03/2021 1:55 pm EST

## Right to know

The only instance in which you should deny a request to know is if you feel as though you cannot confidently verify the identity of a requestor. Otherwise, CCPA entitles them to the disclosure of their personal information without exception. If you do feel as though you cannot assure that a request is not fraudulent, consider responding to the request with something like this:

*Subject: Response to Information Request*

*Hello, we have received your request to disclose our records of your personal information to you, per rights granted to California consumers under the California Consumer Privacy Act (CCPA). Unfortunately, we cannot verify your identity confidently with the information you supplied when you submitted the request. Please consider resubmitting with different verification information or contact us directly at (phone number) or (email address). If you have questions about our policies on the matter, please consult our Privacy Policy (link). We apologize for any inconvenience and you can rest assured that your data is secure and that we will not use it for any reason other than those explained in our Privacy Policy.*

**TIP:** Remember from “[How to Respond to Data Requests](#)” that requests to know specific information carry a higher bar for identity verification than requests to know categories of information, including 3 data points and a signed statement. It’s important to consider the nature of the request when determining if the information provided is sufficient.

## Right to delete

As covered in “[How to Respond to Deletion Requests](#),” there are significant exceptions to the requirement to delete personal information at a consumer request. A business may deny a deletion request if they need to maintain the information for the following business purposes:

- Completion of a transaction
- Fraud prevention/security
- Debugging
- Exercise of Constitutional rights
- Compliance with extant California or Federal law
- Engagement in public interest research, provided informed consent
- Internal use

As a rule, SimplePart will reject any request to delete information that we have on file, principally because of order fulfillment and fraud prevention.

If you believe that your business needs to maintain consumer information on file for these purposes, you can reject a consumer request to delete. However, it’s important that you respond to the request with an explanation of the denial along the lines of the following.

*Subject: Response to Deletion Request*

*Hello, we received your request to delete personal information that we have about you, per rights granted to California consumers under the California Consumer Privacy Act (CCPA). Unfortunately, we cannot honor your request to delete this information as we and our service providers require it for legitimate business purposes*

*provided for under CCPA, which you can learn more about here (link to privacy policy). If you have any questions or concerns about this, please contact us at (phone number) or (email). We apologize for any inconvenience and you can rest assured that your data is secure and that we will not use it for any reason other than those explained in our Privacy Policy.*

## Right to Opt Out

If a consumer sends you an opt-out request, you only need to comply if you sell consumer data to third parties for valuable consideration. SimplePart does not do this, so it will be our policy not to honor opt-out requests. If you do not sell consumer information, you may send the consumer an email detailing this fact in a way similar to the following:

*Subject: Response to Opt-out Request*

*Hello, we received your request opt-out of the sale of personal information that we have about you, per rights granted to California consumers under the California Consumer Privacy Act (CCPA). Unfortunately, we cannot honor your request as we and our service providers do not sell your personal information to third parties for money or other valuable consideration. If you wish to learn more about this fact, please consult our privacy policy (link). If you have any questions or concerns, please contact us at (phone number) or (email). We apologize for any inconvenience and you can rest assured that your data is secure and that we will not use it for any reason other than those explained in our Privacy Policy.*

If you have any questions or need any support with this information, please contact our support team via email at [support@simplepart.com](mailto:support@simplepart.com) or 1-888-843-0425.

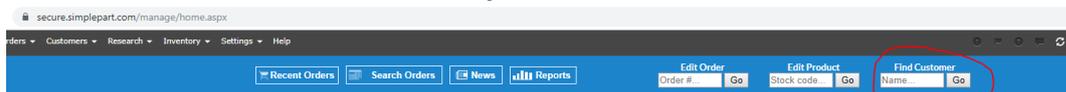
---

# Accessing Consumer Information

Last Modified on 02/03/2021 1:58 pm EST

If a consumer makes a “right to know” request for either **categories of information** or **specific pieces of information**, you’ll need to be able to send them that data after you verify his identity. Here’s how to access it.

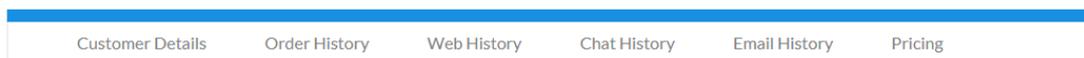
1. Access the **Control Panel** as you normally would.
2. Use the “Find Customer” field and search by last name.



Reminder: PDCs cannot process orders with PO box shipping addresses. Please do not send PO box orders for direct fulfillment; instead, you should fill these orders from your inventory.

Monthly Performance Snapshot

3. Browsing the results and selecting the customer you want should take you to the Edit Customer page, where you will see two buttons.
  1. If the customer has made a categories of information request, select “Categories of information.”
  2. If the customer has made a request for specific information, select “Personal information.”



**Customer Details**

First Name	<input type="text"/>
Last Name	<input type="text"/>
Phone Number	<input type="text"/>

4. Download the relevant PDF and send it to the requestor in the medium that they select, whether that be electronic or physical. Please note that the PDF will expire, so you should download it immediately.

With this process, you should be able to respond to requests and download PDFs to digitally or physically send to any consumers who ask for their information.

# Data Request Reporting

Last Modified on 02/03/2021 2:00 pm EST

The CCPA requires businesses to keep records of consumer requests for 24 months, specifically the following information:

- Date of request
- Name of consumer
- Request type
- Action taken
- Date of response

You can access records of requests that come in through the Data Request Page in your Control Panel at this [page](#).

If, for any reason, you need to furnish records of requests, you may access the information that we have through that report. Please note, however, that the overall responsibility for accurate record keeping is your responsibility as a business.

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# Data Request Page

Last Modified on 02/03/2021 2:02 pm EST

As mentioned in “[How to Respond to Data Requests](#),” consumers may contact you to make a CCPA request in a variety of ways. One method that we provide for you on your parts site is a Data Request Page. This page will allow consumers to fill out a webform that will serve as their official request. Once they complete the form, you will receive an email notification and may use the information submitted in order to verify the request and decide how to respond. The email will also include instructions on how to view the information submitted. You can view the webform at [personaldata.aspx](#).

/personaldata.aspx

Q Keywords, part numbers or VIN GO Select Your Vehicle ▼ 0

Home / [personaldata](#)

### Personal Data

This form allows consumers to submit a request to:

- Have personal information collected about you by this site sent to you in a portable or digital format of your choice,
- Have any personal information collected about you on this site deleted, or
- Opt out of the sale of personal information collected about you on this site to third parties.

Please complete each of the following fields of this form if you would like to exercise your data rights. If you prefer to make a request by phone, please call this number: (800) 418-8560

**First Name**

**Last Name**

**Email**

**Phone**

**Type of Data Request**

**Description**

You or a consumer may find the link to the “Data Requests” page in the footer under “Legal.”

<b>Contact</b> <a href="#">About Us</a>	<b>LEGAL</b> <a href="#">Terms and Conditions of Sale</a> <a href="#">Privacy Policy</a> <a href="#">Data Requests</a>	<b>LINKS</b> <a href="#">Dealer Home</a> <a href="#">My Profile</a> <a href="#">Testimonials</a> <a href="#">Service</a>
--	---	--

You may change the settings of this page by accessing the Control Panel screen “[Data Privacy Compliance Settings](#).” This will allow you to:

- Turn the data request page on or off
- Edit the content of the page. If you do not edit the content, it will default to content supplied by SimplePart.



# Cookie Notice

Last Modified on 02/03/2021 2:03 pm EST

The CCPA requires that consumers be made aware of their rights “at or before the point of collection,” which essentially means that there should be some form of notification on your website at the consumer’s point of entry, no matter what page that may be.

We have provided a “cookie” notice that will fulfill this purpose, and inform any visitors as to their CCPA rights and provide an affirmative button indicating that they understand these rights, as well as a link to the relevant section of the Privacy Policy.

Select a Model SEARCH BY VIN 

---

**Your Data Rights**

If you have questions about personal information we collect from you, you have certain rights regarding that information. For more details, please review our privacy policy. By clicking "Accept" or continuing to use this website, you acknowledge that you have been presented with the option to exercise these rights.

**Accept**

You may edit the settings of this notice via the “[Data Privacy Compliance Settings](#)” screen in the Control Panel. This will allow you to:

- Turn the cookie notice on or off
- Allow you to edit the default text that we have provided.

secure.simplepart.com/manage/dataPrivacyComplianceSettings.aspx

Customers ▾ Research ▾ Inventory ▾ Settings ▾ Help View Site 

Recent Orders Search Orders News Reports

Edit Order Edit Product Find Customer

Order #...   Stock code...   Name...

### "Cookie" Notice Settings

Turn on cookies	<input type="checkbox"/>
Title	<input type="text" value="Your Data Rights"/> <small>ex: Your Data Rights</small>
Text	<input type="text" value="If you have questions about personal information we collect from y"/> <small>ex: If you have questions about personal information we collect from you, you have certain rights regarding that information. For more details, please review our privacy policy (link to Policies). By clicking "Accept" or continuing to use this website, you acknowledge that you have been presented with the option to exercise these rights.</small>

# Checkout Agreements Field

Last Modified on 02/03/2021 2:05 pm EST

The Checkout Agreements Field on the Checkout page is editable so that you can add notices for data collection and compliance, which you may do through the [Data Privacy Compliance Settings Screen](#) in the Control Panel.

## 1. Control Panel Screen

Policies Settings	
Word	<input type="text" value="Terms and Conditions of Sale"/>
Policy Content 1	<input cti00_content_pagebody_form_policies_div_tableconten"="" type="text" value="&lt;div id="/>
Policy Content 2	<input sit"="" type="text" value="&lt;h1&gt;Disclaimer&lt;/h1&gt; &lt;p&gt; This website (this "/>
Policy Content 3	<input type="text"/>
Policy Links Field	<input type="text"/>
Policies Link Field	<input https:="" parts.mariettatoyota.com="" policy.aspx"="" target="_bla" type="text" value="&lt;a href="/>

Checkout Language Settings	
Checkout Message	<input type="text"/>
Checkout Policies Heading	<input type="text" value="By checking the box above and proceeding to complete my order, I"/>
Checkout Policies Body	<input part"="" type="text" value="&lt;br&gt;We care about your privacy; please review our &lt;a href="/>
Checkout Comment	<input type="text" value="Enter any instructions you would like to include."/>
Checkout Extra Content	<input &gt;please="" ,"="" billing="" make="" red"&gt;&lt;font="" size="3" sure="" the="" type="text" value="&lt;b&gt;&lt;font color="/>

## 2. Checkout Agreements Field

Agreement	
<input checked="" type="checkbox"/> I have read and agreed to the <a href="#">Terms and Conditions of Sale</a> .	<input type="text" value="Policies Word (policiesWord)"/>
<b>By checking the box above and proceeding to complete my order, I acknowledge having read, and agree to be bound by the <a href="#">Terms and Conditions of Sale</a> and <a href="#">Privacy Policy</a>.</b>	
We care about your privacy; please review our <a href="#">Privacy Policy</a> to learn more about how we handle your personal information.	
We promise to:	
<ul style="list-style-type: none"><li>• Safeguard your transaction using Secure Sockets Layer (SSL), which encrypts the information you input</li><li>• Purge your credit card information as soon as your order has been processed</li><li>• Not release, share or sell your information to third parties, except to the manufacturer of your vehicle who will use your information for their own use</li><li>• Respect your contact preferences - you will not get any junk mail from us</li></ul>	

**Policies Heading**  
(checkoutPoliciesHeading)

**Policies Body**  
(checkoutPoliciesText)

"Word" and "Policies Link Field" edit the link text and link respectively in the "I have read and agreed to..." statement.

"Checkout Policies Heading" edits the "By checking the box above..." statement and appears in bold by default.

"Checkout Policies Body" edits the rest of the content in the box.

If you have any questions or need any support with this information, please contact our support team via email at [support@simplepart.com](mailto:support@simplepart.com) or 1-888-843-0425.

