



PLATFORM EVALUATION CHECKLIST

AUTO PARTS ECOMMERCE PLATFORM BUYERS TOOL

OE PARTS & ACCESSORIES CATALOG

- What manufacturer brands does the vendor provide catalogs for?
- How often is the catalog updated?
- Are pricing changes automatically updated?
- What is included in the catalog?
- Are there additional fees for more than one manufacturer catalog?
- Can I add my own content?
- Can I add, edit and delete products? Can this be done in bulk?
- Can I bulk upload my own parts images?
- Can I define price rules based on the dealer Cost basis?
- Can I have different discount levels for my wholesale and/or repeat customers?
- Does the platform integrate with my DMS?

DESIGN

- Is the design manufacturer compliant?
- What level of branding and customization do I need?
- How much customization does the platform offer?
- Do personalized designs cost extra?

USER EXPERIENCE

- Is the platform mobile & tablet friendly?
- Can you search by keyword, VIN, year/make/model, part number, and category?
- How many steps does it take to purchase an item? Is it easy to find and buy the part?
- Are there detailed parts illustrations or images?

- Can you customize the product pages and add your own product descriptions?

*Expert Tip: Visit a site hosted by the vendor to test the experience for yourself.

- Every vendor claims the platform has great conversion rates. How easy was it for you to find the right part for your car? Try it on a mobile device and so you can be the judge.
- If you accidentally misspell the part is the search engine smart enough to display suggested results?
- Are parts illustrations shown in the search results?

SECURITY & FRAUD SCREENING

- How does the platform help screen and prevent fraud?
- Does the platform have a history of secure systems?
- Is the platform PCI compliant?
- Does the platform store customer credit card information?
- Does the platform use a tokenized payment system?
- Does the platform integrate with major payment gateways such as PayPal, Authorize.NET, CenPOS etc.?

SHIPPING INTEGRATION

- Can the platform provide real-time shipping quotes?
- Which shipping providers does the platform integrate with?
- Can shipping labels be printed directly from the platform?
- Can you define custom shipping methods based on price and/or weight?
- Can you easily configure Local Pickup methods?
- How does the platform handle shipping oversized items?
- Will the vendor help me setup shipping when the platform is being setup?

MARKETING TOOLS

- Does the platform allow me to use coupons and promo codes?
- Does the platform include unlimited landing pages?
- Will the platform create and submit XML sitemaps to Google for you?

- Will the platform create and submit Google product feeds? How does this work when pricing changes?
 - Does the platform have an abandoned cart saver to target customers who added items to their cart but did not complete the checkout?
 - Are you able to generate custom quotes to customers and easily include discounts, free shipping, or other promotions?
 - Does the platform integrate with eBay?
-

SUPPORT & SITE UPTIME

- What online documentation and tutorials are available?
 - What are the hours of support?
 - What is the average response time for a support ticket?
 - Is support included, or does it cost extra?
 - What is the platform's average uptime for the last 3 months?
*Expert Tip: Reach out to another dealership already using the vendor's platform and ask how good the support really is. Every company will say their support is great, but not all will deliver on this promise.
-

PLATFORM COST & CONTRACTS

- Is there a contract? If so, how long is it?
- What is the cost of ending a contract early?