

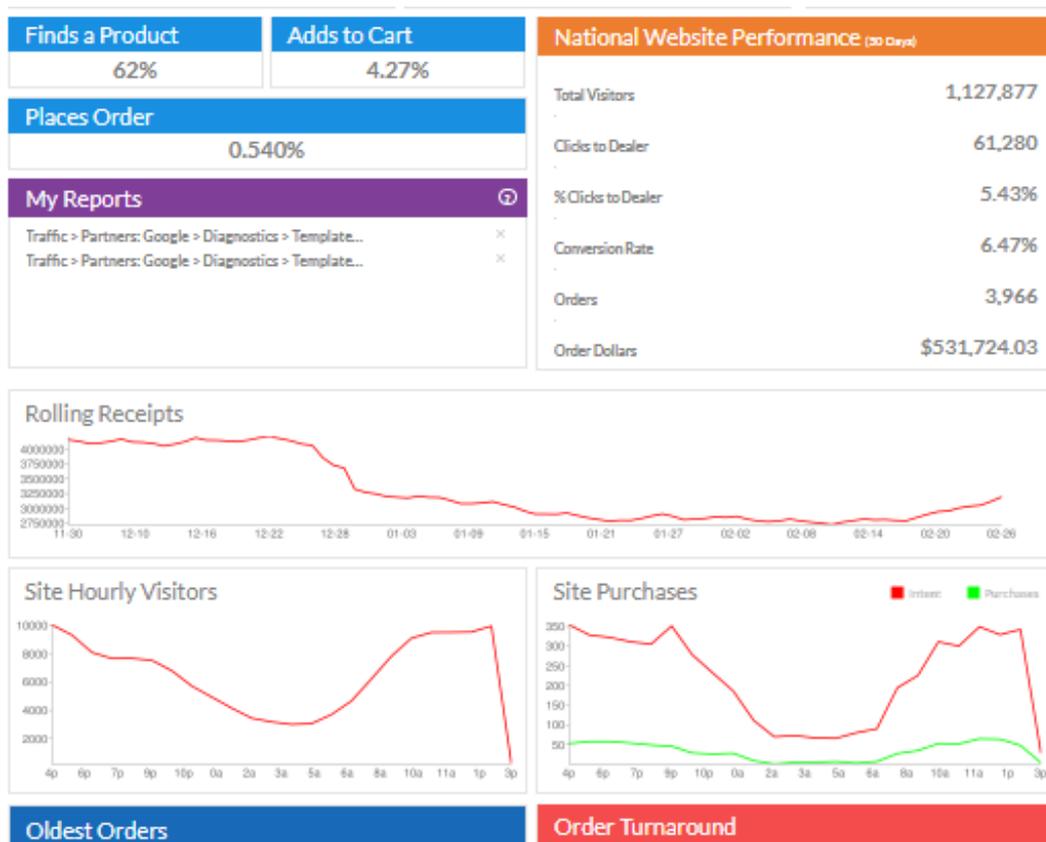
Measuring Success

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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.

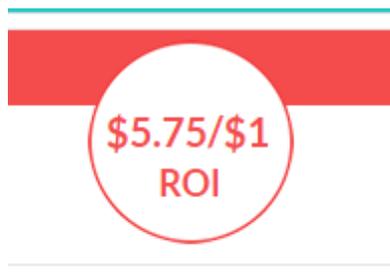
In the SimplePart Control Panel, up-to-date numbers for both Profit and Volume can be easily found. You'll also see many other essential statistics to track your progress, such as Conversion Rate, Return on Ad Spend, and Total Visitors.





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															Add To My Reports		
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	\$19,248.16	165.43	68.54	55.01	4.76	0.67	1158	\$118.17
2019-01-27	\$45,525.06	13,218,290	202,465	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	\$53,223.88	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	\$60,891.09	17,448,523	245,134	0.230	\$166,808.60	\$2.74	\$8,090.81	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	\$154,427.63	\$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 %	19.62 %	\$ 138,747.09	\$ 32.46	\$ 40,910.44	\$ 25,649.81
2019-02-17	7	5,363	906,646	129,649	4.38 %	0.56 %	\$ 731,782.68	\$ 90,250.72	\$ 822,033.40	\$ 153.38	18.68 %	20.66 %	\$ 170,084.05	\$ 31.72	\$ 36,010.24	\$ 21,778.69
2019-02-10	7	4,584	848,776	121,253	4.28 %	0.54 %	\$ 599,277.54	\$ 67,381.58	\$ 666,659.12	\$ 145.43	20.38 %	21.93 %	\$ 146,231.41	\$ 31.90	\$ 51,779.76	\$ 6,739.04
2019-02-03	7	4,210	808,901	115,557	4.23 %	0.52 %	\$ 552,042.40	\$ 61,559.29	\$ 613,601.69	\$ 145.44	20.35 %	21.69 %	\$ 133,122.74	\$ 31.55	\$ 47,625.30	\$ 908.25
2019-01-27	7	4,111	827,453	119,637	4.05 %	0.49 %	\$ 549,637.51	\$ 58,437.59	\$ 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	855,713	122,244	4.09 %	0.48 %	\$ 531,666.54	\$ 59,221.68	\$ 590,888.22	\$ 143.77	20.04 %	21.17 %	\$ 125,105.36	\$ 30.44	\$ 52,883.12	\$ 1,559.81
2019-01-13	7	4,489	873,613	126,087	4.19 %	0.51 %	\$ 539,828.64	\$ 55,208.31	\$ 595,036.95	\$ 139.24	20.23 %	21.79 %	\$ 126,202.58	\$ 29.24	\$ 50,763.88	\$ 1,308.19
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 %	\$ 133,075.54	\$ 28.30	\$ 49,347.32	\$ 1,042.29
2019-01-01	5	3,568	636,243	127,248	4.36 %	0.57 %	\$ 443,712.31	\$ 51,955.66	\$ 495,667.97	\$ 137.38	20.09 %	21.53 %	\$ 106,733.72	\$ 29.68	\$ 39,629.94	\$ 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	4,248	765,214	109,459	4.33 %	0.55 %	\$ 513,413.80	\$ 59,913.11	\$ 573,326.91	\$ 134.96	18.49 %	20.22 %	\$ 115,947.90	\$ 27.29	\$ 45,018.91	\$ 2,168.68
2018-12-16	7	5,072	892,214	127,502	4.23 %	0.57 %	\$ 600,800.84	\$ 72,397.38	\$ 673,198.22	\$ 138.64	19.27 %	20.79 %	\$ 146,170.33	\$ 28.82	\$ 54,236.97	\$ 2,282.71

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 , or call us at (888) 843-0425.
