

# October 2020 Monthly Newsletter

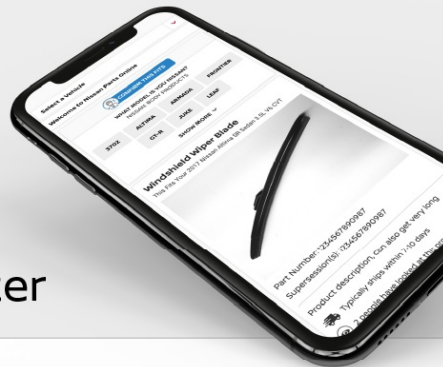
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SimplePart ■■■



OCTOBER 2020

## Nissan Parts & Accessories e-commerce Newsletter



September was another strong month for the Nissan Parts & Accessories Online program! Our Summer's End Sales Event drove an **additional \$282k+** to our dealers and continued to grow the Nissan Parts & Accessories Online brand. This month's newsletter will cover recent improvements to product pages and show how coupons can increase sales from repeat customers.

**Also, did you know you can enroll in a Spanish-language version of your existing parts & accessories website?** By launching a Spanish-language version of your existing website, you can capture searches and sales from a Spanish-speaking audience of customers looking for Nissan parts online. To learn more and sign up for a Spanish site for your dealership, contact SimplePart's sales team at [sales@simplepart.com](mailto:sales@simplepart.com) or (404) 620-9764.