

SPO Package Levels

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Our Solutions

Our solutions grow with your business. We offer right-fit packages to suit your needs and meet your business goals, now and in the future. Our solutions give you the flexibility to upgrade and downgrade as your business goals change.

✓ - Available — - Not Available		Base	Base+	Advanced
eCommerce site	Up-to-date full catalog of Subaru parts, accessories gear	✓	✓	✓
	Subaru Ad Fund and brand compliant	✓	✓	✓
	Search engine optimized site	✓	✓	✓
	Compliant, secure eCommerce (PCI-certified)	✓	✓	✓
SimplePart Control Panel & resources	300+ real-time reports and order fulfillment dashboard and more	✓	✓	✓
	Trilingual in-house support and training	✓	✓	✓
	Knowledge base articles and videos	✓	✓	✓
Digital Advertising	Additional traffic from national parts online stores parts.subaru.com	✓	✓	✓
	Local search engine marketing	—	✓	✓
	Local & regional search engine marketing	—	—	✓
	Google & Bing Shopping and text ads	—	✓	✓
	Reseller Ratings service integration	—	—	✓
	Search engine optimization (head terms)	—	—	✓
Retailer Strategy	Performance and strategy coaching (\$450)	—	✓	✓
	Additional regular performance and strategy coaching	—	—	✓
Package Pricing	Monthly packages make it easy for you to upgrade as your business grows.	\$225 / month No setup fee No minimum SEM spend No agency	\$450 / month \$0 setup fee \$500 minimum SEM spend 15% SEM agency fee included	\$700 / month \$300 one-time setup fee \$1,000 minimum SEM spend 15% SEM agency fee included

PRO

For qualified retailers only, this package pairs our proven methods and aggressive strategy with your commitment and resources so you can maximize your profits. With no long-term obligation and access to our full suite of services, the PRO package offers unparalleled eCommerce performance and features:

- Custom search engine optimization strategy
- Data-driven business performance consulting sessions with our industry experts
- National Search Engine Marketing

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