

# SPO Package Levels

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Base Package	Base+ Advertising Package	Advanced Package
<p><i>Start selling online with a standard parts and accessories website.</i></p> <ul style="list-style-type: none"> <li>EPC-driven parts, accessories and gear catalog</li> <li>Subaru Ad Fund and standards-compliant website</li> <li>300+ real-time reports and order fulfillment via Control Panel dashboard</li> <li>PCI Certified, secure e-commerce</li> <li>Shopper traffic from national site (<a href="https://parts.subaru.com">parts.subaru.com</a>)</li> <li>Promotional and remarketing tools</li> <li>Google My Business setup</li> <li>24/7 support &amp; training</li> </ul> <p><b>\$225/month</b></p> <p>No Setup Fee No minimum SEM spend No agency</p>	<p><i>Ensure visibility through search engine results to make the most of your website.</i></p> <ul style="list-style-type: none"> <li>EPC-driven parts, accessories and gear catalog</li> <li>Subaru Ad Fund and standards-compliant website</li> <li>300+ real-time reports and order fulfillment via Control Panel dashboard</li> <li>PCI Certified, secure e-commerce</li> <li>Shopper traffic from national site (<a href="https://parts.subaru.com">parts.subaru.com</a>)</li> <li>Promotional and remarketing tools</li> <li>Google My Business setup</li> <li>24/7 support &amp; training</li> <li>Search Engine Marketing                             <ul style="list-style-type: none"> <li>Local SEM for search and map</li> <li>Google &amp; Bing Shopping ads</li> </ul> </li> <li>Search Engine Optimization</li> <li>One time Performance and e-commerce strategy coaching during the first 120 days of launch</li> </ul> <p><b>\$450/month</b></p> <p>Free Setup \$500 minimum SEM spend 15% SEM agency fee included</p>	<p><i>Jumpstart your online store with expert strategy and consulting.</i></p> <ul style="list-style-type: none"> <li>EPC-driven parts, accessories and gear catalog</li> <li>Subaru Ad Fund and standards-compliant website</li> <li>300+ real-time reports and order fulfillment via Control Panel dashboard</li> <li>PCI Certified, secure e-commerce</li> <li>Shopper traffic from national site (<a href="https://parts.subaru.com">parts.subaru.com</a>)</li> <li>Promotional and remarketing tools</li> <li>Google My Business setup</li> <li>24/7 support &amp; training</li> <li>Search Engine Marketing                             <ul style="list-style-type: none"> <li>Local SEM for search and map</li> <li>Google &amp; Bing Shopping ads</li> </ul> </li> <li>Search Engine Optimization</li> <li>Business Performance coaching (two engagements per year)</li> </ul> <p><b>\$700/month</b></p> <p>\$300 one-time setup fee \$1000 minimum SEM spend 15% SEM agency fee included</p>

Find out more by visiting [www.simplepart.com/subaru](https://www.simplepart.com/subaru) or by contacting the SimplePart Sales team at [sales@simplepart.com](mailto:sales@simplepart.com) or (888) 843-0425.

