

Helping automotive retailers to succeed in the digital marketplace



The future of automotive retail

The boom in online retail is creating significant opportunities for automotive retailers – but also creating a more competitive marketplace. Consumers want everything at their fingertips, at the click of a button. They want information quickly and easily; if they cannot find the information from one site, they will find it elsewhere.

Key factors affecting the digital purchase journey

Vehicle data provides the foundation to any online automotive retailers' digital platform, helping customers to find what they want, quickly, to make an informed decision on their next purchase.

Poor quality or inadequate specifications data can have a huge impact on the digital purchase journey, causing:

- ✘ Wrong information during the vehicle search
- ✘ Incorrect or out-of-date vehicle listing information
- ✘ Incorrect vehicle valuation
- ✘ Inability to compare or configure vehicles effectively

“Just a one-second page response delay can cause a 7% reduction in conversions.”

If the website is slow to respond, doesn't have the most up-to-date vehicle information or the ability to compare vehicles/specifications, there will be a break in the digital purchase journey and the buyer may go elsewhere.

The most up-to-date real time vehicle information, automatically updated, guaranteed.

Solutions designed for the digital marketplace

JATO's cloud-based FLEX API has been developed specifically for automotive retailers within the digital marketplace to provide market-leading specification, pricing, and incentive data to enhance customer experience and improve the digital purchase journey for new, used and auction vehicles.



Simple search using vehicle identification number (VIN)



Easy, flexible and fast one-time integration



Consistent and accurate data from a single source



Remove complexities of managing multiple data suppliers

FLEX API enables you to seamlessly create robust vehicle configuration, comparison and merchandising tools. Its intuitive universal data structure delivers an organized set of incredibly accurate vehicle specifications, pricing, VIN-specific intelligence, and incentives that can plug directly into any platform. So, you can easily power your vision of the digital vehicle shopping experience.

But that's not all. With JATO, you'll also get a true partner who is as committed to your vision as you are. Our expert team is ready to help however we can with hands-on, knowledgeable support. And our global data solutions are at your disposal if your business expands beyond North America.

You can count on our data and our dedication.

Experts in automotive business intelligence

As one of the pioneers of automotive business intelligence, JATO Dynamics' solutions have been leading the industry since 1984.

With operations in more than 50 overseas markets, the company's global insights and analysis on vehicle specifications, pricing, sales and registrations are utilized to inform key strategic business decisions – helping automotive businesses to succeed in a digital marketplace.

To find out more, get in touch:
<https://info.jato.com/jato-specs-api>



Have any questions or would like more information? Contact your local expert at JATO:

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