DATAONE SOFTWARE

10 THINGS YOU NEED BEFORE DISPLAYING INVENTORY

1 Inventory Feeds
Secure these early from your dealers or 3rd party providers.

2 Normalization Process
No matter your source use, you will need a quality and consistent dataset.

Year	Make	Model	Trim
2014	Acura	TSX	V6 w/Tech
2014	Audi	A6	2.0T Premium
2012	Infiniti	G37 Sedan	Sport
2014	Lexus	IS 350	Base
2014	Mercedes	C-Class	C250 Sport

3 Search
Powerful search functionality is key for success. Ideally, it should handle a variety of vehicle attributes as input.

4 Display
Make sure you have a well designed user experience for visitors viewing inventory both on desktop and mobile.

5 VIN Decoder
If working directly with dealers and/or with multiple 3rd Party feeds, a VIN decoder is an absolute requirement.

VIN: JTH K D 5 BH 0 F 2 123456

Body & Drive Type: 5 Door Liftback, FWD
Restraint: Front, Knee, Side & Curtain Airbag
Check Digit
Plant: Kyushu, Japan

Geographic: Asia, Japan
Make: Lexus
Engine: 1.8L Hybrid Gasoline Engine
Model: CT 200h
Year: 2015
Serial Number

6 Vehicle Images
Include actual photos of used cars (provided by dealers) and studio stills (optimally colorized) of new inventory.
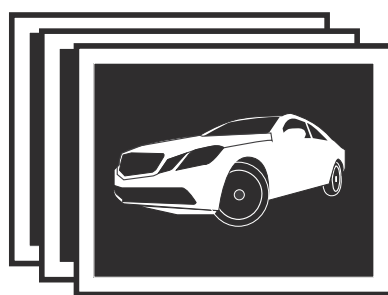
7 Vehicle Details Database
To make your listings stand out, make sure to display normalized equipment identified as installed by your data source.

8 3rd Party Data
Vehicle rankings, ratings & awards for safety, fuel economy and value are all 3rd party features that help inventory views become leads.

9 Calls to Action
The point is to generate leads and sales. Make calls to action prominent throughout the user experience and make them easy for the user to complete.

Find Dealers Near You

Trade Your Car

10 Pick the Right Partners
Choose vendors that can grow with your business and that take the time to understand your business' needs.

Learn How We Can Help Your Business →   Contact Us!