AutoWeb
CASE STUDY

INCREASING MONTHLY VEHICLE SEARCHES

DATAONE
SOFTWARE

AutoWeb

Vehicle search engine AutoWeb averages more than a million monthly searches --and growing-- with help from DataOne

AutoWeb is an online inventory search company that excels at connecting dealers with in-market vehicle shoppers. Its unique search, share, and compare experience based on specific vehicle criteria appeals to every audience – from hardcore fanatics to non-enthusiasts most interested in "infotainment" features – garnering it upwards of 1.5 million searches per month. At the heart of its success is accurate, timely, and granular vehicle data that allows for the best match between search criteria and vehicle. For that, AutoWeb depends on [Extended Vehicle Data](#) from DataOne.

Proven Data Expertise

Charlie Schiavone, AutoWeb's General Manager, set the bar high for a data provider. The center of his over 15-year career in the industry is vehicle data and analysis: first at Edmunds where he managed the data team and helmed the migration from one data provider to another, and then as a co-founder of the vehicle review website TotalCarScore. After looking at a number of providers, only DataOne met his high standards. As he says, "I was leaning toward Chrome Data, but then after a DataOne demo and receiving data samples, I was like: Wow, this is really good stuff. I've tested the data hard against others in the market and only DataOne covers the modern car properly."

"DataOne is the only data provider that allows us to build a user experience that covers the modern car the way it should be covered."

Charles Schiavone
Sr. VP Consumer Websites, Autobytel, Autoweb

Modern Car Coverage

Covering the "modern car" with its infotainment features and connectivity is crucial to earning today's search traffic. After all, a 2014 McKinsey survey found that connectivity features are a critical purchasing factor for more than half of new car buyers, and 28 percent of today's buyers prioritize connectivity features over engine power or fuel efficiency. Millennials prize infotainment features even more: a 2013 AutoTrader study found that 70 percent of this generation saw them as a "must have" in a new vehicle. Detailed data from DataOne allows AutoWeb visitors to search by modern features, which is a large component of its success.

"There is a very level playing field today when it comes to safety features and how vehicles are built, so it comes down to the way a car looks, infotainment features, and price," says Charlie. "DataOne has granular detail where it counts. We can dig into the user experience of the car; things like keyless ignition, number of speakers, if an iPhone will connect, if you can control Pandora from the dash. They have everything we need."

Outstanding People

AutoWeb knows that world-class data is only half of the equation; the customer service also has to be top-notch. DataOne handily meets and exceeds this requirement. "The people are what really made us choose DataOne," said Charlie. "They go above and beyond with customer service. Their commitment to meet any needs we have is incredible."

In today's world where more than 64 percent of consumers use online search engines to find a car, AutoWeb has found success by partnering with DataOne to deliver an accurate and intuitive experience that appeals to a wide audience. As Charlie says, "DataOne allowed us to build a customer experience where enthusiasts and non-enthusiasts alike can find the car they need. They are the only provider that covers the right set of user experiences for each feature of today's cars."

ABOUT AutoWeb | www.autoweb.com

AutoWeb is the first vehicle search engine with unique social sharing features that make shopping for a car more engaging and fun, while enhancing the experience with intriguing and informative automotive content.

AutoWeb's adserver platform enables advertisers to reach car buyers across all makes, models, locations and devices, delivering high-intent car shoppers to automotive-related dealer, OEM and third-party websites and apps in real-time. Founded in 2013, AutoWeb is headquartered in Miami, has regional offices in Detroit and Los Angeles, and is expanding operations around the world.

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A DATA SOLUTIONS EXPERT IS AVAILABLE TO TO SPEAK WITH YOU ABOUT YOUR SPECIFIC NEEDS

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