BROCHURE

PERFECTFIT®
API SUITE

Find Your Perfect V

Car shopping can be overwhelming and complicated
the best new car for you based on your specific pr

Body Style | Your Budget

SELECT YOUR BODY S

SEDAN   COUPE   CONV

WAGON/SUV   MINI-VAN   P

NEXT

DATAONE
S O F T W A R E

PerfectFit® API Suite

A complete top to bottom of the funnel modular vehicle research solution

The PerfectFit® API Suite is a complete set of vehicle research and shopping tools built to meet the needs of today's tech savvy consumers.

PerfectFit® consists of four main components; VehicleShopper, Research, Compare, and Build. Collectively, this suite of products will move your vehicle shoppers down the funnel from the early stages of vehicle searching through the research and decision process, down to building out their best fitting vehicle and submitting a lead.

Each modular component of the suite can be deployed independently, while also fitting together seamlessly as a full service research and shopping experience. We've made integration simple with an API web service that combines comprehensive vehicle data with powerful businss logic.

Vehicle Shopper API

Consumer-focused vehicle search and recommendation engine

PerfectFit® Vehicle Shopper empowers users to sort and identify the best-fitting vehicles for them based on their individual wants and needs. This is a simple and intuitive way for early vehicle shoppers to begin their research.

Research API

Trim-specific vehicle details for in-depth research

PerfectFit® Research provides comprehensive vehicle details, specs, and features that keep your site visitors engaged without bouncing to external research sites. This is this logical next step for both attribute-based and YMM search.

Compare API

Vehicle comparison across or within brands, models, and trims

PerfectFit® Compare provides in-market vehicle shoppers with the ability to compare vehicles of interest across or within brands. Unique features include customized comparison based on user wants and needs.
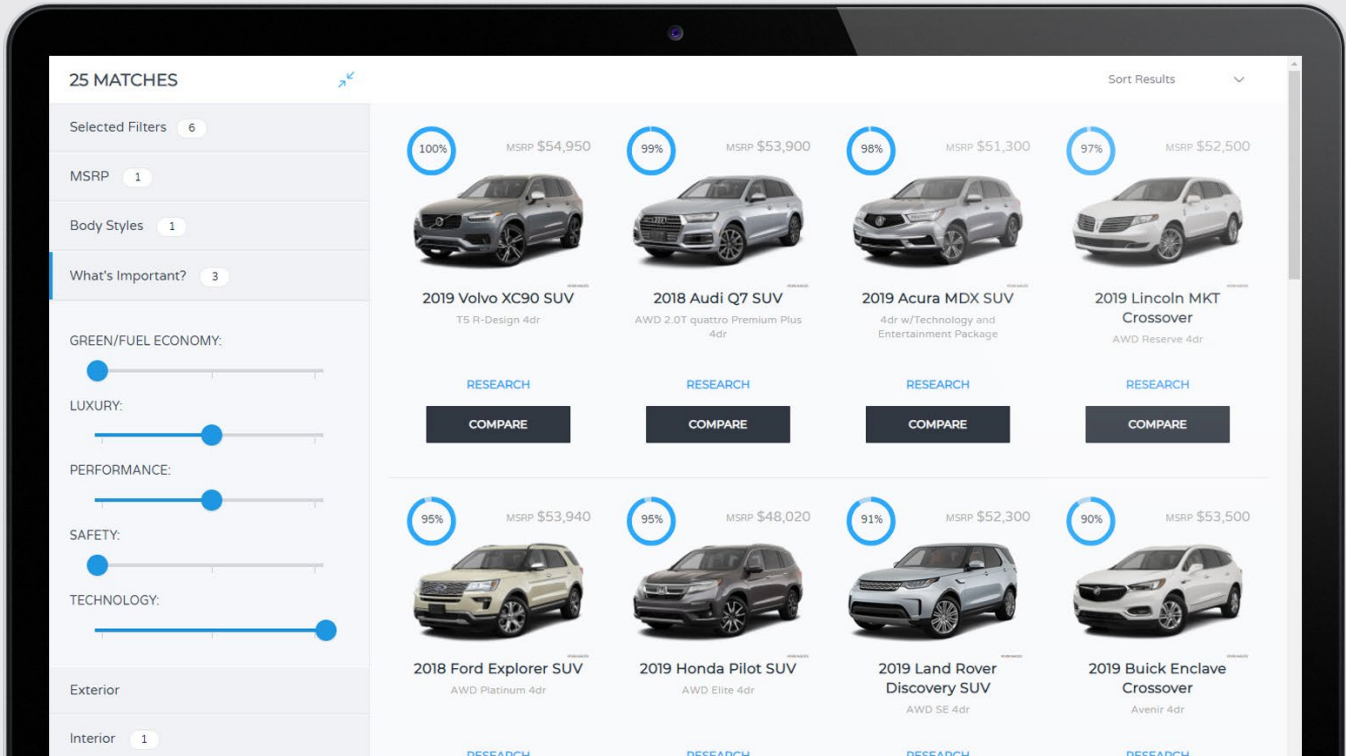
Build API

A powerful new vehicle configuration tool

PerfectFit® Build allows your shoppers to configure the vehicle they want with OEM factory and port optional equipment, packages, colors, and drivetrain, while enforcing OEM requirements, exclusions, price modification, and package rules.
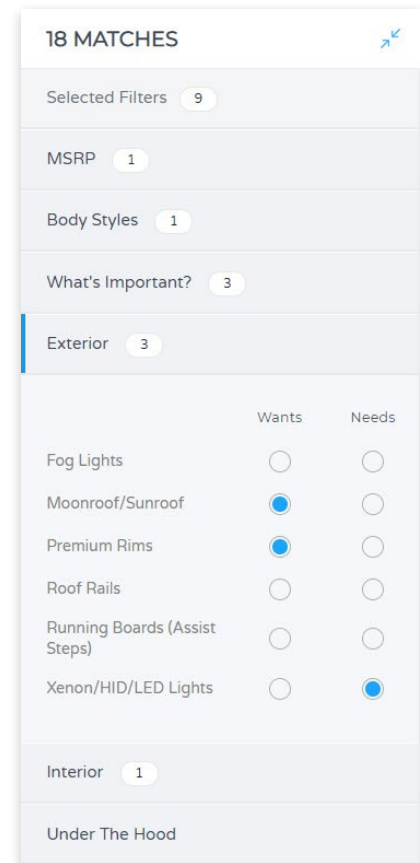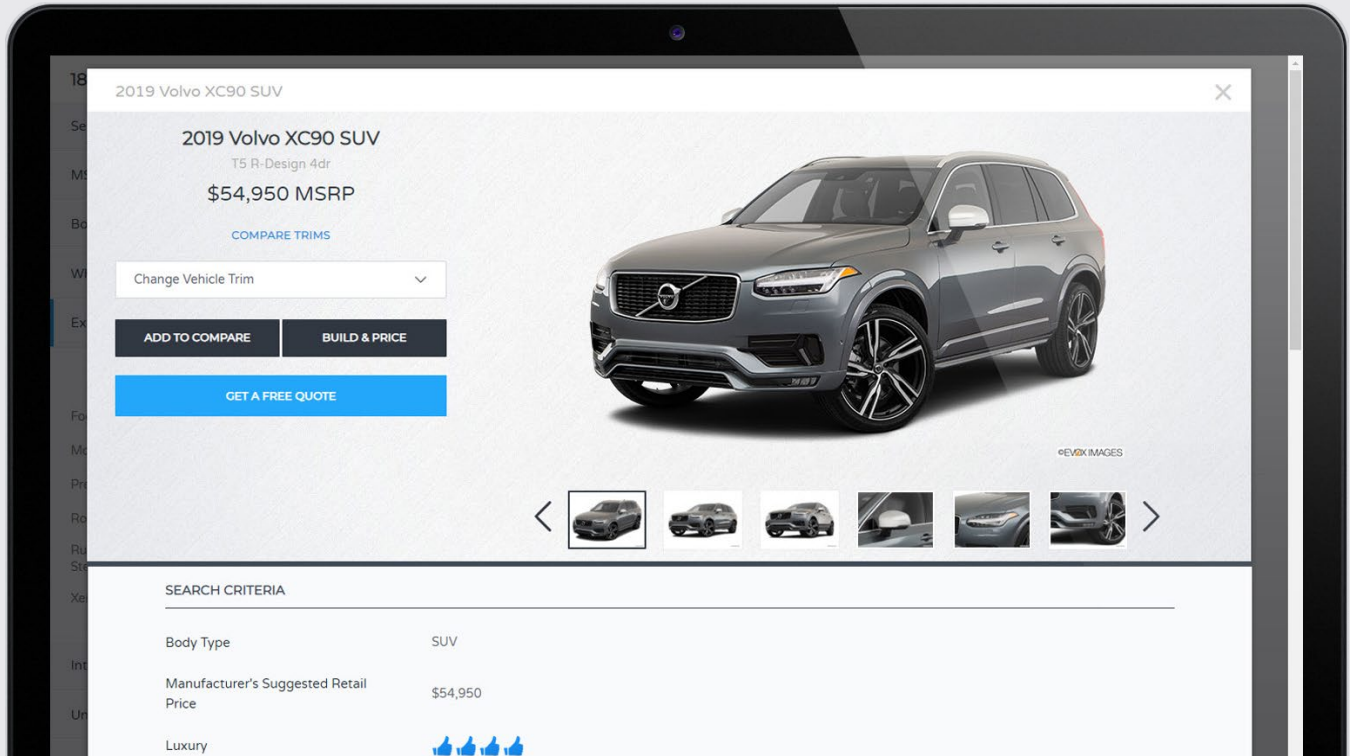
DATAONE SOFTWARE

Help your customers find the right car

PerfectFit® Vehicle Shopper removes the artificial constraints of traditional search tools, making the process more enjoyable and less intimidating for your consumers. By providing an interface where users can identify and narrow vehicles based only on the key features and attributes that are important to them, you will stand out in the crowded marketplace.

Product features & benefits:

- Users control their own search experience
- Provides ability to search by wants and needs
- Ranks vehicles based on consumer importance criteria for green, luxury, performance, safety, or technology and DataOne's proprietary scoring of vehicles and equipment
- Removes the stress of finding the best-fitting vehicles
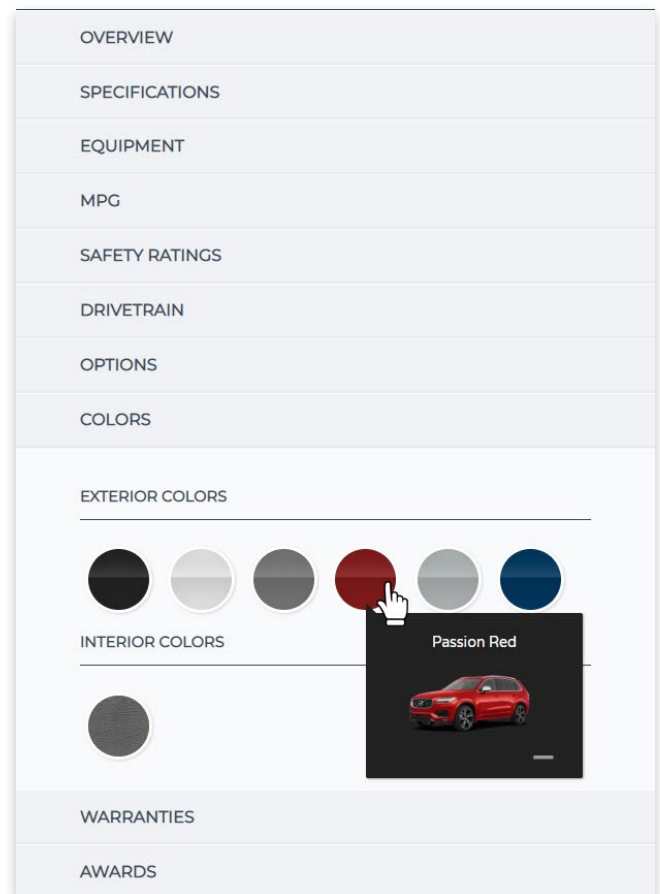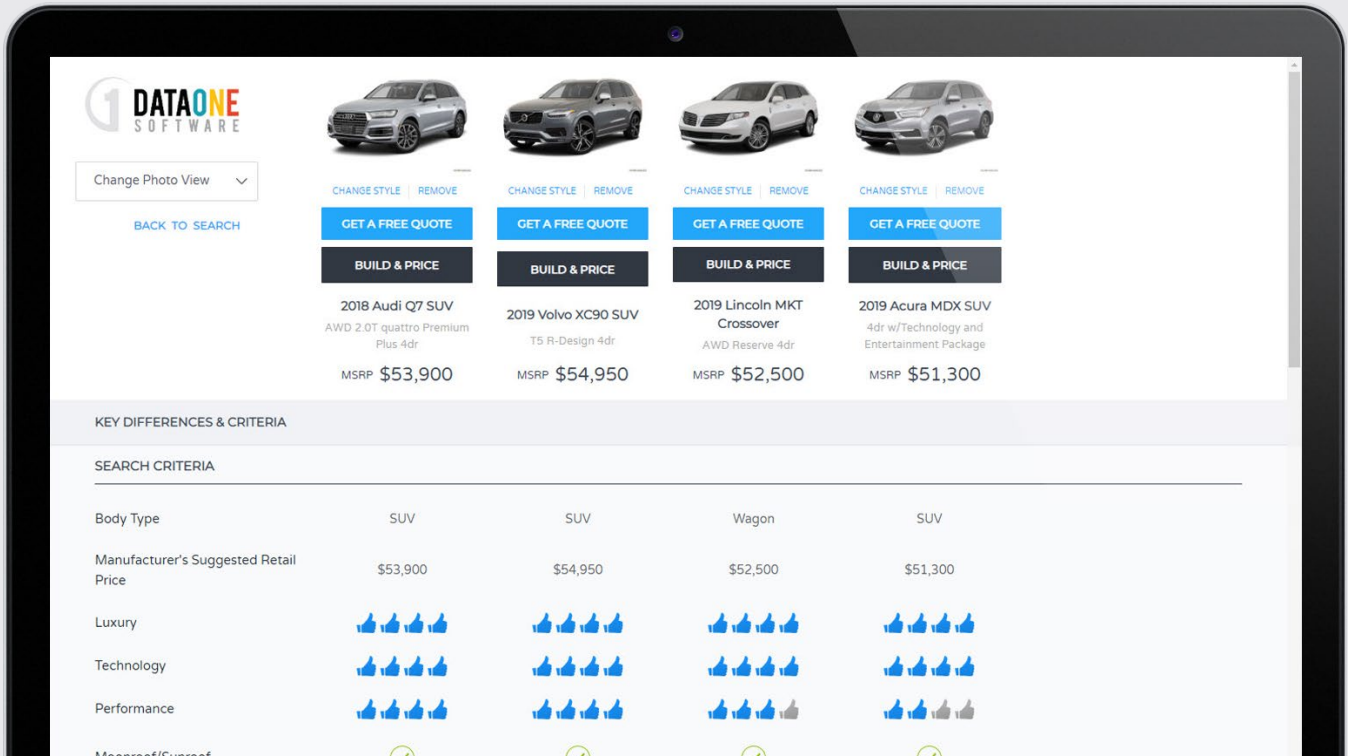- Supports complete customization with the API web service

PerfectFit® Research API

Support in-depth vehicle research

PerfectFit® Research leverages our complete vehicle database to provide every last detail for each model and trim, including vehicle specs, installed and optional equipment, color options, MPG, safety ratings and etc.

Product features & benefits:

- Increases user engagement
- Normalized descriptions optimized for consumption
- High-quality interior and exterior images
- Supports complete customization with the API web service

PerfectFit® Compare API

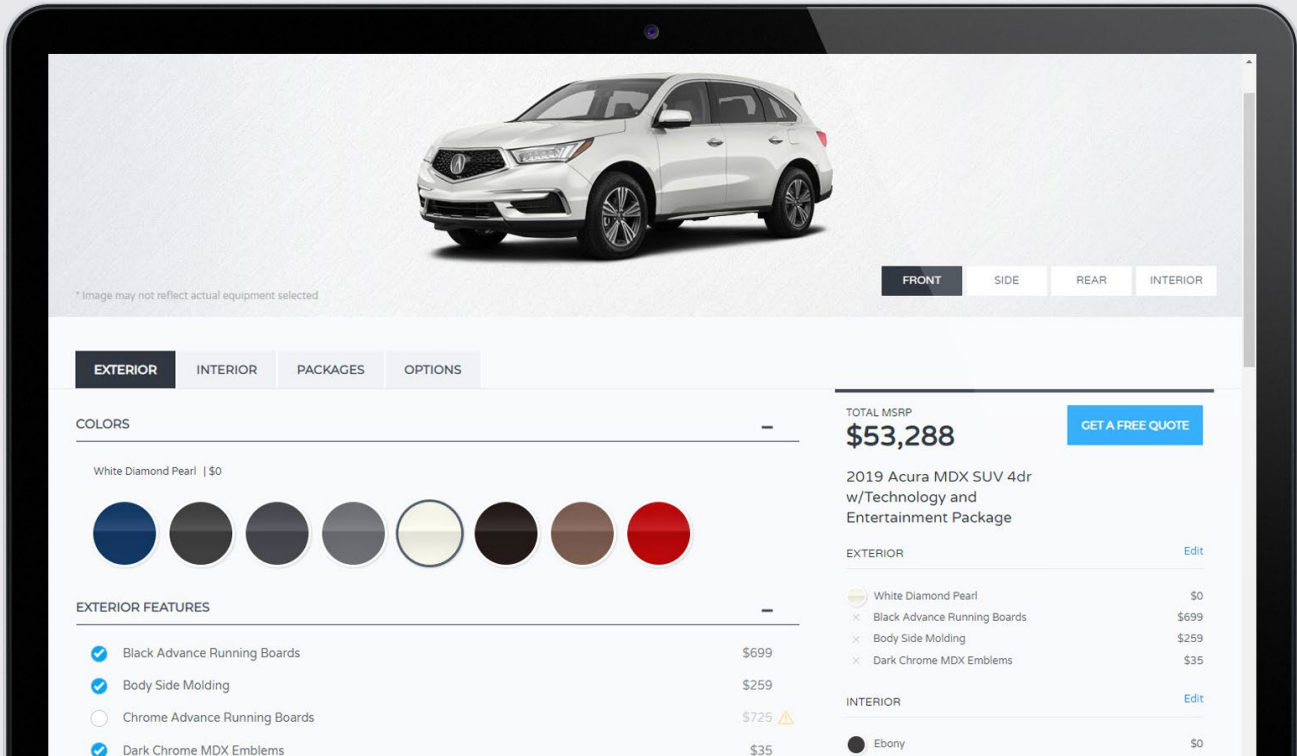## Allow consumers to compare brands, models, trims, and attributes

PerfectFit® Compare provides an easy way for shoppers to compare vehicle attributes across various makes and models as well as trims within the same model. Our normalized vehicle data takes away the confusion of comparing features with unique OEM marketing names but the same or similar functionality.

Though available as a stand-alone product, Compare is most powerful when combined with the other PerfectFit® API Suite modules. For shoppers unsure of which vehicles to compare, the PerfectFit Vehicle Shopper module recommends top matches for comparison.

Product features & benefits:

- Normalized vehicle descriptions make side by side comparison simple
- Works as a stand alone comparison for your existing research tools
- Supports complete customization with the API web service

PerfectFit® Build API

* Image may not reflect actual equipment selected

Turn your vehicle shoppers into buyers

PerfectFit Build is a powerful configuration tool for new vehicles built on option rules and pricing directly from the OEMs. It provides your shoppers with the ability to configure the vehicle they want, within the OEM's option parameters, and is the logical next step after comparing top vehicle choices.

Product features & benefits:

- Only allows buildable vehicles to be configured
- Supports complete customization with the API web service.