



Rev Up Your Automotive and Heavy-Duty Business

- ✓ **Unlock the potential of data**
- ✓ **Streamline your supply chain**
- ✓ **Deliver tailored eCommerce experiences**



An Evolving Digital Landscape

eCommerce and omnichannel buying are driving a large-scale shift in the automotive and heavy-duty sectors. The rise of online platforms has expanded the market and redefined the way consumers shop.

As the purchasing landscape transforms, a growing wave of digital-savvy shoppers is fully in the driver's seat, demanding your business strategy align with their expectations for seamless and personalized online experiences.

Roadblocks on the Automotive and Heavy-Duty Superhighway

To grow digitally and instill customer confidence, you need to provide the right fitment information and detailed product descriptions to improve product findability, and overcome supply chain hurdles to deliver on time every time. There are unique challenges to overcome.

- **Scalability** - As automotive and heavy-duty businesses grow in the digital sphere, they face challenges in scaling their technology infrastructure to handle increased traffic, transactions, and data.
- **Customer Experience** - The new-age customer expects personalized and seamless experiences across channels. Creating these omnichannel experiences poses a continual challenge in the competitive digital landscape
- **Compliance** - A large number of geo-specific standards and regulations require businesses to navigate through a complex ecosystem to align their data and information to drive compliance.
- **Supply Chain Disruptions** - Unpredictability in the supply chain complicated by disruptions such as the COVID-19 pandemic, geopolitical unrest and other confounding factors make it harder for businesses to deliver consistently.

Growth in Auto and Heavy Duty eCommerce



15.68%
YoY growth in 2023



\$82M USD
market size increase
by 2027



16.08%
expected CAGR
by 2027

Automotive E-Commerce Market
Analysis Report 2023-2027

Accelerate your Journey with Pivotree

Pivotree brings years of experience and expertise in the automotive industry with a deep understanding of the complexities of automotive products. As a member of the Auto Care community, we are well-versed in industry standards such as Auto Care, ACES, PIES, and NAPA, and we know what your customers need and want.

Lead the Way with Data Management

- ✓ Deploy data automation (for onboarding, cleansing, normalization, modeling, and distribution) to accelerate product onboarding 60% faster
- ✓ Reduce SKU onboarding costs by 75%
- ✓ Create a culture of data stewardship and governance
- ✓ Access our expertise in ACES, PIES, NAPA, TecDoc, and other industry formats

Discover Supply Chain Excellence

- ✓ Enhance visibility, reduce costs, ensure timely delivery
- ✓ Unleash Pivotree WMS to:
 - Reduce operational costs by 30%
 - Boost productivity by 40%
 - Achieve 99% order fulfillment accuracy
 - Gain 100% visibility of fulfillment operations

Realize Your eCommerce Superpowers

- ✓ Get the best solutions hand-picked and deployed for your specific requirements with composable solutions
- ✓ Tell your brand story with commerce and marketplace design
- ✓ Leverage strategic guidance on commerce and marketplace platform selection
- ✓ Have our Commerce experts implement these platforms for the best results

Technology to Enable Your Digital Journey

Pivotree™ SKU Build

Designed by taxonomists and powered by AI to get your products to market faster, better, and cheaper.

Pivotree™ WMS

Leverage a full SaaS-based ecosystem designed for warehouse efficiency, automation, and endless optimization.

Pivotree™ Control Tower

Get complete visibility and control over your systems with application and business analytics, process monitoring, and alerts.

Pivotree™ Connect

Connect your data across your systems infrastructure and channels.



Contact us for more information on how we can help solve your data challenges.

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