

# AUTO8 DRIVES MARKETPLACE PRESENCE

## SUMMARY:

- **SECTOR:** Automotive
- **MARKET:** Australia
- **PRODUCT CATEGORIES:** Automotive parts
- **GOALS:** Build strong feeds to successfully sell on multiple marketplaces
- **MODULES:** Product Data Management, Marketplace Management, Unlimited Feeds
- **SKUS:** 118,000

## CHALLENGE:

### AUTO8 WANTED TO MANAGE THEIR DATA AND BUILD THEIR PRESENCE ON MULTIPLE MARKETPLACES, BUT:

- **Couldn't easily centralise multiple data points.**
- **Couldn't easily edit** data being pulled from their automotive product database, PartsDB.
- Difficulty navigating around their **large product catalogue and listing to multiple marketplace channels.**
- **Inaccurate data** in their feeds due to using spreadsheets to collate data and applying **manual optimisation**, resulting in low visibility.



## OUTCOME:

### EASY INTEGRATION AND DATA ACCURACY, AT ITS CORE.

- **How Auto8 did it with Intelligent Reach:**
- **Master integration** into their product database, and their inventory management and fulfilment software.
- Built **product data accuracy to eliminate marketplace barriers.**
- Easily **managed, maintained and optimised** multiple feeds.
- Seamlessly **managed inventory information** across platforms.

“ Since converting to the IR platform, our products have been listed on **5 different marketplaces** and Google Shopping in a short period. This has happened because **the team at IR are accessible & very easy to work with**, and hard work to overcome any challenges we have thrown at them. Highly recommended. ”

Warren Smith, Director at Auto8

THIS COULD BE YOU ...

**UNLEASH YOUR POTENTIAL!**

## THE PROBLEM

- **Auto8 struggled to centralise different data sources**

Auto8 had multiple data points, such as inventory, order, price and parts data. They wanted to build a new data console by TecAlliance, an Automotive Data Supplier, but their previous provider found this set up too complex.

- **Difficulty managing and optimising product feeds for each channel, at scale**

Automotive Parts is a complex market, as product data needs to be extremely accurate. As Auto8 manage 100,000s SKUs, manually building and managing product data feeds for marketplaces in the right format was a tedious task, and impossible to achieve accurately on a continuous basis.

## HOW WE HELPED

- **Building a robust, customised data set up**



“ We were about to create a new integration into TecAlliance and the previous vendor didn't think they could handle the project. We chose IR for the ability to build our customised data set ”

We centralised different data points from TecAlliance and PartsDB and integrated into their inventory system, Unleashed, and fulfilment & delivery service, Starshipit.

Combining this data with their product catalogue we were able to add Fitmet to their products on eBay. Furthermore, Auto8 now can sell direct, as their products are pushed to their own ecommerce platform (D2).

- **Continuous support to back up their strategy**



“ Normally, tech vendors deliver great support during sales. With IR, we were impressed about how their continuous support, even after sales, is great ”

We help Auto8 to deliver their sales across marketplace channels, with a constant contact with the team to manage priorities. It includes generating rules to manipulate data, and helping to create data optimisation for each marketplace channel.

- **Growing data accuracy, to remove marketplaces barriers, internationally**



“ In Australia we have parts for more models of vehicles than elsewhere in the world. It's rather complex making sure data is extremely accurate and mapping the correct parts to the correct vehicles. IR made it simple ”

We removed the complexity to connect to multiple marketplaces: eBay, Amazon, Catch, Kogan. We help make sure that their product data are accurate and relevant to each channel, and we streamline and automate the process of identify and fix errors, at scale. So that their car parts appear to their buyers. We helped launching their presence into New Zealand marketplace TradeMe, minimising the market-risk.

- **Control over stock/inventory information**



“ It doesn't matter what marketplace or product, the platform is versatile to accommodate any situation and stay on top of inventory ”

Our rules system helps Auto8 to automatically manage inventory on different third-party platforms and reduce stock level, when needed, to ensure a positive customer's experience across the board.

### THE FUTURE:

## AUTO8 ARE GEARING UP FOR FURTHER VISIBILITY

After the success of selling on marketplaces through accurate data, Auto8 will soon be developing a strong presence on Google to drive visits to their store online. With our Intelligent touch!

EXPLORE OUR AWARD-WINNING PLATFORM, LOVED BY OUR CUSTOMERS...



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