Automotive retail continues to evolve by incorporating extensive data sets to provide heightened online transparency in vehicle costs, trade values, and affordability. However, even the most advanced teams struggle to source real-time automotive market data. TradePending's SNAP API provides real-time data on over 8 million vehicle listings daily which encompass approximately 900 million data points. With minimal effort and significantly less cost, the SNAP API can instantly be added to products and services to provide accurate and timely market data.

Via partnerships with other companies, the SNAP API is improving the consumers' experience on a variety of tools that are active on dealers' websites. Having relevant market data embedded in online shopping and research tools speaks to the mission of TradePending: Bringing Dealers and Consumers together.

The Problem:

Some trade tools just ask too many questions; the consumer gets frustrated with a lengthy online interview and the dealer loses out on a valuable lead. Many customers on the dealer's website go to the chat tool to ask about a trade in. Often, they are compelled to leave the chat to access the trade-in information and then don't come back to the chat operator. Bottomline: shoppers want accurate information fast and in a simple-to-understand format.

How It Works:

SNAP API provides up-to-the-moment access to a gigantic automotive dataset – 900 million datapoints that are refreshed daily. Every live VIN is evaluated, and TradePending has a full-time resource to ensure the database is clean and complete. With the digital retailing revolution continuing to evolve website interaction, the need for a really robust automotive API has increased. For many consumers, a significant step in shopping for a vehicle online is valuing their trade.

Another trend in the pursuit of online leads is the move away from form fill into a more conversational method of retrieving customer information – Chat, AI, and Bots are playing a larger role than ever. SNAP API integrates in a variety of ways with the tools available on a dealer's website.

The beauty of the API is that companies can take TradePending's automotive dataset and re-visualize it for whatever use they want. Today, SNAP API has about 24 API partnerships and 30 more that are in process.

THESE PARTNERS TRUST THE *SNAP* API TO POWER THEIR APPS

Example: SNAP API Integration with Dealer Inspire. Dealer Inspire approached TradePending about using SNAP API to power their communications platform called Conversations. With a downtrend in static form fill leads, a more conversational approach for eliciting lead information is evolving. Conversations allows the shopper to have a dialogue about their trade in with the chat tool, and, staying within the chat, the TradePending valuation is provided. Additionally, they have the ability to frame in SNAP's marketing report so they can deliver that to the customer as well. SNAP API is the exclusive provider of logic for Online Shopper.
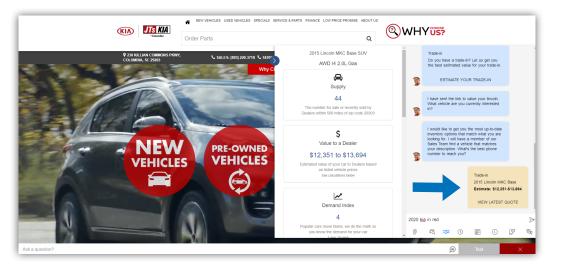
2010 Toyota Camry SE Sedan
FWD I4 2.5L Gas

Local market value range is provided as well as a snapshot of supply and demand.

Through a link within the chat, this local market valuation report is also automatically provided by the chat bot through the SNAP API. It defines the supply and demand as well as the value range of the vehicle.

Online Shopper also uses the SNAP API as a part of their digital retailing process. In the scenario below, the consumer has chosen their vehicle of interest and is ready to 'Value Their Trade.' They are asked just a few quick questions before they are provided with a detailed local valuation, just like the one shown above.
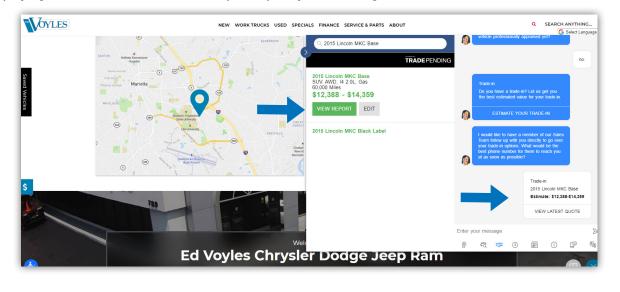

Example: SNAP API Integration with AutoAPR. The payment calculator within AutoAPR's Reveal platform was also made simple using the SNAP API. With only one text input, the trade-in link was provided and only seconds later, the trade-in value was delivered.

Example: SNAP API Integration with CarNow. CarNow chose SNAP API to help reduce consumer abandonment on BuyNow, their digital retailing tool; they needed a faster, more accurate tool. They looked at the numbers that TradePending was putting on their vehicles vs the Actual Cash Value for the vehicles, and they chose the SNAP API for its accuracy. That is a critical component for consumer trust and transparency.

MessageNow, CarNow's chat tool, also utilizes the SNAP API to answer consumer questions while displaying the values of the local marketplace quickly and with agnostic data.

What do dealers say about SNAP API?

"TradePending has been a great partner for CarNow. The technology is easy to use and has been a valuable integration for CarNow."

Tim Cox
SVP of Sales, Co-Founder
CarNow