

**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.

## **Business Intelligence**

# **SNAP API**

**Making market data instantly available for a multitude of companies to improve their UI, conversions, and conversations between dealer and consumer.**



*"At FRIKINtech, we use TradePending's SNAP API not just to give a trade number to the customer, but to guide them on the reality of the market. Then ask them what they want for their trade. It creates a collaborative selling and buying experience instead of a traditional defensive one."*

Alex Snyder  
Founder and CEO  
FRIKINtech

## **TRADE PENDING**

**[www.TradePending.com](http://www.TradePending.com)**

*"SNAP API has totally changed the way companies are approaching values and research within their own products, making them incredibly more efficient and transparent. These integrations produce better conversions, UX, and continuity across the sites."*

Brice Englert  
CEO  
TradePending

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.



**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.

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**Cox Auto**

We are available to answer your questions now!

beth palomino

Great to meet you, Palomino! What's your last name?

beth

Thanks

Could you please tell me your email or phone number?

bbraswell17@gmail.com

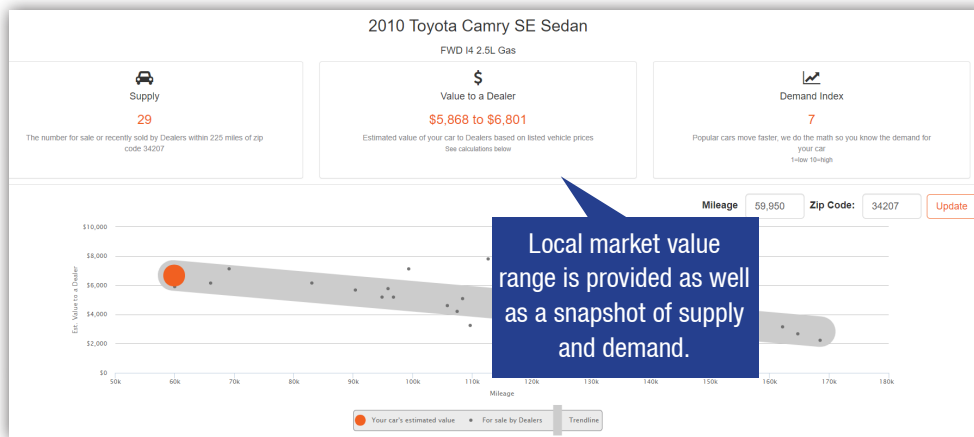
Thanks

The estimated value to the dealership is between \$5,868 and \$6,801. See why: <http://bit.ly/2RaCXEx>

We can give you a firm offer on your Camry when we see it in person. Would you like to request a time to do that?

Send

Engineered by DealerInspire



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.

ONLINE SHOPPER [STARS](#) Time Saved: 00

Who You Are Driving Habits **Trade In** Payment Options Review Schedule

**Certified Pre-Owned 2020 Kia Sportage 5 AWD**  
KNDPEAC8L7677770

Sweet! What vehicle are you trading in?  
My 2016 Toyota Camry LE has  miles on it.

What condition is your Camry in?

**Great**  
Up to \$12,667  
You've taken great care of your vehicle and it shows very minimal wear. Around 13% of all vehicles fall into this category.

**Good**  
\$12,665 to \$12,046  
You've taken pretty good care of your vehicle and it shows some expected wear. Around 64% of all vehicles fall into this category.

**Fair**  
\$12,045 to \$11,425  
Cars are meant to be driven, right? Yours shows some pretty evident signs of wear. Around 16% of all vehicles fall into this category.

Trade-in disclosure

**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.

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\$12,351 to \$13,694  
Estimated value of your car to Dealers based on listed vehicle prices  
See calculations below

**Demand Index**  
4  
Popular cars move faster, we do the math so you know the demand for your car

Trade-in  
Do you have a trade-in? Let us get you the best estimated value for your trade-in.

ESTIMATE YOUR TRADE-IN

I have sent the link to value your Lincoln. What vehicle are you currently interested in?

I would like to get you the most up-to-date inventory options that match what you are looking for. I will have a member of our Sales Team find a vehicle that matches your description. What's the best phone number to reach you?

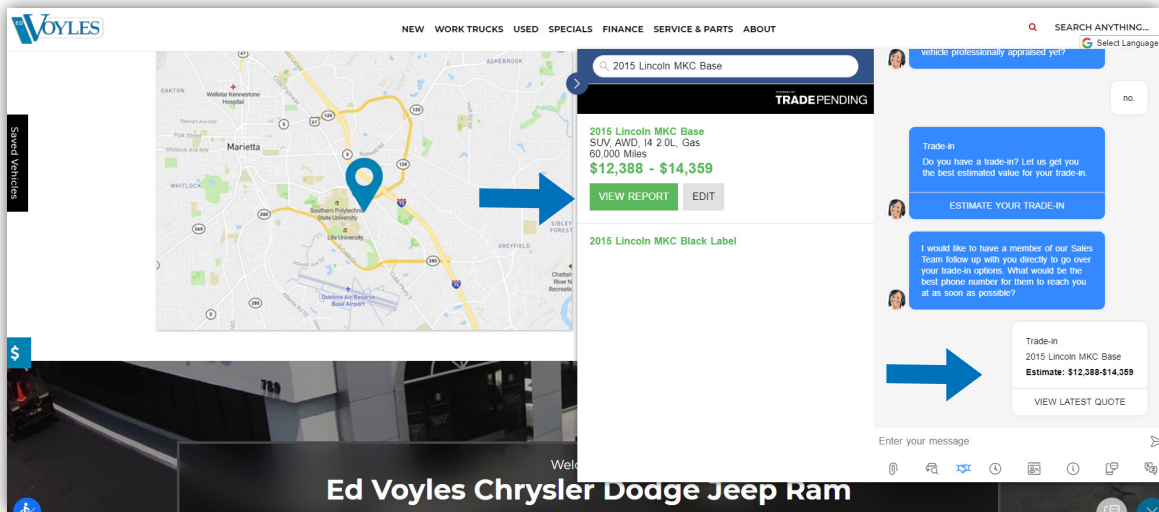
Trade-in 2015 Lincoln MKC Base  
Estimate: \$12,351-\$13,694  
[VIEW LATEST QUOTE](#)

2020 Kia in red

Ask a question?

**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*