hawksearch

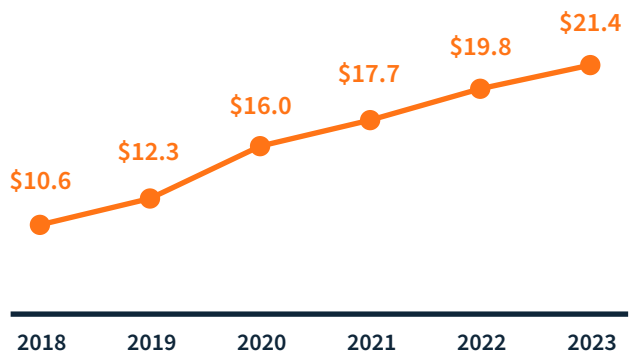
How Automotive Aftermarket is embracing Hawksearch to solve challenges with ecommerce.

Auto Aftermarket: Online Sales Are Accelerating

$325 Billion

The total auto aftermarket size in USA is **$325 billion** dollars.[1]

US online sales of auto parts and accessories 2018-2023 ($ billions)[2]



50% of all auto part sales were digitally influenced.[2]

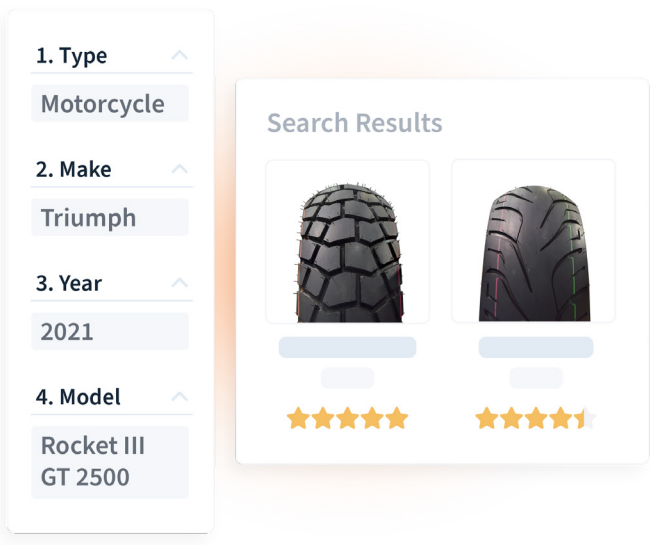
Only **10%** of those sales were actually completed online.[2]

Auto Aftermarket: Challenges With Search[3]

PIES standard data includes over **20,000** automotive product types organized into **25** categories.

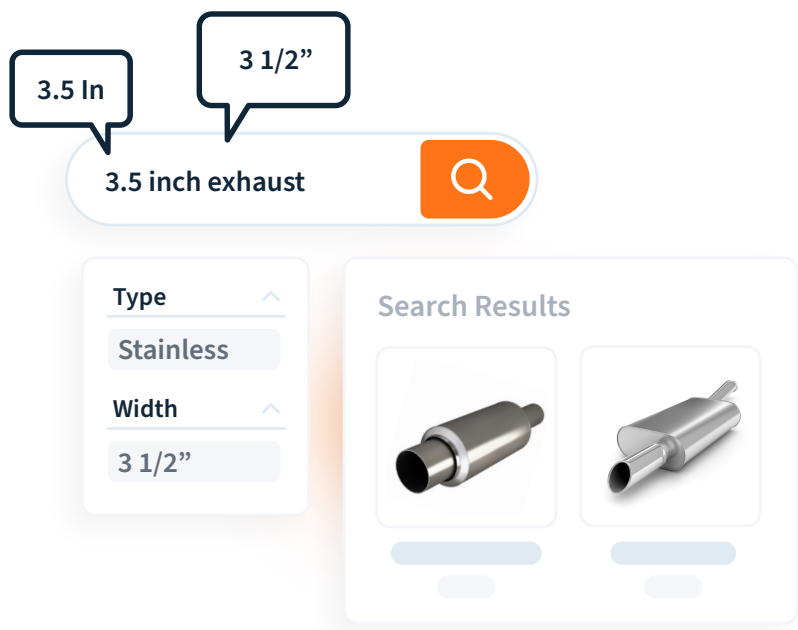
Nearly **unlimited** variations of long-tail keyword searches and model **modifiers.**

Hawkseach: Convert More Online Sales



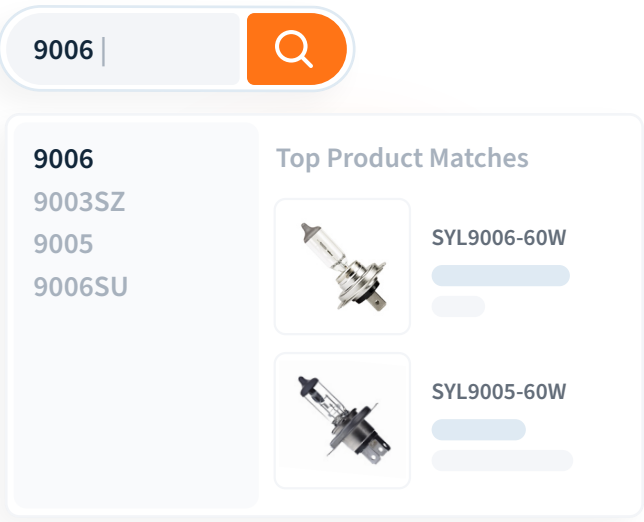
Fitment - Year, Make, Model

- Fitment Data Extraction (ex. ACES & PIES)
- Manage Exact/Universal Fitment



Unit of Measure Conversion

- Imperial & Metric Conversion
- Data Enrichment & Normalization
- Solve the Unit of Measure Problem (in, ”, inch, ft, Kw, Watt, W)

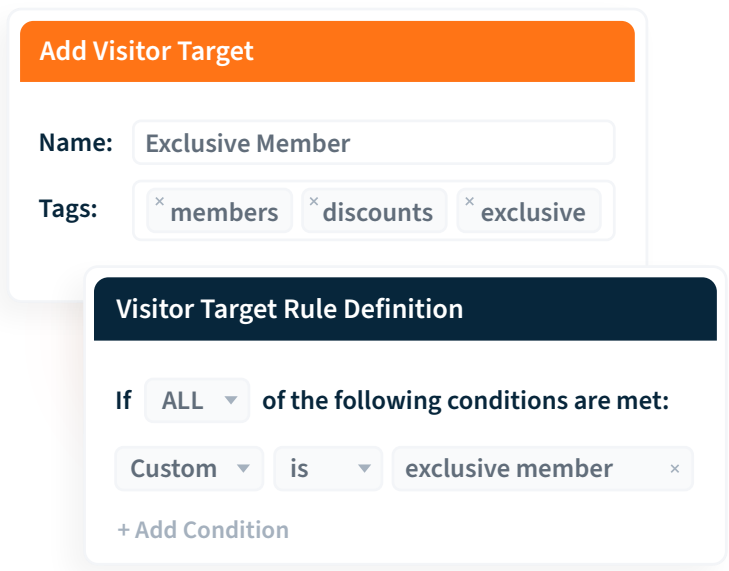


Complex SKU Support

- Large & Complex Product Catalogues
- Partial Product & SKU Search

Entitlements

- Buyer Group Memberships
- Product + Pricing Entitlements



Source: 1. Statista 2. Hedges & Co. 3. Hedges & Co.