

Automotive Aftermarket

Connecting Suppliers & Receivers
with a Single Source of Truth

Distributing Data Can Be Tedious and Time-Consuming

We've all felt the pain of inefficient workflows and redundant work for multiple systems. But Syndigo can connect with your internal system, populating the engineering, logistics, and marketing data your receivers need.

Enabling an End-to-End Content Process for Smarter Growth

Just set up your desired data frequency and our **Content Experience Hub (CXH)** handles the rest.





The Connected Aftermarket

CXH delivers accurate data in the formats your receivers require and helps to get the **right parts in the right vehicles**.



Tell engaging product stories that drive sales and best-in-class shopper experiences.



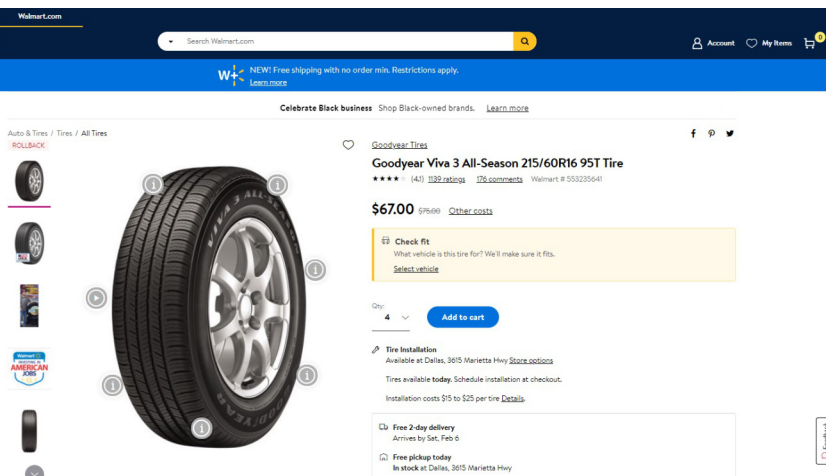
Publish your content to all receivers, including category-specific aftermarket retailers, mass merchandisers, club stores and online sellers.



Seamlessly manage all your ACES, PIES & GDSN submissions with the world's second largest data pool.



Optimize your content with real-time analytics and robust reporting to deliver the best experience.



Enhanced Content

Create an immersive online product experience for your consumers with interactive content like demonstration videos, lifestyles images, comparison charts.



Compare With Live

Get a side-by-side comparison view of your PDP marketing content, images and videos on retailer websites compared to what's listed online.

