# ACES, PIES, and Ecommerce

2022.05.16

Jason Nadaf & Johannes Crepon

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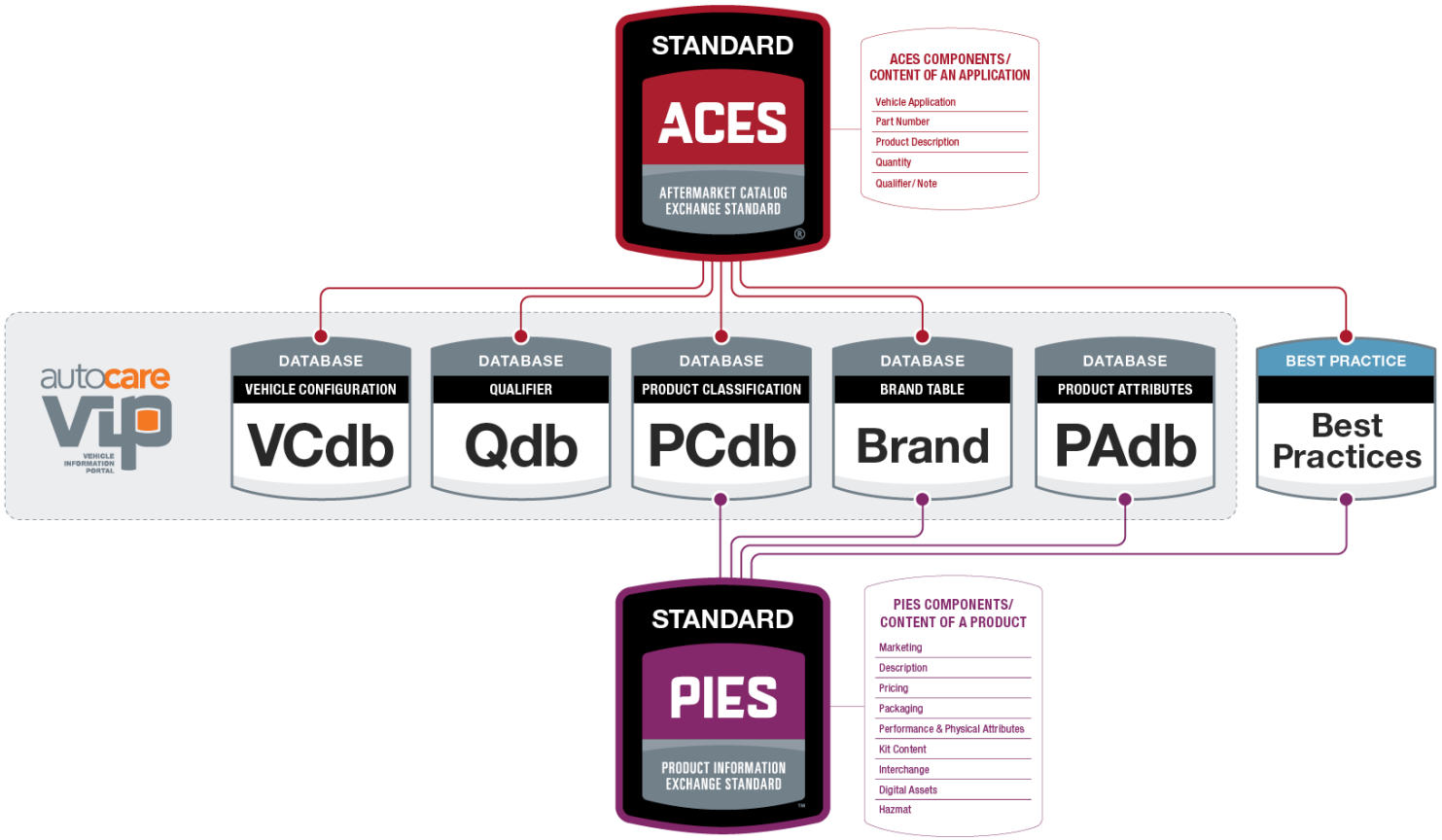
# A 30-second intro to ACES & PIES

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# Are the ACES & PIES standards ready for Ecommerce?

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# What is Ecommerce?

*...the activity of electronically buying or selling of products on online services or over the Internet.*
*Wikipedia*

- Own website
- Marketplaces 1P
- Marketplaces 3P
- Everything else

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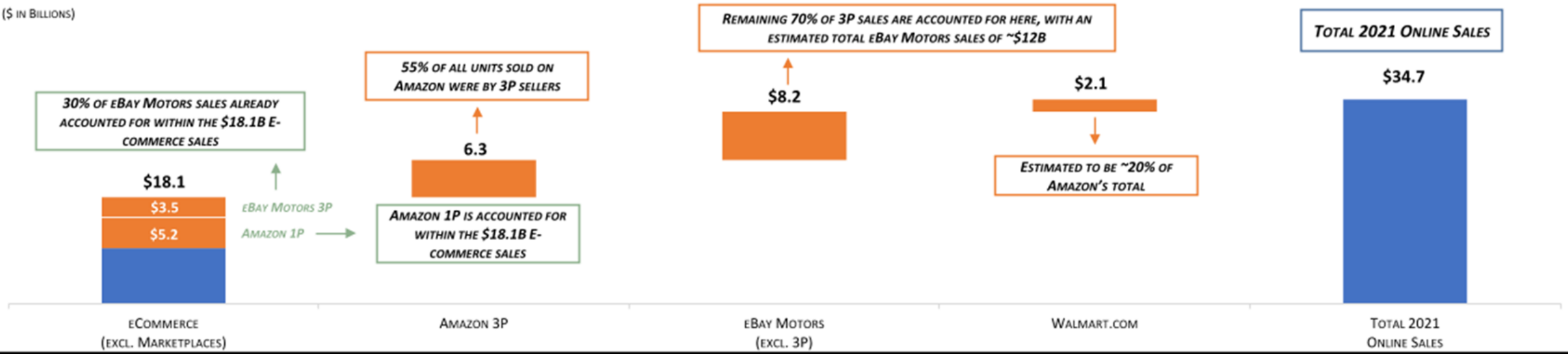
# Total 2021 Online Sales of Automotive Parts & Accessories

($ in Billions)




Source(s): GCommerce Inc., Hedges & Company, Jefferies Automotive Aftermarket



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Independence drives us.

AASA
Automotive Aftermarket Suppliers Association

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SureDone

ACES PIES

Proprietary

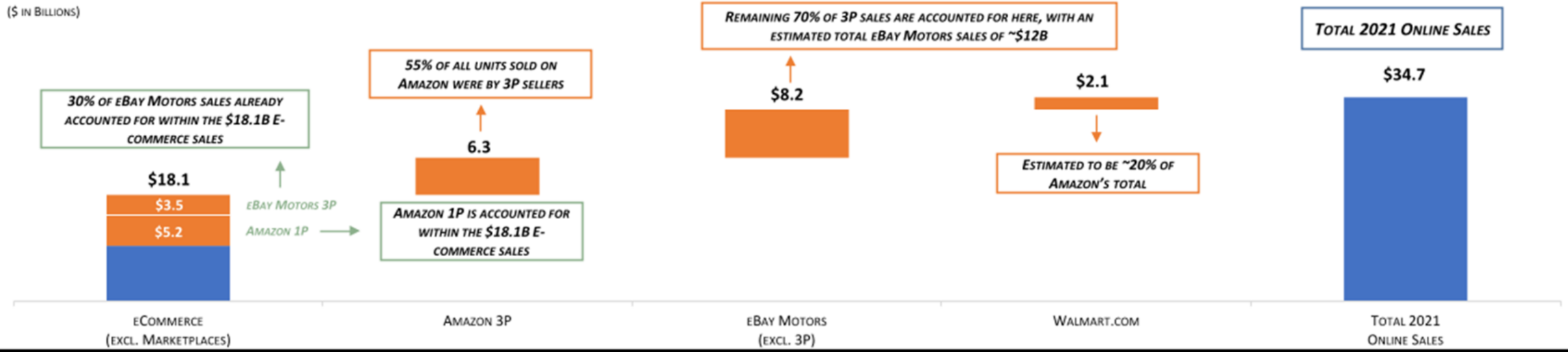
ACES

Proprietary

Proprietary

ACES PIES

## Total 2021 Online Sales of Automotive Parts & Accessories

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AASA Automotive Aftermarket Suppliers Association

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shopify

Walmart

amazon

ebay

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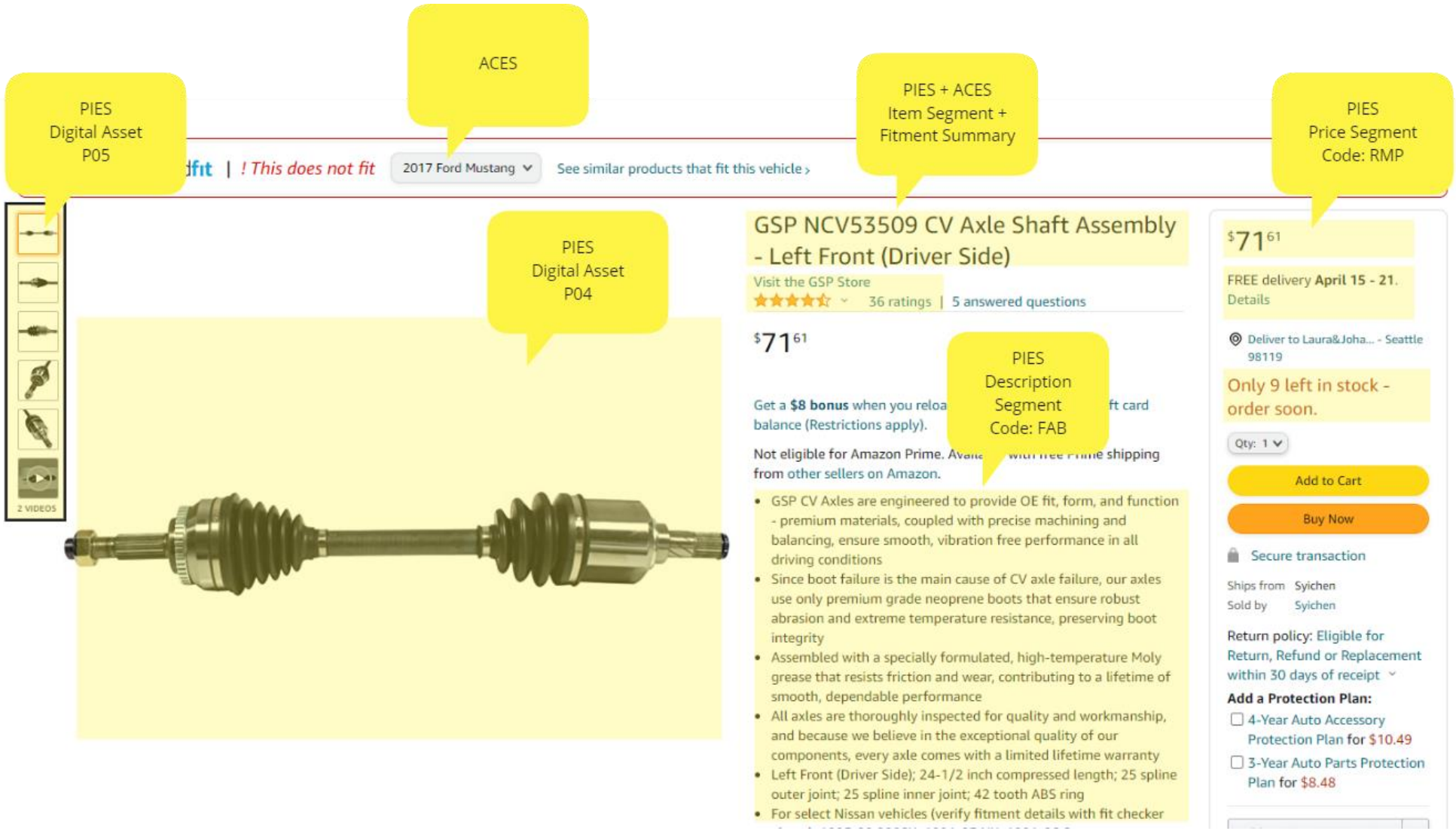


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# About A+ Content

The A+ content feature enables brands to change the product descriptions of bra

You can use this tool to describe your product features in a different way by inclu

Adding A+ content to your product detail pages can help result in higher convers

Your A+ content will display in separate placements on the detail page and can ir

1. **Enhanced Product Description**-More details on product features and uses to page. This will help customers make purchase decisions by proactively answer
   - Custom paragraph headers and images
   - Unique image and text layouts
   - Product comparison charts
   - Bulleted feature lists
   - Appears in the **Product Description** section of the Amazon detail page
2. **Brand Content** - Educate customers about the history of the brand, as well as
   - Carousel display with full screen background on desktop and mobile device
   - Image and text cards
   - Links to the brand store
   - Appears in the **From the Brand** section of the Amazon detail page

You can publish content to all ASINs that you own as a registered brand owner ir review at one time.

From the manufacturer

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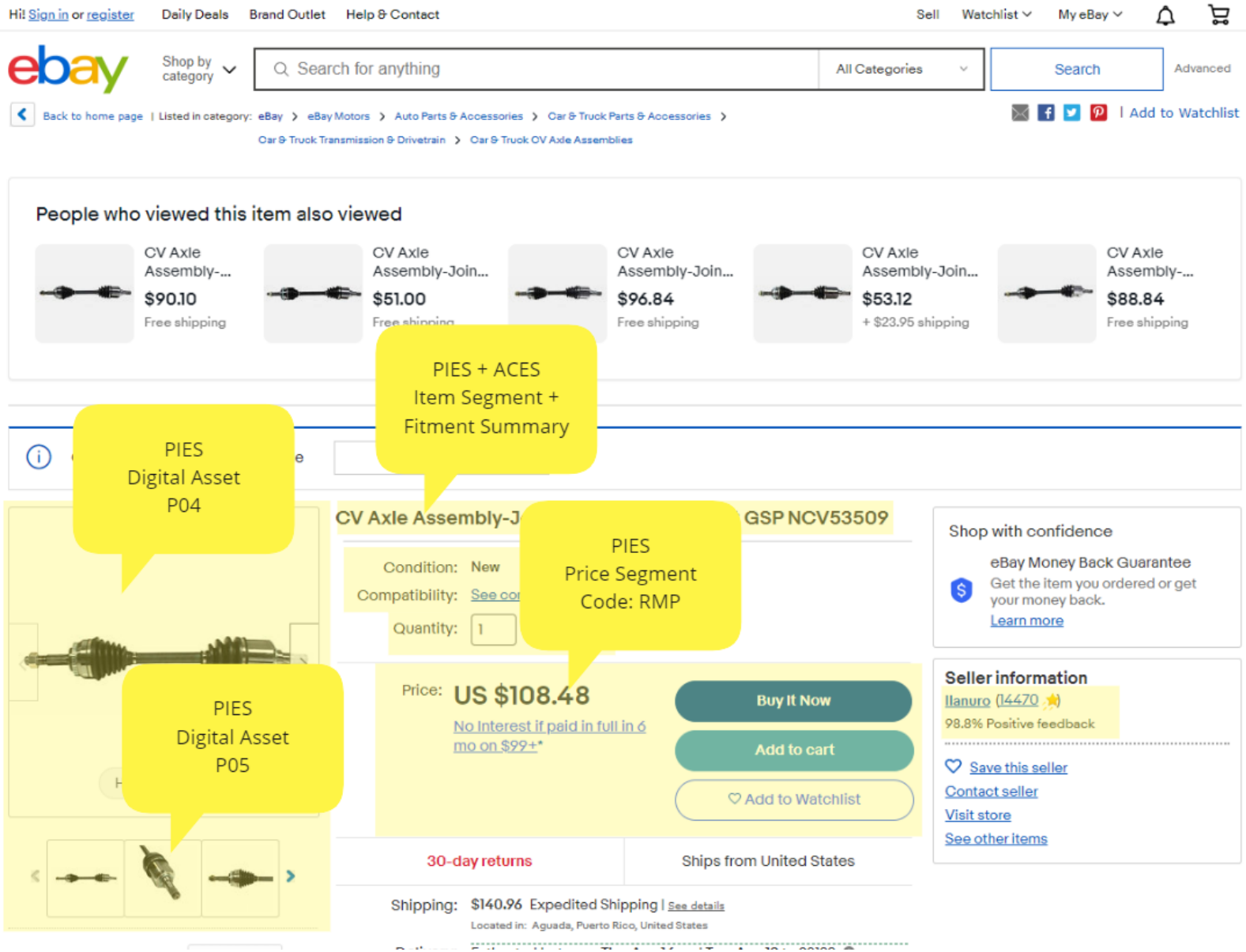


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ACES

This part is compatible with 17 vehicle(s).

| Notes<br>Important part details | Year | Make | Model | Trim | Engine |
|---|---|---|---|---|---|
| [Axle Shaft Assembly] Front Right; Quantity needed per ve... more | 2013 | Ford | Transit Connect | XL Mini Cargo Van 4-Door | 2.0L 1999CC 122Cu. In. I4 GAS DOHC Naturally Aspirated |
| [Axle Shaft Assembly] Front Right; Quantity needed per ve... more | 2013 | Ford | Transit Connect | XLT Mini Cargo Van 4-Door | 2.0L 1999CC 122Cu. In. I4 GAS DOHC Naturally Aspirated |
| [Axle Shaft Assembly] Front Right; Quantity needed per ve... more | 2013 | Ford | Transit Connect | XLT Mini Passenger Van 4-Door | 2.0L 1999CC 122Cu. In. I4 GAS DOHC Naturally Aspirated |
| [Axle Shaft Assembly] Front Right; Quantity needed per ve... more | 2013 | Ford | Transit Connect | XLT Premium Mini Passenger Van 4-Door | 2.0L 1999CC 122Cu. In. I4 GAS DOHC Naturally Aspirated |
| [Axle Shaft Assembly] Front Right; Quantity needed per ve... more | 2012 | Ford | Transit Connect | XL Mini Cargo Van 4-Door | 2.0L 1999CC 122Cu. In. I4 GAS DOHC Naturally Aspirated |
| [Axle Sh... Quantity... | 2010 | Ford | Transit Connect | XLT Mini Passenger Van 4-Door | 2.0L 1999CC 122Cu. In. I4 GAS DOHC Naturally Aspirated |

Portions c... in this table have been provided by Ilanuro

PIES
Item Segment
EXPI segment

**Item specific**

| | | | |
|---|---|---|---|
| Condition: | New | Warranty: | Other |
| Quantity: | 1 | SKU: | MTA:TX-548 |
| Brand: | Motorcraft | Manufacturer Part Number: | TX-548 |
| Position: | Front Right | Fitment Type: | Performance/Custom |
| UPC: | Does not apply | | |

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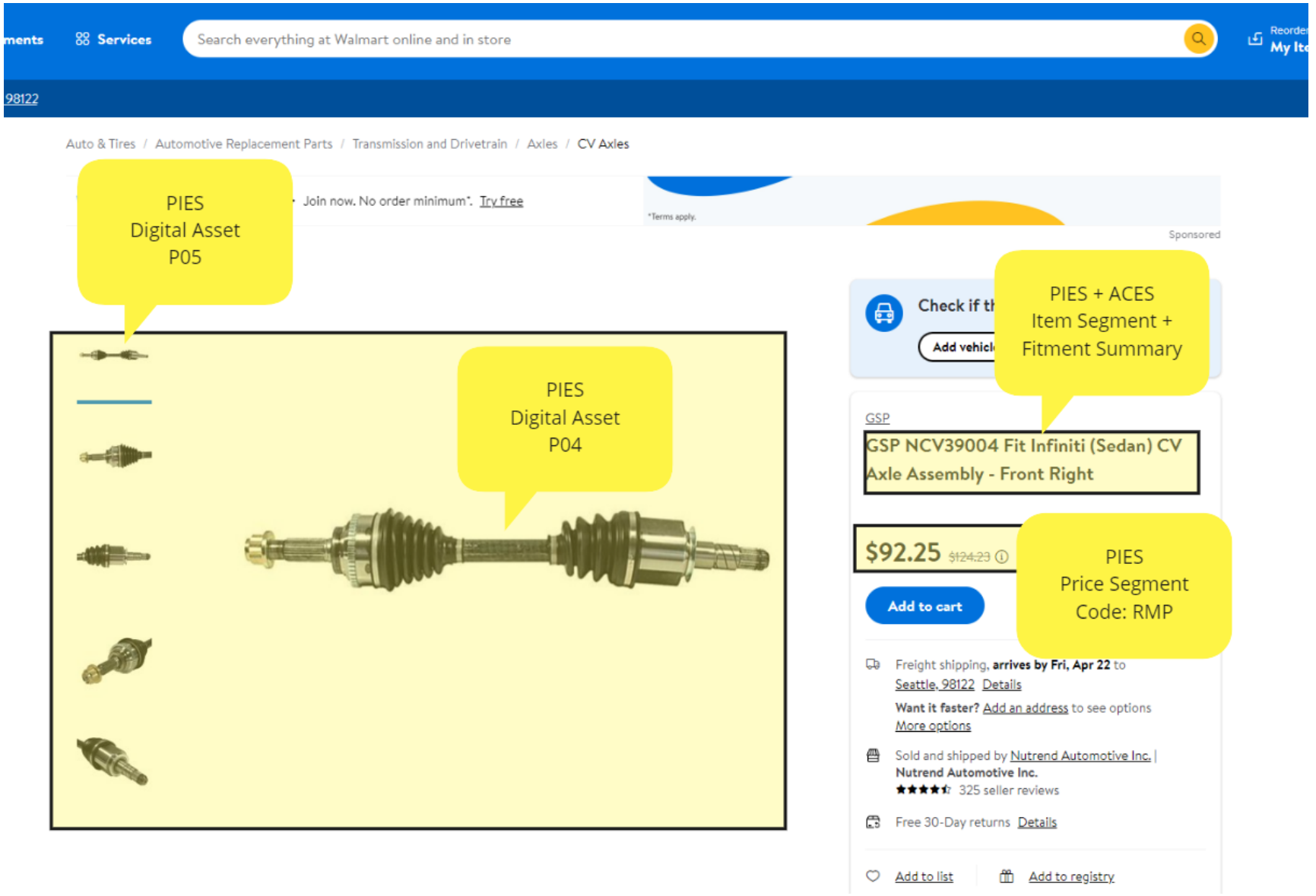
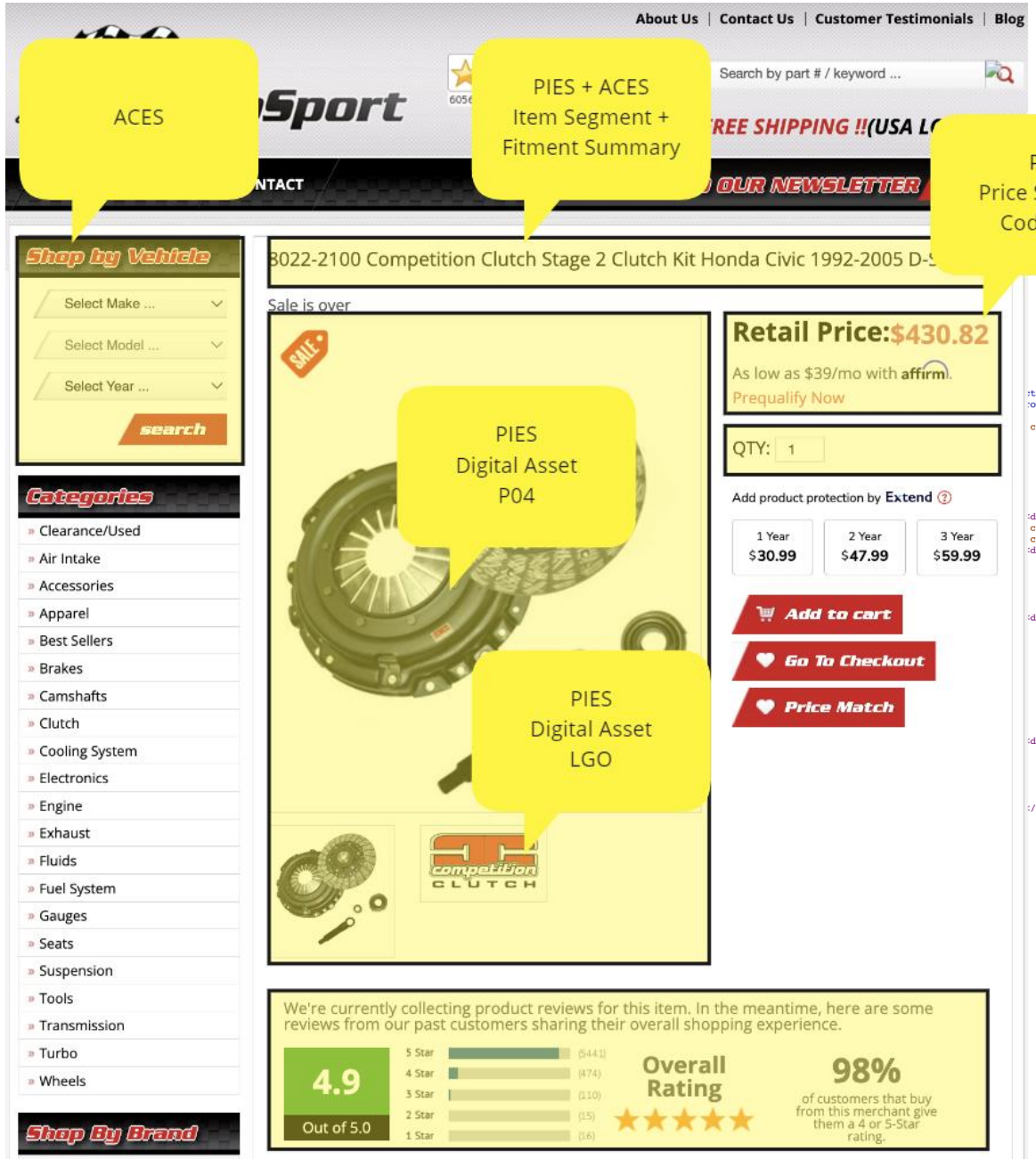

ments
Services
Search everything at Walmart online and in store
Reorder
My Ite
98122
Auto & Tires / Automotive Replacement Parts / Transmission and Drivetrain / Axles / CV Axles
PIES
Digital Asset
P05
Join now. No order minimum*. Try free
*Terms apply.
Sponsored
PIES
Digital Asset
P04
Check if th
Add vehicl
PIES + ACES
Item Segment +
Fitment Summary
GSP
GSP NCV39004 Fit Infiniti (Sedan) CV Axle Assembly - Front Right
$92.25
$124.23
Add to cart
PIES
Price Segment
Code: RMP
Freight shipping, arrives by Fri, Apr 22 to Seattle, 98122 Details
Want it faster? Add an address to see options
More options
Sold and shipped by Nutrend Automotive Inc. | Nutrend Automotive Inc.
325 seller reviews
Free 30-Day returns Details
Add to list
Add to registry




```
:t-title" itemprop="name">AutoTecknic TO-0003 Carbon Fiber Interior Vent Trim For 2020-2022 Supra</h1>
:ow">
        <div class="product-img-box col-sm-7">
 class="fotorama"  data-nav="thumbs">
                                        <img itemprop="image" src="https://assets.suredone.com/2499/media-pics/atk-to-0003-690efcfbbe02f364436fdc71141296df97fc23f9.jpeg" />
                                                                <img itemprop="image" src="https://assets.suredone.com/2499/media-pics/atk-to-0003-690efcfbbe02f364436fdc71141296df97fc23f9-2.jpeg" />
                                                                <img itemprop="image" src="https://assets.suredone.com/2499/media-pics/atk-to-0003-690efcfbbe02f364436fdc71141296df97fc23f9-3.jpeg" />
                                                                <img itemprop="image" src="https://assets.suredone.com/2499/media-pics/atk-to-0003-690efcfbbe02f364436fdc71141296df97fc23f9-4.jpeg" />
                                                                <img itemprop="image" src="https://assets.suredone.com/2499/media-pics/atk-to-0003-690efcfbbe02f364436fdc71141296df97fc23f9-5.jpeg" />

:div class="product-shop col-sm-5">
 class="product-info-header">Product Information</div>
 class="container add-to-box">
:div class="price-box row">
                        <div class="col-4 box-title">List price</div>
    <div class="col-8 list-price-text">$80.00</div>
    <div class="col-4 box-title">Our price</div>
    <div class="col-8 price-text"><span itemprop="offers" itemscope itemtype="http://schema.org/Offer"><meta itemprop="priceCurrency" content="USD" /><b class="price" itemprop="price" content='
                        </div>
:div class="row some-data-box">

                <div class="col-4 phone-icon"><i class="fas fa-phone fa-rotate-90"></i></div>
    <div class="col-8">
        <div class="guarantee-text">Lowest price guaranteed</div>
        <div class="phone-number">
            <a href="tel:800-289-4045">800-289-4045</a>
        </div>
    </div>
                        <div class="col-12 brang-logo"><p><span>Authorized Dealer</span><img src="https://d3inagkmqslm6q.cloudfront.net/2499/brand-logos/brand-logos-autotecknic.jpg"></p></div>

:div class="product-info">
    <div  itemprop="brand" itemscope itemtype="https://schema.org/Brand"><span class="product-info-title">Brand</span><span itemprop="name">AutoTecknic</span></div>
                        <div><span class="product-info-title">Sku</span><span itemprop="sku">ATK-TO-0003</span></div>
    <div><span class="product-info-title">Manufacturer Part Number</span><span itemprop="mpn" content="TO-0003">TO-0003</span></div>
                        <div><span class="product-info-title">Warranty</span><span>1 Year</span></div>                                                <div class="product-in-stock product-stock-status ">
                        <meta itemprop="description" content="ATK-TO-0003 AutoTecknic AutoTecknic TO-0003 Carbon Fiber Interior Vent Trim For 2020-2022 Supra">
:/div>
```

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In summary: ACES&PIES translation to Ecommerce

Fitment compatibility

Title
Description
Brand / MPN / UPC / Model
Categorization / Taxonomy
Category Item Specifics/Attributes (Origin / Prop65 / Diameter / etc)
Media (Images, Videos, Guides, etc)
Bullet Points
Rich Content

Offers & Availability (Price & Inventory)

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What in addition to structured content is essential for Ecommerce success?

- Pricing
- Real-time inventory & planning
- Supply chain visibility
- Fast order processing
- Fulfillment metrics
- Online reviews

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# Are the ACES & PIES standards ready for Ecommerce?

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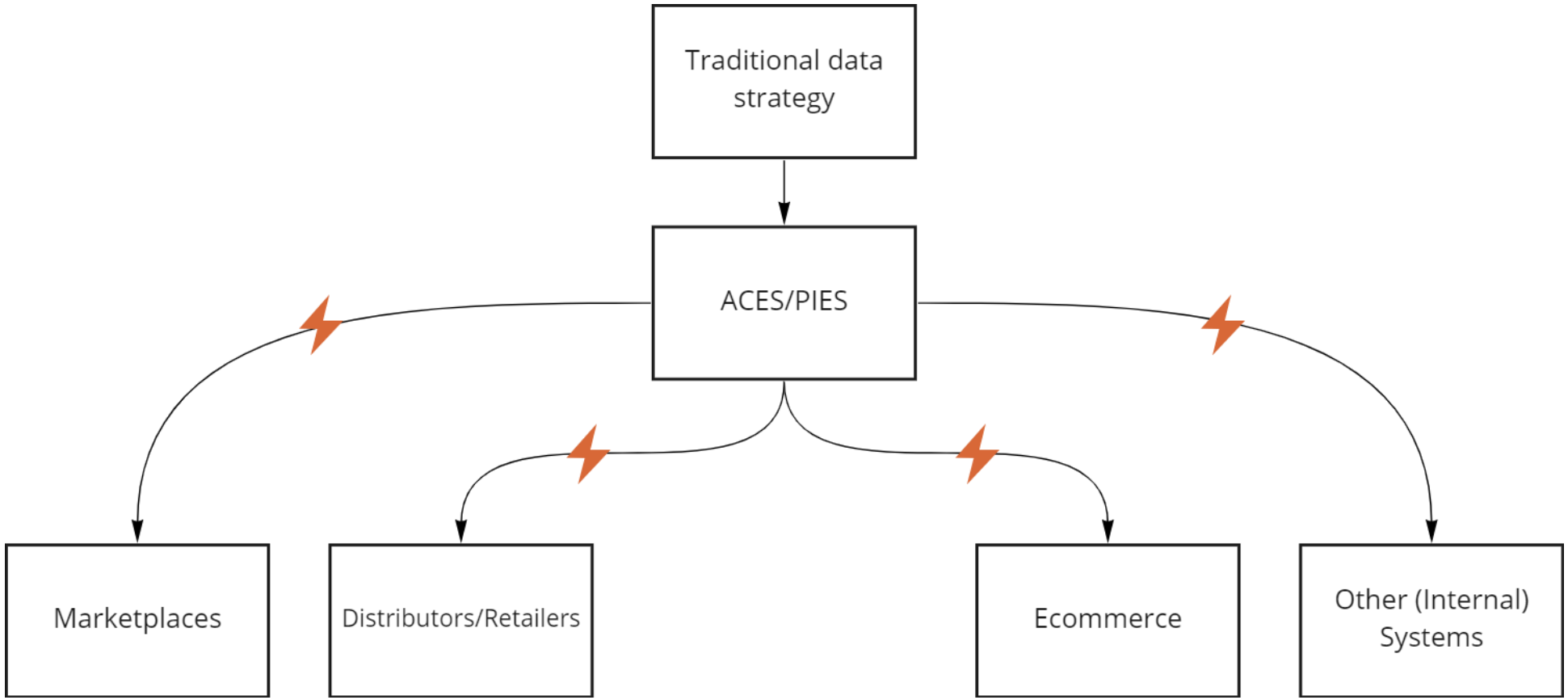
# What is a good data strategy?

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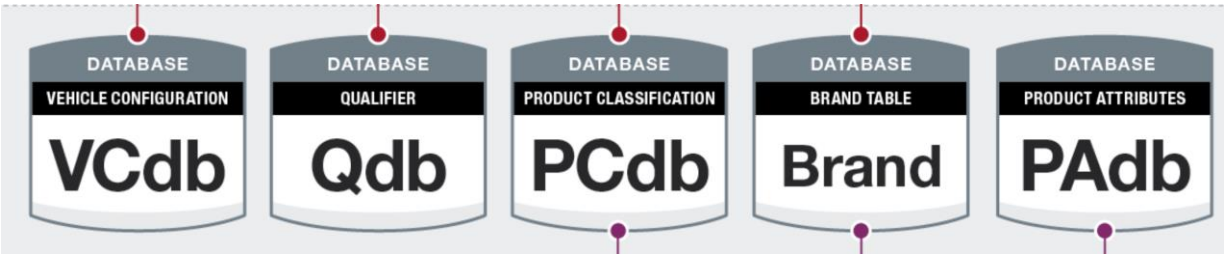
# Rethink ACES & PIES

Words




Method of communication:

- Call
- Conversation
- Letter
- E-mail

ACES
AFTERMARKET CATALOG EXCHANGE STANDARD

PIES
PRODUCT INFORMATION EXCHANGE STANDARD

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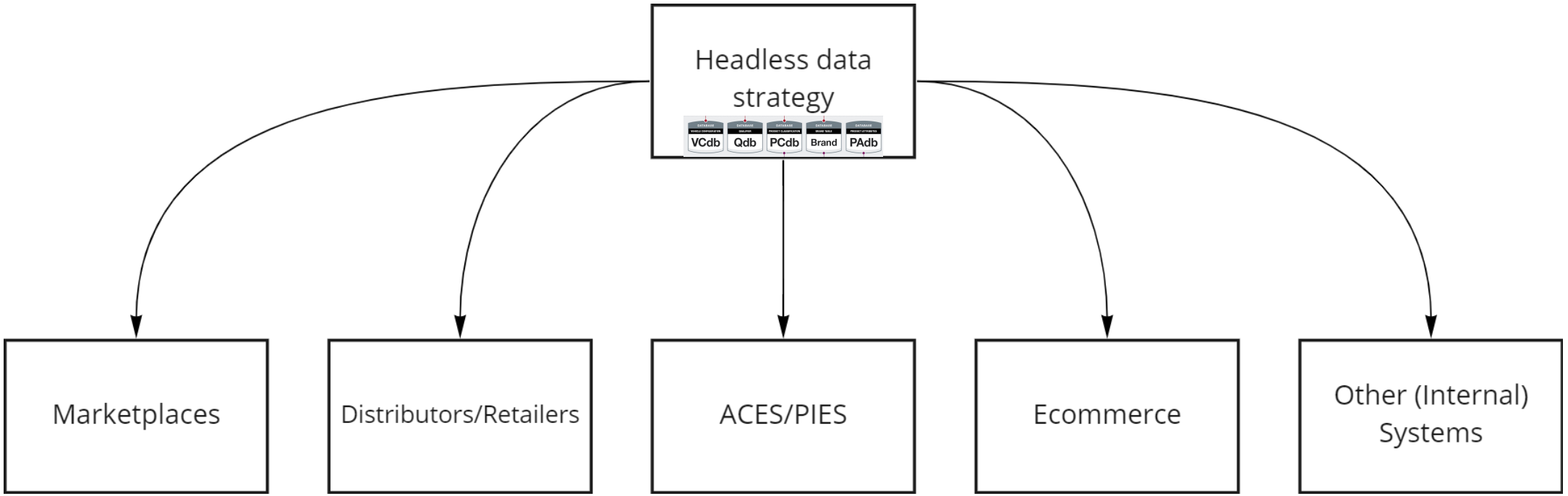
# What is a good data strategy?



# Where are our standards "falling short" in Ecommerce?

- Categorization
- Normalization of data
- Data quality
- Update frequency
- Coverage & fitment nuances
- Accessibility

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# Questions?

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Jason Nadaf / SureDone CEO
jason@suredone.com

Visit us at our booth at the tradeshow!