



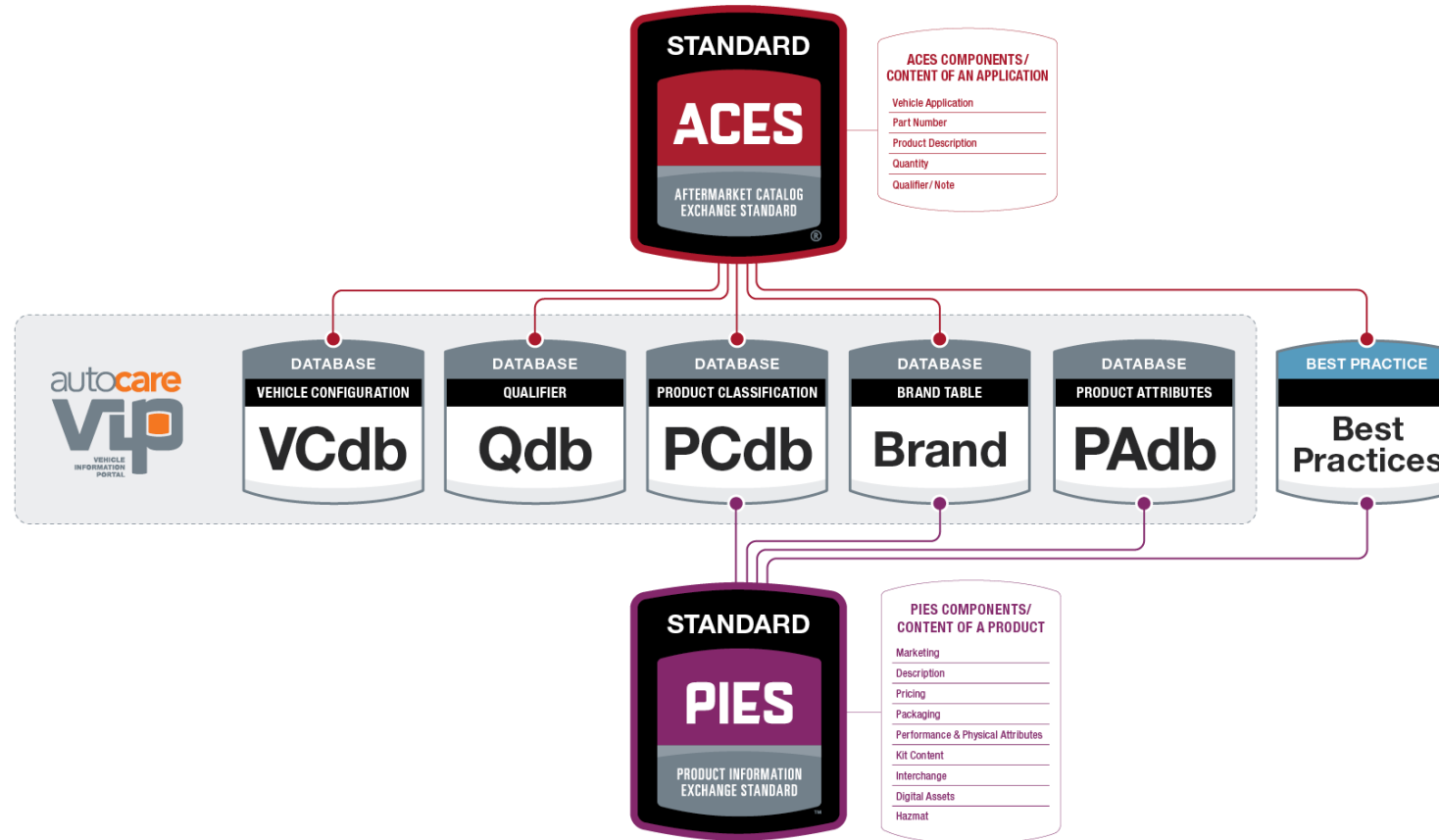
ACES, PIES, and Ecommerce

2022.05.16

Jason Nadaf & Johannes Crepon



A 30-second intro to ACES & PIES



Are the ACES & PIES standards ready for
Ecommerce?

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

TOTAL 2021 ONLINE SALES OF AUTOMOTIVE PARTS & ACCESSORIES

(\$ IN BILLIONS)



SOURCE(S): GCOMMERCE INC., HEDGES & COMPANY, JEFFERIES AUTOMOTIVE AFTERMARKET

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autocare
ASSOCIATION
Independence drives us.



PDM
AUTOMOTIVE



SUREDONE



Proprietary



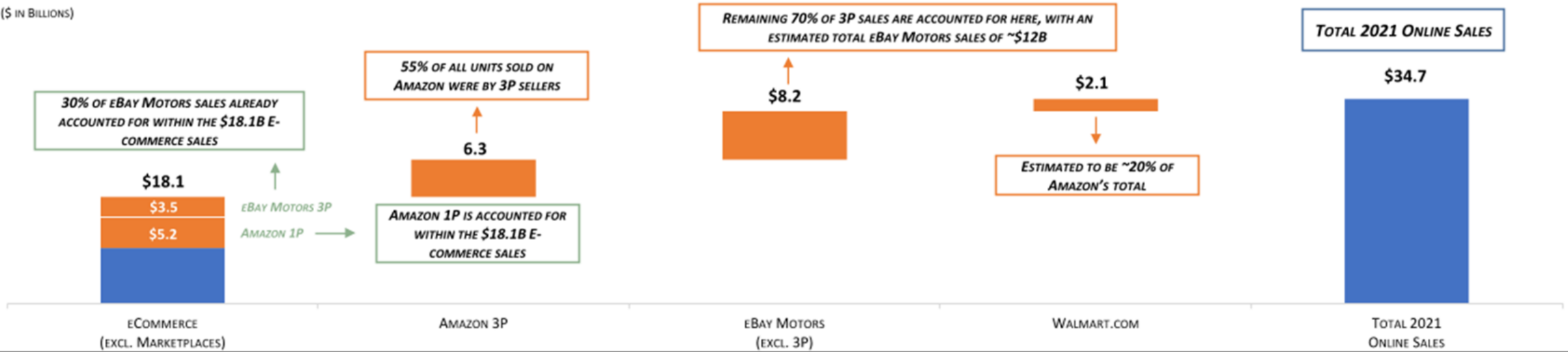
Proprietary

Proprietary



TOTAL 2021 ONLINE SALES OF AUTOMOTIVE PARTS & ACCESSORIES

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PIES
Digital Asset
P05

ACES

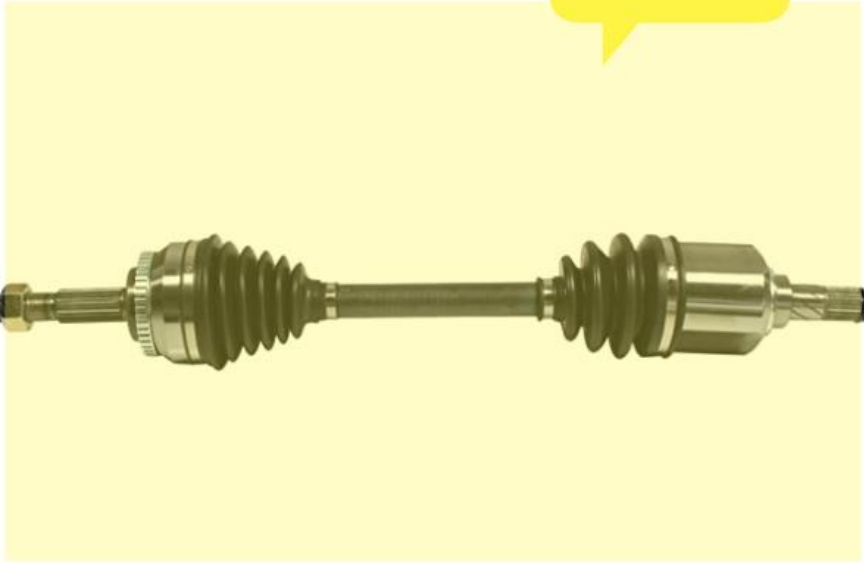
PIES + ACES
Item Segment +
Fitment Summary

PIES
Price Segment
Code: RMP

fit | ! This does not fit 2017 Ford Mustang ▾ See similar products that fit this vehicle >



PIES
Digital Asset
P04



GSP NCV53509 CV Axle Shaft Assembly - Left Front (Driver Side)

Visit the GSP Store
★★★★☆ 36 ratings | 5 answered questions

\$71⁶¹

PIES
Description
Segment
Code: FAB

Get a **\$8 bonus** when you reload your Amazon gift card balance (Restrictions apply).
Not eligible for Amazon Prime. Available with free Prime shipping from other sellers on Amazon.

- GSP CV Axles are engineered to provide OE fit, form, and function - premium materials, coupled with precise machining and balancing, ensure smooth, vibration free performance in all driving conditions
- Since boot failure is the main cause of CV axle failure, our axles use only premium grade neoprene boots that ensure robust abrasion and extreme temperature resistance, preserving boot integrity
- Assembled with a specially formulated, high-temperature Moly grease that resists friction and wear, contributing to a lifetime of smooth, dependable performance
- All axles are thoroughly inspected for quality and workmanship, and because we believe in the exceptional quality of our components, every axle comes with a limited lifetime warranty
- Left Front (Driver Side); 24-1/2 inch compressed length; 25 spline outer joint; 25 spline inner joint; 42 tooth ABS ring
- For select Nissan vehicles (verify fitment details with fit checker)

\$71⁶¹

FREE delivery April 15 - 21.
Details

Deliver to Laura&Joha... - Seattle 98119

Only 9 left in stock - order soon.

Qty: 1 ▾

Add to Cart

Buy Now

Secure transaction

Ships from Syichen
Sold by Syichen

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt ▾

- Add a Protection Plan:**
- 4-Year Auto Accessory Protection Plan for \$10.49
 - 3-Year Auto Parts Protection Plan for \$8.48

About A+ Content

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

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

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

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

1. **Enhanced Product Description**-More details on product features and uses to page. This will help customers make purchase decisions by proactively answering questions.
 - 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 in a single review at one time.

From the manufacturer

Just Some of the Reasons GSP CV Axles are *the Choice of Many OE Manufacturers Worldwide...*

CV JOINTS ASSEMBLED WITH SPECIALLY FORMULATED HIGH TEMP MOLY GREASE

PRECISION MACHINED SPLINES MATCH OE SPECS

RESIST CORROSION

CNC MACHINED CV JOINT ASSEMBLIES ENSURE PROPER TOLERANCES & LONG LIFE

High Strength, Corrosion Resistant Stainless Steel Clamps

Premium Chassis and Driveline Components You can Trust to get You There. No Matter where *There Is.*



Shop by category

Search for anything

All Categories

Search

Advanced

Back to home page | Listed in category: eBay > eBay Motors > Auto Parts & Accessories > Car & Truck Parts & Accessories > Car & Truck Transmission & Drivetrain > Car & Truck CV Axle Assemblies

| Add to Watchlist

People who viewed this item also viewed

	CV Axle Assembly-... \$90.10 Free shipping		CV Axle Assembly-Join... \$51.00 Free shipping		CV Axle Assembly-Join... \$96.84 Free shipping		CV Axle Assembly-Join... \$53.12 + \$23.95 shipping		CV Axle Assembly-... \$88.84 Free shipping
--	---	--	---	--	---	--	--	--	---

PIES + ACES
Item Segment +
Fitment Summary

PIES
Digital Asset
P04

PIES
Price Segment
Code: RMP

PIES
Digital Asset
P05

CV Axle Assembly-J **GSP NCV53509**

Condition: New
Compatibility: [See compatibility](#)
Quantity:

Price: **US \$108.48**
[No interest if paid in full in 6 mo on \\$99+*](#)

[Buy It Now](#)
[Add to cart](#)
[Add to Watchlist](#)

30-day returns | Ships from United States

Shipping: **\$140.96** Expedited Shipping | [See details](#)
Located in: Aguada, Puerto Rico, United States

Shop with confidence

eBay Money Back Guarantee
Get the item you ordered or get your money back.
[Learn more](#)

Seller information
Ilanuro (14470)
98.8% Positive feedback

[Save this seller](#)
[Contact seller](#)
[Visit store](#)
[See other items](#)

ACES

✔ This part is compatible with 17 vehicle(s).

Notes	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 Shaft Assembly] Front Right; Quantity needed per ve... more	2010	Ford	Transit Connect	XLT Mini Passenger Van 4-Door	2.0L 1999CC 122Cu. In. I4 GAS DOHC Naturally Aspirated

Portions of this table have been provided by Ilanuro

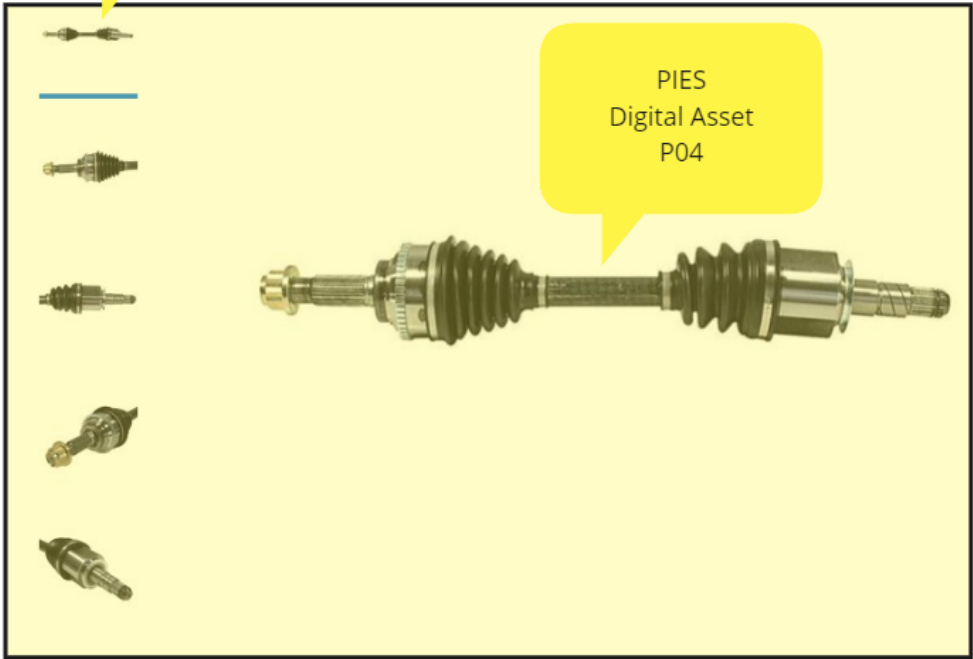
PIES
Item Segment
EXPI segment

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		

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

Check if the vehicle fits
Add vehicle
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](#)

ACES

PIES + ACES
Item Segment +
Fitment Summary

PIES
Price Segment
Code: RET

Shop by Vehicle

Select Make ...

Select Model ...

Select Year ...

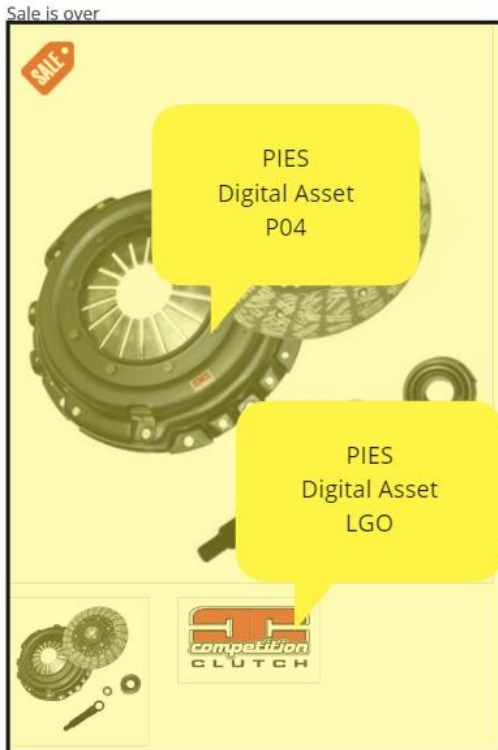
search

Categories

- » Clearance/Used
- » Air Intake
- » Accessories
- » Apparel
- » Best Sellers
- » Brakes
- » Camshafts
- » Clutch
- » Cooling System
- » Electronics
- » Engine
- » Exhaust
- » Fluids
- » Fuel System
- » Gauges
- » Seats
- » Suspension
- » Tools
- » Transmission
- » Turbo
- » Wheels

Shop By Brand

8022-2100 Competition Clutch Stage 2 Clutch Kit Honda Civic 1992-2005 D-5



Retail Price: \$430.82
As low as \$39/mo with **affirm**.
Prequalify Now

QTY:

Add product protection by **Extend**

1 Year \$30.99	2 Year \$47.99	3 Year \$59.99
--------------------------	--------------------------	--------------------------

Add to cart

Go To Checkout

Price Match

We're currently collecting product reviews for this item. In the meantime, here are some reviews from our past customers sharing their overall shopping experience.



```

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">






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 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 brand-logo"><p><span>Authorized Dealer</span></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><span>1 Year</span></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>

```

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)

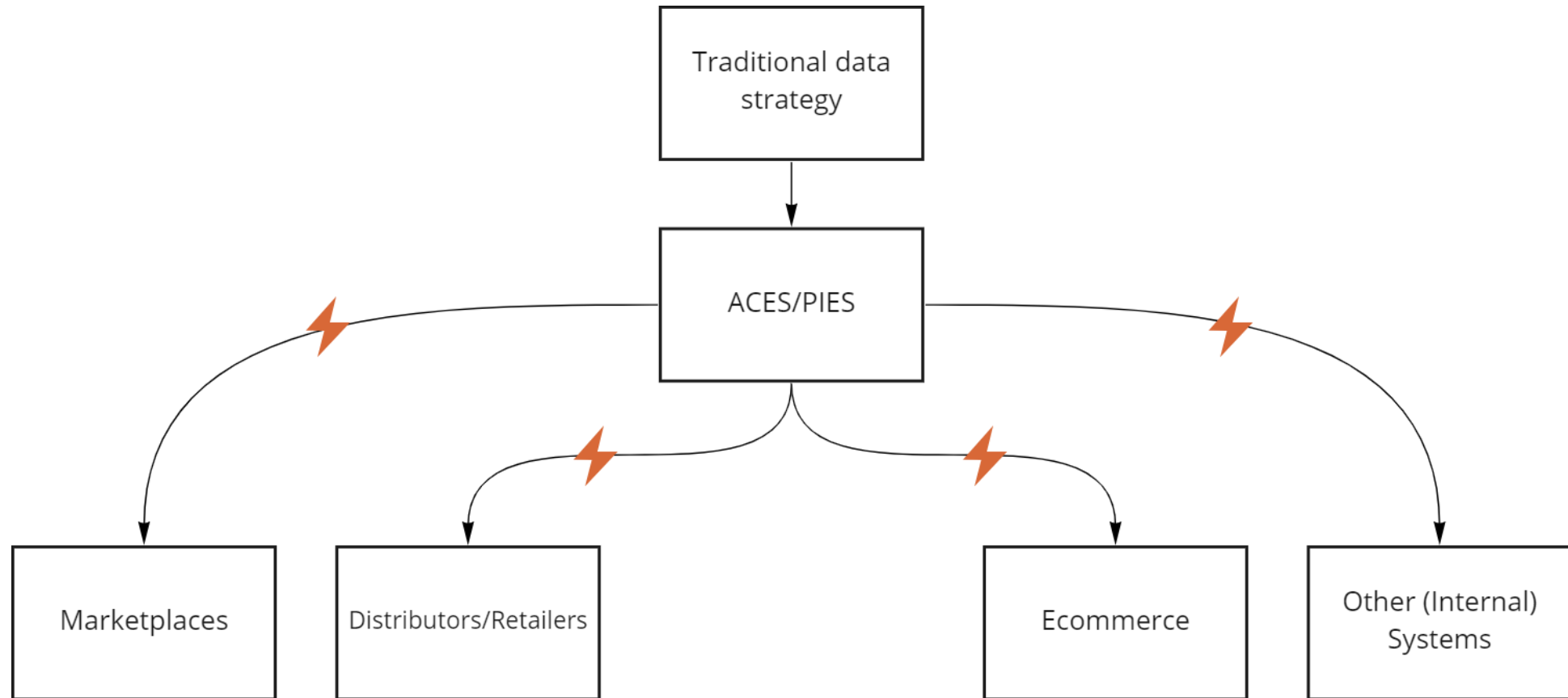
What in addition to structured content is essential for Ecommerce success?

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



Are the ACES & PIES standards ready for
Ecommerce?

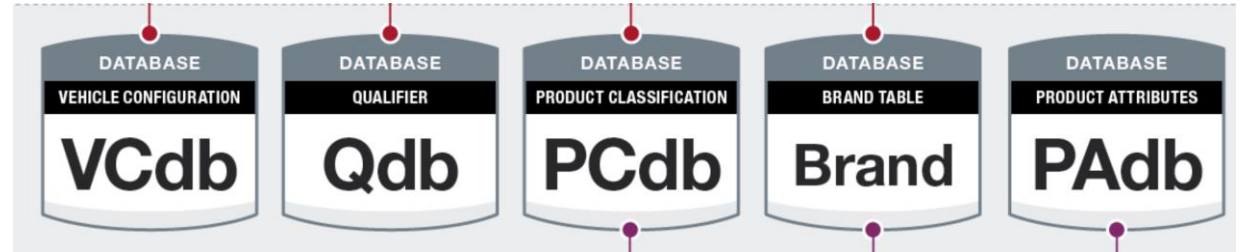
What is a good data strategy?





Rethink ACES & PIES

Words

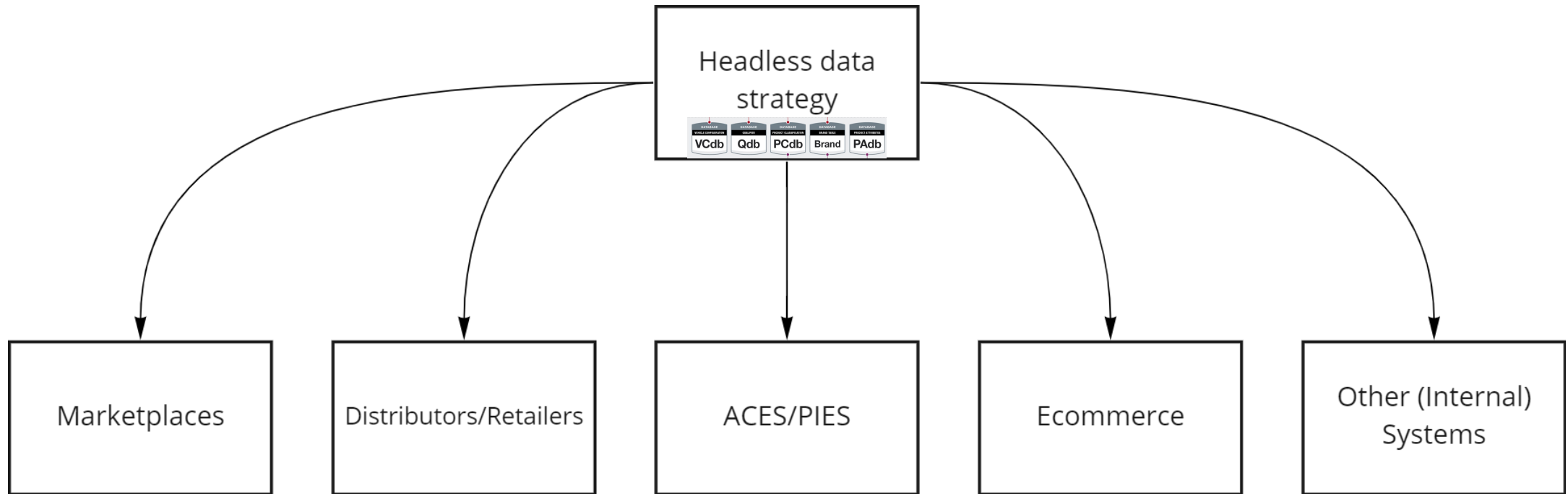


Method of communication:

- Call
- Conversation
- Letter
- E-mail



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

Questions?

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jason@suredone.com

Visit us at our booth at
the tradeshow!