

# Chrome Data's integrated suite of vehicle content helps BestRide.com grow by 80,000 visitors a month

David Prock and his colleagues saw the need for a user-friendly online shopping site with all the tools shoppers need to complete every step of the buying process. So they used their technology expertise to create BestRide.com, a clean, uncluttered and user-friendly site. Then they partnered with Chrome Data for vehicle content. The choice was a no-brainer. Not only does Chrome Data provide a complete suite of vehicle content, all products are linked by the Chrome StyleID for simple and seamless mapping. Now BestRide.com is experiencing explosive growth, and is saving the cost and time of hiring two full-time employees in mapping alone.

## How It Works

BestRide offers online car shoppers all the research and buying tools they need in one place. From configuring a car from scratch and finding the local dealer who has it ready to go, to comparing makes and models, reading the latest reviews and calculating a loan, BestRide has it all. User-friendly features like price reduction and new listing alerts help consumers stay informed throughout the process.

"The big differentiators between us and the other guys are our user experience, functionality and level of content," says David, BestRide Director of Product Management. "BestRide

is intuitive and really easy to use, and it gives shoppers all the information they need to make an informed buying decision."

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David Prock, director of product management, BestRide.com

## Lessons Learned

The team behind BestRide quickly realized that vehicle content is a crucial part of creating the best user experience. As David says, "Providing consumers with the right amount of content is really the key; and it has to be high quality." BestRide found the perfect partner in Chrome Data, which provides accurate data, vehicle configuration and comparison services and images. "Chrome Data gives us a really good balance between deep-dive and high-level information," says David. "We can provide as much or as little as a shopper wants."

Chrome Data is also a one-stop-shop when it comes to content, which is a big advantage for the company. BestRide only has to work with one provider, and thanks to the Chrome Style ID – a unique identifier for every vehicle down to the trim level – mapping between products is easy. “Chrome Data offers a complete package of products and makes it really easy to link content,” says David. “For us, it would be a nightmare to have different companies trying to talk to each other.”

Leaving the content to the experts is also saving BestRide time and money. “In terms of content,

Chrome Data is almost priceless. There is no way we could go out and collect all the information we get from them,” says David. “The mapping alone is saving us the cost and time of hiring two full-time employees.”

### Looking Ahead

In the future, BestRide is interested in licensing Chrome Incentive Service so it can display the most updated deals for every vehicle.

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### ABOUT BESTRIDE | [www.bestride.com](http://www.bestride.com)



BestRide.com is the new destination for online car shoppers, where customers will find everything they need in one place. BestRide.com offers nationwide inventory, the latest research tools, and a powerful search engine, allowing you to research and compare models with our buying guides, or target a search to find a specific car and the best dealer near you. You can even build your dream car and find out which local dealer has it ready to go. No matter where you are in the car-buying process, BestRide.com will help you find your next car.