

NADAguides improves quality, presentation and the car shopping experience while cutting costs with Chrome Data's Image Gallery-Expanded

NADAguides, the largest publisher of vehicle pricing and information, knows that accurate vehicle details and presentation are vital components of its online presence and the car shopper's experience. So when it learned of Chrome's Image Gallery and the benefits of its integration, the company saw an opportunity for enhancement. NADAguides already depended on Chrome Data for vehicle information, so it was natural to turn to them for vehicle images as well. What it received exceeded expectations: complete and high-quality vehicle coverage at a budget-friendly price, all seamlessly mapped to the full suite of Chrome Data products.

High-quality, cost-effective images

Previous image providers delivered the breadth of image data needed, but the overall package wasn't ideal for the company's needs and the cost was high compared to alternatives. In contrast, Chrome Data delivers showroom-quality images with the broad coverage and exact angles NADAguides needs to create informative and engaging vehicle specification pages and new and used car shopping tools, at an economical price. "We had a multitude of images and image data, but Chrome Data's image offering was superior in handling the needs of NADAguides," says Troy Snyder, Director of Product Development for NADAguides. "When we reviewed Chrome Data's image quality, coverage, cost and support, it was a quick and easy decision for us."

Seamless product mapping

For over 10 years, NADAguides has teamed up with Chrome Data for specific vehicle data needs. As a

result, their datasets are well mapped to one another. This seamless product mapping is facilitated by the Chrome Style ID, a unique identifier for every vehicle down to the trim level. The Chrome Style ID simplifies and streamlines integration between Chrome Data products and third-party providers, to the point

“We all know that pictures help tell the story, but images are also a vital detail in the online car shopping experience. Car shoppers seek high detail when accessing vehicle differences, quality and whether or not a particular vehicle will fit within their lifestyle and everyday needs. We rely on Chrome Data images to deliver this content to our audience. Chrome Data is not only one of our top tier partnerships, but they have become the obvious choice for high quality, cost efficient vehicle data and tools.

Troy Snyder, Director of Product Development
NADAguides

that NADAguides prefers its partners be mapped to Chrome Data. The fact that images would automatically be mapped to its other products was a huge selling point for the company. "Mapping is vital in the data world. Without it, we have compatibility issues that can heavily tap resources and create challenges

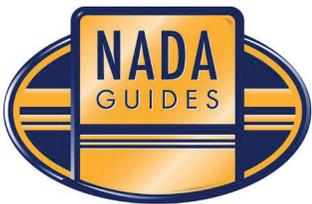
for our database and development teams,” says Snyder. “Product development moves much faster when our providers and their processes are mapped to an industry leader and standard such as Chrome Data.”

Exceptional support

Chrome Data is renowned for sales and support personnel who are highly experienced, effective and empowered to go the extra mile to ensure customer satisfaction and fast results. “They are the epitome of taking care of a client,” says Snyder. “They simply un-

derstand our world and deliver which makes our world so much easier to operate in.”

NADAguides now has high-quality, consistent images at a price consistent with its budget strategy. Thanks to the Chrome Style ID, mapping to vehicles and other products is automatic and requires minimal development time. In the future, NADAguides plans to maximize the impact of Chrome Data’s images by spreading them to additional relevant research tools within its site to elevate the consumer shopping experience.



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