NEWS RELEASE

Pivotree and Content Status Unveil 2024 Automotive Aftermarket Digital Health Report: A Call to Streamline Product Data

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Significant improvement needed with an average digital health score of 2.5 out of 5 reported across all major automotive sites

TORONTO--(BUSINESS WIRE)-- Pivotree Inc. (TSXV: PVT) (“Pivotree''), a leading provider of **frictionless commerce** solutions and services, today announced, in collaboration with Content Status, known for their automotive industry digital health analyses, the release of the **2024 Digital Health Report for the Automotive Aftermarket** This comprehensive study addresses the critical challenges and opportunities facing the automotive aftermarket industry in the digital age.

Managing product data has become a significant bump in the road for automotive companies to reach new markets and consumers through digital channels. Complex products, multiple attributes, and data sourced from hundreds of manufacturers often result in incomplete, inaccurate, and inconsistent product descriptions.

Key Findings from the Report Include:

- Average Content Health: A modest 2.8 out of 5.0 across all sites.
- Image Assets: 66% of products have four or fewer image assets.
- 360° Spin Assets: 82% of products do not include these crucial assets.
- Video Assets: Only 18% of products are equipped with video content.

The report provides a digital health assessment of the industry, offering actionable recommendations to improve content quality and digital presence. With expert analysis, the report details how companies measure up against basic content requirements, taxonomy best practices, and other critical product content elements.

"This report sheds light on the current state of the automotive aftermarket industry in its digital commerce journey.

By comparing it with companies that have decades-long experience in digital channel selling, it offers valuable insights for aftermarket businesses to strengthen their digital strategies and better adapt to evolving customer needs and expectations," said Sam Russo, Pivotree Practice Director, Automotive & Heavy-Duty.

Jeff Junt, CEP and President, Content Status, concurs, "Customer expectations are being driven by everyday shopping experiences. Automotive retailers should take note of the more robust content available on major sites like Amazon and Walmart to meet evolving consumer demands. Maximizing all available content types (images, description, bullets, specifications) is key to reducing customer frustration and increasing conversion."

With years of industry expertise, Pivotree and Content Status are your go-to partners to reduce your time to market and boost sales. As we've helped hundreds of others, we can help you streamline the acquisition, classification and enrichment of product data. Working with us allows your teams to reach revenue goals, contain costs, and get to market much faster and more efficiently. **Get your free digital health assessment here**.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

About Pivotree

Pivotree, a leader in **frictionless commerce**, strategizes, designs, builds, and manages digital Commerce, Data Management, and Supply Chain solutions for over 200 major retailers and branded manufacturers globally. With a portfolio of digital products as well as managed and professional services, Pivotree provides businesses of all sizes with true end-to-end solutions. Headquartered in Toronto, Canada, with offices and customers in the Americas, EMEA, and APAC, Pivotree is widely recognized as a high-growth company and industry leader. For more information, visit **www.pivotree.com** or follow us on **LinkedIn**.

About Content Status:

Content Status provides brands and retailers with digital shelf content visibility, validation and sales velocity they can't get elsewhere. It's a scalable, self-service solution for those seeking to dominate the digital shelf, offering real-time visibility into competitive insights, content health, and share-of-search. The platform empowers online sellers to optimize their digital presence and drive sales by ensuring their digital content is always accurate, consistent, and engaging.

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