

# Auto Parts Product Page Accuracy Benchmark – 2025

By [Bridge Below](#) using [True View Audit](#)





Are manufacturer's  
data feeds being  
consumed and  
displayed correctly?



## FINDINGS

We Audited

80,000

SKUs against ACES & PIES on

13 Retail Sites

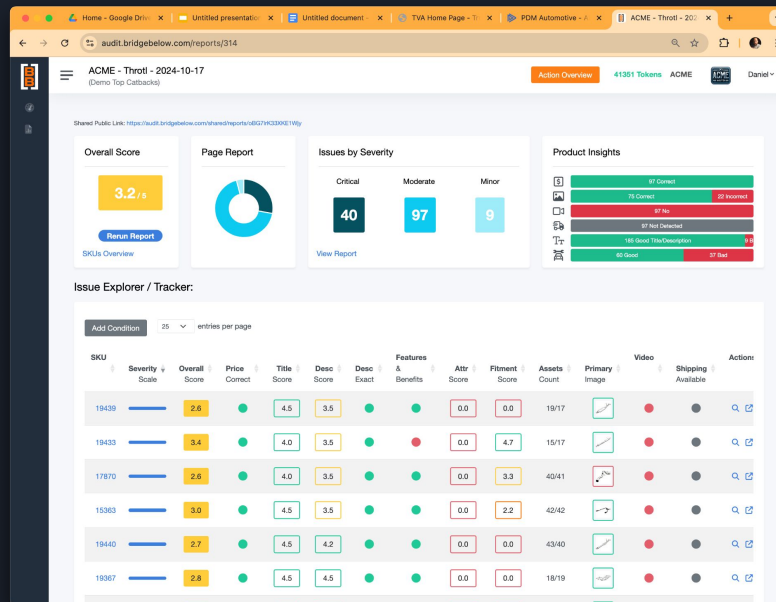


# METHOD

We audited over 80,000 e-commerce pages, comparing the data against ACES and PIES with True View Audit.

Daniel Cave

Product Team, True View Audit



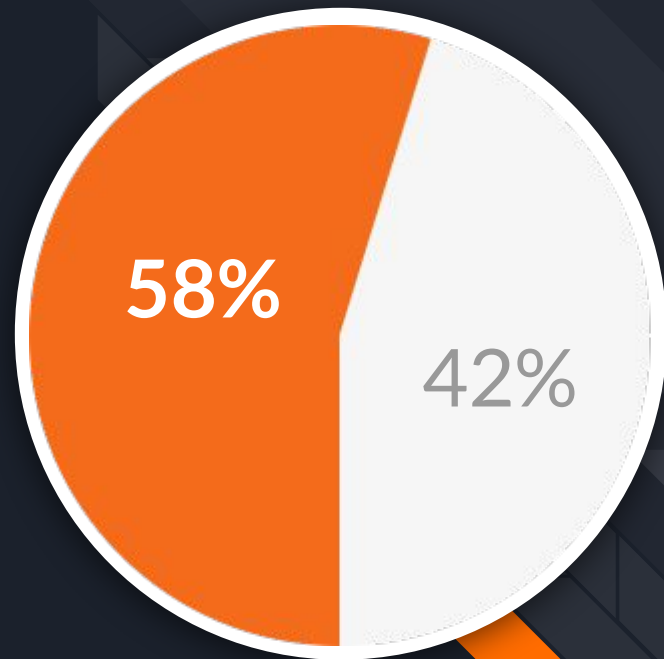


# WHAT WE FOUND



**58% of SKUs contained at least one error.**

**Psst... that's \$5,000,000 in potentially compromised listings.**



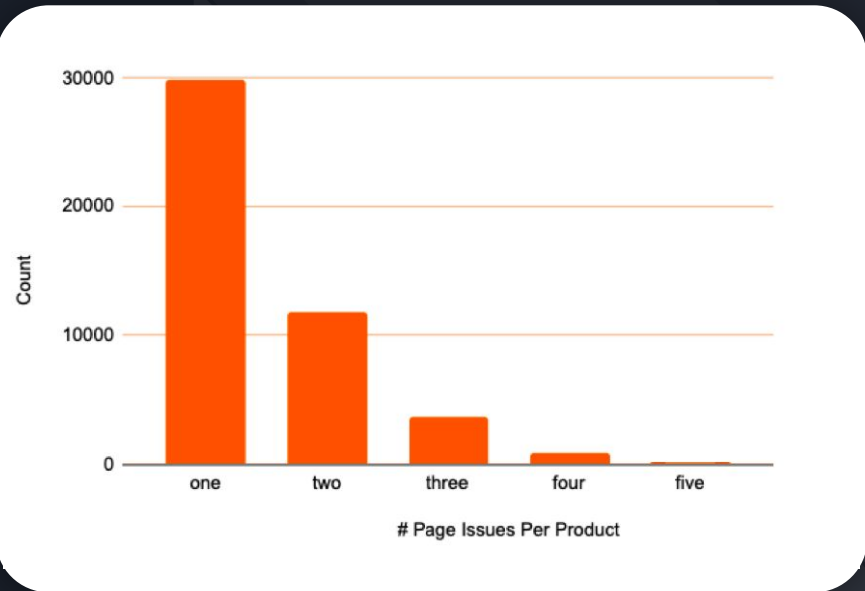
**We have a real problem:**

Lost sales, avoidable returns, and a  
damaged brand reputation.



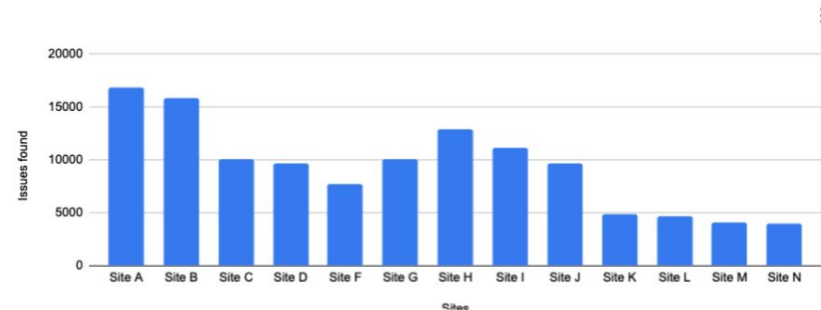
And often... it's not just one.

Nearly half of those have two or more issues.





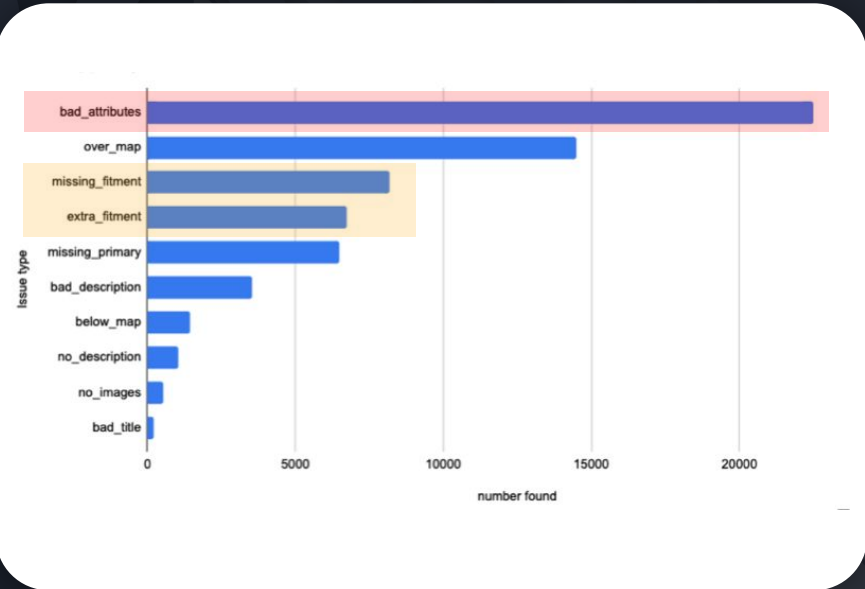
The issues span every  
retailer site—  
It's not just one getting it wrong.  
Something fundamental is broken.



# It's not just one type of issue–

The most common are...

1. **Bad attributes**
2. **Incorrect fitment**
3. Wrong image
4. Bad description
5. No description





## Fitment data is missing 20% of the time.

Across all pages that listed fitment, 1 in 5 had missing or incomplete information.

- 55% had missing models (lost sales),
- 45% had extra models (avoidable returns)

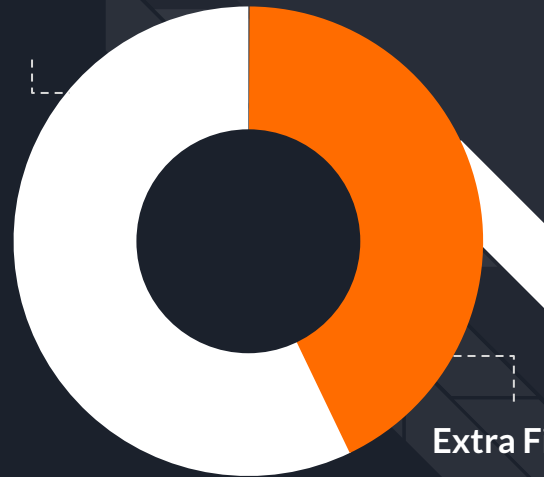




# 26% of all fitment data didn't match.

*Note: It's not always the retailer's fault—both sides of the data equation can be out of sync.*

Missing Fitment  
54.8%



Extra Fitment  
45.2%

## WRAPPING IT UP



Michael Raburn  
CEO, Bridge Below

For years, our industry has acknowledged the challenges of data accuracy—but seeing the true scale of the issue in this report may be eye-opening. Without a reliable way to verify how product data is consumed and displayed at scale, errors persist—and compound.

While 80,000 SKUs is just a glimpse, the findings reveal critical gaps in fitment and attribute data—gaps that directly affect sales, increase returns, and erode customer trust.

This report is meant to start a conversation. The goal isn't just to highlight the problem—it's to inspire action, protect revenue, and eliminate costly, avoidable mistakes.

## NEXT STEP FOR BRANDS?

The MagnaFlow Group has had great success utilizing TVA to audit product content and improve content quality on the market. TVA has allowed us to quickly and effectively verify content managed within our PIM is accurately consumed and displayed by our trading partners.

**Josh Liem**  
Data Department Manager

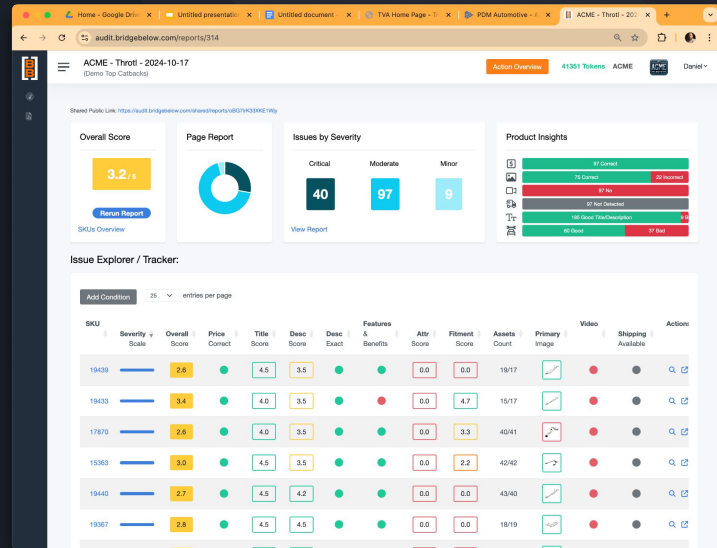




# Check your own data

TVA checks sites and gives sophisticated **actionable insights** at a scale that was previously unattainable, at a price that works. [Get a free report today.](#)

Daniel Cave  
Product Team, TVA  
[hello@bridgebelow.com](mailto:hello@bridgebelow.com)





# ABOUT BRIDGE BELOW

Since 2013, Bridge Below Inc. has led the charge in pricing intelligence and MAP enforcement for the automotive aftermarket. We saw the problem—so we built the solution.

But our roots go deeper. Since 1999, our team has been pioneering custom e-commerce applications, developing tools that transformed how the industry manages pricing, compliance, and product data. Over the years, we've partnered with dozens of aftermarket brands, refining our services to keep pace with an evolving industry.

Our latest innovation, True View Audit (TVA), is more than just a tool—it's the next step in safeguarding brand integrity, pricing transparency, and operational efficiency at scale.

At Bridge Below, we're not just software developers. We're automotive insiders—car builders, parts specialists, and tech innovators. We know the industry inside out, and we solve the real-world challenges that impact your bottom line.

We help manufacturers take back control—eliminating costly data errors, protecting brand reputation, and creating a marketplace that works for everyone.