



**ITRACK**  
**CONNECT**  
2023 USERS CONFERENCE

# HTTP Carts, SEM, and API

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# Today's Agenda

- HTP Best Practices
- Quick overview of starting with Add To Cart
- What to expect - in ITrack
- XML Feed, RSS Feed and Exporting to Advertising Partners
- Using your data through the HTP API

# Best Match

- HTP default search order
  - Generally follows our experience of what Google is looking for
  - Applies at the individual part level (each part has its own value)
  - Most factors not linear
- 
- Amount of info entered - description and Q&A
  - Images and videos when appropriate
  - Price
  - VIN or OEM

# Quick Overview of Starting with Add To Cart

Your online customers will be able to add items that you designate to a cart and generate a sales quote in ITrack.

# Information We Will Need to Begin

For this to happen you will need to make a few decisions:

- What items to have available and in what timeframe?
- Do you want your contact information to be different for the check out process?
- What messages you want to show on success?
- How do you handle core charges and returns?

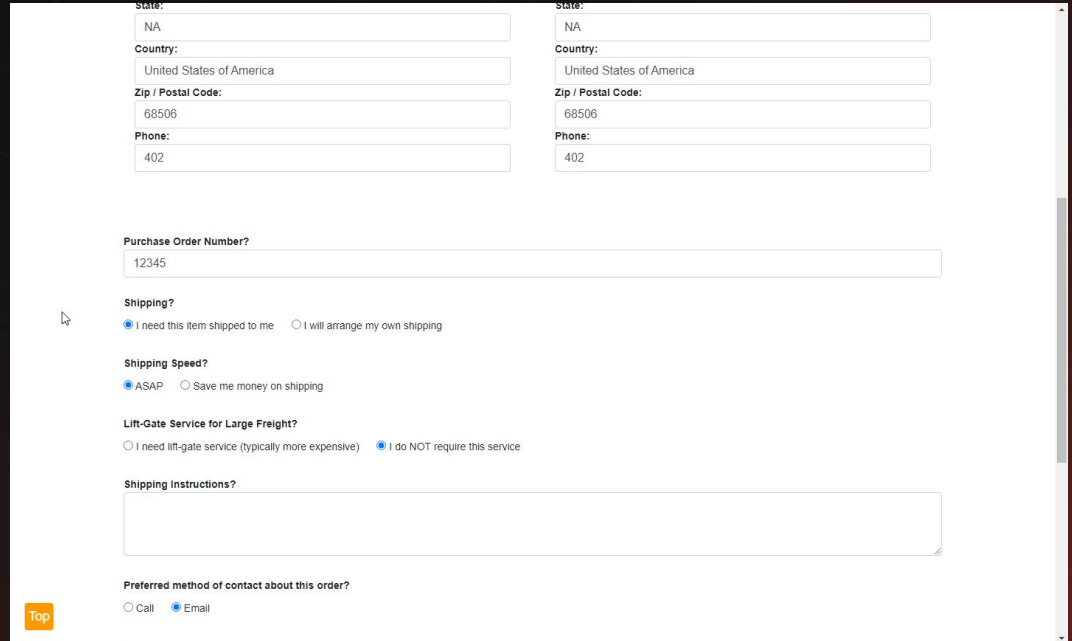
# End User View From HeavyTruckParts.Net

The parts you have marked will show up on HTP with a red 'Add to Cart' link.

The screenshot shows the ITRACK ENTERPRISE website interface. At the top right, contact information for 'Tonys Lucky Truck' is displayed: 800-929-1829, 2124 Y St, LINCOLN, NE 68503, USA, with a 'Get a map!' link. The main search area is titled 'SEARCH - Engine Assembly - Tonys Lucky Truck' and includes a 'Search All Companies Instead' link. The search filters are: PART (Engine Assembly), MANUFACTURER (Any), MODEL (Any), SORT BY (Best Match), SORT ORDER (Descending), KEYWORD (OEM NUMBER, COLOR, TURBO...), CATEGORY (Any (except cores)), START YEAR (Any), and END YEAR (Any). A 'Search' button is present. To the right of the search filters are three buttons: 'Decode a VIN', 'Part Request Form', and 'Create Estimate'. Below the search filters, there is a breadcrumb 'Search / Engine Assembly' and a message: 'Your search has 19 matches. Now showing results 1 through 19.' The search results show 'Engine Assembly' with a '2013 DETROIT DD13 Engine Assembly' listing. This listing includes a 'Tag #: 1408', 'VIN #: 1FVHC5DVXDHF0734', and a 'Core \$500.00'. The listing has a red 'ADD TO CART \$11,000.00' button and a grey 'Create Estimate' button. A 'Top' button is located at the bottom left of the listing image.

# End User View From HeavyTruckParts.Net (cont.)

- After adding the items to the cart, the customer will fill out the information you will need to determine shipping and sales tax.
- This information will be saved to a sales quote in ITrack and both the customer and you will receive a confirmation email.





The screenshot displays a web form for shipping and contact information. It is organized into two columns and several sections:





- Address Fields:** Each column contains fields for State (pre-filled with 'NA'), Country (pre-filled with 'United States of America'), Zip / Postal Code (pre-filled with '68506'), and Phone (pre-filled with '402').
- Purchase Order Number:** A single text field containing '12345'.
- Shipping?** Radio buttons for  'I need this item shipped to me' and  'I will arrange my own shipping'.
- Shipping Speed?** Radio buttons for  'ASAP' and  'Save me money on shipping'.
- Lift-Gate Service for Large Freight?** Radio buttons for  'I need lift-gate service (typically more expensive)' and  'I do NOT require this service'.
- Shipping Instructions?** A large, empty text area for additional notes.
- Preferred method of contact about this order?** Radio buttons for  'Call' and  'Email'.

A 'Top' button is located at the bottom left of the form area.


# End User View Email

Emails with the filled out info are sent to both the end user and to you.

Tony's Lucky Truck Purchase Order Request Inbox x  

 **tmerritt@isoftdata.com** 3:09 PM (1 minute ago)     
to me ▾

**Tony's Lucky Truck**  
[tmerritt@isoftdata.com](mailto:tmerritt@isoftdata.com)  
402-555-5555



Contact Preference: email

Purchase Order Number: 12345

I need this item shipped to me ASAP  
Need Lift-gate: no

**Shipping Address**  
Andrew  
ISoft Test Account only  
ITEMS LISTED HERE ARE  
ONLY TEST ITEM, NA 68506 United States of America

| Store | Tag Number | SKU Number | Category | Item                              | Price/Unit                             |
|-------|------------|------------|----------|-----------------------------------|--|
| 1     | 1408       | 1408       |          | 2013 Engine Assembly DETROIT DD13 | \$11000.00<br>Core Deposit<br>\$500.00 |

Tony's Lucky Truck  
[tmerritt@isoftdata.com](mailto:tmerritt@isoftdata.com)  
402-555-5555



# What to Expect - in ITrack

- A sales quote will be generated in ITrack.
- Your sales person will determine shipping and sales tax and finalize the transaction with the customer.

The screenshot displays the ITrack Enterprise - Inventory Management System interface. The main window is titled "Sales Order Screen" and shows a customer order for order # 1-299. The order is dated 8/2021 and is for an "Internal Sale". The balance is \$0.00, and the credit limit is \$0.00. The shipping address is listed as "United States of America 402 aphonson@rediffmail.com".

The order details table is as follows:

| Item #     | PO # | Line Item | Ship Via | Shipping Tracking # |
|------------|------|-----------|----------|---------------------|
| 4406       |      | 14        | 1        |                     |
| 1408 CONSP |      | 14        | 1        |                     |

The item details for line item 14 are:

| Item #     | Stock # | Manufacturer | Store | Availability | Description  | Price       | Qty | Hold | Tax | Total       | Cost       | Locations |
|------------|---------|--------------|-------|--------------|--|-------------|-----|------|-----|-------------|------------|-----------|
| 4406       | 62      | 14           | 1     | 1/1          | NO WARRANTY, Engine Assembly, 2013, FREIGHTLINER, M2 112, 14, DD13   | \$11,000.00 | 1   |      |     | \$11,000.00 | \$2,500.00 | Man       |
| 1408 CONSP | 62      | 14           | 1     |              | Interest cost charge on NO WARRANTY, Engine Assembly, 2013, FREIGHTLINER, M2 112, 14, DD13<br>(Use the Lookup field to perform search) | \$0.00      | 1   |      |     | \$0.00      | \$0.00     |           |

The interface also includes a navigation menu on the left, a "Payments" section, and a "Subtotal" section at the bottom. The subtotal shows a total of \$12,400.00. The status bar at the bottom indicates the software is updated and provides user support information.

# Watch The Whole Process!



LET CUSTOMERS **ADD**  
**YOUR INVENTORY** TO THEIR  
ONLINE **SHOPPING CART**

PLUS

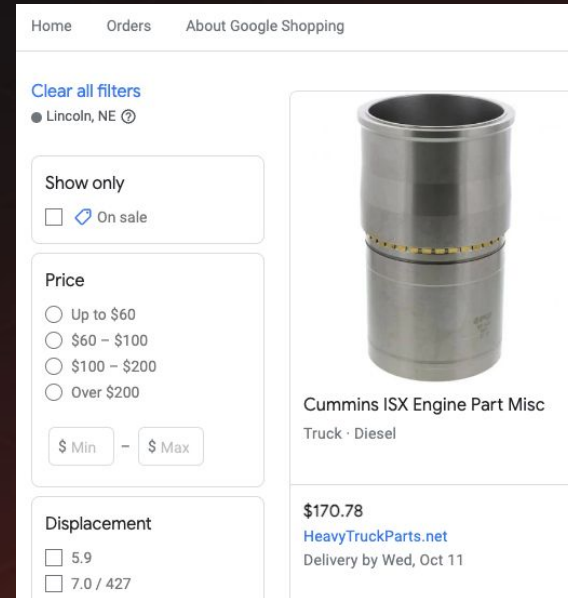
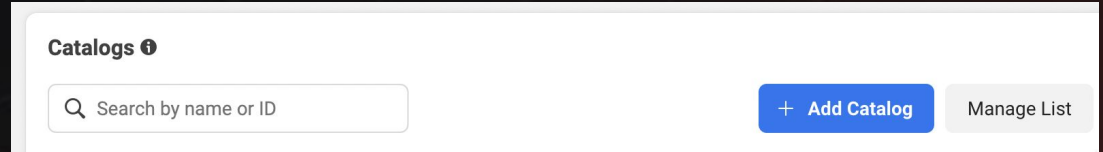
**ACCEPT CREDIT CARDS**  
WITH OUR NEW **CREDIT**  
**CARD PROCESSING SYSTEM**

WORKS WITH **ITRACK ENTERPRISE, PRO AND CHROMIUM**

DEMO SHOWN ON ITRACK PRO

# Add To Cart is Active - Now What?

- We can make you an XML feed.
- This XML feed allows for the creation of catalogs for Facebook Ads and Google Shopping.

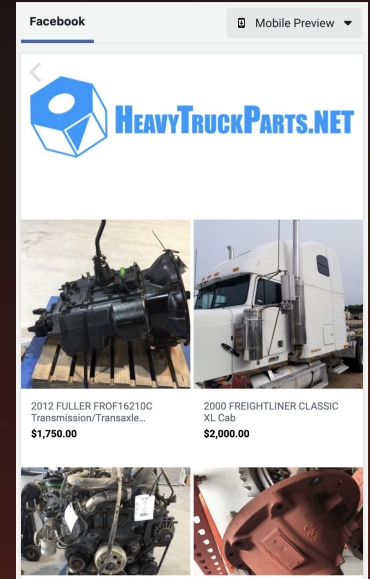
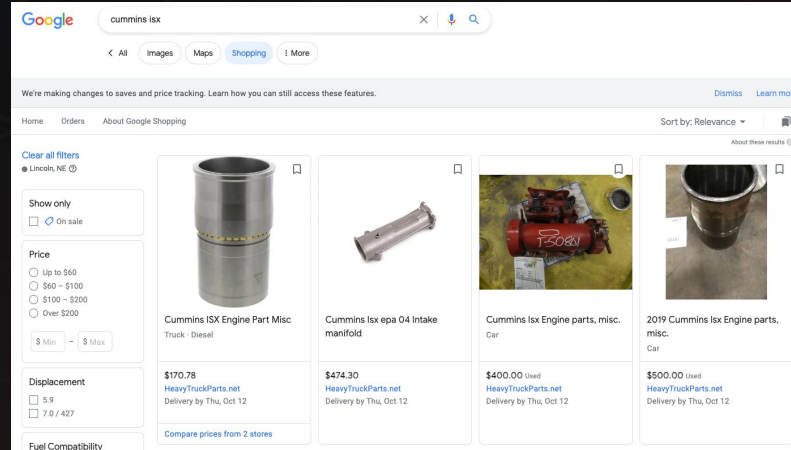


# Advertising on Google and Facebook

Once we have created your Facebook Catalog, you can run ads using your actual parts.

## Pro Tip:

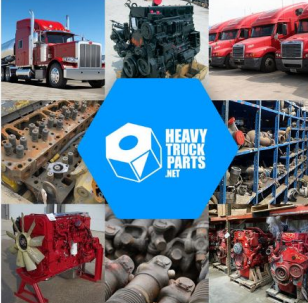
Take the time to write out good descriptions and take clear, well lit photos. Avoid using ALL CAPS when you can.




# Add To Cart Active? We Are Advertising For You!

**HeavyTruckParts.net**  
Sponsored · 🌐

Buy New, Used, Remanufactured and Aftermarket Heavy Trucks Parts



**Buy Heavy Truck Parts Online**




👍 413    47 comments    23 shares

👍 Like    💬 Comment    ➦ Share

**HeavyTruckParts.net**  
Sponsored · 🌐

Heavy truck salvage yards across the U.S. and Canada upload their used, OEM, and aftermarket inventory listings to us.



**We currently feature over** [Shop now](#)

**We feature** Search and bro...

👍 Like    💬 Comment    ➦ Share

**Truckbay**  
Sponsored · 🌐

Find your next heavy truck in minutes with Truckbay. With listings from top dealers and the ability to compare, view ...See more




**Shop Complete Vehicles at Truckbay**



👍 Like    💬 Comment    ➦ Share

**LKQ**  
Heavy Truck  
**KC Truck Parts**



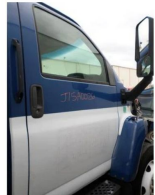


2015 Cummins Isx15 Engine part misc  
Throttle valve off 2015 cummins isx15. oem# 3688797 supersedes to 3691162. off low mileage (5861 mi) not wrecked truck., casting #: j46304

Truck

[View product details](#)


**\$400.00** Used  
+\$29.00 est. tax  
[HeavyTruckParts.net](#)

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|  |  |   |
|--|--|---|
|  <p>2006 Gmc C7500 Door assembly, front</p> <p><b>\$143.00</b> Used<br/><a href="#">HeavyTruckParts.net</a></p> |  <p>1999 Gmc C7500 Door assembly, front</p> <p><b>\$360.00</b> Used<br/><a href="#">HeavyTruckParts.net</a></p> |  <p>2005 Gmc C7500 Door assembly, front</p> <p><b>\$400.00</b> · Was \$790.00 Used<br/><a href="#">HeavyTruckParts.net</a></p> |
|--|--|---|


# RSS Feed

- Similar to the XML Feed, the RSS Feed provides part listings to Facebook and other advertisers.
- Unlike the XML Feed, RSS doesn't require Add-to-Cart, and generates a series of newly listed parts, ideal for Facebook and X/Twitter.
- Just the parts you want to list, save manual labor.
- RSS can link parts to YOUR website, not just back to HeavyTruckParts.Net



HeavyTruckParts.net  
17h · 🌐

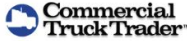











2020 PETERBILT 579 Mirror (Side View) \$650.00  
2020 PETE 579 LEFT SIDE MIRROR ASSY  
PLASTIC CHROME COVER  
STEEL ARMS  
NEEDS CLEANED  
WILL CLEAN UP FIRE JOB



HEAVYTRUCKPARTS.NET  
Click or call (877)557-8782 for more information. Peterbilt 579 Mirror Assembly Cab/door #2189437 at Toledo, OH

# Partner Export

- You never have to worry about having a heavy truck part out there that has outdated information or has sold from your system. Any price or change of information is automatically updated in all our syndication feeds with absolutely no effort on your part.
- We can also create custom feeds for other portals based upon your needs. If you're dreaming up something new, just ask! We can explore making it happen for you.

|   |  |   |   |
|---|--|---|---|
|  <p>CommercialTruckTrader.com is an online source for complete trucks.</p> <p>Browse over 80,000 new and used commercial truck listings nationwide.</p>                 |  <p>Dealer Spike is a world-wide digital advertising company focusing on heavy truck dealerships.</p>   |  <p>Machinery Trader is an online source for new and used construction equipment.</p> <p>In the business since 1978, Machinery Trader lists equipment such as excavators, forklifts, wheel loaders and more.</p>   |  <p>MyLittleSalesman.com is an online truck trailer and machinery marketplace.</p> <p>Buy, sell or trade trucks, trailers, equipment and parts.</p>                                  |
|  <p>NextTruckOnline.com is an online source commercial trucks, trailers and parts.</p> <p>Browse thousands of new and used commercial listings for sale nationwide.</p> |  <p>RockAndDirt.com is an online source for heavy equipment, trailers, attachments and parts.</p> <p>Thousands of new and used heavy equipment are listed for sale nationwide.</p>  |  <p>Tradequip.com is a source for all things related to energy equipment.</p> <p>Sell your oil and gas equipment online.</p>   |  <p>Truckbay is the fastest growing online marketplace for buying and selling used commercial trucks. From semi trucks to dump trucks and even school buses, they list them all.</p> |
|  <p>Truck and Equipment Post is a top choice for buying, selling or browsing new &amp; used trucks, heavy equipment and more throughout New England.</p>                |  <p>TBG/Truck Buyers Guide has served the needs of the trucking industry since 1973 by bringing buyers and seller together.</p> <p>Three separate regional editions are mailed each month to registered truck owners, from Maine to Maryland.</p> |  <p>Truck Paper is your go-to source for new and used trucks, trailers, and related equipment from all major manufacturers, including Freightliner, International, Peterbilt, Kenworth, Mack, Isuzu, Volvo, Ford, and Western Star, plus hundreds of others.</p> |  <p>Truck 'N Trailer Magazine is the Premier Marketplace for commercial truck &amp; equipment dealers to sell Trucks, Trailers, Heavy Equipment, Truck Parts.</p>                    |

# Your Live Data From the HeavyTruckParts.Net API

- Inventory Search for Your Website with Your Brand Identity
- Customizable Search Form, Form Placement, Result Layout, and Filtering
- Live Search Results

## Premium Features

- Customer-Specific Pricing
- Sales Documents via Add-To-Cart
- Online Sales History



A screenshot of a search result for a "2020 FREIGHTLINER CASCADIA Hood". The search form at the top includes filters for "Hood", "Make/Manufacturer", "Model", "Category", "Start Year", "End Year", and "Sort by most recent". A blue "Search" button is visible. Below the search form, it says "Showing 1-25 of 243 results". The result card features a photo of the hood, a price of "\$3,950.00", and a list of specifications: Tag # 300898, Type TILT, COLOR WHITE, LENGTH 53, PWS/CWS CWS. The description reads "LESS LEFT HEADLIGHT MINOR CRACK ON LEFT FENDER". A blue "View Details" button is at the bottom.

A screenshot of search results for "MERITOR MD2014X Differential Assembly (Front, Rear)". The search form at the top includes filters for "Differential Assembly (Front, Rear)", "Make/Manufacturer", "Model", "Category", "Start Year", "End Year", and "Sort by most recent". A blue "Search" button is visible. Below the search form, it says "Showing 1-25 of 27 results". There are two result cards. Each card features a photo of the differential assembly, a price of "\$1,500.00", and a "Core Deposit: \$300.00". The first card has a Tag # of "Ryd MD2014X/2.64/41", a Ratio of 2.64, Diff Lock of none, and Spline of 41. The second card has a Tag # of "Ryd MD2014X/2.47/41", a Ratio of 2.47, Diff Lock of NONE, and Spline of 46. Both cards have a description: "Good used Meritor MD2014X front rear Differential Assembly 2.64 Ratio 90 day guarantee for swap or refund" and a blue "View Details" button.





# Thank you!

Including a special shoutout to my favorite Tim Jordan's Hat. Honorable mention to Camo Vander Haag's Hat.  
#camohatday #trucksafetyweek #honormarilynvt