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TrueCar® Drives Towards Happy Customers with Imply

About TrueCar

TrueCar is the most efficient and transparent way to find a car. Consumers can use TrueCar to learn what other people paid for a new vehicle of interest in their local area and receive upfront, transactable prices on a specific vehicle on the dealer's lot. They can also now build many parts of their deal with the dealer online, including loan and lease payments as well as their trade-in. Consumers can also search dealers' inventories of quality used and certified previously owned (CPO) vehicles with intelligent price ratings and free condition summaries. TrueCar users purchase approximately one million cars from the approximately 15,000 dealers in its network each year.

Addressing latency and cost challenges

While TrueCar is a digital native company, it sought a better solution for analyzing real-time clickstream data in order to detect anomalies in user activity. It required lower latency than was available from its existing data warehouse and business intelligence stack. TrueCar was also concerned about the cost of scaling to support analytics on large and growing amounts of streaming data.

TrueCar wanted to detect anomalies and discover insights in real-time while making analytics available not just to analysts, but also to business users in functions as diverse as marketing and finance. They wanted to do this while avoiding the time and risk of building an end-to-end analytics capability from scratch.

Imply's approach

TrueCar chose Imply Cloud to help them make their dashboards real-time, detect anomalies, and do so while minimizing engineering and operational overhead.

TrueCar®

TrueCar offers the most efficient and transparent way to find a car.

Challenge

Looking for a better way to analyze real-time clickstream data to better serve the business.

Solution

Needed lower latency and the ability to scale while analyzing large volumes of data.

Results

- Created real-time dashboards
- Quickly detected anomalies
- Minimized engineering and operational overhead

Ready. Set. Go.

TrueCar's data architecture uses Amazon Kinesis® and Spark Streaming for data ingestion and preparation, Imply Cloud for analytics and HDFS for deep storage. The Imply analytics engine connects to the Imply Pivot analytics UI to power real-time self-service data applications. It also connects to Tableau to provide executive dashboards.

Today and beyond

With Imply, TrueCar intends to unlock insights from digital interaction data from their core services, further empower their data scientists and product teams to improve services with increased agility, deliver a higher quality experience, and ensure they are investing in the right areas of the TrueCar platform.

More Insights

Whether you are a Druid expert or data analytics driven, Imply Customer Stories will give you insights into how to build and leverage better data-driven applications.

Checkout more Imply Customer Stories at imply.io/blog

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Produced from 10.28.2020 Imply press release content.

For more information visit us at imply.io

TrueCar-and-Imply-CS01-11-01-21