

LOYALTY, FUELED BY POWERFUL DATA

Mastermind's Market EyeQ sales platform takes the guesswork out of retention sales. Starting with your DMS information, we layer on our intelligent algorithms, powered by our partnerships with data providers such as IHS Markit and Carfax, to score your customers and identify the ones most ready to buy.



HOW IT WORKS

● **BEHAVIOR PREDICTION SCORE**

Using over a thousand data points, Market EyeQ scores and predicts your potential customer's readiness to buy.

● **BEHAVIOR PREDICTION DRIVERS IN THE PLATFORM**

Your deal is only as successful as the information you have to close it with. Market EyeQ enables you to learn what drives your customers to purchase.

● **SOPHISTICATED MARKETING**

Market EyeQ takes intelligence from the platform to outreach, sending automated and targeted marketing campaigns that drive customers to your dealership.

● **EXPERT DEALER SERVICES**

Tap into the value of our expertise! Our dealer services team works with your staff to unlock the full value of our platform and maximize your bottom line.

*Mastermind vs Non-Mastermind dealer retention sales, 2017 IHS Markit

“*automotiveMastermind has given us the technology to turn useful data into many more sales, both from current and new customers. We have never had such a powerful selling and marketing tool, and I personally recommend automotiveMastermind to other dealerships whenever I can.*”

General Manager, Audi Tulsa

ONE PLACE. EVERY BUYER.