automotiveMastermind®

One Place. Every Buyer.

Expand the way you view your audience to grow your business: if they are in your market and want to buy a car, they are your potential customer. **Market EyeQ** is a sales platform that identifies, communicates with, and helps you close every buyer in your market. Our market-leading data, sophisticated marketing, and in-depth dashboard plus expert consultative service team give you the details you need to **close more deals every single month.**

IDENTIFY

Our data sources plus our advanced behavior prediction scoring model identify and understand **all potential buyers in your market**. Household demographic data from **IHS Markit** gives you an exclusive 360° market view, while partnerships with **TransUnion** and **Carfax** enable you to better understand your customers regardless of where they've bought before - from retention all the way to conquest.

COMMUNICATE

In-market buyers in your neighborhood are at different points on their journey. Our predictive marketing cycle nurtures your prospects **through the sales cycle**, sending the right messages at the right time, driving the right people to **purchase at your dealership**. Our multi-channel approach is maximized for high impact and adapts to customers' preferences.

CLOSE

Our in-depth and insightful platform coupled with **our expert dealer services team** ensures that you have the best and most relevant information at your fingertips to close more deals every month - **increasing your retention sales** rate by an average of 15%!

REQUEST A DEMO

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