

BUILD CUSTOMER LOYALTY WITH PRIVATE INCENTIVES

● **SMARTER** PRIVATE INCENTIVES

● **PROVEN** INCREMENTAL SALES

Enterprise EyeQ is automotiveMastermind's intelligent incentive planning platform that helps manufacturers increase brand loyalty and captive finance penetration by optimizing incentive investment.

TARGET HIGH-PROPENSITY BUYERS

Identify customers most likely to respond using affinity modeling and proprietary Behavior Prediction Scores® based on purchase likelihood, vehicle affinity, and price sensitivity.

PLAN FASTER, LAUNCH CONFIDENTLY

Build campaigns seamlessly with intuitive filters, advanced analytics, and forecast graphs to maximize ROI and reduce incentive waste.

MEASURE IMPACT WITH ROBUST REPORTING

Validate campaign impact with control group comparisons and detailed performance tracking.

RECEIVE DEDICATED CONSULTATIONS

Receive expert guidance and dedicated support for implementing and optimizing campaigns and incentive strategies.



Scan to learn how OEMs & dealers are driving incremental sales with smarter Private Incentives.

WHY DO OEMS CHOOSE MASTERMIND & ENTERPRISE EYEQ?

OVER 40 MILLION

consumer and vehicle data records powering unmatched data and actionable insights.

7 OUT OF 10

customers return to the same dealership they last purchased when engaged through Mastermind-powered campaigns.

+6 PP LIFT

in average OEM brand loyalty over non-partner retailers.

OVER 6.2 BILLION

Private Incentives offered and marketed to customers.

 **automotiveMastermind**®

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