iAuto Analytics

Sell more cars with smarter, more efficient use of your advertising budget

The leader in automobile advertising analytics, iAuto Analytics' MarketScope gives dealers monthly guidance on how much to spend and where to spend their advertising budgets.

MarketScope is the only solution dedicated to the automobile industry which considers all key market conditions and influencers such as market demand, competitors, incentives, competitors' incentives, seasonality and market trends to generate easy-to-use monthly advertising recommendations.

🔍 *MarketScope Report* — Southtowne Motors — **February 20**

Dealer Overview

TOTAL ADVERTISING SPEND

↑ **15%**

🎯 Increase or decrease your advertising spend to maximize efficiency.

SALES TREND
↑ 105

SHARE TREND
↑ 110

SPEND EFFICIENCY
↓ 90

INCENTIVES
↓ 85

Dealers choose MarketScope to:

Sell more cars
Use market and sales trends to grow the business

Eliminate advertising waste
Avoid spending beyond diminishing returns by optimizing return on advertising investments

Enhance business performance
Improve dealership planning and operations based on model-level sales forecasts

Track competitive landscape
Stay informed on how market share is changing compared to competitors and where to make investments

Remove guesswork
Develop a cutting-edge, data-driven marketing strategy rooted in advertising best practices
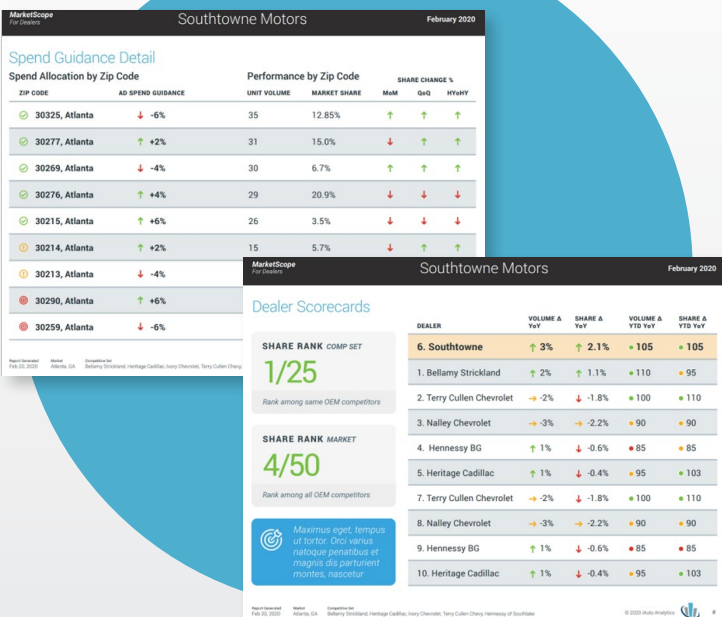
How it works

Each month you will receive a report that considers all key market conditions to deliver you recommendations and guidance on:

> How much to spend on advertising for the coming month

> Which zip-codes/geographies to target advertising

> Which models to focus advertising

> Expected sales performance by vehicle model for the coming month

> How your dealership performance compares to competitors' performance

With these recommendations in-hand dealers can:

> Collaborate with marketing managers or ad agencies on how best to spend advertising budgets

> Improve dealership planning and operations based on model-level sales forecasts

> Strategize with OEM and other stakeholders on how best to grow their business and sell more cars

> Strengthen digital advertising by focusing on car model demand and targeting the right zip codes

Smarter advertising to sell more cars. That's MarketScope.

iAuto Analytics is the leader in automobile advertising analytics for local area dealerships providing optimized marketing spend recommendations based on key market influencers to increase market share. With iAuto's MarketScope, dealers can plan how much to spend on advertising, which model to advertise and which zip-codes to target. With iAuto, customers increase sales, eliminate advertising waste, and improve business processes and performance. iAuto Analytics operates nationwide and is headquartered in Atlanta, GA.

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