

# How Real-Time Market Data Sells Cars Faster

See your whole market and act before your competitors with MarketAI

## What's Inside

**Page 2** The Market Data Every Dealer Should Be Watching

**Page 3** What Real-Time Data Shows You About Your Market

**Page 4** This is MarketAI

**Page 5** See Past Your Own Brand to Your Whole Market

**Page 6** Dig Into the Details, Your Way

**Page 7** Power Your Ad Campaigns with the Right Data

**Page 8** How to Ensure Your Marketing Budget Is Used Effectively

**Page 9** Turning Data into Cars Sold

**Page 10** Meet Catalyst IQ





# The Market Data Every Dealer Should Be Watching

**Could you answer these questions for your business right now?**

- 1** Which vehicles have the most demand in your market today?
- 2** Which inventory is gaining, and which is slipping?
- 3** What are your competitors charging, and how fast are they selling the same vehicles you're sitting on?

This is the intelligence that tells you which vehicles to stock, what to push, and what to fix. But most market data is 30 to 60 days old by the time you see it, stopping you from reacting to what's happening in your market today.

Selling cars at the speed of your market takes real-time data and someone ready to act the moment the market shifts.

# Real-Time Data: What it Shows You About Your Market

MarketAI pulls critical data for your dealership into one view, updated as the market moves. It tracks every vehicle in your market, including your competitors' so you see where you stand and what's moving in real time, not 30 to 60 days later.

**Live data is your early warning system, surfacing signals that predict if a vehicle will move:**

- ✓ **Turn Rate Trends:** If your sales velocity is speeding up or slowing against your market
- ✓ **Days To Move:** How long vehicles take to sell, so you catch a slow down before it becomes aged inventory
- ✓ **Inventory Mix Alignment:** Whether what's on your lot matches what your market is buying
- ✓ **VDP Views Per Sale:** When rising views without a sale signal a pricing or demand problem
- ✓ **Inventory Age vs. Market:** Whether a vehicle is aging fast or slow for its segment

## 10 YEARS IN THE MAKING:

### Where does MarketAI data come from?

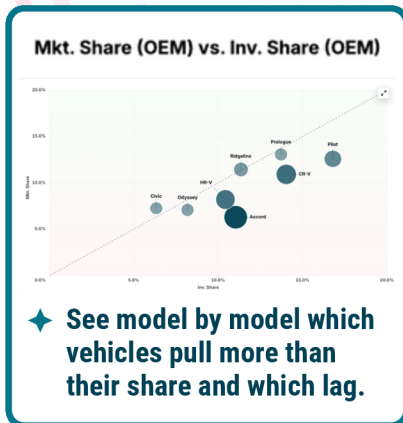
MarketAI provides the most complete, up-to-date view of the automotive market.

It tracks nearly 20,000 franchise dealers and 99% of independent dealers nationwide by collecting inventory data directly off dealer websites every day.

**Then it cleans the data:** The same vehicle often appears across a dealer's sites, so one VIN can show up a dozen times. MarketAI traces each back to its true source and counts it once.

**Account Overview:** The MarketAI dashboard provides key metrics for your dealership using market data that's refreshed daily.

✦ **Every metric shown against your market, updated daily**



**Account Overview**

Active Inventory vs. Market (OEM)	383	397	Avg. Price vs. Market (OEM)	\$38,011	Avg. Days to Move	55	Inventory Turn Rate	54.2 %	Market Share (OEM)	9.2 %	
Prev: 380	↑ 1%	Prev: 397	↑ 0%	Prev: \$37,750	↑ 0%	Prev: 40	↑ +38%	Prev: 53.5 %	↑ +0.7%	Prev: 9.5 %	↑ +1%

**Mkt. Share (OEM) vs. Inv. Share (OEM)**

**Inventory vs. Market (OEM)**

Inventory Share (OEM)	11.4 %	Market Share (OEM)	9.2 %
Mkt Avg: 6.9 %	Prev: 9.5 %	↑ +1.9%	Mkt Avg: 14.3 %
			Prev: 8.2 %
			↑ +1%

**Model Insights**

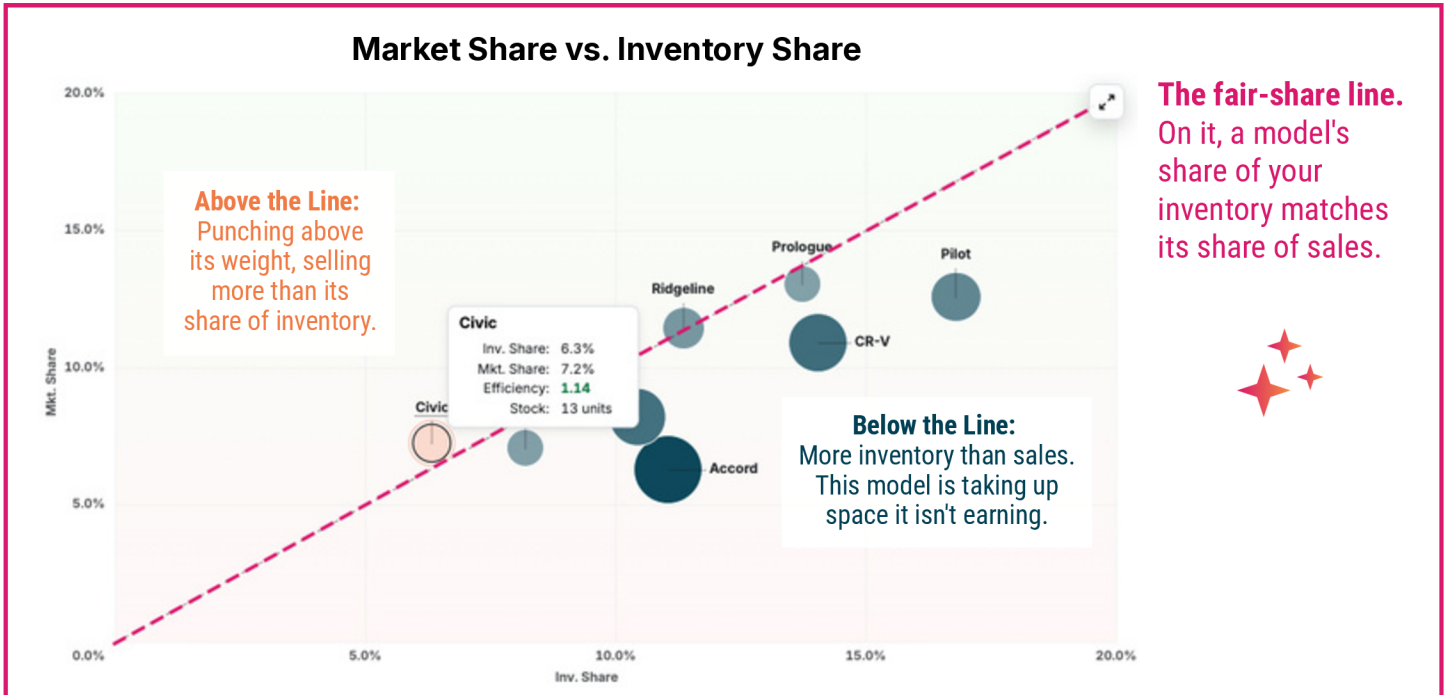
Model	Stock	Inv. Share (OEM)	Mkt. Share (OEM)	Inv. Share (Mkt)	Mkt. Share (Mkt)	Year Price	Mkt Price	Year Adj. %	Mkt Adj. %
Average	139	11.0%	8.2%	2.7%	1.2%	\$32,310	\$34,398	+6.5%	+0.2%

✦ **The gap between what you stock and what you sell.**

# THIS IS MarketAI

MarketAI turns live data into a clear picture of your store, competitors, and where your next sale is hiding. **Here's a look at what you'd see.**

**Market Share vs. Inventory Share:** Shows each model by how much you stock versus how much you sell, so you can spot which vehicles are pulling their weight and which are dragging.



**Model Insights:** Breaks down each model's share, pricing, and movement against your market, with recommendations on where to act.

◆ Your Price ◆ Market Price **See where you're priced above or below your market, model by model.**  
 \$32,910    \$34,398

## Model Insights

Model	Stock	Inv. Share (OEM)	Mkt. Share (OEM)	Inv. Share (All)	Mkt. Share (All)	Your Price	Mkt Price	Your Adj. %	Mkt Adj. %	Recommendation
Accord	119	11.0%	6.3%	2.7%	1.1%	\$32,910	\$34,398	+3.0%	+3.1%	◆ Review Pricing
CR-V	75	14.0%	10.9%	0.9%	1.6%	\$39,673	\$39,435	+4.4%	+2.9%	
HR-V	70	10.4%	8.2%	1.3%	1.3%	\$31,883	\$31,839	+3.5%	+3.3%	
Pilot	44	16.8%	12.6%	0.8%	0.9%	\$47,485	\$47,430	+2.8%	+0.9%	
Ridgeline	24	11.4%	11.4%	1.0%	0.5%	\$46,753	\$46,916	-2.3%	+1.6%	
Odyssey	15	8.2%	7.1%	2.6%	2.3%	\$46,088	\$46,037	-2.0%	+0.9%	
Prologue	14	13.7%	13.0%	0.3%	0.2%	\$47,556	\$48,277	-5.9%	-1.9%	
Civic	13	6.3%	7.2%	0.0%	0.0%	\$32,179	\$31,135	+1.8%	+3.5%	

**MarketAI** ◆ flags exactly where to act.  
 Review Pricing

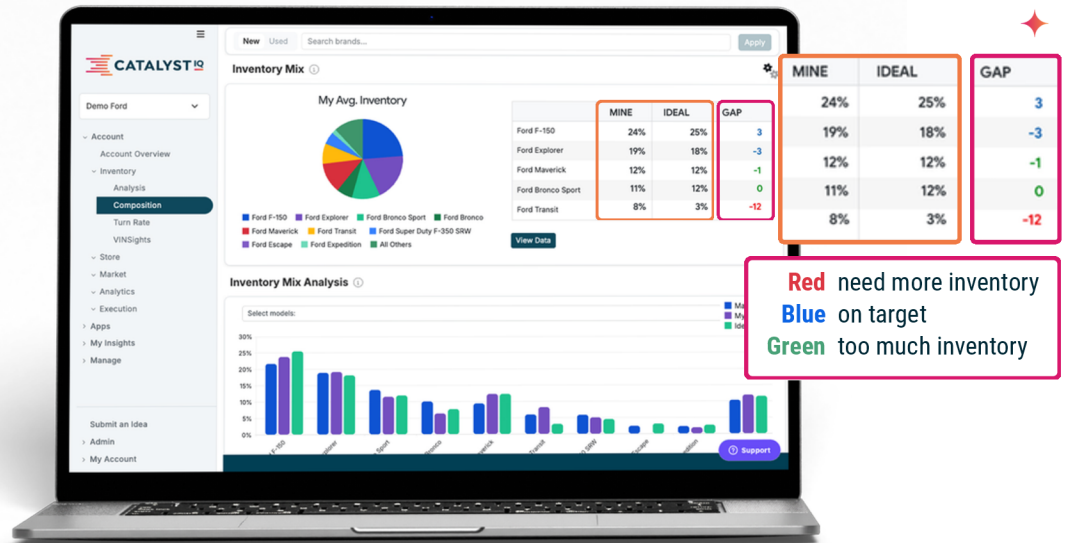
# See Past Your Own Brand to Your Whole Market

MarketAI leaves behind the Polk registration data, OEM zone reports, and vendor reports dealers have been stuck with for years.

## Inventory Mix and Analysis:

Shows your current mix vs. the ideal for your market. The Gap column flags where you're overstocked, short on inventory, or just right for your market so you can make more strategic inventory decisions.

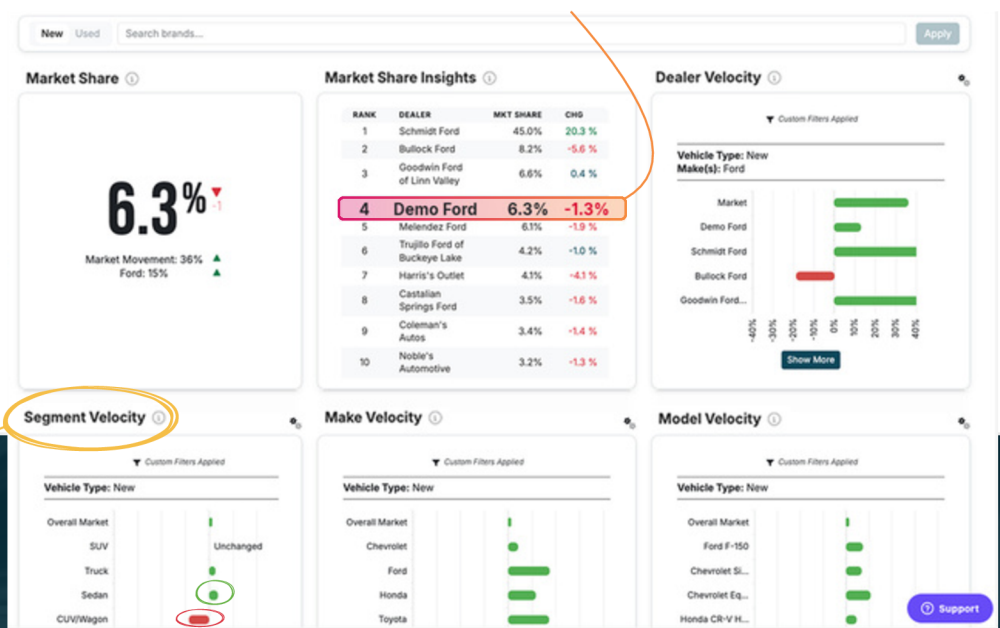
See your current mix next to the mix your market is buying right now.



## Market Share and Velocity Insights:

Shows where you rank against competitors in your market and which segments are gaining or losing momentum, so you can see what's moving before you stock or promote it

Your rank against the competitors fighting for the same shoppers.



Which segments are accelerating and which are stalling, market-wide.



# Power Your Ad Campaigns With the Precision Data to Move the Right Vehicles

Google's paid ad algorithms chase what converted before, not the inventory you need to move now.

MarketAI fixes that gap by continuously feeding your campaigns live market data, so your ad dollars follow the vehicles that need the most help to sell.

## HOW IT WORKS:

Not every vehicle on your lot needs the same advertising push. Some are positioned to sell on their own. Others need help. MarketAI's proprietary VINScore tells you which is which.

**VINScore gives every VIN on your lot a daily score based on real-time market data:**

- ✓ How competitively it's priced against the market
- ✓ How long similar vehicles take to sell
- ✓ How its age compares to the local market
- ✓ How fast comparable inventory is moving

That score decides where your budget goes. Vehicles already set to move stop absorbing spend by default. As the market shifts, the scores shift, and your campaigns shift with them.

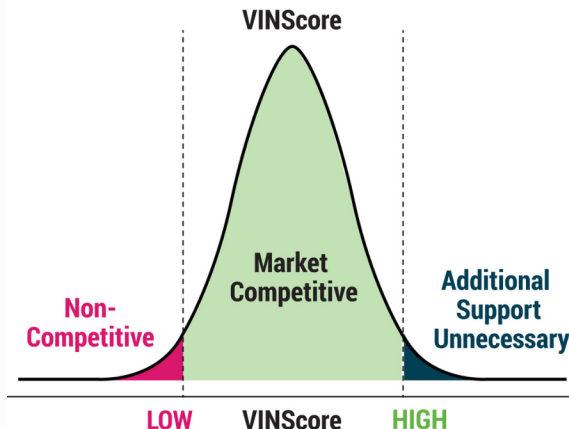
## VINScore Powered by MarketAI

### Understanding VINScore

RANGE: 0 to 100

As vehicles become **less** competitive >>> **VINScore decreases** ↓

As vehicles become **more** competitive >>> **VINScore increases** ↑



**Your advertising never goes stale, because the data behind it never does.**

# How to Ensure Your Marketing Budget Is Used Effectively



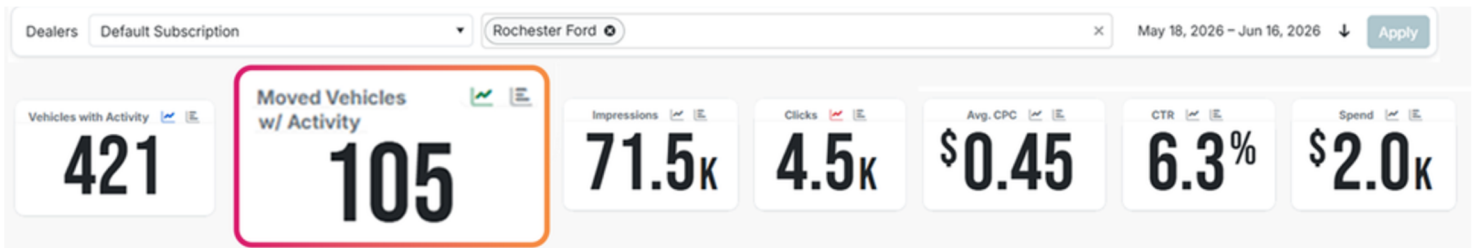
A campaign that looks good is not the same as one that sells cars. Your clicks can climb and your cost per click can fall while your toughest units stay parked.

**The real measure of your advertising is what's leaving your lot.**

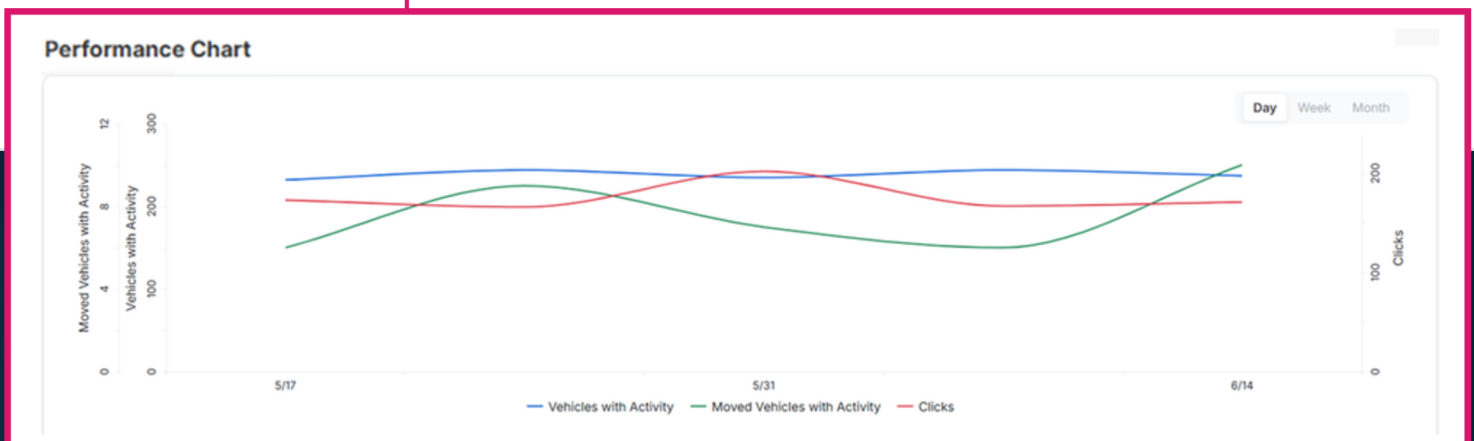
**VIN-level tracking ties your ad dollars to the vehicles that actually moved.**

Sometimes the problem isn't the campaign at all, it's the price. Your ad platform won't flag that, but a proactive partner with the market data to back their recommendation will. They steer spend back to the units that need help and tell you when a car could benefit from a price change or incentive, not more ads.

**Campaign Analytics:** Shows how your campaigns are performing and, most importantly, how many advertised vehicles actually moved off your lot.



**In the last 30 days, 625 vehicles with MarketAI-optimized ads moved off this dealer's lot.**



# Turning Data into Cars Sold

You can have all the data in the world. It still won't sell a car.

A dashboard shows you if a segment isn't moving or a model is priced to sit, but it can't tell you which to fix first, or how. That call takes a more nuanced perspective.

**Having the right partner analyzing your market data means having an expert who:**

- ✔ Understands your business goals and market
- ✔ Spots opportunities as they appear
- ✔ Keeps eyes on your competition
- ✔ Brings you the strategy, not just numbers

Data points to the opportunity. An expert knows which move is right for your store.

## Turn Data into Insights and Action with Human IQ

Every Catalyst IQ dealer works with a dedicated Dealer Success Manager.

They identify untapped opportunities in your market, manage and optimize your campaigns, monitor your competition, and back every call with real market data.

### Case Study



A Stellantis dealership in New York switched to running paid search campaigns with Catalyst IQ.

**Digging into MarketAI's data, their DSM quickly spotted a discrepancy:** This store is in the New York area, but its buyers don't come from New York City. Getting the geography right put the spend where the buyers actually were shopping.

**IN ONE MONTH,  
ON ONE CHANNEL:**

- +218%** Sales ✨
- +25%** Turn Rate
- 8.0%** Days on Lot
- +3.9%** Market Share

# Meet Catalyst IQ

**Catalyst IQ is a full-service automotive digital marketing agency built to help you sell more cars, faster.**

We run your advertising, websites, search, and lead capture as one connected system, with the data, the strategy, and the people all working together. Behind that work are your dedicated experts, your Human IQ, who pair real automotive marketing expertise with the most current read on your market available.

Catalyst IQ is certified by 24 OEMs, and our market data has been cited by Automotive News, Auto Remarketing, the Wall Street Journal, and Reuters.

## Get everything it takes to move more inventory:



**MarketAI Technology:** The real-time market and inventory intelligence engine powering every Catalyst IQ solution. VIN-level scoring, competitive insights, and dynamic ad activation, all updated daily so your strategy always reflects current opportunity.



**Digital Advertising:** VIN-specific, cross-channel campaigns across Search, Shopping, Social, Display, Video, and CTV, optimized in real time to match market conditions, inventory movement, and shopper behavior.



**Website and SEO/AEO:** Mobile-first dealership websites built to convert, combined with an AI-driven organic search strategy that adapts to real-time market signals and helps you show up where shoppers are getting answers today.





**Engage (Lead Capture & Nurture):** Turn anonymous website traffic into actionable leads with incentive-based engagement tools, market-based email frameworks, and CRM integration that helps your team prioritize the buyers most likely to convert.

## Ready to see what's possible for your store?

In 20 minutes, we'll show you exactly how your inventory is positioned in your market, how your competitors are performing, and where your biggest opportunities are right now.

[SCHEDULE DEMO](#)

 616-254-0640

 [hello@catalystiq.com](mailto:hello@catalystiq.com)

