

Convert Service Drive Insights Into New Sales

With Market EyeQ, convert insights from your service drive into new sales.

Our partnership with TransUnion gives you greater visibility on who is servicing at your dealership, including contract data, behavior drivers and more, allowing you to market to service customers with the right message at the right time. Market EyeQ gives you the tools and trusted technology to turn satisfied service customers into new car buyers.



UP TO

80%*

of service drive
customers activated



UP TO

52%*

of activated
customers purchased

BENEFITS

- ✓ **AUTOMATIC CREDIT PULLS**
no need to ask for additional data during service
- ✓ **NO CREDIT INQUIRIES**
soft-pulls don't affect customer credit score
- ✓ **CUSTOMIZE CUT OFF**
decide what credit scoring criteria makes sense for your dealership
- ✓ **AUTOMATIC ACTIVATION**
see calculated BPS, loyalty indicators, contract details, and more for each qualified buyer that comes through service
- ✓ **CUSTOMIZED MARKETING**
leave no opportunities on the table with targeted direct and email campaigns
- ✓ **TRUSTED DATA TRANSUNION**
credit pulls mean accurate, relevant, and updated details for each customer

YOUR SERVICE DRIVE



CUSTOMERS TO KEEP AN EYE ON:

- ✓ Bought elsewhere
- ✓ Not in market
- ✓ Low credit



CUSTOMERS YOU KNOW:

- ✓ Bought & service
from you



CUSTOMERS YOU WANT:

- ✓ Bought elsewhere
- ✓ Buying new soon
- ✓ Great credit

How it works



SET UP WITH TRANSUNION

Enable your dealership to run credit pulls on customers in your service drive.

powered by
TransUnion 



AUTOMATIC CREDIT SOFT-PULLS EACH NIGHT

After meeting five key criteria for qualifications, in-market service drive customers are added to your dashboard with full details and visibility.



PREDICTIVE MARKETING THAT DRIVES SALES

Customers start receiving marketing customized to their needs, driving them back to your dealership to purchase.

 **automotiveMastermind**[®]
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