

# OVERCOME DATA CHALLENGES & IMPROVE DEALERSHIP EFFICIENCY

Cox Automotive conducted a study of 393 franchise dealers and 191 employees in dealership management, sales, and service roles to better understand data challenges. Overcome the three most common data obstacles and start doing more with your data to discover new opportunities and improve dealership profits.

## THE CURIOUS DUALITY OF DEALERSHIP DATA

Dealers agree that data is abundant and can offer a distinct competitive advantage.



**4 out of 5 dealers** say that data helps them forecast trends, generate and capture demand, improve efficiencies and profits.\*



**83% of dealers** have access to data insights from a dashboard or reporting tool.\*

But many dealers are dissatisfied with their data.

ONLY  
**35%**

of dealers are confident in their in-house data insights.\*

ONLY  
**26%**

of dealers are confident in third-party data insights.\*

## 3 MAIN DATA CHALLENGES

Most dealers agree that there are three main challenges standing in the way of better data insights\*

Real-Time Data Lag

Data Inconsistency

Low-Quality Data

\*Key Findings from the 2024 Cox Automotive Power of Data Research Study.

## ELIMINATE REAL-TIME DATA LAG WITH VINSOLUTIONS

### PROBLEM

**75%** of dealers agree that lag in real-time customer/lead and vehicle data makes data-driven insights less useful.\*

### SOLUTION

**Use VinSolutions to see and process data in real time and get instant shopper insights.**

VinSolutions delivers data and insights directly to the customer record, so you can identify and market to ready-to-buy shoppers in real time.

## IMPROVE DATA CONSISTENCY WITH VINSOLUTIONS

### PROBLEM

**54%** of dealers have experienced conflicting data across multiple sources.\*

### SOLUTION

**Use VinSolutions to ensure always-accurate data.**

VinSolutions gives you one single source for all your data, so every member of your team sees the same information. Analyzing data from every existing and potential customer, VinSolutions automatically determines the accuracy of data, so your team can confidently rely on the correctness of every customer record.

## OVERCOME LOW-QUALITY DATA WITH VINSOLUTIONS

### PROBLEM

**69%** of dealership managers are likely to stop using a vendor if they cannot provide access to customer/lead data.\*

### SOLUTION

**Use VinSolutions to deliver predictive insights you can trust.**

VinSolutions provides insights that tell your team exactly what each shopper wants and could pay, giving you complete control over every deal.

*\*Key Findings from the 2024 Cox Automotive Power of Data Research Study.*

### Do Data Right with VinSolutions

VinSolutions understands common dealership data challenges and how to help you get the most out of your data. To learn more about how to make your data work for you, visit [VinSolutions.com](https://www.vinsolutions.com).