

Dealer Reports

Access data to stay ahead of your competition.

Improve efficiency and sales.

Dealer Reports consolidate a vast amount of non-personal demographic information, market trends and preferences from the Dealertrack Network. They provide data on your dealership, your customers and market.

Use Dealer Reports to get a competitive edge.



Learn more about Dealer Reports.

866.360.3863
dealertrack.ca/dealerreports



Features and Benefits:

- Access financial, customer and vehicle reports from a trusted source.
- Employ tactical monthly reports or strategic quarterly reports.
- Analyze market trends and local preferences to align inventory.
- Improve sales with the optimum allocation of your marketing dollars.

Select monthly
or quarterly
reporting.

Dealer Reports data offering includes:

Dealer Vehicle Profile

This report displays a summary of the top used vehicles financed at your dealership and how the financing details and back-end product penetrations compare to those same units sold by other dealers.

Top Market Vehicles

This report shows the momentum of popular used financed makes and models for your market with information on their consumer demographic, financing details, and back-end profit potential.

Customer Profile

This report details the non-personal demographics of customers buying cars at your dealership and throughout your addressable market. Effectively assess the momentum of a postal code to target customers more precisely and maximize your marketing spend.

Dealertrack Market Overview

This report displays key financial metrics for your dealership and can quickly assess if your market share is expanding or contracting. An overview of the business office products and services helps benchmark its productivity and effectiveness in turning back-end gross profit.

Specialty Finance Reports

These reports will identify used financing metrics, demographics and vehicles that have received specialty financing, and provide data to help you manage, direct and compete in this market.