

# Introduction to: Market Impact



# Content

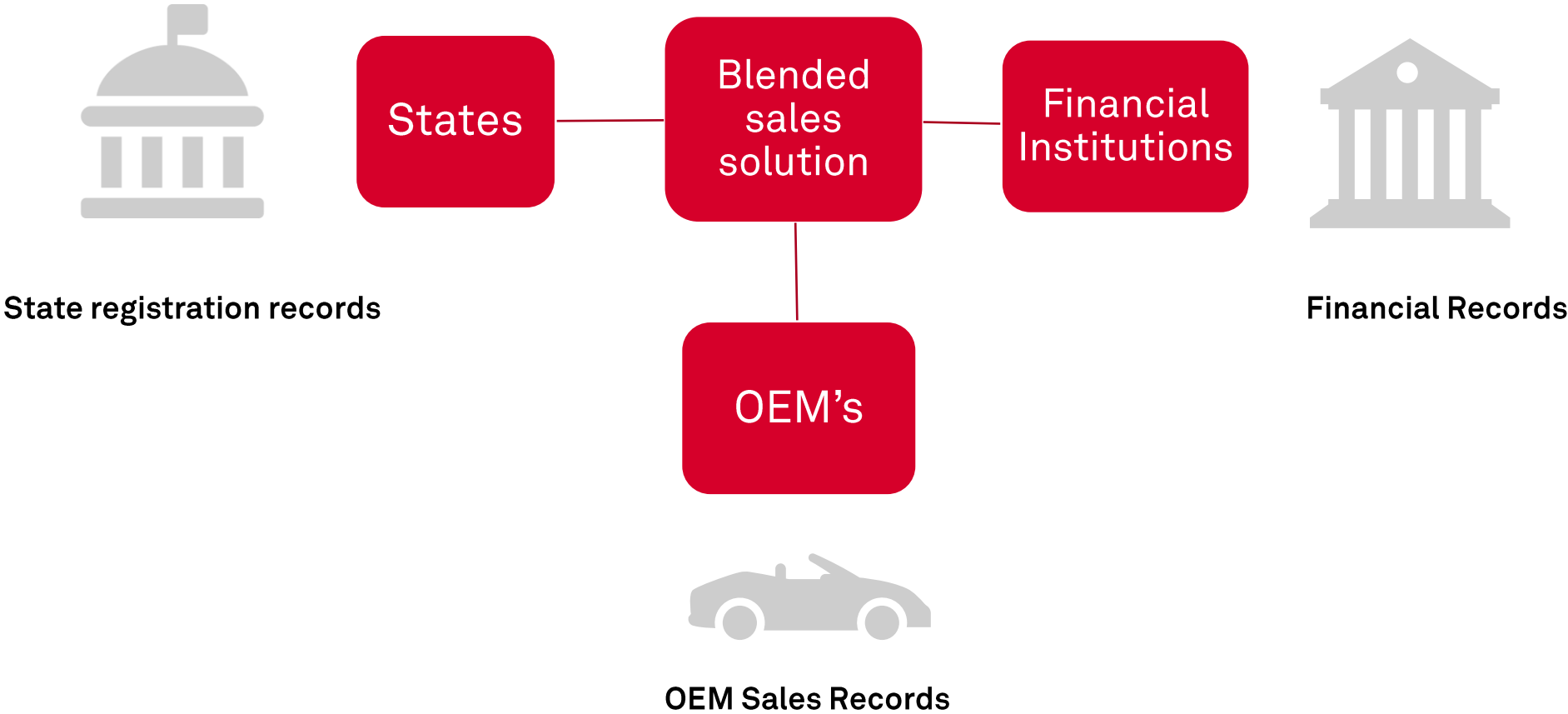
## General aspects about Market Impact

**How to access**

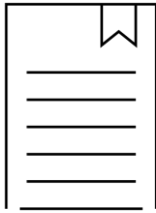
**What can you find in Market Impact**

**How to export the data**

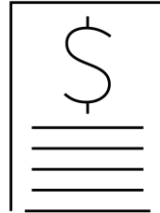
# A proprietary, faster data approach



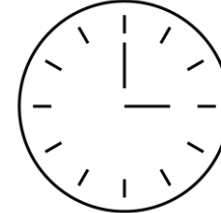
# Why is it important to use a blended sales solution?



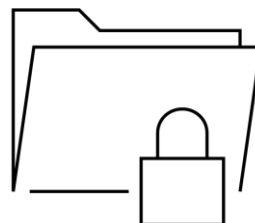
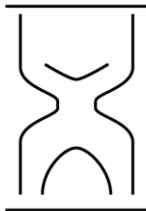
State registrations are **the most accurate information** but tend to be slower.



Financial data helps to **standardize and enhance the dealership sales data**, however, due to regulations, this information has limits.



OEM RDR records are **collected daily** and are the fastest form of sales reporting, but data is only as good as what is submitted by individual dealers.



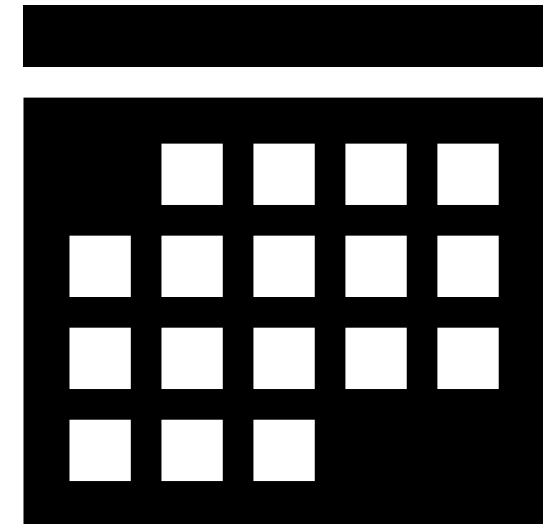
# Data cadence and time filters

Current Month vs Previous Month

Current Month vs Same Month previous Year

Current R3 Months vs Previous R3 Months

Current R12 Months vs Previous R12 Months



# Market Impact Overview

Market Impact aims to maximize each dealer's potential by increasing sales volume, by leveraging supported market level insights.

- Information updated weekly
- Toggle between DMA / PMA views



## How can Market Impact help?

- Provides a comprehensive view of market share and demand, adjusting marketing efforts to align with them.
- Identify opportunities to foster customer loyalty and improve your conquest defection ratio, designing strategies to enhance retention.
- Closely examine dealer performance against the same or competitive brands, segments, or markets.
- These perspectives aid in developing targeted marketing, advertising, sales operations, and planning strategies, that focus resources where growth opportunities exist.

# Content

**General aspects about Market Impact**

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# Market Impact Login

**URL:** [visualanalytics.polk.com](https://visualanalytics.polk.com)

**User ID/Password:** Provided via email upon request or contact *S&P Global Mobility Product Help Desk*.

☎ 1-800-876-5526      ✉ [Product\\_Helpdesk@spglobal.com](mailto:Product_Helpdesk@spglobal.com)

Automotive Login **S&P Global**  
Mobility

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Enter your Single Sign-On credentials below

Username

Password

**Submit**

[Change/Reset Password](#)  
[Forgot Password](#)

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S&P Global Mobility Product Help Desk please call 1.800.876.5526

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*Please make sure to bookmark only the link above to avoid log in errors.*


# Password reset and trouble shooting

For password resets or to recover a lost user ID, please reach out to the Product Help Desk for assistance.

Please note that users will be prompted to update their passwords every 90 days upon logging in.

If you encounter difficulties accessing the dashboard or receive an error message, please reach out to the Product Help Desk for assistance.

## Help Desk Contact Information:

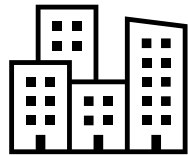
 Phone: 1-800-876-5526

 Email: [Product\\_Helpdesk@spglobal.com](mailto:Product_Helpdesk@spglobal.com)

Support is available Monday through Friday, from 8 AM to 8 PM EST.

# Adding a new rooftop or user

To add a new rooftop or grant access to a new user, please send Customer Success and Sales team an email with the following information:



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## Adding a new rooftop

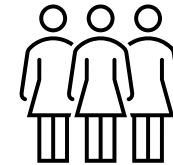
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Dealership's name and address

Users you would like us to permit access

Dashboard or dashboards that you want the users to visualize (New / Used vehicles)

---



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## Granting access to a new user

---

First Name

Last Name

Email

Phone Number

Dashboard(s) you want users to visualize (New / Used vehicle)

---

*Please consider that requests typically have a 48-72 hour turnaround time (excluding weekends & holidays).*

# Content

**General aspects about Market Impact**

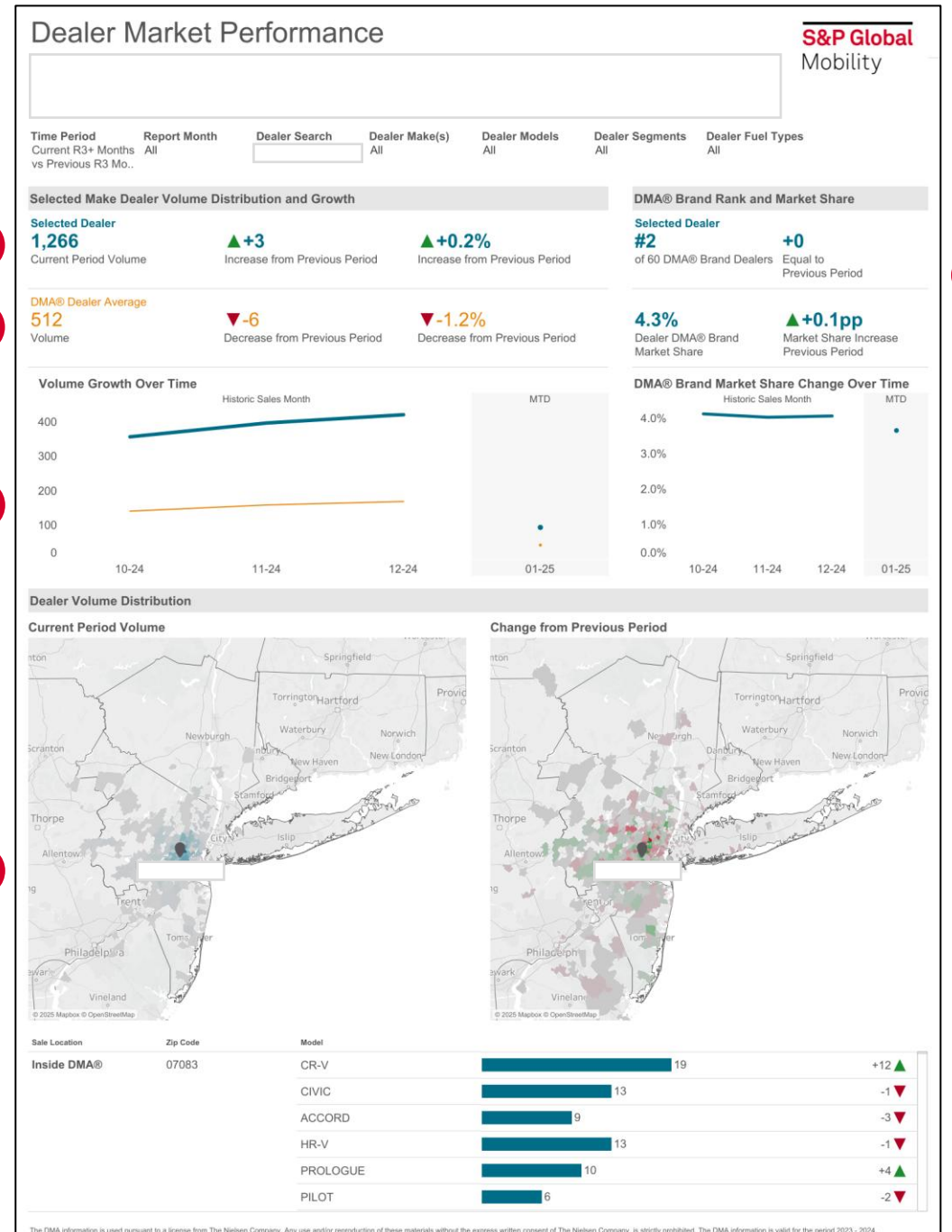
**How to access**

**What can you find in Market Impact**

**How to export the data**

# Dealer Market Performance

1. **Dealer's information:** Volume and growth in units and percentage.
2. **DMA Average's information:** Volume and growth in units and percentage.
3. **Rank and market share:** Dealer's position within the same brand in the DMA.
4. **Growth over time:** Historic behavior from the selected time-period.
5. **Heat maps:** Volume and change distribution in the DMA.



1

2

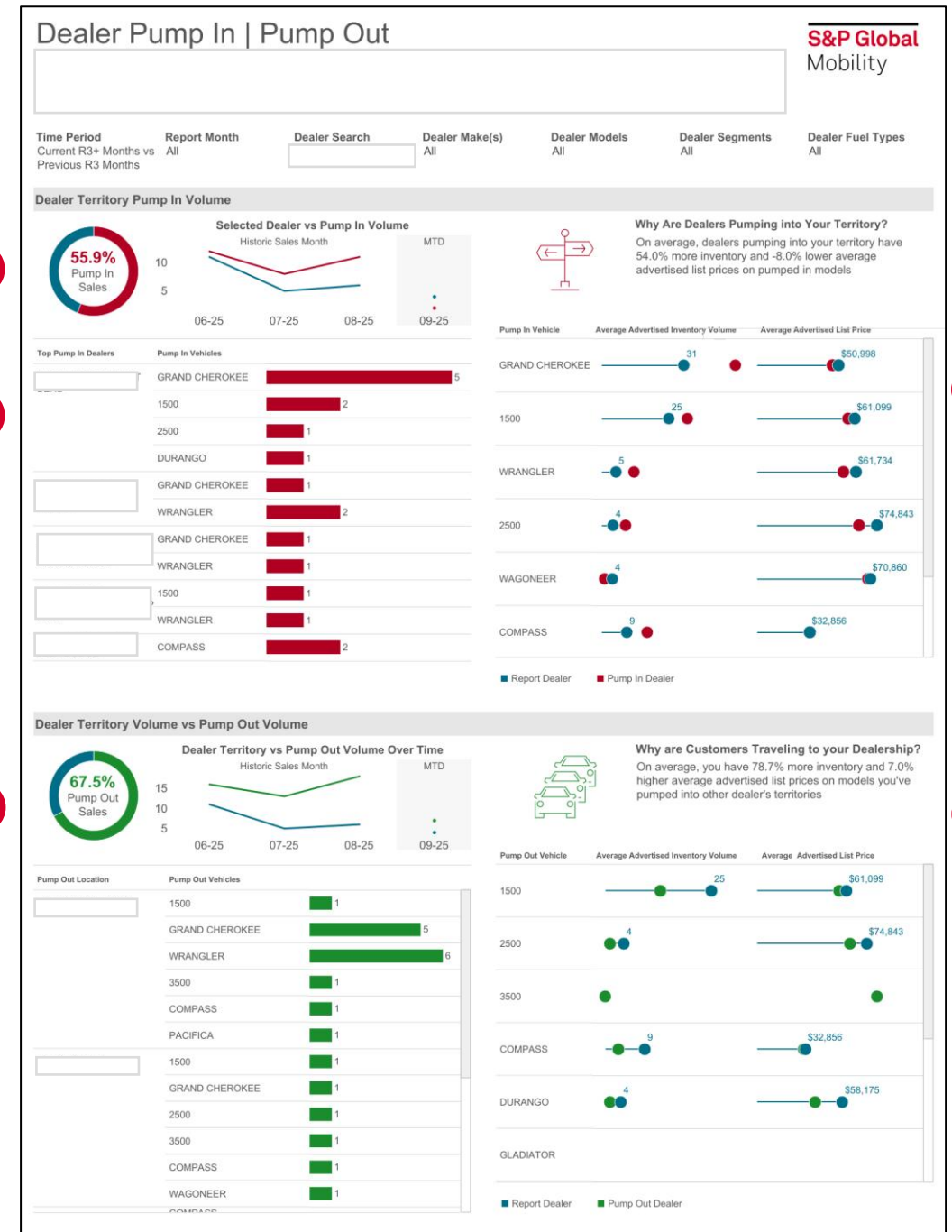
4

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3

# Dealer Pump In and Pump Out

- 1. Sales distribution graph:** Displays the sales volume trend for the selected dealer over a specified period comparing your sales inside your assigned territory, against sales made by competitors in your territory.
- 2. Pump in volume list:** Ranks the top 5 competing dealers that are selling into your territory, and the models they pumped in.
- 3. Why are Dealers Pumping into your territory?:** Provides inventory and pricing insights for ALL models that were pumped in.
- 4. Pump out volume list:** Ranks the top 5 territories where you are selling the most outside of your assigned area, and the models sold.
- 5. Why are customers traveling to your dealership?:** Compares your inventory and pricing against the areas in which you had pumped out sales.



# Competitive Market Performance

- Filters:** Select the makes, models, segments or fuel types in the comp filter; include your brand if you wish to see its performance
- Dealer's information:** Selected dealer's volume and growth.
- Competitors information:** Selected competitor's volume and growth.
- Market leaders rank:** Top 5 brands, models and segments, with their volume and market share across the market.
- Competitive dealers list and map:** Selected brands dealers ranked by their volume, with brand market share.

## Competitive Market Performance

Time Period: Current R3+ Months vs Previous R3 Mo.. | Report Month: All | Dealer Search:  | Dealer Make(s): All | Dealer Models: All | Dealer Segments: All | Dealer Fuel Types: All

Comp Lux Status: All | Comp Makes: All | Comp Models: All | Comp Segments: All | Comp Fuel Types: All

### Competitive Dealer Volume Distribution and Growth

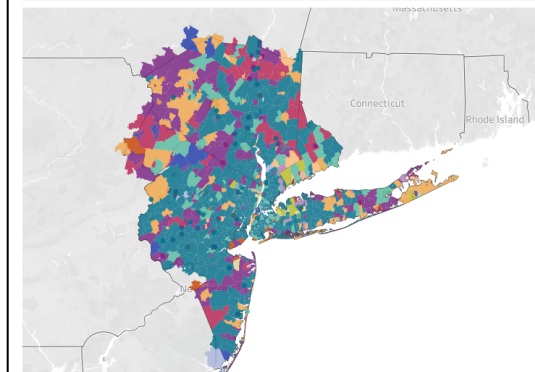
**Selected Dealer**  
1,266 Volume ▲ +3 Increase from Previous Period ▲ +0.2% Increase from Previous Period

**DMA® Competitive Dealer Average**  
246 Volume ▲ +1 Increase from Previous Period ▲ +0.4% Increase from Previous Period

### DMA® Market Leaders

Top Makes	Volume	Market Share	MS Change from Previous	Top Models	Volume	Market Share	MS Change from Previous	Top Segments	Volume	Market Share	MS Change from Previous
1 HONDA	30,600	15.3%	▼ -0.4pp	1 HONDA CR-V	9,094	4.5%	▼ -0.2pp	1 COMPACT UTILITY	51,900	25.9%	▲ +0.4pp
2 TOYOTA	20,600	10.3%	▲ +1.6pp	2 TOYOTA RAV4	6,246	3.1%	▲ +0.7pp	2 UPPER MID SIZE UTILITY	29,700	14.8%	▼ -0.5pp
3 HYUNDAI	14,700	7.4%	▼ -0.8pp	3 JEEP GRAND CHEROKEE	5,645	2.8%	▼ -0.4pp	3 SUBCOMPACT PLUS UTILITY	20,900	10.4%	▼ -1.1pp
4 CHEVROLET	12,900	6.5%	▲ +0.3pp	4 HYUNDAI TUCSON	5,270	2.6%	▲ +0.0pp	4 COMPACT CAR	13,400	6.7%	▼ -0.9pp
5 FORD	12,600	6.3%	▲ +0.3pp	5 NISSAN ROGUE	4,387	2.2%	▼ -0.4pp	5 UPPER MID SIZE LUXURY UTILITY	12,900	6.4%	▲ +1.2pp

### DMA® Top Market Leader Distribution by Zip Code



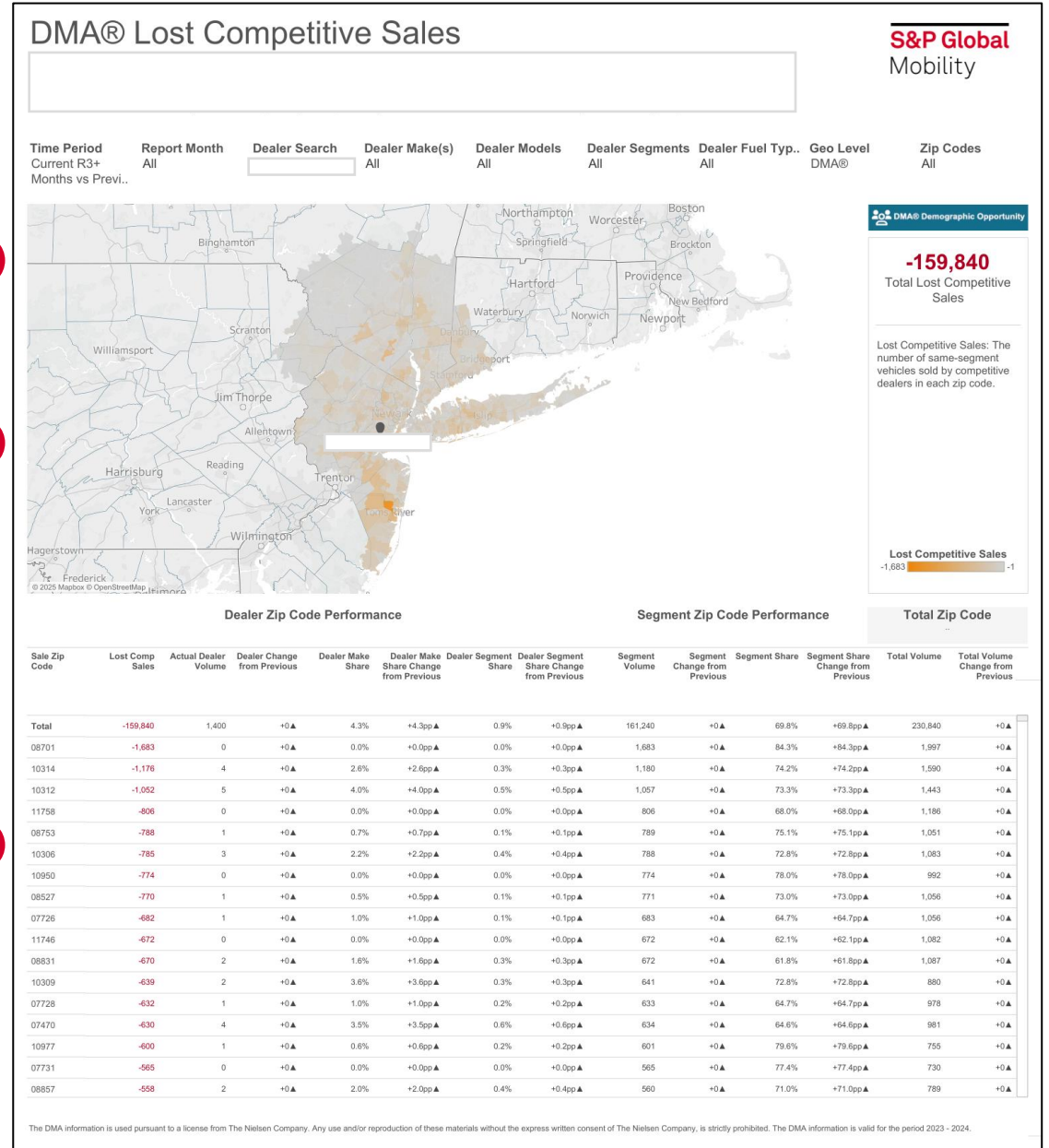
Brand	Color
HONDA	Blue
TOYOTA	Green
HYUNDAI	Red
CHEVROLET	Orange
FORD	Purple
NISSAN	Light Blue
KIA	Dark Blue
MAZDA	Light Green
SUBARU	Dark Purple
JEEP	Light Purple
LEXUS	Light Green
VOLKSWAGEN	Light Blue
ACURA	Light Green
AUDI	Light Blue
GMC	Light Blue
VOLVO	Light Green
LAND ROVER	Light Green
CADILLAC	Light Green
RAM	Orange
LINCOLN	Light Blue
BUICK	Dark Purple
DODGE	Light Blue
MITSUBISHI	Light Blue
CHRYSLER	Light Blue
BENTLEY	Dark Purple

### Primary Competitive Dealers within DMA®

Competitive Dealers	DMA® Volume	DMA® Brand Market Share	Brand Market Share Change
2	1,239	4.3%	▲ +0.1pp
1	1,397	4.8%	▼ -0.7pp
3	1,074	10.3%	▼ -0.9pp
4	1,024	9.8%	▼ -1.3pp
5	997	3.4%	▲ +0.3pp
6	982	3.4%	▼ -0.3pp
7	934	3.2%	▲ +0.4pp
8	887	3.1%	▲ +0.1pp
9	884	3.0%	▲ +0.2pp
10	850	4.6%	▲ +0.2pp
11	836	6.0%	▲ +0.8pp
12	831	4.5%	▼ -0.3pp
13	803	7.7%	▼ -0.7pp
14	801	2.8%	▼ +0.0pp
15	757	7.2%	▲ +0.1pp

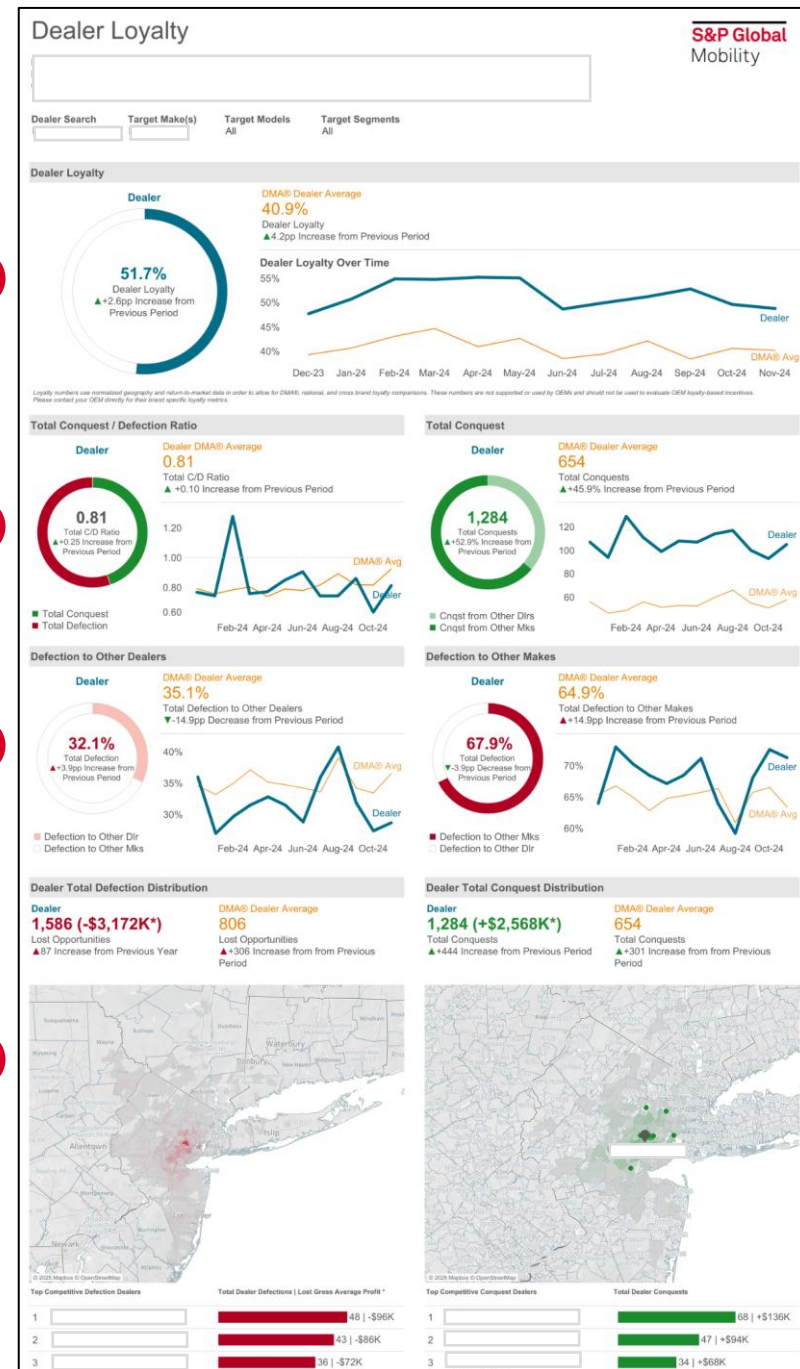
# DMA Lost competitive Sales

- Filters:** Visualize the models, segments, fuel types or geographic level in terms of buyer behavior.
- Heat map:** Highlights the lost sales made by competitors using a color scale. Hover over to see each zip code to display the top 5 models sold (only shows models from segments in which the selected dealer competes in).
- Segment share benchmark:** illustrates the potential volume opportunity.
- Zip code list:** Displays the number of units sold in each zip code, along with the selected dealer's participation in terms of units sold, make/segment share, for the filtered models.



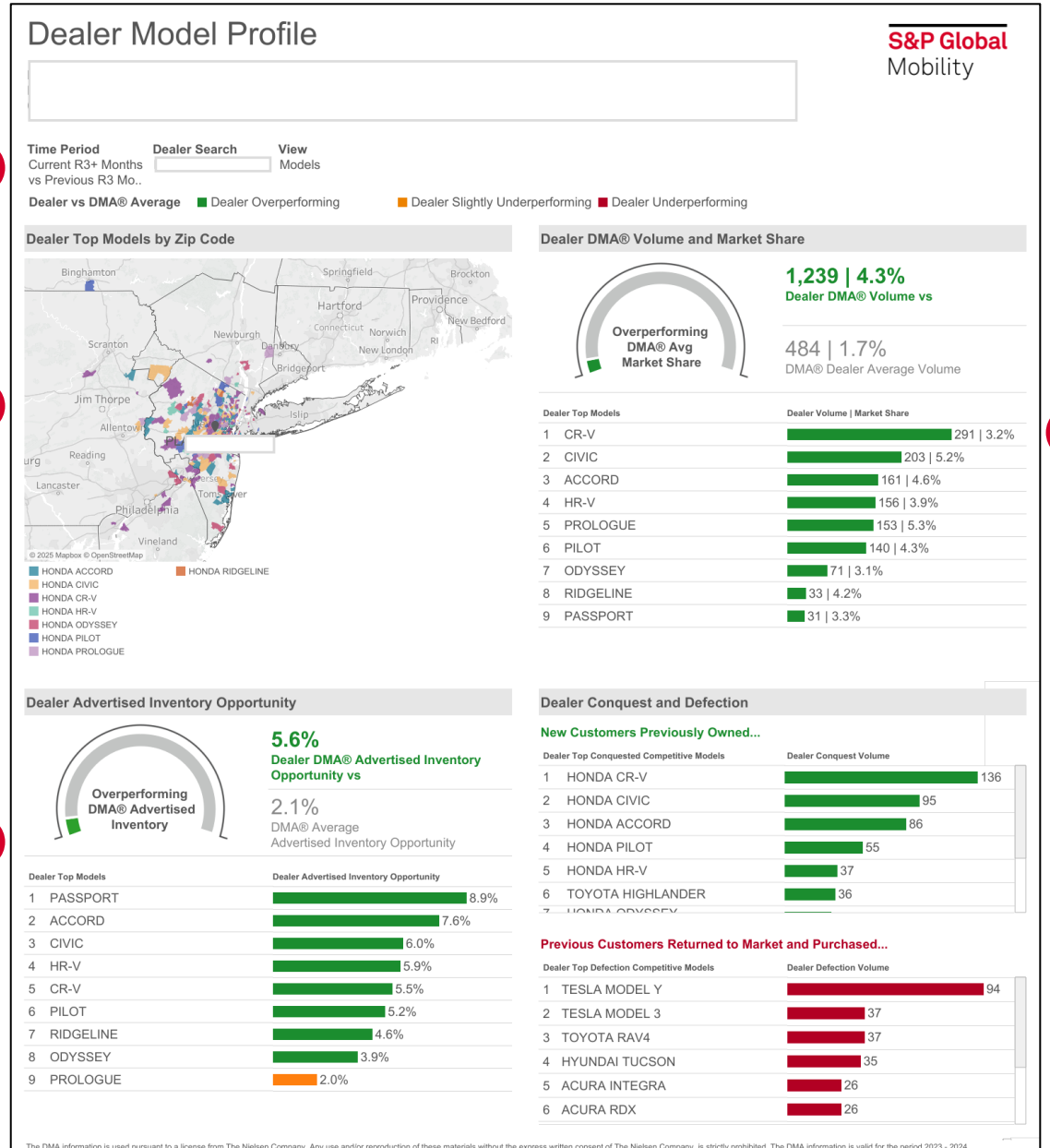
# Dealer Loyalty

- 1. Dealer's loyalty percentage:** Generic loyalty, based upon the DMA.
- 2. Loyalty over time:** Historic behavior from the past 12-month period.
- 3. Conquest / defection ratio:** Reflects dealer's loyalty compared to the conquest.
- 4. Total Conquest:** How well the Dealer is at gaining new customers.
- 5. Defection to other dealers:** Behavior of the defection to other dealers from the same brand.
- 6. Defection to other makes:** Behavior of the defection to other brands.
- 7. Dealer total defection distribution:** Volume and amount of profit lost by defected customers.
- 8. Dealer total conquest distribution:** Volume and the amount of profit gained by new customers.



# Dealer Model Profile

- Filters:** Switch from model or segment view to obtain information related to the dealer or the market.
- Dealer top models by zip code:** Illustrates the distribution of the model set across the zip codes in the DMA
- Dealer's volume and market share inside the DMA:** How the model set is performing against the other dealers from the same brand in the DMA.
- Dealer's advertised inventory opportunity:** How the dealer's inventory is performing against the other dealers from the same brand in the DMA.
- Dealer loyalty and conquest / defection by models:** Shows how the model set contributes to build loyalty to the dealer.



# Buyer demographic profile

- Filters:** Visualize the models, segments, fuel types in terms of the demographic attributes (ie: What is the demographic profile of the people buying my vehicles in my market).
- DMA Demographic Opportunity:** Opens an additional tab that displays the selected demographic profile in terms of number of potential buyers in any given zip code within your market.
- Dealer vs segment average rolling-12-month demographic composition:** Indexes the dealer's participation in the DMA average's composition by each of the demographic segments presented illustrating the potential opportunity.

## Buyer Demographic Profile

Dealer Search 
Dealer Make(s) All
 Dealer Models All
 Dealer Segments All
 Dealer Fuel Types All
 Demographic View Dealer vs Segment Average

Ethnicity All
 Age All
 Gender All
 Income All

DMA Demographic Opportunity

### Dealer vs Segment Average Rolling-12-Month Demographic Composition

#### Ethnicity

HISPANIC	<span style="color: blue;">●</span> 34%
WESTERN EUROPEAN	<span style="color: blue;">●</span> 26% <span style="color: orange;">○</span> 52%
AFRICAN AMERICAN	<span style="color: blue;">●</span> 23%
ASIAN	<span style="color: blue;">●</span> 9%
EASTERN EUROPEAN	<span style="color: blue;">●</span> 3%
MIDDLE EASTERN	<span style="color: blue;">●</span> 3%
EURASIAN	<span style="color: blue;">●</span> 1%
PACIFIC ISLANDER	<span style="color: blue;">●</span> 0%

34% of the dealer's buyers in the past 12-months have been HISPANIC vs the segment average of 21%

#### Age

18-24 YEARS OLD	<span style="color: blue;">●</span> 2%
25-34 YEARS OLD	<span style="color: blue;">●</span> 12%
35-44 YEARS OLD	<span style="color: blue;">●</span> 25%
45-54 YEARS OLD	<span style="color: blue;">●</span> 22%
55-64 YEARS OLD	<span style="color: blue;">●</span> 22%
65-74 YEARS OLD	<span style="color: blue;">●</span> 17%
75+ YEARS OLD	<span style="color: blue;">●</span> 9%

25% of the dealer's buyers in the past 12-months have been between 35-44 YEARS OLD vs the segment average of 20%

#### Gender

FEMALE	<span style="color: blue;">●</span> 51%
MALE	<span style="color: blue;">●</span> 54%

51% of the dealer's buyers in the past 12-months have been FEMALE vs the segment average of 46%

#### Household Income

\$0 - \$14,999	<span style="color: blue;">●</span> 2%
\$15,000 - \$19,999	<span style="color: blue;">●</span> 1%
\$20,000 - \$29,999	<span style="color: blue;">●</span> 5%
\$30,000 - \$39,999	<span style="color: blue;">●</span> 5%
\$40,000 - \$49,999	<span style="color: blue;">●</span> 8%
\$50,000 - \$74,999	<span style="color: blue;">●</span> 12%
\$75,000 - \$99,999	<span style="color: blue;">●</span> 12%
\$100,000 - \$124,999	<span style="color: blue;">●</span> 7%
\$125,000 - \$149,999	<span style="color: blue;">●</span> 14%
\$150,000 - \$174,999	<span style="color: blue;">●</span> 5%
\$175,000 - \$199,999	<span style="color: blue;">●</span> 7%
\$200,000 - \$249,999	<span style="color: blue;">●</span> 10%
\$250,000 - \$499,999	<span style="color: blue;">●</span> 14%
\$500,000 or more	<span style="color: blue;">●</span> 11%

12% of the dealer's buyer households in the past 12-months earn between \$50,000 - \$74,999 vs the segment average of 10%

# DMA Demographic Opportunity

- Filters:** Visualize the models, segments, fuel types and/or zip codes in terms of the demographic density.
- DMA Model Demographic Composition:** summarizes the make up of customers in the DMA based on specific demographic criteria
- Heat map:** Highlights the dealer's potential growth opportunities using a color scale and allows you to draw a circle around your dealership to narrow the scope.
- Segment share benchmark:** Features a slider to set the targeted share, illustrating the potential volume opportunity and profit.
- Zip code list:** Displays the number of consumers by the selected demographic profile in each zip code, along with their shopping and their buying behavior.

## DMA® Demographic Opportunity

**1** Time Period: Current R3+ Months vs Previous R3 Mo..

**2** Report Month: All

**3** Select Dealer: [Dropdown]

**4** Dealer Make(s): All

**5** Dealer Models: All

Dealer Segments: All

Dealer Fuel Types: All

Zip Codes: All

Ethnicity: All

Language: All

Age: All

Income: All

Gender: All

**DMA® Model Demographic Composition**

Ethnicity	Percentage	Language	Percentage	Age	Percentage	Income	Percentage	Gender	Percentage
WESTERN EUROPEAN	37.2%	ENGLISH	71.9%	18-24 YEARS	1.6%	\$0 - \$14,999	2.1%	MALE	54.8%
HISPANIC	30.6%	SPANISH	20.1%	25-34 YEARS	8.3%	\$15,000 - \$19,999	2.1%	FEMALE	45.1%
ASIAN	11.6%	ASIAN INDIAN	4.7%	35-44 YEARS	15.9%	\$20,000 - \$29,999	9.8%		
AFRICAN AMERICAN	10.3%	MANDARIN	1.6%	45-54 YEARS	20.7%	\$30,000 - \$39,999	8.6%		
EASTERN EUROPEAN	3.7%	KOREAN	0.6%	55-64 YEARS	25.0%	\$40,000 - \$49,999	15.9%		
MIDDLE EASTERN	2.9%	CHINESE	0.5%	65-74 YEARS	17.6%	\$50,000 - \$74,999	17.8%		
OTHER	2.4%	VIETNAMESE	0.2%	75+ YEARS	10.8%	\$75,000 - \$99,999	13.2%		
EURASIAN	1.2%	TAGALOG	0.1%			\$100,000 - \$124,999	9.4%		
PACIFIC ISLANDER	0.0%	JAPANESE	0.1%			\$125,000 - \$149,999	8.7%		
		CANTONESE	0.1%			\$150,000 - \$174,999	4.6%		
		HMONG	0.0%			\$175,000 - \$199,999	3.7%		
						\$200,000 - \$249,999	2.4%		

**Dealer Volume Opportunity Distribution by Zip Code**

Segment Share Benchmark: 2.5%

**+95,183**  
Total Dealer Volume Opp

**+\$5.16M**  
Additional Gross Profit\*

Dealer Volume Opportunity: The number of vehicles PLANET HONDA would need to sell in each zip code to reach 2.5% segment share for all applicable households.

Dealer Volume Opportunity: +0 to +616

Sale Zip Code	Dealer Zip Code Performance				Make Zip Code Performance				Segment Zip Code Performance				Total Zip Code					
	Total Dealer Volume Opp	Additional Gross Profit*	Actual Dealer Volume	Dealer Change from Previous	Dealer Make Share	Dealer Make Share Change from Previous	Dealer Segment Share	Dealer Segment Share Change from Previous	Make Volume	Make Change from Previous	Make Share	Make Share Change from Previous	Segment Volume	Segment Change from Previous	Segment Share	Segment Share Change from Previous	Total Volume	Total Volume Change from Previous
08701	+616	+\$68K	0	-3▼	0.0%	-0.9pp▼	0.0%	-0.3pp▼	445	+107▲	27.5%	-8.1pp▼	1,346	+295▲	83.3%	-0.9pp▼	1,616	+367▲
08753	+488	+\$36K	1	+0▲	0.7%	-0.1pp▼	0.1%	+0.0pp▲	142	+15▲	14.4%	-1.9pp▼	757	+73▲	76.9%	-1.7pp▼	984	+114▲
06810	+432	+\$16K	0	-1▼	0.0%	-1.3pp▼	0.0%	-0.3pp▼	83	+4▲	18.7%	-3.2pp▼	337	+40▲	76.1%	-2.5pp▼	443	+65▲
11706	+428	+\$24K	0	+0▲	0.0%	+0.0pp▲	0.0%	+0.0pp▲	120	+9▲	17.9%	-1.8pp▼	450	+46▲	73.1%	+0.3pp▲	670	+50▲
11717	+415	+\$16K	0	+0▲	0.0%	+0.0pp▲	0.0%	+0.0pp▲	119	+32▲	27.7%	-10.5pp▼	337	+63▲	78.6%	-3.1pp▼	429	+118▲
06902	+393	+\$24K	0	+0▲	0.0%	+0.0pp▲	0.0%	+0.0pp▲	128	+39▲	19.3%	-1.0pp▼	487	+41▲	73.3%	+2.5pp▲	664	+34▲

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# Content

**General aspects about Market Impact**

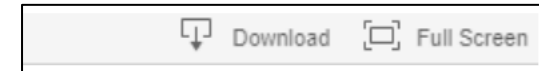
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# How do I export information?

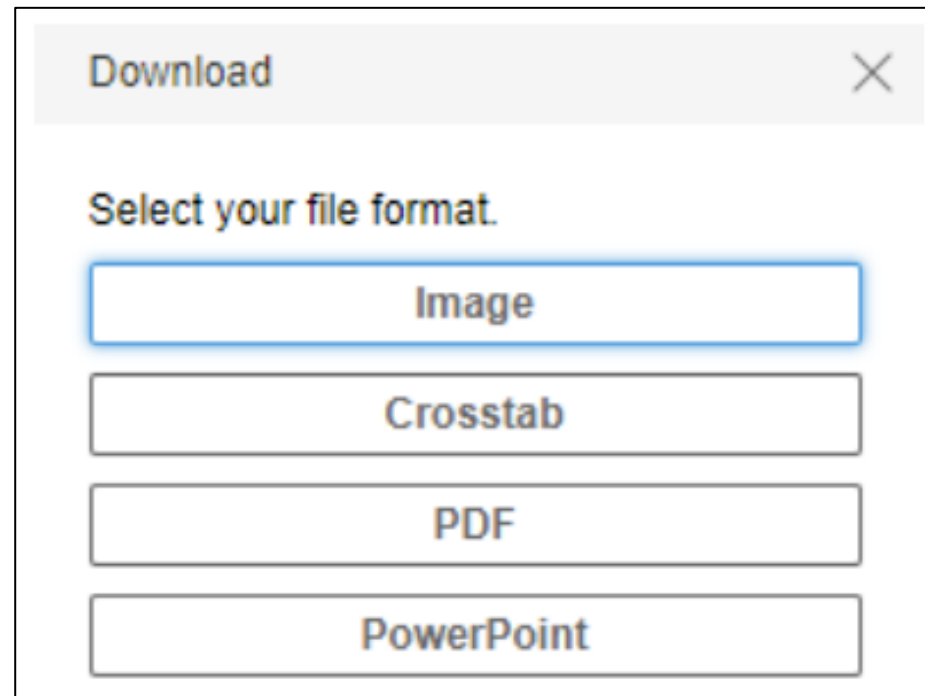
Navigate to the bottom of the page to find downloading options.



A screenshot of the MyAnalytics web application interface. The header shows the S&amp;P logo and 'MyAnalytics' text. Below the header is a navigation bar with a home icon and a help icon. The main content area features a 'Download PowerPoint' dialog box with a close button. Under the 'Include' section, a dropdown menu is open, showing 'This View' as the selected option, with sub-options for 'Specific sheets from this dashboard' and 'Specific sheets from this workbook'. On the right side, a vertical menu lists export options: 'Image', 'Crosstab', 'PDF', and 'PowerPoint'. The bottom of the page has a dark blue footer with a download icon and a full screen icon.

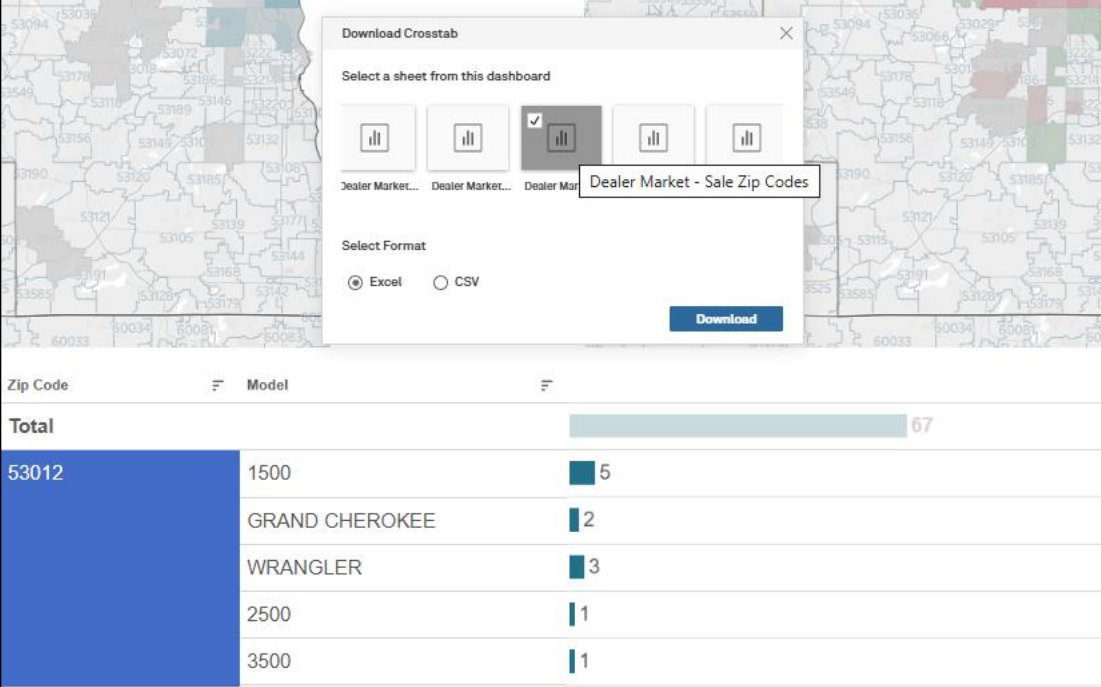
# How to download information into image format

Click **Download** and select **Image** to export a PNG image file of the current dashboard.



# How to download information into crosstab format

1. Click anywhere into the chart you want to export first.
2. Click **Download** and select **Crosstab** to export the desired dashboard data.
3. The selected table will appear in the Download Crosstab popup window.
  - a) Select a crosstab file format.
  - b) Click Download to export the file.

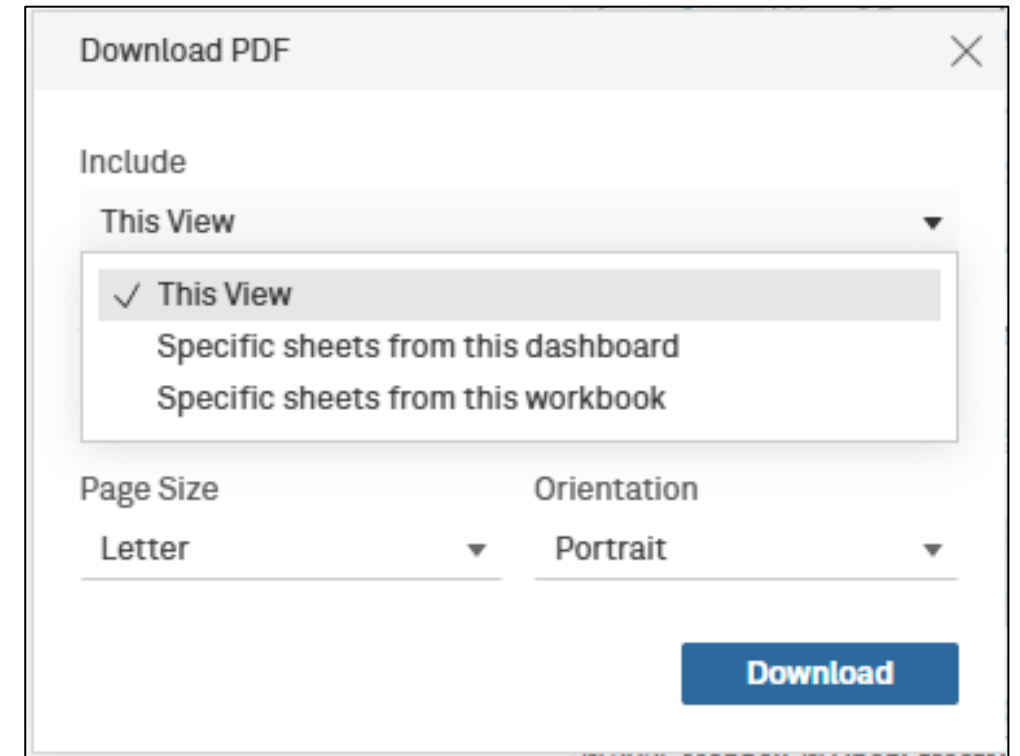


The screenshot shows a dashboard interface with a map of zip codes in the background. A 'Download Crosstab' popup window is open, allowing the user to select a sheet and format. The selected sheet is 'Dealer Market - Sale Zip Codes' and the format is 'Excel'. Below the popup, a table displays the following data:

Zip Code	Model	
<b>Total</b>		67
53012	1500	5
	GRAND CHEROKEE	2
	WRANGLER	3
	2500	1
	3500	1

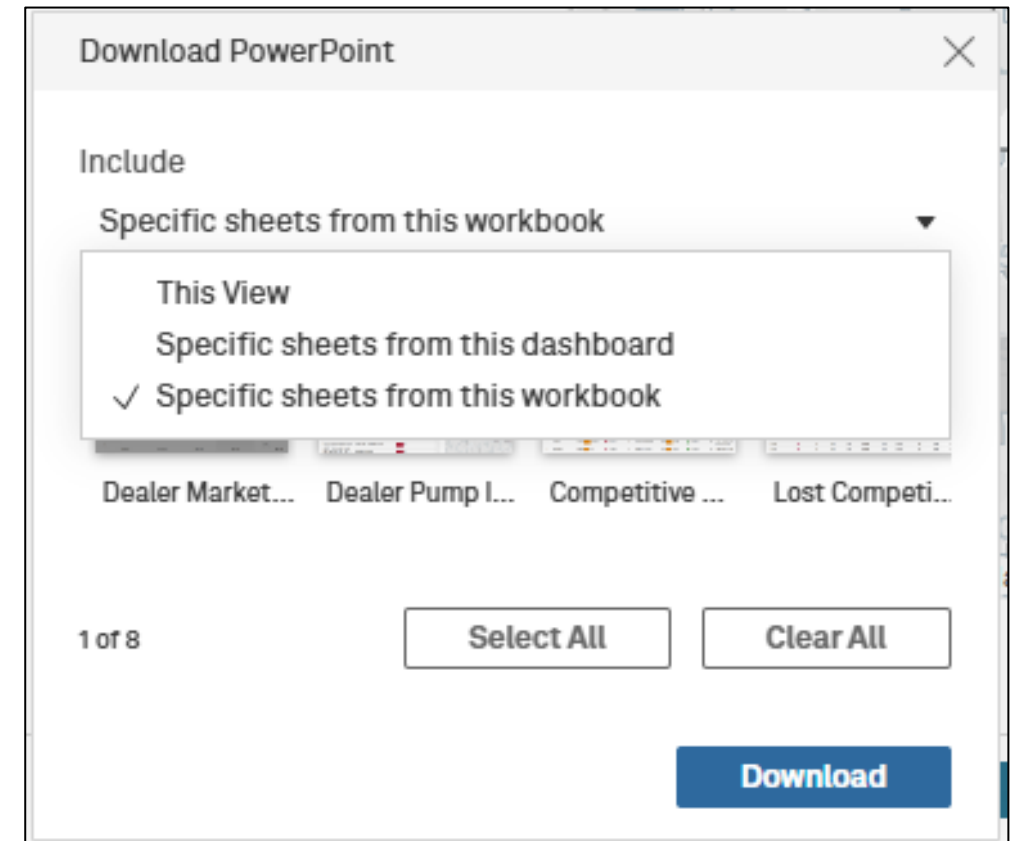
# How to download information into PDF format

1. Click **Download** and select **PDF** to export a PDF file.
2. In the Download PDF popup window, select the content to be included in your PDF:
  - a. **This View** will only print the current dashboard.
  - b. **Specific sheets from this dashboard** will allow you to select different charts within the current dashboard to print.
  - c. **Specific sheets from this workbook** will allow you to print all dashboards within the current workbook.
3. Adjust Page size and Orientation settings.
4. Click Download to export the customized PDF file.



# How to download information into PowerPoint format

1. Click **Download** and select **PowerPoint** to export dashboard screenshots to a PowerPoint file.
2. In the Download PowerPoint popup window, select the content to be included in your file:
  - a. **This View** will only print the current dashboard.
  - b. **Specific sheets from this dashboard** will allow you to select different charts within the current dashboard to print.
  - c. **Specific sheets from this workbook** will allow you to print all dashboards within the current workbook.
3. Click **Download** to export the customized PowerPoint file.



# Support Team

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## Automotive Product Help Desk

1-800-876-5526

[Product\\_Helpdesk@spglobal.com](mailto:Product_Helpdesk@spglobal.com)

Hours of Operation (8am – 8pm EST)

**S&P Global**  
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Thank you

