

# 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 Dealertrack

### Problem

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

### Solution

**Use Dealertrack to ensure that data is updated across departments.**

Dealertrack processes data in real-time as it comes into the dealership, ensuring that your data is always up to date.

## Improve Data Consistency with Dealertrack

### Problem

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

### Solution

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

Dealertrack creates a single source of information across your entire dealership and keeps data sync between departments, so you can avoid the confusion of conflicting customer records.

## Overcome Low-Quality Data with Dealertrack

### Problem

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

### Solution

**Use Dealertrack to deliver data and insights you can trust.**

Dealertrack curates and coordinates data across your dealership, so you can generate accurate reports, see critical analytics, and empower your staff to do more to maximize the profitability of every deal.

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

## Do Data Right with Dealertrack

Dealertrack 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 [Dealertrack.com](https://dealertrack.com).