



Data Analytics and Reports





Key Features—

- **Speed:** information is available within days of prior month's closing.
- **Insight:** compare your KPMs to the market with transactional-level detail.
- **Scale:** sufficient record volume allows statistically significant analyses.

Key Benefits—

- Review current auto industry data to identify product trends and help confirm your business strategy as well as execution plans.
- Routinely compare KPMs to the market with transactional-level detail.
- Access unique data, including funding details, score ranges, response time ranking, market share and more.

Originating loans can be extremely profitable – or extremely risky

It all depends on how much intelligence you can obtain to identify industry trends and financial and behavioral patterns, as well as gather and study your institution's own key performance metrics.

Dealertrack now performs this advanced monitoring, tracking and reporting for you. Thanks to our extensive reach across dealers and lenders alike, coupled by our industry-leading technology that captures key data down to the transaction level, we offer unique performance metrics and fine details not found elsewhere.

You can rely on this information for maintaining or adjusting your business strategy, because the data in these reports stay current – the latest figures are available within days of the prior month's close. And how you receive these reports is completely up to you: choose from 3 format types (raw data, dashboard style, dynamic display) as well as your method of delivery (secure FTP or secure email inbox delivery).



There are 6 different reports in the suite:

Report name	Detailed description
Lender vs. Industry	Efficiency Benchmark: includes Looks, Approvals, Funded, Book-to-Look, Approved-to-Look and Book-to-Approve ratios
Lender Submit Order	Competitive Insights: displays lender application submission order; first submit choice translates to “Top of Mind” with dealers
Market Share	Competitive Insights: provides lender share of booked business; data is available on a national, regional or statewide level
Lost Opportunity	Program Opportunity Review: if you ever wondered why you lost a deal, this report identifies and compares key metrics – including buying spectrum, term, funding details, etc.
Lender Credit Decisioning Time	Operational Benchmark: provides processing time insights, including auto vs. manual decision-making
Lender Credit Application by Asset Type	Segmentation Benchmark: includes average amount financed, average interest rate, average turn-time by new/used, vehicle year, terms, OEM, etc.

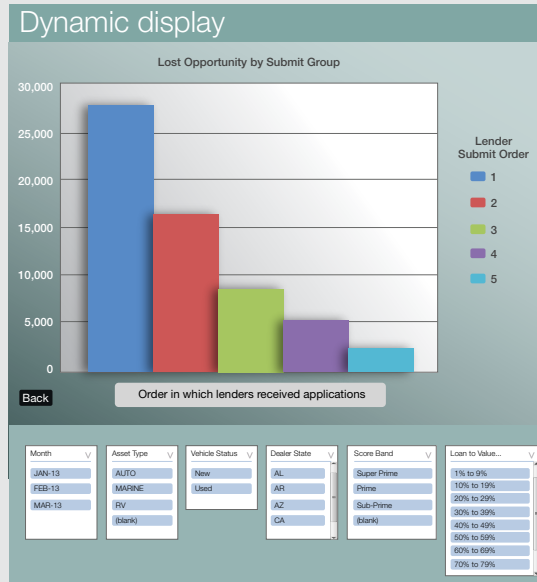
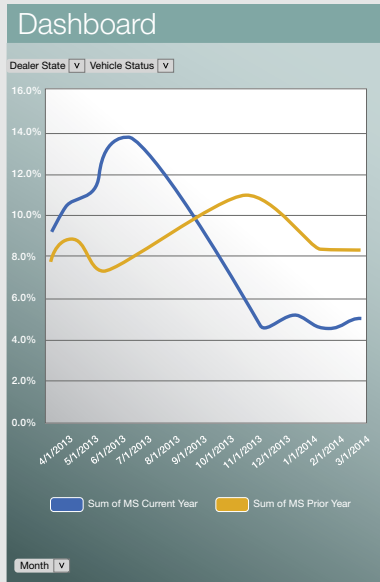
Important Note: No non-public personal information (NPPI) is included in the reports.

Data characteristics and components include:

Data characteristics and components	
Buying Spectrum Super Prime / Prime / Near Prime / Subprime	Vehicle Types Auto / RV / Motorcycle / Marine / Power Sport
Geography or Footprint National / Super Regional / Regional / States	Vehicle Conditions New / Used / Demo
Institution Type Captive / Bank / Finance Company / Credit Union	Application Types Individual / Joint / Business / Business with Co-app
Application Volume Annual / Average Monthly	Decision Types Approval / Decline / Counter-offer
Products Types Supported Retail / Lease / Balloon	Dealer Business Types Franchise / Independent

Choose from 3 report format options:

Raw data												
Month ID	Vehicle Status	Dealer State	Lender All Apps	Lender Approved	Lender Booked	Lender Countered	Lender Declined	Lender Book to Look	Lender Approve to Look	Lender Book to Approve	Lender Avg. Amount Financed	
JAN-14	N	AL	225	155	43	27	43	19.11%	68.89%	27.74%	\$29,862	
JAN-14	N	AR	183	128	38	21	34	20.77%	69.95%	29.69%	\$32,425	
JAN-14	N	AZ	76	59	19	4	13	25.00%	77.63%	32.20%	\$57,901	
JAN-14	N	CA	380	254	98	19	103	25.79%	66.84%	38.58%	\$36,486	
JAN-14	N	CO	172	124	62	12	35	36.05%	72.09%	50.00%	\$34,906	
JAN-14	N	CT	61	49	22	3	9	36.07%	80.33%	44.90%	\$29,599	
JAN-14	N	DE	28	26	9	1	0	32.14%	92.86%	34.62%	\$35,903	
JAN-14	N	FL	1049	773	394	76	199	37.56%	73.69%	50.97%	\$33,669	
JAN-14	N	GA	421	275	111	46	100	26.37%	65.32%	40.36%	\$28,604	
JAN-14	N	HI	11	5	1	2	4	9.09%	45.45%	20.00%	\$41,460	
JAN-14	N	IA	113	73	35	8	32	30.97%	64.60%	47.95%	\$35,789	
JAN-14	N	ID	32	25	11	4	3	34.38%	78.13%	44.00%	\$30,292	
JAN-14	N	IL	565	479	258	29	55	45.66%	84.78%	53.86%	\$32,264	
JAN-14	N	IN	297	249	132	16	32	44.44%	83.84%	53.01%	\$30,626	
JAN-14	N	KS	163	125	61	13	25	37.42%	76.69%	48.80%	\$33,168	
JAN-14	N	KY	142	111	45	9	22	31.69%	78.17%	40.54%	\$32,117	



Learn more about
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Dealertrack Technologies is a leading provider of integrated web-enabled tools, services and technologies designed to transform business for automotive retailers and lenders. Dealertrack's market-leading suite of integrated offerings includes Dealer Management Systems (DMS), Inventory, Sales and F&I, Digital Marketing, CRM, Registration and Titling, Fixed Operations, Independent Dealer and Lender product families. In addition to operating the largest online credit application network in the United States, connecting thousands of dealers and lenders, Dealertrack drives growth and efficiency during the origination, contracting and vehicle title administration servicing lifecycle for North American captives, regional banks, national banks, credit unions and other financial organizations.

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