SEAMLESS INTEGRATIONS:
TURNING AUTOMOTIVE DATA INTO ACTIONABLE INSIGHTS

The Power of Comprehensive Data

As the automotive retail market gets increasingly competitive – and customer buying journeys become more complex – accurate and extensive data has become crucial for dealers to make calculated and informed decisions.

Mastermind's comprehensive network of integrations provide dealers with a holistic view of their market that seamlessly integrates with their existing workflows. With access to a wide range of data sources, we turn customer data into actionableinsights and predictions that help dealers proactively uncover sales opportunities across their portfolio.

Mastermind's Key Integrations:

- **Vehicle Insights:** Access comprehensive vehicle history with CARFAX to calculate the trade-in value of vehicles, fuel personalized, predictive marketing campaigns and craft deals designed to drive ROI.

- **Service Arrival Notifications:** Boost customer engagement in the service drive with real-time notifications with integrations with MDL automation, CDK Global, Dealertrac and more.

- **CRM & DMS Syncing:** Streamline your operations and identify sales opportunities across the dealership by automatically syncing data from platforms like Momentum CRM, VinSolutions, Reynolds and Reynolds, CDK Global, Elead and DriveCentric.

- **Deal Calculation and Credit Insights:** Precision matters. With Market Scan, ensure every deal has Penny Certain ™ accuracy. Enhance your financial decisions with vital credit insights from TransUnion.

- **Buyer Predictions and Data Enrichment:** Stay ahead of the curve. Leverage S&P Global Mobility's expansive data sets and expertise to harness advanced predictor and contextual datasets, refining buyer predictions to ensure you're always one step ahead.

"Mastermind's integration with Reynolds and Reynolds has been incredible. We started using service arrival notifications right away, so now we actually know in real time when a customer is visiting the drive. It's been so effective that we even made a sale within the first day of going live."

– Denis Carey, General Manager, Audi Freehold

Guidance for Dealers: Making Informed Choices with Data

Not all dealership marketing platforms are the same. How these platforms or "add-on" solutions manage, integrate and secure their data plays a pivotal role in dealership success.

When assessing potential data or technology partners, consider the following Do's and Don'ts.

ACTIVATION

DO: Invest in data quality. Look for partners who prioritize accuracy, completeness, consistency and timeliness to ensure effective marketing efforts.

DON'T: Solely rely on first-party data like CRMs or DMSs. Integrating high-quality third-party data is key to fueling proactive sales opportunities and personalized customer interactions.

CENTRALIZATION

DO: Emphasize personalized customer communication based on holistic customer data. Look for opportunities to tailor sales offers, service experiences and communications to individual customer needs.

DON'T: Silo data in your dealership CRM or DMS. Syncing data from these platforms is key to enabling predictive marketing technology to prioritize and personalize outreach efforts.

SECURITY

DO: Collaborate with third-party vendors who prioritize data security. Always assess and inquire how your data partners source, handle and protect sensitive customer data.

DON'T: Neglect the importance of data security. Ensure your team is well-informed and equipped to protect sensitive customer data.

Mastermind equips dealers with the tools and insights they need to succeed in today's continually changing auto retail market.

By combining the most comprehensive and reliable data in the industry with our network of partner integrations, our customer-centric, data-driven approach helps ensure dealers can continually succeed even as the market changes.

Want to learn how Mastermind can help your dealership leverage a unified view of customer buying behaviors to fuel personalized marketing campaigns? **Contact us for a free demo.**