



# InfoIQ™ Vehicle Sales Data Solution

## The Data to Drive effective Sales and Marketing.

Does your marketing success depend on timely, accurate, comprehensive vehicle sales and finance data? The InfoIQ Vehicle Sales Data Solution provides unparalleled insight into data on vehicle sales, financing, and insurance. Whether it's used to drive Incentive Programs, Customer Relationship Management initiatives, Direct Marketing programs, Dealer Performance Analysis, or your next idea, the data is the key. The automotive marketplace is fiercely competitive and there's a lot riding on the success of your initiatives

InfoIQ Vehicle Sales Data Solution provides five types of information on the vehicle sales transaction, directly from the dealer Finance and Insurance department:

### → Vehicle Sold

Accurate and detailed information about the vehicle sold. This includes the most robust decoding and cleansing of fields including VIN, Year, Make, Model, Color, and Mileage.

### → Buyer Details

To effectively manage marketing and customer satisfaction initiatives, dealers require accurate information on their customer base. DMI provides detailed information on the buyer and co-buyer, including basic contact and address information as well as "Do not Contact" flags.

### → Sales

This includes crucial sales transaction data, such as Sales Price, Gross Profit, Trade-In Information, Deal Status, Salesperson Information, and Transaction Dates.

### → Finance

DMI facilitates F&I department performance analysis and aggressive F&I marketing initiatives by providing relevant, accurate data on vehicle financing, such as Amount Financed, Finance Term, APR, Lease Residual Value, Payment Amount, Buy Rate, and Finance Company Information.

### → Insurance

Insight into A&H, Credit Life, Gap, Loss of Employment, and Mechanical Breakdown insurance types, and Service Contract data. Includes the fields Cost, Reserve, Coverage, Rate, Premium, and Term for each insurance type.

### Vehicle Sales Viewer

The Viewer is an optional component that allows users to view the most recently extracted and cleansed data. It provides an intuitive, user-friendly interface that facilitates the set-up process and enhances user confidence in the data with easy identification of exceptions to export rules, customized to your requirements.

### InfoIQ Vehicle Sales Journal

Complement your sales data with the Info IQ Vehicle Sales Journal Data Solution. Sourced from dealer general ledger information, this data has been reconciled to provide accounting level sales and profit data.



DIGITAL MOTORWORKS  
InfoIQ Solutions

For more information how InfoIQ can revolutionize your business, contact DMI Sales:

**512-349-9360**

[www.digitalmotorworks.com](http://www.digitalmotorworks.com)



## About DMi

### About the Company

DMi (Digital Motorworks), an independent subsidiary of ADP Dealer Services Group, has been providing information management solutions to the automotive industry since 1995.

Our InfolQ Solutions – offered through an application service provider (ASP) model - collect and transform automotive industry data designed expressly to increase the sale of new and used vehicles, service and parts, and finance and insurance.

If initiatives in these areas are in your plans, contact DMi. We are uniquely positioned to deliver the data that drives your business.

#### HEADQUARTERS

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#### ADDITIONAL OFFICES

Detroit, MI  
Melbourne, Australia

## The DMi Difference

### Data Integrity

DMi consistently provides accurate, comprehensive, timely and “transactable” Data. InfolQ:

- Integrates all data types from all types of dealer and corporate management systems.
- Includes rigorous data processing, cleansing, and quality assurance procedures.
- Applies your business logic when integrating data.

### Automotive Insight

Automotive and information management expertise enables DMi to anticipate and address the technical challenges automotive businesses face. DMi

- Counts the world’s top automotive manufacturers (OEMs) as clients.
- Serves the industry’s leading portals and major dealer groups.
- Collects data on a regular basis from over 22,000 dealerships (operating over 46,000 franchises) — or 80% of U.S. and Canadian dealerships — the leading dealer groups and top automotive e-dealers.
- Possesses over 10 years of real-world experience in the auto industry.

### ASP Infrastructure

The InfolQ service is hosted and managed by DMi. This application service provider (ASP) infrastructure provides clients with such benefits as:

- No capital investment in hardware or software.
- Rapid implementation of new initiatives.
- Remote development, support and system maintenance.
- Highest levels of security, scalability and reliability.