

# Dealer Sales Data

## Why does Edmunds.com collect sales data?

### 1. Performance Reporting

Your sales data enables us to demonstrate to you the ROI you are receiving from the program. This includes the following:

- **Sales sourcing:** Edmunds.com will identify the sales that were generated from your Edmunds.com contacts and walk-in traffic.
- **Lost Sales:** Edmunds.com will identify your lost sales. This data helps you understand your efficiency in closing and could potentially be a catalyst for process and strategy changes.
- **Trending:** Edmunds.com will track your sales and lost sales each month, so that you can see the impact of any management or process changes on your program performance.



### 2. True Market Value<sup>®</sup> (TMV<sup>®</sup>)

TMV<sup>®</sup> represents the average price that consumers are paying for a vehicle in your market. Providing your sales data to Edmunds.com allows us to publish a more accurate TMV<sup>®</sup> price to consumers and allows **YOU** to contribute to that price rather than it being driven by your competition.

## How Do I Share My Sales Data?

The simplest solution is to allow our third party partner, *Digital Motorworks, Inc.* (DMI) to retrieve your sales data directly from your DMS. We assure you that Edmunds.com follows the highest standards in terms of data security and will never share or sell your sales data with any other party.

*An alternate process is available where you can push your data to DMI via FTP. Contact your local Area Manager for details.*

Contact Us For More Information:

1-855-EDMUNDS or sales@edmunds.com  
www.edmunds.com/dealers



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Dealer**