

The logo for Cox Automotive, featuring the word "Cox" in a blue serif font above the word "AUTOMOTIVE" in a grey sans-serif font, with a trademark symbol. A thin horizontal line is positioned below "AUTOMOTIVE".

Cox  
AUTOMOTIVE™

Rates & Incentives

The main title of the presentation, written in a white, all-caps, sans-serif font. The text is set against a dark blue background that features a complex network of glowing white and orange nodes connected by thin lines, creating a digital or data network aesthetic.

4 INCENTIVE PILLARS  
FOR POWERING CONSUMER  
TRANSACTIONS

# INTRODUCTION

Thank you for downloading “4 Incentive Pillars for Powering Consumer Transactions,” an eBook that identifies the must haves for your digital and in-store retailing process.

Each OEM has a general release of 85% of incentive data, leaving the remaining 15% of incentives to regional, and market specific offers that are sourced through regional/district offices, dealers, and dealer groups. It’s important for digital innovators to improve the online and in-store shopping experiences through applications that make car shopping and purchasing faster, easier and more accurate for both dealers and consumers.

In this eBook, you’ll learn how to create more compelling customer transactions, what information to include on deals and how fast you should be updating your data.

Read on to see how you can make your deals stand out online and in-store – apply these pillars to your everyday process!

Enjoy!  
Todd Somerville



# OVERVIEW

In this eBook, we will discuss the following four pillars that power consumer transactions today:

1. Completeness
2. Transparency
3. Accuracy
4. Timeliness



# PILLAR 1

# COMPLETENESS

## A COMPLETE LISTING SHOULD BE EASY TO UNDERSTAND AND EASY TO CONSUME.

For a listing to be complete, it should include the entire set of rates, residuals, rebates and incentives for all U.S. and Canadian OEMs.

### Completeness =

- All credit tiers by lenders listed
- Fees associated with leasing a vehicle listed
- Guaranteed and conditional offers listed
- OEM and captive finance sourced data including national, regional and VIN specific included



A background graphic consisting of a network of interconnected nodes and lines. The nodes are represented by small circles in various colors (orange, blue, white) and are connected by thin lines, creating a complex web-like structure. The overall color palette is light blue and white, with some orange accents.

## PILLAR 1 COMPLETENESS

### **DOES YOUR DATA PROVIDER AUDIT WITH OEM CONFIGURATION TOOLS?**

CAR&I powers more than 89,000 dealer applications per month (partners and native software/sites), and is viewed by more than 40 million shoppers. These partnerships come with trust and responsibility to the dealer and consumer to get the pricing and payment correct, using “OEM accurate” incentive data.

The results of this research show that by using CAR&I, our partners and their dealers provide more accurate payments on 3 out of 4 of the vehicles researched and help dealers “win” the payment battle to grow their sales.

CAR&I specializes in rates, rebates, and incentives, and has proven to do it better than anyone else in the industry.

## PILLAR 2

# TRANSPARENCY

### ONCE THE LISTING IS COMPLETE, MAKE SURE IT'S TRANSPARENT.

To build your customer's trust and your credibility, you must have the same price in store and online. When a consumer trusts a dealership, it increases the chances of more business and referrals.

#### Transparency =

- Having multiple price and payment options for in-store and digital retailing
- All OEM captive and sponsored finance sources for comprehensive coverage and payment options listed
- All incentive and payment terms matching OEM requirements and lender rules
- Comprehensive set of independent lenders powering payments listed



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## PILLAR 2 TRANSPARENCY

### **KNOWING THE COMPLEXITY AND LENDING RULES ARE KEY TO YOUR BUSINESS RESULTS AND TRANSPARENCY WITH YOUR DEALERS**

When your online pricing doesn't align with your in-store quotes, it can cost your dealership credibility and profit.

Allow your shoppers to transact with multiple deal configurations online and in-store.

In *Optimizing Rebates & Incentives for Consumer Digital Retailing Experience*, the latest white paper from Cox Automotive, you'll learn how accurate data empowers your customers to make informed buying decisions and increases your chances of winning new customers online and earning repeat owners.

## PILLAR 3

# ACCURACY

### WHEN THE LISTING IS COMPLETE AND TRANSPARENT, MAKE SURE IT'S ACCURATE.

It is crucial to have accurate, up-to-date OEM and captive source information. You need to show your customers all their financing and lease deal options in one place.

When consumers have access to accurate pricing and payments, they feel confident with their purchasing decision. If you do not have an accurate listing, you are breaking compliance, which can result in penalties.

#### Accuracy =

- Having data available for OEM vehicle, loan and lease incentives
- 1 to 1 vehicle to incentives matching down to the zip code available
- Complete standard and special rates for captive and third parties powering accurate pricing and payments

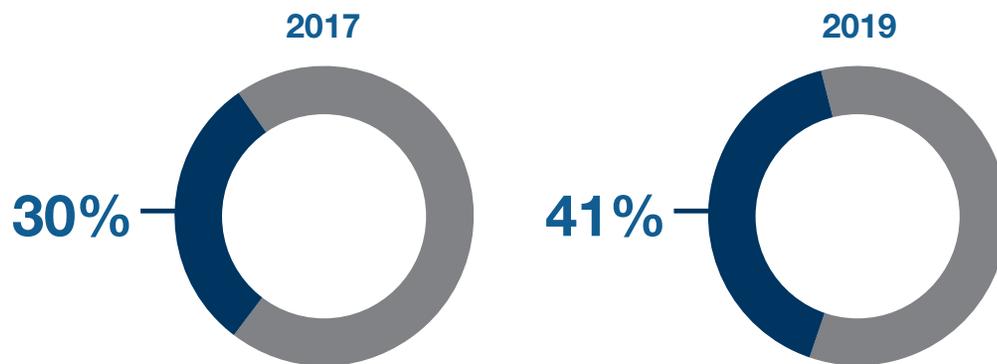


## PILLAR 3 ACCURACY

Sourcing data directly from OEM's captives and financial institutes assures your customers consistency online and in-store

You can't afford to not have it right online

### BUYERS VISITING ONLY ONE DEALERSHIP



## PILLAR 4

# TIMELINESS

**WHEN YOUR LISTING IS COMPLETE, TRANSPARENT AND ACCURATE – YOU NEED TO GET IT OUT TO YOUR AUDIENCE.**

The consumer has the power to decide what deal they want. From the comfort of their living room, people are starting to lease cars online.

### **Timeliness =**

- **Monthly** incentive updates complete in under a day
- Using aggregation from multiple sources to produce faster release times
- Availability of offers on change days with data automation



## PILLAR 4

# TIMELINESS

Your customers are taking less time to buy and you need to be timely and accurate with pricing and payments

Publishing all aspects of incentives allows more consumer availability to shop and purchase giving your dealer more selling time each month

### AVERAGE DAYS IN MARKET FOR NEW & USED BUYERS



2017



2019

# CONCLUSION

## Completeness + Transparency + Accuracy + Timeliness = A Successful Transaction

Following these four pillars will help you better your digital and in-store retailing process. Making sure your listing is complete with every rate and incentive detail, listed both online and in-store and that the listing gets published in a timely fashion is key to making your transactions moving forward a success.

*“With the advent of digital retailing, speed and accuracy of information are non-negotiable for customers. In a climate where the impact of a missed sale is so great, every deal is critical and having the information you need to close every deal at your fingertips is essential.”*

*– Brad Korner, CAR&I General Manager*

For more information please visit:

<https://www.coxautoinc.com/rates-incentives/>





## ABOUT TODD SOMERVILLE

Todd Somerville is a practice leader with Cox Automotive Rates & Incentives. Todd has worked with OEMs across the country to bring the latest software and tools into their wheelhouse. Prior to joining Cox Automotive, Todd held a variety of positions for automotive-related companies including Reynolds & Reynolds, JATO Dynamics and Emerge Auto. Todd earned a Bachelor of Science in business and marketing from Miami University.

## ABOUT COX AUTOMOTIVE RATES & INCENTIVES

Cox Automotive Rates & Incentives is the industry's only source for consistent data across all advertising, marketing and software channels, giving consumers, dealers and OEMs the confidence for making better, more informed pricing and payment decisions.

### Take the Proof Positive Challenge

How can you provide accurate data to customers researching your vehicle prices? Take the Proof Positive Challenge today and see how your dealership can drive higher engagement while improving the conversion of website traffic to leads and buyers.

Contact our team at

[CAI-RebateIncentiveSales@coxautoinc.com](mailto:CAI-RebateIncentiveSales@coxautoinc.com)

to get started.