TOYOTA MARKETMASTER™

Dealer View Quick Reference Guide

Introduction

Take sales opportunities to the redline with MarketMaster™

The most powerful tool in the world is only as good as the person using it. And that person is only as good as the amount of know-how they possess about that tool. This document was designed to highlight the various functions, features and advantages of the Toyota MarketMaster™ system, and turn you into a self-sufficient operator of one of the most powerful performance benchmarking and opportunity targeting tools available.

Make your move to improved dealer profitability with MarketMaster,™ the comprehensive sales analytics tool that gives you the power to identify and act on parts and service sales opportunities. With MarketMaster,™ you can compare performance, assess strengths and weaknesses, and create effective marketing campaigns — in the fast lane.

| New Exhibits

New Exhibits	Summary	Why It Is Important
New Dealer Dashboard	Newly refreshed dashboard.	Get an overview of the metrics that are most important.
Zip Code Approximation List	The Zip Code Approximation List shows the ZIP Codes associated with your PMA.	Get a deeper understanding of your PMA and alerts to changes that may affect your marketing campaigns.
Competitive Dealer List	Shows a complete list of the competitive dealers in your area.	Clarifies the competition, both brands and dealers, and makes the regularly updated information available in one accessible place.
Quadrant Analysis	Displays the Brand Efficiency versus Dealer Sales Efficiency for the dealers in your district.	See the combination of efficiency indicators to understand your performance in comparison to the other dealers in the district.
Dealer Sales Efficiency Ranking	Ranks how your dealership's Dealer Performance percent compares to other dealerships in your District at the Benchmark.	Compare your performance to other dealers to provide context for the metrics delivered by the application.
Brand Efficiency Ranking	Ranks your PMA's Brand Efficiency compares to other PMAs' Brand Efficiency in your District at the Benchmark.	Review and understand your performance relative to other brand dealers with monthly delivery of updated data.
Pump-In / Pump-Out by Model	Shows the breakdown of sales made (by model) inside your PMA and what models you sold outside your PMA.	Understand where to focus marketing efforts by easily seeing which models are being sold inside your PMA by you and by other dealers, and which you are selling inside another dealer's PMA.
Pump-In Registrations Trend	Displays your retail sales on a month-by-month basis compared to those of your competitors based on selected time periods and dealers.	See your competition's sales and the pattern of their sales compared to your own to check relative performance of your dealership as a whole, at every level over time.
Pump-Out Registrations Trend	Displays your retail sales in other dealers' PMAs on a month-by-month basis based on a selected time period and dealer PMAs.	Understand how well you sell both inside and outside of your PMA. This exhibit also shows you the pattern of your sales inside your own territory, in comparison to your sales elsewhere.
Competitive Registrations Dot Map	Shows where the customer density exists within a dealer's PMA.	Visualize the Registration volume for resident dealer, other dealers of the same brand, and the total competitive sales of the selected brands.
Competitive Brand Market Share Trend	Shows a 13-month market share trend for Toyota and up to three other brands within the selected geography level.	A management-only report using Registration Data to give a big-picture look at how Toyota's market share compares against your competition. Toyota and the top three competing brands are shown.
Market Share Shade Map	Displays Toyota's percentage share of the industry competitive retail sales in the selected geography over the user-selected time period.	Visualize how your market share is doing over a selected time frame at census tract level.

New Exhibits

| New Exhibits

| New Exhibits	Summary	Why It Is Important
Weekly Sales Summary	Showcases an overview of the weekly retail sales.	Summarizes your dealership's condition at a glance and brings your attention to both the positive and the negative.
Weekly Pump-In	Shows a weekly breakdown of all the sales into your PMA.	The breakdown shown in the pie chart is a powerful high-level visual and the table gives excellent detail of your sales and other brand dealers' sales in the PMA.
Weekly Pump-Out	Shows you a breakdown by PMA of all of the sales you made into any PMA that is not yours.	Shows your total nationwide sales, and shows how well you sell both inside and outside of your PMA, as well as outside your market.
Weekly Facing Dealer Sales Trend	Displays your retail sales on a week-by-week basis compared to those of your competitors based on selected time period and brands/dealers.	Understand the effectiveness of your dealership as every level by comparing yourself against the competition over time.
Weekly Dealer Sales Ranking	Shows how you rank in national sales against the other brand dealers in your District.	There are few opportunities in the marketplace to see your sales ranked against your peers. This is one.
Weekly Brand Sales Dot Map	Shows where and by whom vehicles were sold in your PMA. The dots color-code Your Sales, Market Dealer Sales, and Other Dealer Sales (Insell).	Quickly see the distribution of your sales and two other key sales categories, including Insell, in your PMA.
Weekly Brand Sales Trend	Shows weekly retail sales of brands in the selected geography.	This is a powerful tool when combined with the sort feature which quickly reveals the best selling and slowest selling brands for a particular week.
Hot Spot Opportunity Shade Map	Displays Low/High Brand penetration in comparison to the benchmark along with Low/High competitive registrations.	Identifies areas of opportunity at census tract level.
Dominant Ethnicity Household Shade Map	Shows the ethnicity of the majority of households in each census tract according to the most recent census.	Understand the number of Opportunity customers in your PMA by ethnicity, and show their proximity to your dealership.
Ethnicity Dot Map	Shows the most recent census in your PMA for the selected ethnicities.	Visualize the numbers and concentrations of Opportunity customers in your PMA by ethnicity, and show their proximity to your dealership.

New Exhibits

1 | Getting Started

1.1 | Connecting

The application is accessible via Dealer Daily

➥ A new window will open. Accept the Terms and Conditions and click Continue on the news page to get to the MarketMaster™ Dealer View

For technical questions, email ToyotaMMOSupport@urbanscience.com or call the help desk at 1-940-514-2173
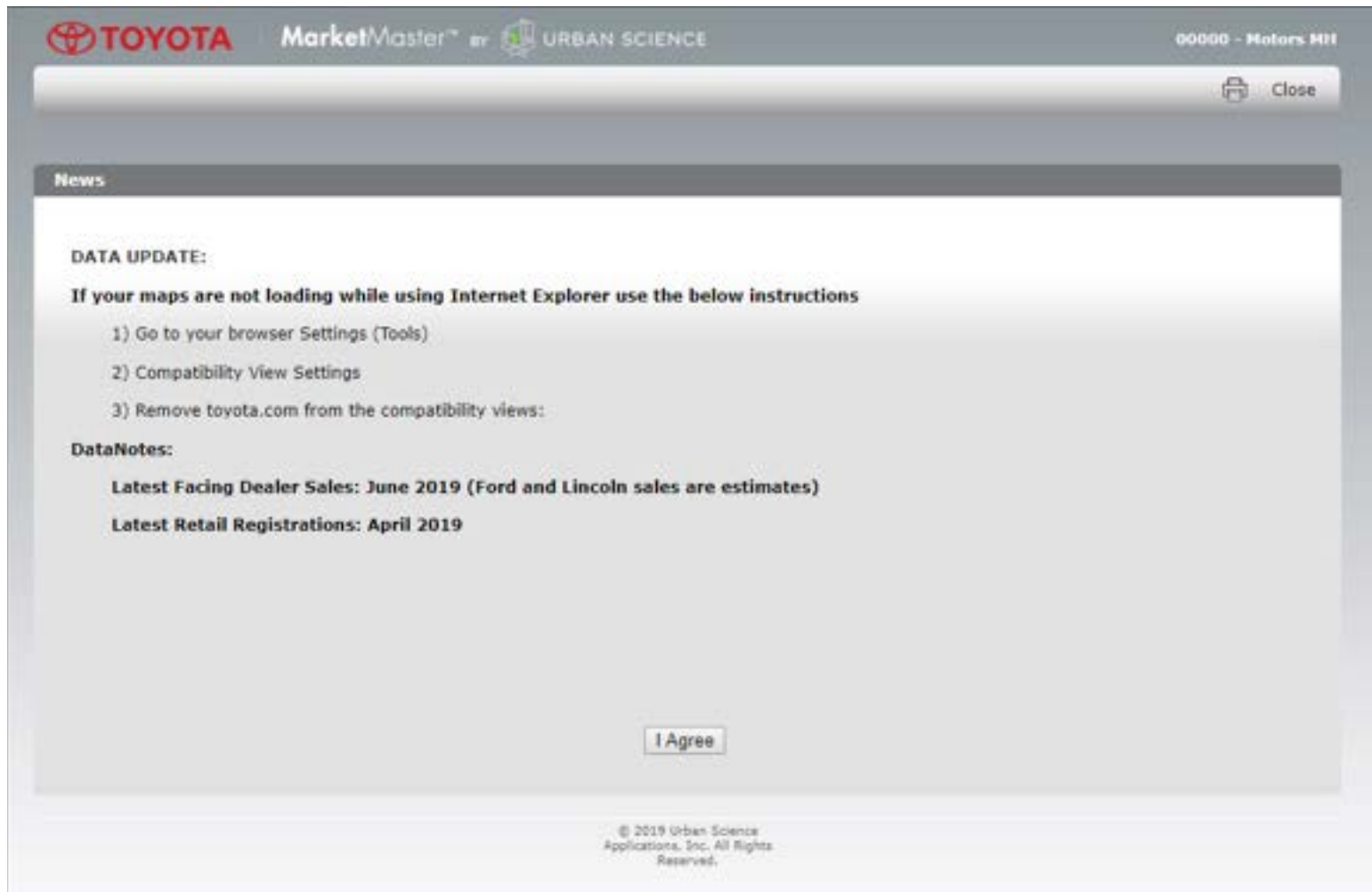
1.2 | System Functionality

1.2.1 | Navigation Bar

1.2.2 | Navigation Buttons

Home
Click on Home from any page to be taken to your home page.

Menu Item
Select a Menu Item to view a list of available reports.

Print
The Print button generates either a Single Exhibit to PDF or generate Multiple Exhibits at once.

Filter
The Filter icon on any page opens a new window showing change filter settings such as time periods and vehicle segment.

Filter/Segment Enabled
The highlighted Filter icon indicates changes have been made to default criteria.

Information
The Information button enables access to detailed information about the page you are currently viewing as well as an index of pages in MarketMaster.™ The information provided includes explanation of potentially unclear concepts as well.

Profile
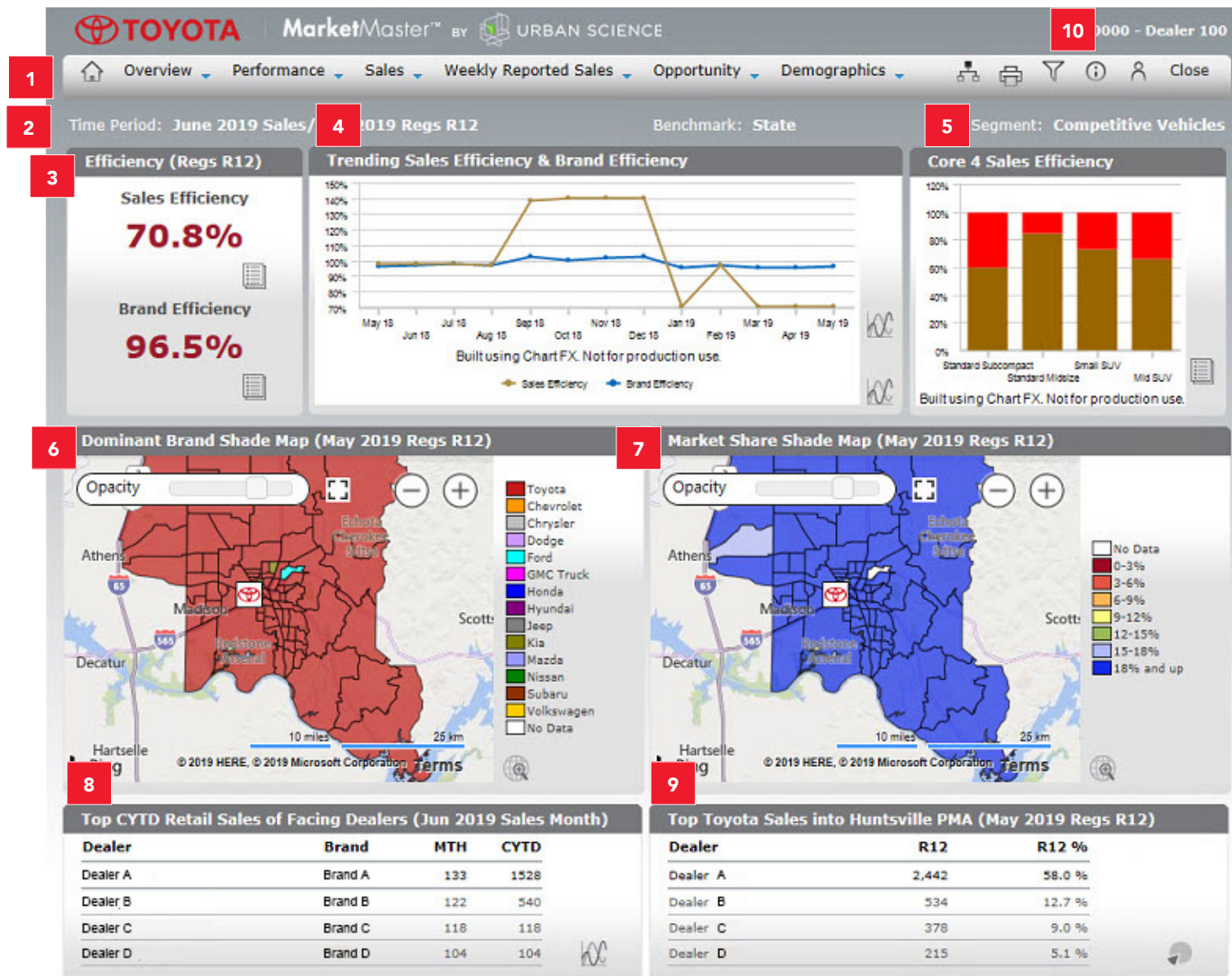The Profile button shows your contact information.

Close
Close logs you out of your MarketMaster™ session.

Getting Started

2 | Dealer Home Page

Upon logging into the system you will see the dealer view home page.

2 | Dealer Home Page ... Continued

1 Navigation Bar

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2 The Time Period, Benchmark and Segmentation selections are displayed below the navigation bar where applicable. You can change the selections by clicking on the Filter icon on the Navigation Bar.

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3 Sales Efficiency is a measure of every vehicle sold from your dealership to customers in any part of the United States. A Sales Efficiency of 100% occurs when the number of your dealership's nationwide new vehicle sales meets the Benchmark's expectation.

Brand Efficiency is a measure of how well your brand is retaining customers regardless of who sold the vehicle. A Brand Efficiency of 100% occurs when the number of new vehicle sales in the Primary Market Area meets the Benchmark's expectation.

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4 The Sales and Brand Efficiency Trend compares your dealership's rolling 12 performance against the Toyota Brand performance.

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5 The Core 4 Sales Efficiency is a measure of your core four segment performance against the Benchmark's expectation.

Dealer Home Page

6 The Dominant Brand Shade Map shows the brand that sold the most retail vehicles in each census tract.

7 The Market Share Shade Map shows the Toyota brand percentage share of the total competitive retail sales of the industry in each census tract.

8 The Top CYTD Retail Sales of Facing Dealers Sales shows the number of sales your local non–Toyota brand dealers sold.

Top CYTD Retail Sales of Facing Dealers (Jun 2019 Sales Month)			
Dealer	**Brand**	**MTH**	**CYTD**
Dealer A	Brand A	133	1528
Dealer B	Brand B	122	540
Dealer C	Brand C	118	118
Dealer D	Brand D	104	104

9 Pump-In shows you what other Toyota same brand dealers have sold into your Primary Market Area (PMA).

Top Toyota Sales into Huntsville PMA (May 2019 Regs R12)		
Dealer	**R12**	**R12 %**
Dealer A	2,442	58.0 %
Dealer B	534	12.7 %
Dealer C	378	9.0 %
Dealer D	215	5.1 %

10 Click the filter icon to see how the exhibits change when filtering by segment. A change to the filter will cascade into applicable exhibits.

Dealer Home Page

2.1 | Weekly Dashboard

The Weekly Dashboard shows you:

1 **Facing Dealer Sales**
Sales from other brand dealers in your area

2 **Pump-In**
Sales from other Toyota dealers made in your area

3 **Brand Sales**
What the brand sales within your area are

4 **Sales Ranking**
Where do you rank for sales within your District

Note: The "Click Here" link below the widgets will navigate to the Monthly Dashboard.

Important Note:
MarketMaster Weekly Dashboard is driven by the Urban Science® DataHub™, the industry's only source of industry-wide sales* data. You will gain insight on your market trends with information that is updated weekly.

*Sales refers to vehicle unit sales and does not represent vehicle price or revenue

Dealer Home Page
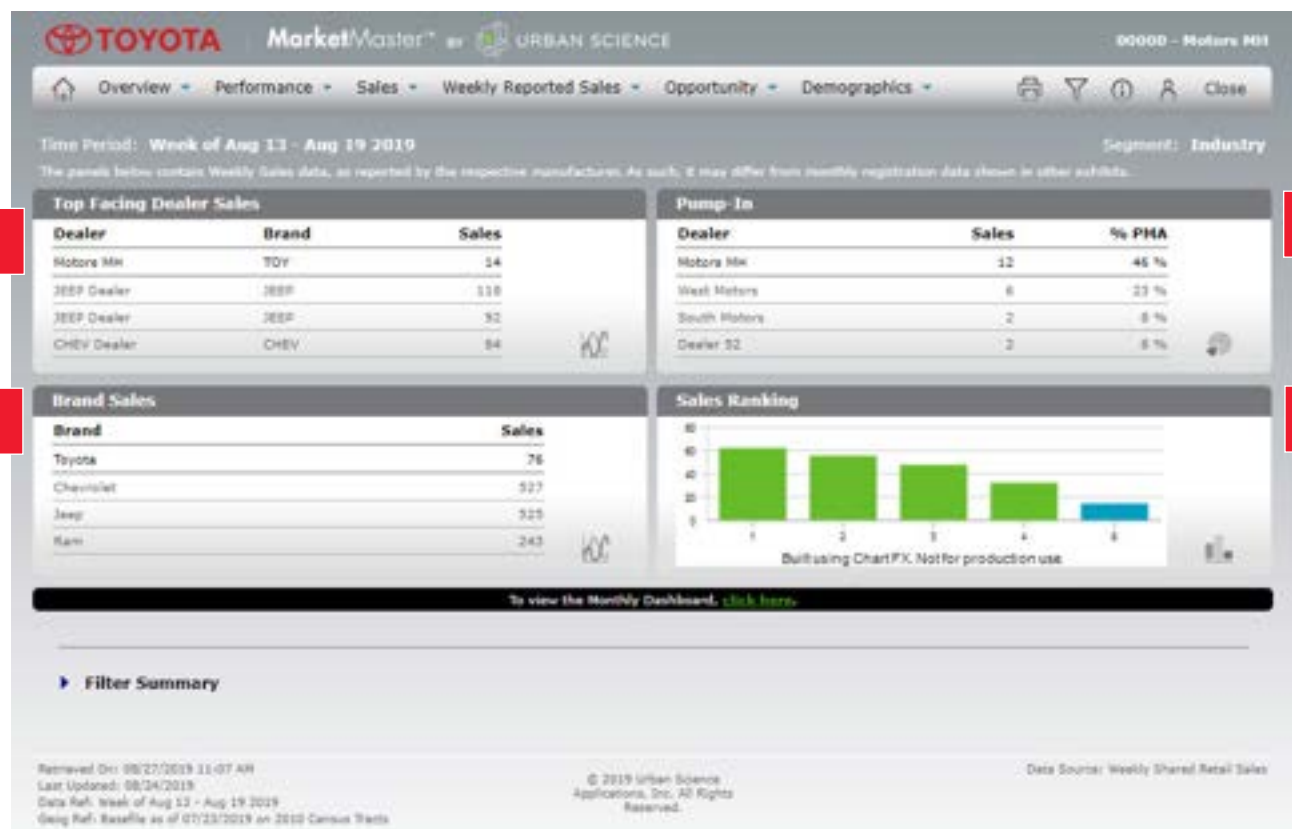
3 | How To Run Exhibits

3.1 | Exhibit Navigation

➟ **Navigation Bar.**
All of the exhibits available can be selected by selecting the drop-down menus for each exhibit category.

➟ **Select the drop-down.**
The triangle next to each menu item indicates there is a selection of exhibits available.
Hover over the menu item to expand the list of exhibits available.

In this example, the Overview item has been selected. The required exhibit can now be selected by hovering over the appropriate item within the list and clicking on the exhibit name.
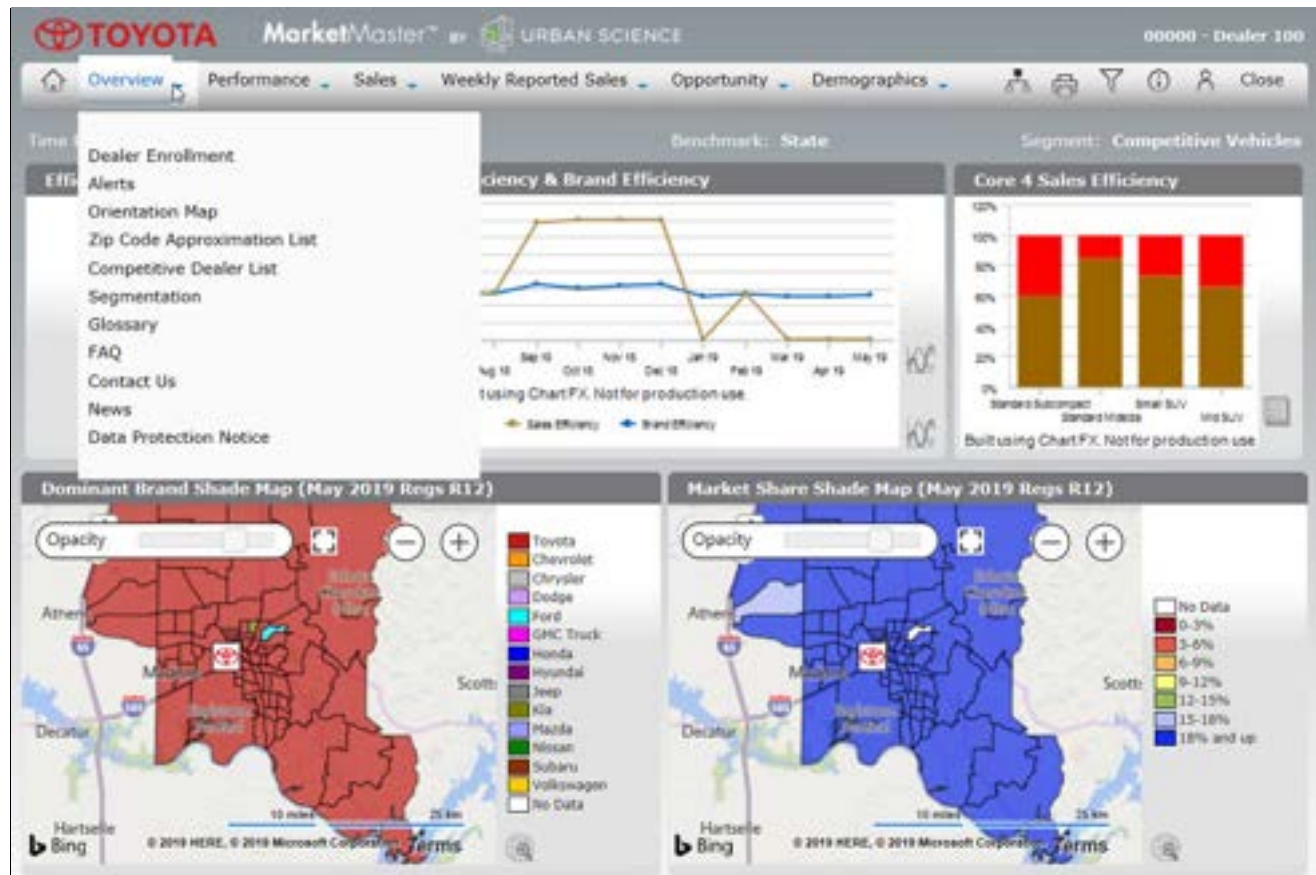
3.2 | Changing Filter Settings

Filterable settings will change depending on the exhibit being viewed.

Click the [filter icon] icon on the Main Tool Bar to bring up the 'Filter' menu.
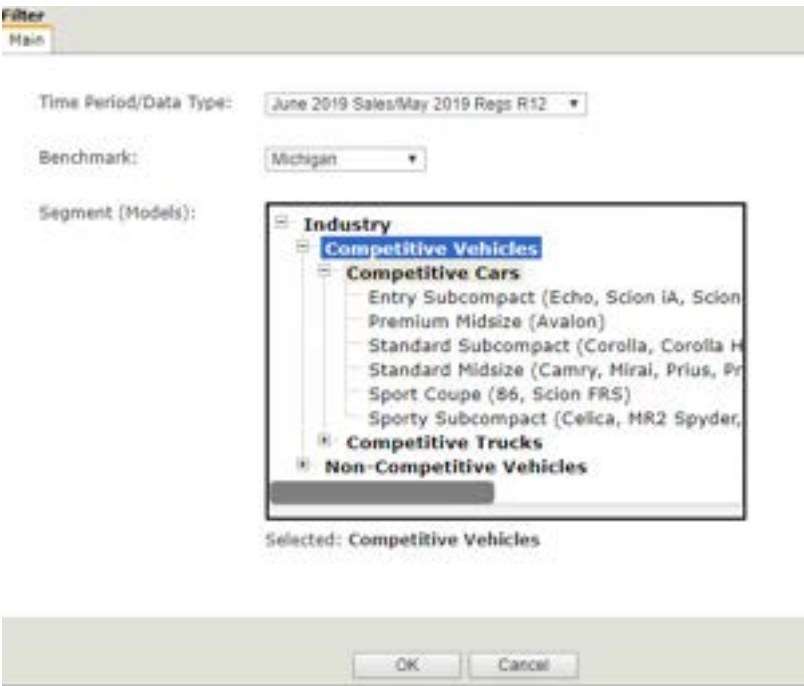
Filter Selections

Geography:	Select Dealer to view. Only one option available for dealer users.
Time period/data type:	Set the time frame you wish to use. Most Current Year data or Previous Full Year data.
Benchmark:	Set the benchmark you wish to use. Area level is the default benchmark.
Segment (models):	Choose to limit the data to any segment.

NOTE: The [filter icon] icon will highlight [filter icon] on the Main Tool Bar when criteria has been changed from default.

How To Run Exhibits

3.3 | Sorting Data

Headings on reports, which are highlighted when the mouse is hovered over them, mean that information can be sorted. To display the corresponding figures in **descending order**, click once on the header of a column.

To list them in ascending order, click again.

Dealer	Brand	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Jan 2020

How To Run Exhibits

3.4 | Using Maps

Microsoft's Bing Maps Platform provides unique and extensive mapping features for visualizing location and location based information. Features of Bing Maps on MarketMaster™ include:

• A navigation tool that provides users with the ability to zoom and pan

• The ability to zoom and pan the map using your mouse

• The ability to switch views from road to aerial

Aerial view overlays satellite imagery onto the map and highlights roads and major landmarks to be easily identifiable amongst the satellite images.

Control the map by using the built-in user controls:

1 Zoom In/Out

2 Opacity

3 Full-Screen Map Toggle

4 Switch View (from Aerial and Road)

5 Add/Remove Map layers on the map products by clicking on the Legend tab of the exhibit. Layers can be toggled on/off by checking the box within the map legend:
    • Zip Code Outlines
    • Census Tract Labels
    • Competitive Dealer Locations
    • Mile Rings

The map exhibits contain the following where applicable:

• The Key tab shows information regarding the current map you are viewing
• The Legend tab shows Competitive Dealers and exposes options for map layers
• Hover over any census tract for additional information about that census tract
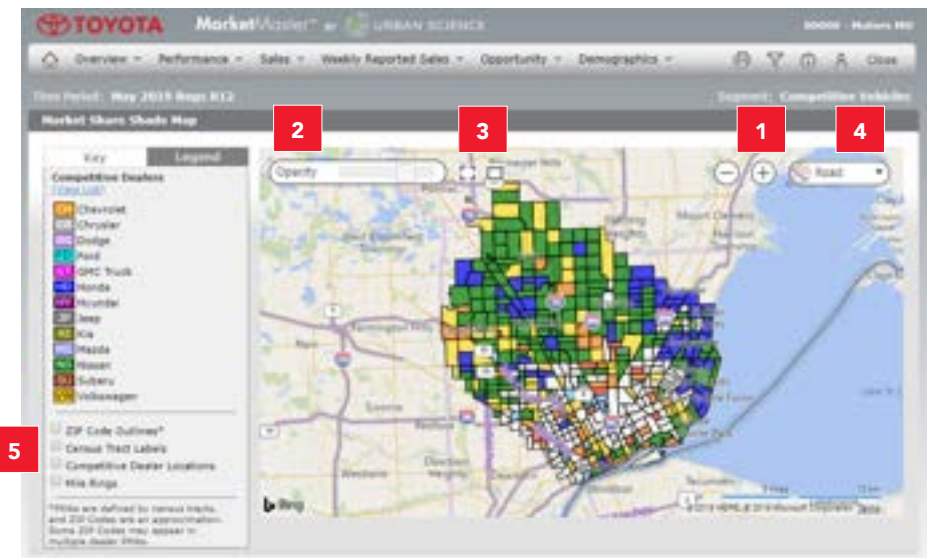
How To Run Exhibits

3.5 | Help

You can obtain further detail about an exhibit by clicking on the Help button [image: info icon] on the top right corner of the page. A pop-up window will open.

Additional supporting documents can be found in the Overview Menu item within the Navigation Bar as shown in the screenshot on the right:

• Toyota Corporate Segmentation Definition

• Glossary

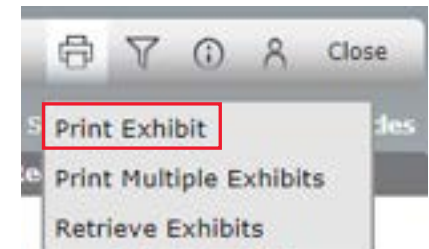• FAQ

• Contact Us

• MarketMaster News Page
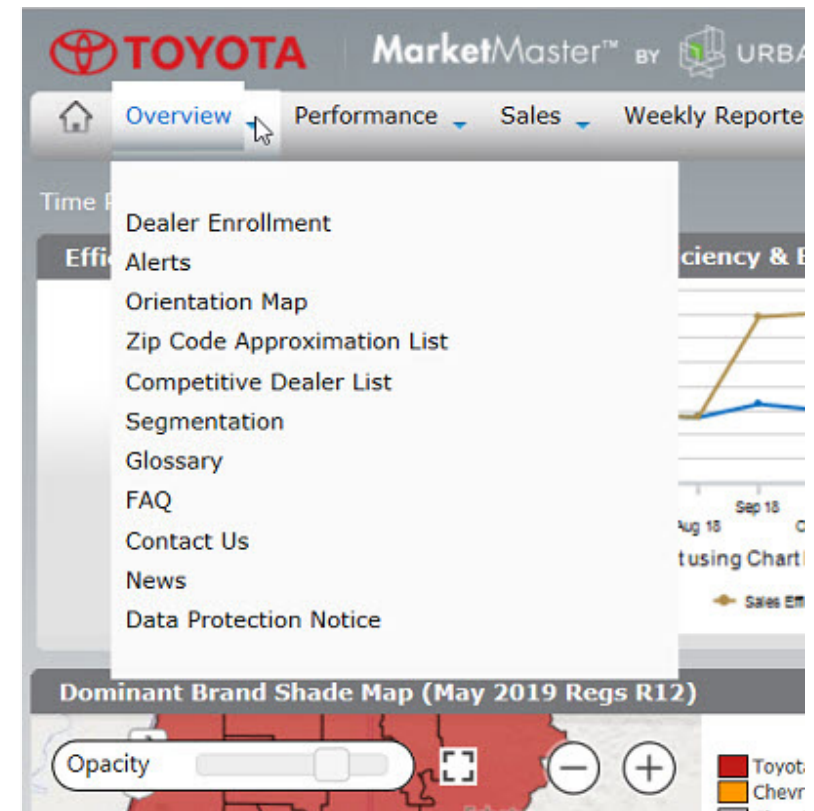
How To Run Exhibits

3.6 | Exhibit Printing

Print Exhibit

Creates a PDF to easily print or save.

Print Multiple Exhibits

Allows the user to generate PDF files containing selected exhibits and dealers. After receiving a notification via email, visit the retrieved exhibit page under the print icon 🖨 to view the generated packages after completion.

Retrieve Exhibits

Access the batch print PDF packages generated using the "Print Multiple Exhibits" option. Please note that items will be deleted after seven days.
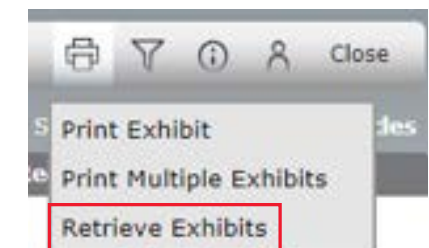
How To Run Exhibits

4 | Glossary

Benchmark
A chosen market share or penetration for a dealer or area to attain. In MarketMaster,™ the default benchmark used to evaluate a dealer's performance is the State in which the dealer's Area Locality is assigned. The benchmark can be adjusted.

Census Tract
Small, relatively permanent statistical subdivision of a county. Tracts are delineated by the U.S. Census Bureau for the purpose of presenting data. Designed to be relatively homogeneous units with respect to population characteristics, economic status, and living conditions, census tracts average about 4,000 inhabitants. Census tracts update every ten years.

Competitive
Competitive vehicles or brands are those that fall in the same segment. The criteria that make vehicles considered competitive varies, but it usually relates to size, style, and approximate price point. Competitive vehicles are usually considered similar in the eyes of the consumer, whose opinions are evaluated in a second choice survey (when they purchase a new vehicle, they are asked what their "second choice" was).

Dealer National Sales
A count of every vehicle sold from your dealership to customers in any part of the United States.

Demographics
Statistical data describing a population; for example: average age, income, education, etc.

Dots
Dots used in the MarketMaster™ application can depict anything from Sales to households to prospects. Dot locations are distributed randomly in a Census Tract or ZIP Code. One dot may represent multiple units.

Expected at the Benchmark
The number of Sales or market share required to meet the selected Benchmark.

Facing Dealers
Facing dealers are neighboring different brand dealers who sell vehicles that are competitive to Brand products. Your facing dealers are all competitive brand dealers located in your resident Locality.

Gross Lost Sales
The total number of units below Expected at the Benchmark in a single Census Tract, or across all Census Tracts, in a Primary Market Area. The calculation only includes Census Tracts that are below the Expected at the Benchmark.

Household
A household includes all the persons who occupy a housing unit. A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. Separate living quarters are those in which the occupants live and eat separately from any other persons in the building and which have direct access from the outside of the building or through a common hall. The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements.

Lost Profit
Lost Profit = the Lost Sales in the Primary Market Area times the national average Gross Profit per Vehicle plus the Lost Sales times the Lifetime Service Value. Lost Profit is the Opportunity income you could have received if you had sold the vehicles that make up your lost sales.

Lost Sales
Within a Census Tract, the Lost Sales = Sales Below Expected at the Benchmark + Pump-In.
At the Locality level: Lost Sales = Gross Lost Sales + Pump-In.
For each segment and Census Tract: Lost Sales = Gross Loss + Pump-In.

Market Share
Market share, or penetration, is a percent of the market that is captured by a brand. IIt divides brand retail sales by industry retail sales for an area.

Penetration
See Market Share.

Pump-In
Pump-In is the distribution of sales into the Primary Market Area by any same Brand dealer.

Pump-Out
Pump-Out is the distribution of a dealership's nationwide sales.

Represented
A area is represented if it limits geography to those areas that have a brand presence. Represented area (i.e., nation, region, or market) ignores areas within the geography where the Brand is unrepresented (for instance, unassigned geography, rural areas with no brand dealership, national parks, and so on). Since areas with no brand presence are excluded, represented areas are a better measure of brand performance and are therefore used as benchmarks.

Retail Sales
The term Retail Sales refers to new vehicles that are registered to individuals or companies that register a small number of vehicles annually.

Sales Below Expected at the Benchmark
The brand Sales below Expected at the Benchmark in a single Census Tract.

Urban Science DataHub
MarketMaster Weekly Dashboard is driven by the Urban Science® DataHub™, the industry's only source of industry-wide sales* data. You will gain insight on your market trends with information that is updated weekly.

*Sales refers to vehicle unit sales and does not represent vehicle price or revenue.

Sales Locality
The specific geographic area assigned to a dealer that contains most of a dealer's sales and most of the customers in that area who buy from that dealer. A market may contain multiple Primary Market Areas. Using the latest technology, census tracts are assigned to dealers based on proximity (minimum distance) and accessibility. The collection of census tracts will then become the "Sales Locality." The area is defined in the dealer's sales & service agreement and they are held responsible for satisfactory performance in the locality.

Segment
Vehicle segments are categories into which vehicles are organized. Vehicles in the same segment share some similar characteristics, like size, style, or price. Makes and models that are in the same segment are considered competitive.

Segmentation
Segmentation refers to a defined system used to categorize vehicles into groups with similar characteristics. Segmentation usually varies by year to accommodate the variation that occurs in vehicles across model years. The defined segmentation used for MarketMaster™ data can be found in the Segmentation document, which can be reached from the Overview tab or in the navigation pane on the left.

Sales Locality Dealers
Market dealers are dealers that are located in the same market.

Primary Market Area
An area where a dealer has a geographic advantage over other dealers of the same brand. The Primary Market Area represents an area that is more convenient to one dealer location than any other same brand dealer. In the absence of any barriers or unusual shopping patterns, geographic distance is used to determine the most convenient dealer for each geographic unit. It recognizes natural and man-made barriers (or boundaries), shopping habits, traffic flow, time, and distance factors as compared to other dealer locations, along with any other factors that have an effect upon the business that might be expected to accrue to an individual dealer by virtue of its physical location only.

Glossary