



MARKETVIEW™

CASE STUDY

Smarter Market Alignment, Stronger Sales Effectiveness.

HOW SUSTAINED MARKETVIEW ENGAGEMENT HELPED ONE MANUFACTURER'S DEALERS REALIZE MEASURABLE GAINS IN SALES EFFECTIVENESS.



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The Situation

Sales effectiveness is a core measure of dealer performance, but many dealers lack visibility into where they are winning or losing in their local markets.

A leading automotive manufacturer with a large, complex dealer network continuously monitored dealer performance across key metrics. Yet even with strong national brand momentum, they noted many dealers lacked clear visibility into the dynamics shaping their markets. Critical questions – where opportunity existed, which competitors were winning nearby, and how product and fuel-type mix varied across geographies – often went unanswered.

The manufacturer's leadership recognized that when local market insight is unclear, dealers tend to respond too slowly, or not at all, to competitive pressure. Without timely awareness, opportunity was missed, and sales effectiveness suffered as a result.



The Solution

The manufacturer leaned into their MarketView™ system to deliver clear market visibility to dealer and field teams.

MarketView provided a simple view of sales opportunity and competitive dynamics, allowing dealers to quickly:

- Identify where sales opportunity existed within their local markets
- Pinpoint where sales were leaking to same-brand and competitive brand dealers
- Understand competitive context, including model and fuel-type mix
- Inform smarter marketing campaigns, customer targeting, and allocation of marketing spend



MarketView Delivers:

- **Timely, frequently refreshed data for early insight into market shifts** so they can respond before opportunity is lost.
- **Granular sales data by model, segment, and geography reveals where performance is strong, where share is leaking, and how local competitive dynamics differ across markets.**
- **Clear, visual market context aligns manufacturers, field teams, and dealers around a shared understanding** for smarter decisions and more consistent execution without prescribing actions.



Rather than prescribing specific actions, the manufacturer emphasized a simple, leadership-driven message to increase adoption and engagement:

“Just log in, look at your numbers and understand who’s beating you. Be aware of what’s going on.”

This **awareness-first approach** helped drive alignment and engagement across their network.





The Action

Dealers used MarketView™ to regularly review their local performance and identify specific areas of opportunity to act on.

Common use cases included:

- Identifying specific localities or census tracts where sales were underperforming
- Diagnosing losses by model or segment
- Evaluating competitor model and fuel type mix
- Reallocating marketing dollars to areas with the highest potential return

The manufacturer's field teams played a critical role in adoption by reinforcing usage through regular dealer communications and monthly field packets, making MarketView insights part of the dealer performance conversation.



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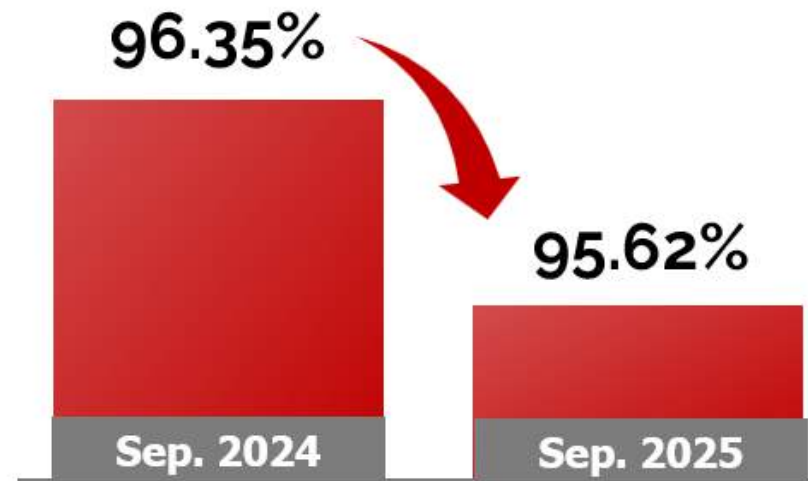
The Results

A year-over-year Rolling 12-month comparison (September 2024 vs. September 2025) examined sales effectiveness outcomes for different dealer groups.

The results showed dealers who consistently engaged with MarketView™ achieved stronger gains in sales effectiveness, reinforcing the importance of sustained usage.

In a year-over-year Rolling 12-month analysis:

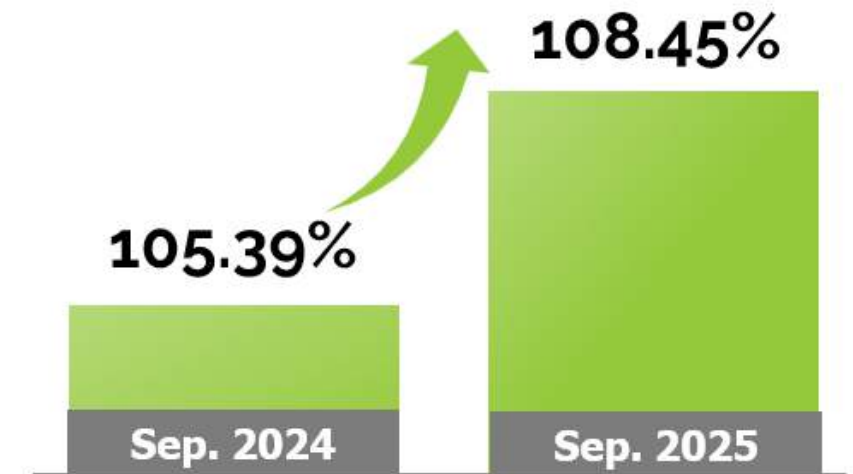
 **Unenrolled Dealers**



-0.73 pp

Sales Effectiveness Decline

 **11+ Months Usage**



+3.06 pp

Sales Effectiveness Increase





Key Takeaways

- **Consistent engagement matters.** Dealers using MarketView™ as little as once a month achieved substantially higher improvements than non-users.
- **Local market awareness is a catalyst for sales effectiveness action,** enabling smarter decisions around targeting, competition, and marketing investment.
- **Field-led reinforcement accelerates adoption** by positioning market insight as the path to improvement.





Business Outcomes

Sales effectiveness converts local market opportunity into results. By increasing awareness of local market dynamics, MarketView™ helped support the OEM in:

- Improving dealer sales effectiveness by making local opportunity and competitive pressure visible
- Enabling faster, more informed dealer responses to market-level shifts by model, segment, and geography
- Reducing lost sales to same-brand and competitive dealers through clearer competitive context
- Strengthening field and dealer alignment around a shared, objective view of performance

As the manufacturer worked to improve sales effectiveness at scale, **MarketView served as a critical tool for helping drive dealer sales performance** simply by being used more consistently.





Ready to Capture More Market Share?

Let's discuss how MarketView™ can help you bring local market clarity to your dealers and field teams—so you can improve sales effectiveness at scale, drive more consistent execution across your network, and turn awareness into measurable results without prescribing tactics.

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