



## 3 Tips for Using the Most Current Data to Inform Automotive Rebate & Incentive Initiatives

Consumer affordability challenges are pressuring OEMs and lenders to make pricing and payment decisions faster than ever. Access to the most up-to-date data for incentive and rebate planning is essential to keep pace with this demand and competitively position their vehicles in a market based on consumer expectations and competitor offerings. While historical sales data offers a valuable starting point, a deeper understanding of specific market trends, including make and model, market-level rebates and base price, loyalty or conquest incentive data, and geographically competitive payment data, is needed.

Reviewing a vast amount of data can feel overwhelming, but with the right tools in place, it doesn't have to be. Brands need a solution that aggregates and interprets the billions of available data points and offers a competitive vehicle payment analysis to help them tailor their strategies to specific market segments and customer profiles. At Market Scan, our recently announced Incentives Monitor solution fills this gap.

Incentives Monitor offers cutting-edge, real-time payment analytics that give OEMs and lenders a strategic perspective on competitive payment positioning. With an unmatched level of granularity, this solution delivers the best insights into current market offers and employs advanced alert notifications that immediately inform users of any changes in competitive positioning, allowing them to make well-informed, faster decisions around pricing strategies and maximize market performance efficiencies.

# 3 Tips for Using the Most Current Data to Inform

## Automotive Rebate and Incentive Initiatives



### 1. Look beyond historical sales data.

Knowing which vehicles historically sell well and which don't is a good benchmark for incentive and rebate planning, but it only paints part of the picture. Pairing historical data with real-time information about competitor prices within specific geolocations enables brands to position their vehicles more competitively within their market. Effectively using all available data allows them to design more targeted incentive programs that align spending with an intended price strategy based on complete and detailed data to provide the best possible payments in alignment with each consumer's purchasing decisions.



### 2. Build customer trust with transparent, precise pricing.

Manufacturers can use digital retailing tools that integrate the latest lender and sales program data to help customers search for and compare vehicles across their dealer network and present all possible vehicle-payment combinations that meet their specific needs. With an all-inclusive vehicle price and monthly payment available online, brands can replicate the customer experience provided by online companies. This allows them to make more informed and confident decisions by understanding how their prices compare with competitors at any moment and remain relevant as disruptor brands enter the market.



### 3. Leverage analytics tools to streamline incentive planning.

Brands can't find and analyze billions of data points alone, much less continually process them to inform decision-making. Web-based analytics help OEMs and lenders comprehend and navigate automotive market conditions, understand every component used to calculate vehicle payments, adhere to complex compatibility rules, and gather and present actionable insights at a granular level to save incentive planners time analyzing competitive positioning each month. Streamlining the process under a single solution ensures that the teams can quickly access all pricing and incentive information from one space, enabling them to efficiently analyze data and make the best possible decision.

**[Book a demo](#)** to discover how Market Scan data and analytics help save valuable time and resources while delivering the most up-to-date analytics for competitive and efficient rebate and incentive planning.

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