



Maximize Your Incentive Strategy in Uncertain Times by Leveraging Data from a Single Partner

In today's unpredictable automotive market, pricing is more complex and critical than ever. OEMs set prices based on sales expectations and establish rebates and incentives to align with customer interest.

Recent challenges, such as higher vehicle prices and tariffs, have made accurate pricing essential for competitive sales.

Price is the single largest determinant of demand, and for automakers, it can mean the difference between success and stagnation. To succeed, OEMs need access to precise, comprehensive data and insights to help them navigate the increasingly dynamic incentives landscape.

With high-quality, real-time data from a single partner – a one-stop-shop – OEMs can see their market position, as well as competitors' incentives and rebates, and adjust pricing accordingly. This consistent, accurate data cuts down on manual data analysis and provides visibility as OEMs price vehicles and set incentives against a foggy horizon.

Uncertainty doesn't have to paralyze decision-making; no one has a crystal ball but, with the right data in hand, OEMs can move with confidence, creating and adjusting strategies to maintain sales, no matter what challenges arise.

3 Steps to Maintain Strong Sales with a Single

Data Provider

OEMs can lean on robust, consistent data from a single source to maximize the three tactics below and strengthen their incentive strategy.

1. Start with a strong MSRP.

The MSRP is the foundation of automotive pricing and remains stable across regions. But getting MSRP right is critical, as it determines how much incentive support will be needed to align with market expectations.

MSRP is decided, in part, based on customer expectations, market conditions and similar offerings from competitors. Pricing that is too high requires costly rebates and incentives to decrease monthly payments to better align with market values.

Car buyers typically compare features and pricing across multiple OEMs, making real-time visibility into competitors' pricing strategies an essential tool for automakers. Market Scan data enables OEMs to assess their competitive positioning in real time by providing payment data for vehicles currently available in the market. The data offers insights down to the trim level, enabling OEMs to fine tune their strategy across a wide selection of models and series.

By using data from a single partner, OEMs avoid the confusion and inconsistency that often comes from stitching together information from multiple sources. This ensures clarity across product lines and empowers teams to make unified, confident decisions.

2. Use real-time, location-specific data.

The automotive market is incredibly localized. What sells in one region may sit idle in another. That's why real-time, location-specific data is a must for any OEM trying to fine-tune their incentive strategy.

Historical data alone can't help OEMs position their vehicle pricing competitively. Real-time market data is much more valuable in reflecting current conditions and providing insight to guide multi-million-dollar OEM decisions.

Location-specific data is hugely beneficial for OEMs that want to run market-specific programs, and this data can best inform decision making when it's up to date. To be effective, OEMs must understand conditions on the ground, from zip code-level demand shifts to local inventory saturation.

For example, if sedans are flying off the lots on the East Coast but struggling in rural Western markets, OEMs need to tailor incentives accordingly.

Real-time payment data down to the zip code enables them to act fast and allocate spending strategically.

Market Scan gives OEMs daily updates on lease and finance incentives and localized vehicle payment data, so they can monitor their market position. OEMs can use localized, real-time insights from a single source to make effective incentive decisions.

3. Lean on the consistency offered by one data source.

A single, high-quality data source offers standardized information that OEMs need to analyze vehicle pricing and incentives and drive a smooth, streamlined pricing process.

Time OEMs spend pulling data from a variety of sources and lining it up to analyze it effectively is time they could spend strategizing. It's nearly impossible to find information separately to compare competitive positioning due to variations in payment structure. Data is also often incomplete, requiring OEMs without a strong, single data source to make assumptions.

OEMs need a complete view of the market – from competitor pricing to qualification criteria and incentive compatibility. Market Scan aggregates and analyzes this data in one place, providing accurate payment calculations for their own products and those of their competitors.

This kind of consistency is powerful. It cuts down on manual work, reduces errors and frees OEM teams to focus on what really matters: creating strong, effective pricing and incentive strategies.

With vehicle affordability challenges and shifting consumer expectations, having access to comprehensive, real-time data from a single trusted partner is no longer optional – it's essential for OEMs' competitive success. Market Scan's solutions provide the updated, location-specific data necessary to take the guesswork out of pricing strategy.

To learn more about how Market Scan solutions deliver for OEMs, [book a demo today](#).