

Discover Opportunities

Take Action

Track Results



Dealerships utilize the Dashboard to visualize opportunities and take action fast with our product Marketplace. With your marketing-savvy NCompassTrac Account Executive always at your side, results are guaranteed.

Discover Opportunities

Unlock the data from your DMS to visualize changes and trends in your existing segments. Choose from multiple views by segment, date, map view, Zip (AOI or PMA), or our proprietary predictive NCT® RevenueScore. Drill-down to reveal actionable segments to target for campaigns through the Marketplace solutions or your existing vendors.

Take Action

Within the Dashboard, you can choose from a vast selection of NCompassTrac Marketplace solutions including incentive programs, direct mail, and digital communications. You'll get a cost estimate you can trust immediately. To use with existing vendors, export your selected audience with one click to send to your existing promotional vendor. Name your campaign for easy tracking and ROI calculation.

Track Results

View program revenue against your targeted segments to understand true buyer behavior. Historical views and trends let you finally identify incremental revenue for your customer segments. Drill down to the customer level to see activities that contribute to customer retention.

KEY FEATURES

Marketing Expertise

Receive Instant access to dedicated marketing expertise driven by the science of the dashboard, powered by your Account Executive.

Retroactive History

Right from installation, receive historical insight into customer trends for up to 5 years.

DMS Health Check

Real-time metrics outlining the quality of data in your DMS system accompanied with actionable recommendations.

Quick Snapshots

Choose a date range to dive into performance for any period. Effortlessly share the results with colleagues to scientific conclusions.