



Inventory

Cross-Sell Interactive®

Dominion's Cross-Sell Interactive gives dealers a strong competitive advantage with instant access to powerful market and competitive intelligence.

Get the competitive edge with new and used vehicle data at your fingertips. Customizable dashboard widgets let you instantly evaluate the key data points you access most. You'll also have the flexibility to filter data any way you choose, providing you with endless charts and graphs. Cross-Sell Interactive provides comprehensive performance reports with deep, robust and timely data to help you make more informed inventory, F&I and marketing decisions. Cross-Sell Interactive reports are available in Snap Shot, Statewide Dealer Summary, Statewide Lienholder Summary, Monthly Analysis and MarketIntel Reports.

With Dominion Cross-Sell Interactive, you can:

- See what's trending in your market to help identify the best vehicles to stock
- Instantly know what your competitors are selling
- Make more informed F&I decisions with access to finance information on recently sold vehicles
- View sales volume within a market with drill-down data

Benefits

- Deeper, more robust data than paper or email reports
- Key data at your fingertips
- Pinpoint dealers over or under-performing in the market with Mapping Analysis
- Identify local buying trends
- Identify top performing media channels
- Bring accountability to F&I process

Features

- Mapping Analysis with heat maps of specific, drill-down market data
- Customizable dashboard and widgets
- Unlimited charts and graphs as defined by user
- Market-based vehicle sales data
- Data compiled from title registration information from DMV in each partner state
- Customized segmentation by city, zip code or county
- Track specific makes, models, imports or domestics



Dominion
CROSS-SELL REPORT™