

## What is Sales Analyzer?

Sales Analyzer is an analytics tool that enables you to better understand your performance on TrueCar. Using this tool can help you better target customers and make more informed pricing decisions consistent with your sales goals.

## How to access Sales Analyzer reporting

To access Sales Analyzer reporting, click into **Reports** in the Dealer Portal.

TrueCar CRM - Manage and Contact your TrueCar Prospects

Showing 62 results that match the following:

Quick Filters: Condition: New and Used, Competition Zones: All Zones, Date: Past 14 Days

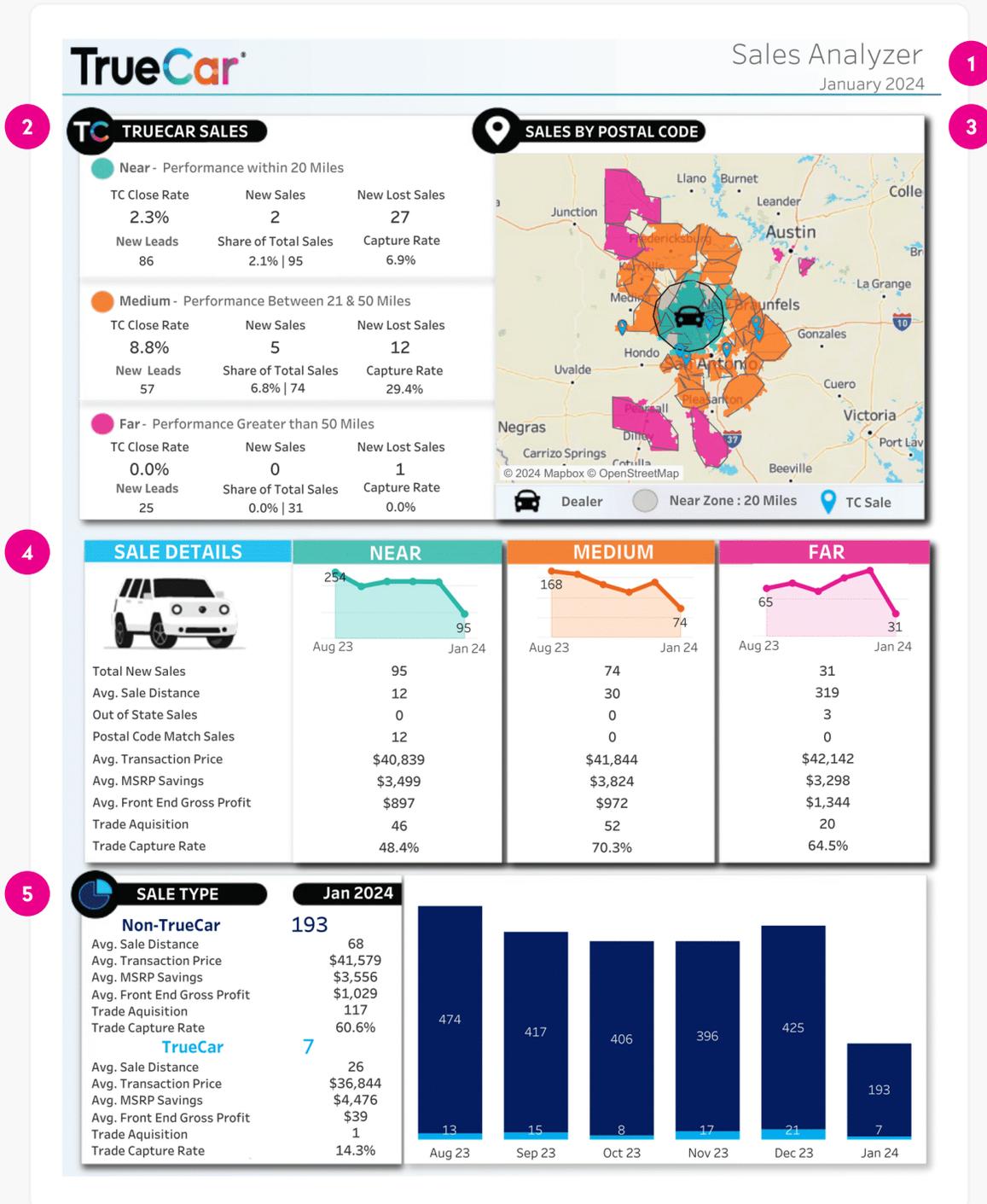
Active	Sold	Lost Sale	All
<b>Emily Parker</b> Used 2021 BMW X3 M40i February 5, 2024		Assigned to Unassigned	<a href="#">Create Offer</a> <a href="#">Report Sale</a>
<b>Jacob Anderson</b> Used 2021 Mazda CX-5 Grand Touring February 4, 2024		Assigned to Unassigned	<a href="#">Create Offer</a> <a href="#">Report Sale</a>
<b>Olivia Mitchell</b> Used 2006 Honda Civic LX February 4, 2024		Assigned to Unassigned	<a href="#">Create Offer</a> <a href="#">Report Sale</a>

**Please note this report is only available to dealerships that have opted in.**



To activate this report, you can opt-in within the 'Reports' section of the Dealer Portal or reach out to your Dealer Performance Manager for assistance.

## Sales Analyzer reporting overview



## 1 Cadence

The Sales Analyzer report will be uploaded to the Dealer Portal no later than the 15th of each month.

## 2 This section will give you a high level overview of your TrueCar sales in each performance zone (near, medium and far)

### Key Definitions

A **'Lost Sale'** refers to a customer that submitted a lead to your dealership, but purchased a vehicle from another TrueCar Dealer.

**'Share of Total Sales'** is the share of TrueCar sales **compared to your total sales** in the reporting month.

**'Capture Rate'** is the percentage of TrueCar sales you make in relation to sales you had an opportunity to capture, **including those lost to competitors**.

## 3 Sales by postal code map

This map will show you exactly where your sales are coming from relative to your dealership.

Please note distances for **Near**, **Medium**, and **Far** performance zones vary by DMA size.

## 4 Sale details

This section will give you details about all of your dealership's sales, regardless of source.

## 5 Sale type

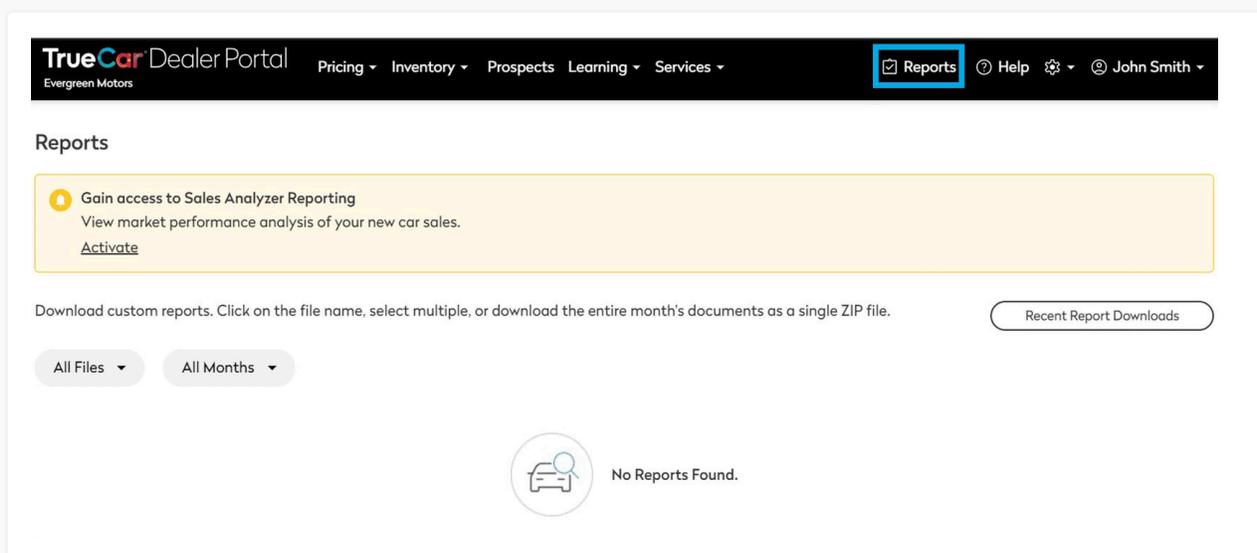
The **'Sale Type'** section will further break down your sales to compare your TrueCar sales to the rest of the sales at your Dealership.

## Who is eligible for the Sales Analyzer reporting?

Any store that is opted into our analytics service and meets the criteria below will automatically receive the Sales Analyzer report:

- Franchise store
- Active new car sales on TrueCar
- Opted into analytics service
- Active at minimum one full month

**Note:** You can opt into Sales Analyzer reporting by clicking into Reports and activating within the prompt.



## What if I want more details about my performance on TrueCar?

Reach out to your Dealer Performance Manager to schedule some time to talk through your performance on TrueCar.

## What should I do if I'm not receiving the report or the data appears to be inaccurate?

Contact your Dealer Performance Manager or email [dealersupport@truecar.com](mailto:dealersupport@truecar.com) for additional assistance.