

Dealer Data Watch

Our unique solution monitors both your vehicle and consumer data. It highlights and adjusts any changes in real time. You can relax, knowing you are compliant, and your data is always up to date.

Scan here to
find out more



Why use Dealer Data Watch?

- 15% of a dealer's database typically changes each year so it is vital to manage these changes.
- You must comply with GDPR legislation, ensuring inaccurate personal data is either erased or rectified without delay
- With correct contact details and vehicle ownership records, you can tailor your marketing messages more effectively, increasing sales
- Improve response rates for customer communications, reducing customer complaints

Dealers are required to carry out a Full **Data Cleanse** of their database to ensure the data being monitored for Dealer Data Watch is as clean as possible.

The data we monitor

Customer data	Vehicle data
✓ Movers with new address	✓ Keeper changes
✓ Movers without new address	✓ Scrapped and stolen data
✓ Deceased flags	✓ Cherished transfers
✓ TPS and MPS flags*	✓ MOT append date

*Telephone Preference Service and Mail Preference Service

The process



Customer database

Tell us which system you use that has your 'point of truth' customer database within it



Data extraction

We will work with your system provider to provide us with a seamless feed of both vehicle and customer data



Carry out cleanse

Whenever a change happens within the data, we will provide updates directly back into your system



Constant monitoring

There is then nothing for you to do – the data will be constantly monitored and updated