

Smarter Automotive Marketing Starts Here

Catalyst IQ gives dealers the data and technology to move inventory faster, optimize spend, and grow revenue.

Why Choose Catalyst IQ?



Unmatched Coverage: For over 10 years, MarketAI has been tracking nearly 20,000 franchise dealers and 99% of independent dealers across the US, giving you the most complete, up-to-date view of the market.



Actionable, Accurate Data: Built on years of accumulated data, our AI and machine learning models deliver higher accuracy, smarter predictions, and measurable performance gains.



Accelerated Sales: MarketAI pinpoints vehicles that need help selling and activates VIN-level ads across every major channel, accelerating sales by prioritizing and scoring inventory relative to market dynamics.



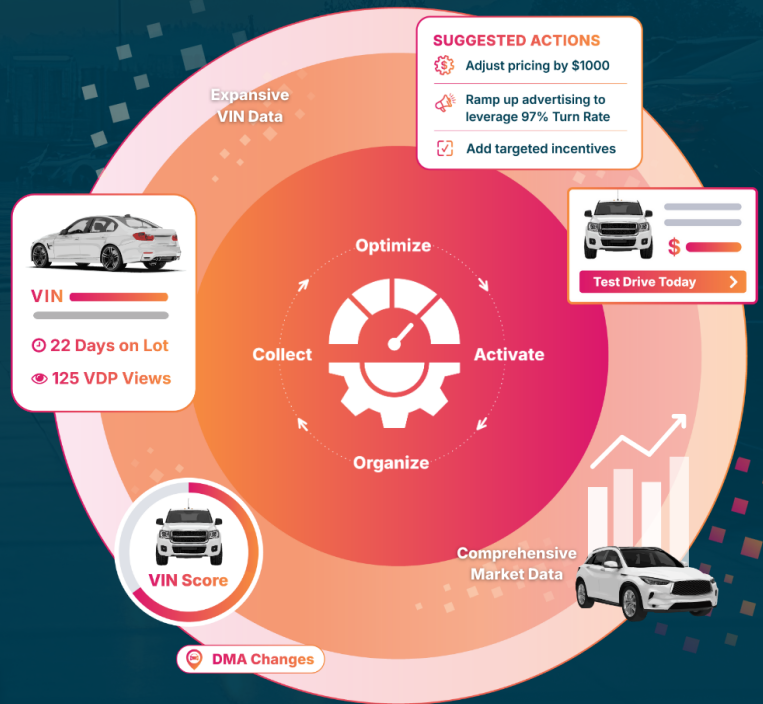
Competitive Advantage: Instantly compare your inventory to competitors down to the trim level using MarketAI's predictive analytics and inventory mix visualization.



MARKETAI®

The fastest, most precise way to turn inventory into sales

Move inventory faster and outpace your competitors by making smarter marketing decisions with MarketAI, our intelligence engine powered by more than 23 billion datapoints and driving Catalyst IQ's entire suite of solutions.



How MarketAI® Delivers



Data Collection: Refreshes inventory daily, indexing thousands of dealer websites at the VIN level.



Dynamic Ad Activation: Delivers VIN-level ads at scale across search, display, video, social, and PMAX.



Health Scoring: Rolls the most important metrics for your success into a single, trusted indicator at the dealer, brand, and market levels.



VIN Score Predictive Analytics: Assigns every vehicle a score based on its likelihood to sell, so you promote the right vehicles.



AI-Generated Insights: Provides AI-generated narratives that explain performance and recommend actions.



Inventory Mix Visualization: Blends brand and segment performance with competitive data to reflect shopper behavior.

See MarketAI in action for your dealership

Discover how MarketAI turns data into action, accelerates sales, and increases revenue.

DIGITAL ADVERTISING

Match your Vehicles to In-Market Shoppers

Reach more buyers and move inventory faster with VIN-specific advertising powered by MarketAI®. Our technology strategically ties your inventory to the right shoppers, ensuring your ads focus on the cars on your lot that need to move.



Unlock the Full Potential of Dynamic Inventory Advertising



Reach buyers with VIN-specific ads across search, display, social, video, and shopping platforms.



Measure every step of the shopper journey with full-funnel tracking, down to each VIN.



Optimize campaigns in real time as shopper behavior and inventory shift.



Succeed with dedicated Dealer Success Manager support.



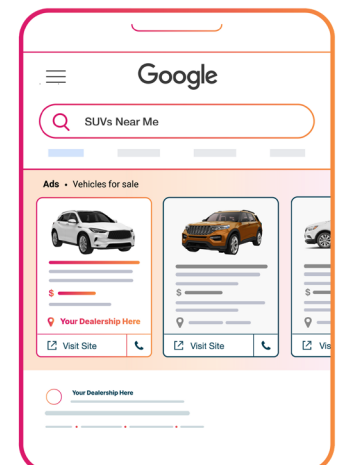
Update creative dynamically, keeping your ads accurate as your inventory changes.

Move More Inventory with Intelligent Advertising

MarketAI gathers and analyzes automotive supply and demand data every day and uses a proprietary algorithm to score every VIN in the U.S. by its likelihood to sell. This intelligence delivers high-quality leads, increased turn, and clear visibility into what drives your success.

Reach More Car Shoppers and Drive Sales

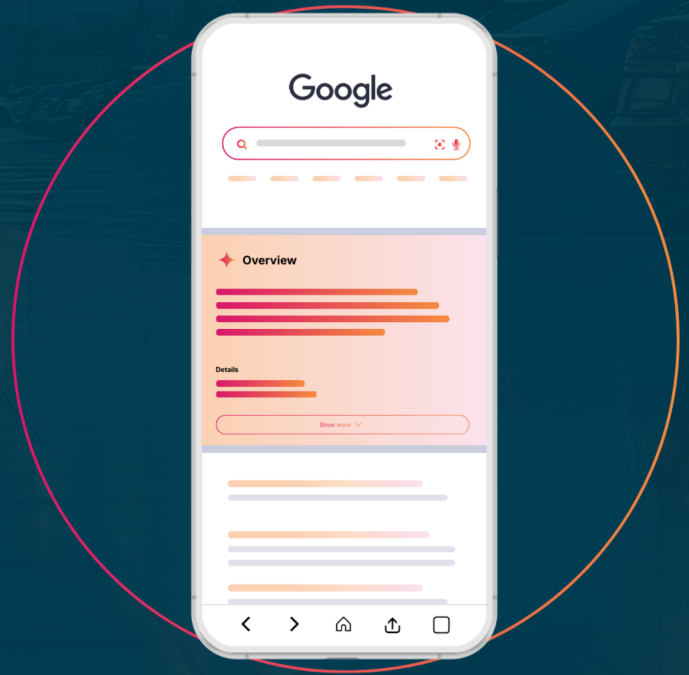
See how Catalyst IQ's Advertising solutions deliver more leads, faster inventory turn, and measurable ROI for your dealership.



SEO / AEO / GEO

Automotive SEO Powered by Real-Time Market Demand

Increase your visibility in Google, AI-powered answer engines, and local search by aligning your organic strategy to what shoppers are looking for right now. Powered by MarketAI®, this solution aligns organic strategy to real market demand, live inventory, and competitive conditions.



Turn Every Search into a Sales Opportunity



Market-Driven Search Strategy:

Uses MarketAI data to plan SEO, AEO, and GEO around real demand signals and your actual inventory position.



Local & Competitive Optimization:

Incorporates local competition and market dynamics to strengthen visibility where it matters most.



SEO & AEO & GEO Optimization:

Structures content to surface where car shoppers increasingly get answers and look for deals.



Opportunity-Based Prioritization:

Identifies where you're underperforming relative to the market so organic efforts focus on highest-impact opportunities.



Sales-Aligned Content Planning:

Focuses content on vehicles, segments, and locations that can actually sell, prioritizing quality demand over keyword volume.



Continuous Improvements:

Evolves strategies as market conditions change, keeping organic performance aligned to current opportunity.

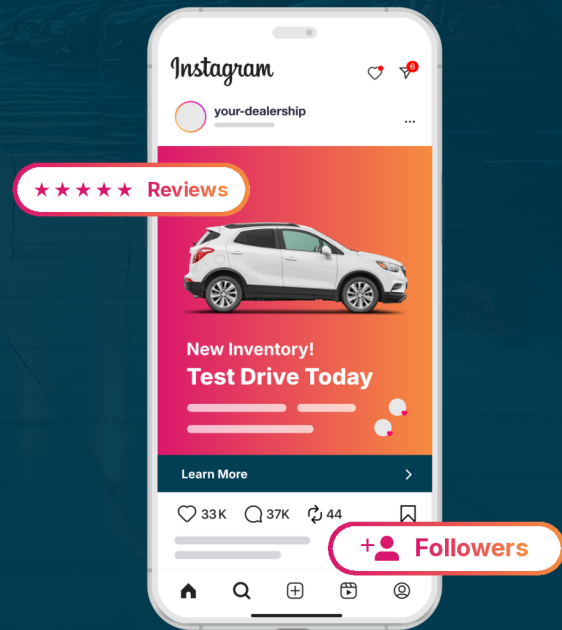
Built for How Shoppers Search Today

Discover how Catalyst IQ helps your dealership stay visible across traditional search, AI answers, and generative search results, while aligning organic growth to real sales opportunity.

SOCIAL MEDIA & REPUTATION MANAGEMENT

Leverage the Positivity of Your Retailer's Brand

Be a consistent, trusted presence in your community with professionally managed social media and reputation responses. Day to day execution is handled for you, allowing your team to focus on selling while keeping your dealership visible, responsive, and on brand across the platforms that matter most.



Build Trust, Stay Visible, Engage with Confidence



Strategic Social Presence:

Establish a consistent brand across Facebook and additional platforms through optimized profiles, posting, and management.



Review Response Management:

Monitor all major review platforms and respond to customer feedback with custom, on brand messaging that protects reputation.



Active Community Engagement:

Our team manages comments, messages, and inquiries to ensure timely, thoughtful responses that build trust with shoppers.



Brand Control & Escalation:

Catalyst IQ applies flexible approval and escalation workflows to ensure sensitive situations are handled appropriately.



Paid Visibility & Growth:

With ongoing post promotion and campaigns, you extend reach, increase audience growth, and ensure your content is seen by the right shoppers.



Reporting & Ongoing Guidance:

Get a performance dashboard and dedicated support to understand engagement trends and continuously improve your online presence.

Turn Engagement into Trust and Trust into Sales

A strong social presence and thoughtful review responses help shape trust long before a shopper visits your dealership. Contact us to strengthen your dealership's online presence and stay connected with your community.

ENROLL TODAY

 616-254-0640

 sales@catalystiq.com

www.CatalystIQ.com

MarketAI Technology

Pricing

0-49 Vehicles	\$995
50-99 Vehicles	\$1,495
100-149 Vehicles	\$1,995
150-299 Vehicles	\$2,499
300+ Vehicles	\$2,995
Single-Channel MarketAI	\$495

Digital Advertising Services

Available with MarketAI

Digital Advertising – All Channels (Requires MarketAI enrollment) 23% of package

A La Carte Packages

Fuel

Ignition

Overdrive

Search Engine Optimization	\$1,499	\$2,249	\$2,999
Social Media Management	\$850	\$1,350	\$1,850

Additional Services

Pricing

Reputation Management (Respond Only)	\$600
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We're redefining automotive marketing intelligence.

Powered by **MarketAI**®, Catalyst IQ delivers real-time, actionable insights that help dealers see the market as it shifts, understand their position, and activate strategies to move inventory and grow their business.

MarketAI is designed to support decision-making when precision matters. Our technology turns real-time market data into actionable strategies and dynamic ad execution. By surfacing early indicators of inventory risk, demand strength, and pricing pressure, MarketAI provides clarity, speed, and control for every marketing decision so you can outperform the market and drive measurable results.

Ready to see MarketAI in action?

Contact Catalyst IQ today to discover how you can turn data into action, accelerate sales, and build your competitive edge.

[Schedule a Demo](#)