

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.



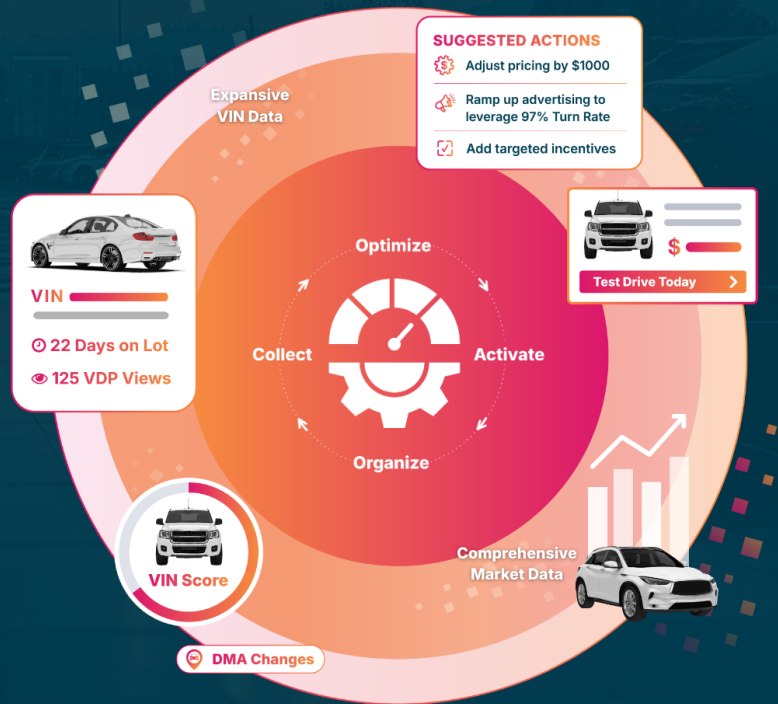
Competitive Advantage: Instantly compare your inventory to competitors down to the trim level using MarketAI's predictive analytics and inventory mix visualization.



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.



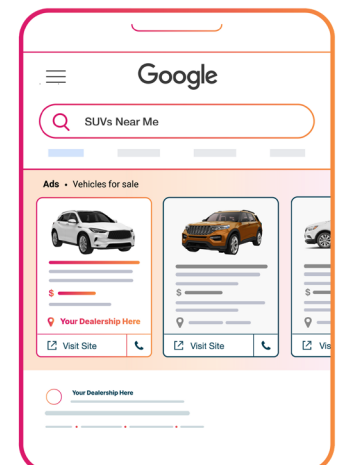
Update creative dynamically, keeping your ads accurate as your inventory changes.

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.



ENGAGE

Capture, Engage, and Convert More Car Shoppers with Smarter Lead Solutions

Unlock deeper shopper insights with a solution that captures activity, nurtures leads, and shows exactly which marketing efforts drive sales. Engage empowers your team to connect with more shoppers, deliver personalized experiences, and convert prospects into loyal customers.



Unlock More Leads and Sales



Collect: Identify and build audiences from every website visitor, not just form-fills.



Activate: Turn anonymous website traffic into actionable audiences for advertising, loyalty, and sales.



Engage: Deliver personalized offers and dynamic emails to prompt action from unconverted shoppers.



Attribute: Track every lead, call, and engaged behavior to see the true impact of your marketing.



Convert: Capture verified leads—including cell numbers—directly into your CRM with one-tap technology.



Retain: Spot repeat shoppers and equity mining opportunities to drive long-term loyalty.

Stop Letting Leads Slip Through the Cracks

See for yourself how Catalyst IQ's Engage solution unlocks more sales opportunities and drives immediate conversions.

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.

Market AI Technology

Pricing

0-49 Vehicles	\$995
50-99 Vehicles	\$1,495
100-149 Vehicles	\$1,995
150-299 Vehicles	\$2,495
300+ Vehicles	\$2,999
Single-channel MarketAI	\$495

Digital Advertising Services

Available with Market AI

Digital Advertising – All Channels (Requires MarketAI enrollment)	25% of ad spend
Custom Creative Up to 5 Web Banners & Emailer Creative Models	\$899
Custom Creative Up to 2 Dig Ad Offers	\$899
Custom Creative Up to 5 Web Banners & 2 Dig Ad offers	\$1,599
Custom Creative Up to 5 Web Banners & 4 Dig Ad offers	\$1,999

Additional Services

Pricing

Engage	\$1,999
Reputation Management (Respond Only)	\$600

A La Carte Packages

Fuel

Ignition

Overdrive

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

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](#)