



intelligenceinsightimpact™

POLKINSIGHT™ – Automotive Intelligence at Your Fingertips

DATA DRIVEN SOLUTIONS FOR THE AUTOMOTIVE INDUSTRY eu.polk.com

The Most Powerful Solution for Analysing the Automotive Industry

Jump into the exciting world of PolkInsight™ and find out how easily and effectively you can analyse and interpret the automotive industry. Our powerful online system blends the data you need— New Registrations, PARC, Sales and Demographics into one dynamic source that gives you a complete picture of your local, national or multi-national markets!

PolkInsight is a state-of-the-art marketing decision support tool that enables OEMs, National Sales Companies (NSCs) and dealers to monitor and improve their performance. It is a hosted Web-based system which provides a content rich user experience. It is a map centric Regional Reporting system utilising Polk's registration analysis capability.

PolkInsight provides information in a clear, easy-to-use and customisable format. With PolkInsight, you will have a single source for:

- Analysing and interpreting automotive data
- Understanding your competitors' selling patterns
- Spotting key trends over time
- Measuring dealer performance
- Improving marketing campaigns

Information is power. With PolkInsight, you'll have access to the power of instantaneous querying, extensive data analysis, on-demand mapping, complex and informative reports, as well as the ability to act quickly on trends so you can maximise your opportunities in the marketplace.

Need Flexibility? You Have It with PolkInsight

You'll find PolkInsight easy to operate and its menus and toolbars are very intuitive. You will get access to timely, unbiased and accurate regional information about the marketplace so that strategic business decisions can be made and implemented. The system can track competitive performance, analyse market penetration, measure dealer performance, and improve marketing campaigns. It's fast. It's easy. And it's available at your fingertips, 24 hours a day.

A One-of-a-Kind, Dynamic PolkInsight Interface Homepage/Dashboard

- Provides a snapshot of the latest data including industry metrics by vehicle segments in each market
- Provides pre-defined product performance and analysis displayed upon login

Report Viewer/Vault – This is the area where all reports, charts and maps are stored and accessed:

- Reports are parameter driven and can be shared
- Users select from a library of reports, view them in Excel or PDF, save them in the Report Vault or download them to their local computer

Map Viewer – Provides dynamic mapping capability allowing users access to a number of data sets including New Vehicle Registrations, PARC, Sales, Dealer locations, Census and Demographics as well as road network and competitor locations:

- Users can interact dynamically with the databases through a map centric interface
- Navigation on the map has all the major mapping functions
- Geographic features can be turned On and Off on the left hand side of the screen
- Geography and time frame can be specified and reports generated based on the selection
- A user can also select pieces of geography by using a selection of intuitive icons
- The map-centric analysis of automotive data provides richer context for users to identify areas of concern or trends easily

Analysis Package – Contains pre-defined analyses providing end-users with a logical snapshot of a market area. There are two Analyses Packages: Market Area and Sales Performance.

- These analyses are parameter driven to define both geography and timeframe. Each is designed to tell a story – to portray the activity within a market and provide visual and actionable analysis
- The reports can be printed in their entirety or one panel at a time
- The packages contain maps, reports and charts



Analyse. Sort. Understand.

PolkInsight™ reports are always accessible and built to your specifications so you have the information you need to make good business decisions. Simply drill down into the data and choose from multiple filters and displays including:

Filters:

- **Data** – Select the type of data to view: registrations, PARC or sales
- **Geography** – Select the specific geography you would like to explore
- **Segmentation** – Choose any or all types of vehicle segments. You have the ability to filter down to specific make or model
- **Registrations** – Select a specific registration type such as total or fleet. The combination of registration types will vary by market
- **Demographic** – Enhance your analysis by applying demographic filters to the automotive data

Displays:

- **Time Period** – select the most recent period or expand your view to view historical trends
- **Geography** – choose from your own customised geography hierarchy
- **Vehicle Attributes** – Select from a comprehensive list of vehicle attributes such as segment, make, model and fuel-type

Find the intelligence in the data in a fast, friendly and intuitive way. Why wait? Find out how PolkInsight can bring a whole new world of automotive intelligence to your desktop. For more information on the PolkInsight system, just call a Polk representative at +44 1727845558, or email us at polkinsight_eu@polk.com.

Related Polk Products and Services at a Glance:

- Regional Performance Measurement & Reporting
- Forecasting Systems & Consulting
- Vehicle Registration Reporting & Planning
- Aftersales Performance Reporting & Marketing
- Market Research & Automotive Studies
- Aftermarket Potential Analysis & PARC

Look to Polk for the valuable solutions that will drive your business forward. Our products are built with the best vehicle data coupled with extensive market intelligence to help you solve your toughest business challenges.

For more information on these and other Polk solutions, visit us online at eu.polk.com.

