

---

## MarketShare and J.D. Power Forge New Strategic Alliance to Marry Marketing and Automotive Insight

Mar 24, 2015

### **MarketShare and J.D. Power Forge New Strategic Alliance to Marry Marketing and Automotive Insight**

*Will Produce Solutions to Coordinate Incentives, Marketing From Brand to Dealership Level*

**Los Angeles, March 23, 2015** MarketShare, the global leader in marketing analytics software for enterprise, today announced a new strategic alliance with J.D. Power, a global marketing information services company, to help automakers optimize marketing and incentives across the entire brand.

The alliance will provide auto manufacturers with the insights and technology to drive mutually reinforcing marketing and incentive programs—allowing both initiatives to drive significantly more sales and revenue than they would alone.

The companies will achieve this by driving joint solutions and integrations that connect data, models, tools and reporting between the companies' industry-leading analytics offerings:

- The Power Information Network (PIN), a division of J.D. Power, which guides sales, pricing and incentive decisions at automakers and dealerships throughout the U.S.; and
- MarketShare DecisionCloud™—the core marketing analytics platform for many of the world's largest advertisers, including many leading automotive brands.

The companies will connect PIN's industry-leading automotive retail sales, pricing and incentive reports, along with its unique predictive analytics for incentive optimization, with MarketShare DecisionCloud's proprietary analytics offerings in marketing mix modeling, cross-channel attribution, and digital marketing analytics.

The resulting unified insights and tools will empower automotive brands to optimize and coordinate incentives and marketing—driving both near-term sales and long-term brand value and revenue.

"One of the most crucial marketing challenges automakers face is aligning the sales drivers at their disposal—from advertising to build brand value through to incentives to build sales—in the best possible way," said Thomas King, Vice President, Power Information Network. "With MarketShare, a leader in connecting insights and decision-

---

making across sales drivers at all levels, we look forward to pushing that alignment far ahead. We're combining the most powerful platforms for auto industry data, pricing analytics and marketing analytics."

William Merchan, SVP Strategic Alliances & General Manager of Dynamic Pricing, MarketShare, added: "We're making good on the promise of marketing big data for the automotive industry. Joining J.D. Power's comprehensive view into pricing and incentives with MarketShare's powerful applications for marketing analytics, we're marrying auto industry intelligence with marketing intelligence—which stands to benefit the entire automotive sector."

#####

### **About J.D. Power**

J.D. Power is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. Headquartered in Westlake Village, Calif., J.D. Power has offices in North/South America, Europe and Asia Pacific. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit [www.JDPower.com](http://www.JDPower.com). J.D. Power is a business unit of McGraw Hill Financial.

### **About MarketShare**

MarketShare helps marketers grow revenue. Combining advanced analytics technology, scientific leadership and deep domain expertise, MarketShare enables large companies to measure, predict and dramatically improve Marketing's impact on revenue—typically generating a 20%-30% improvement in marketing effectiveness and 3%-4% revenue increase, yielding a 3x-50x first-year ROI. Widely considered the market leader, MarketShare helps direct tens of billions of marketing investment dollars globally. Visit [www.marketshare.com](http://www.marketshare.com).

### **Media Contacts:**

Abe Mezrich for MarketShare

[amezrich@marketshare.com](mailto:amezrich@marketshare.com)

(609) 462-2870

John Tews for J.D. Power

[john.tews@jdpa.com](mailto:john.tews@jdpa.com)

(248) 680-6218