

Two Automotive Powerhouses Join Forces – What Does This Mean?

Dealer Teamwork has named Market Scan as a preferred data provider to power the transactional data in their patented MPOP™ tool.

Dealer Teamwork has recently entered its second year as an automotive digital marketing provider, and they have made a huge splash in that short amount of time. In order to maintain their rapid growth, Dealer Teamwork continues to create strong relationships with trusted and proven industry leaders. Today, Dealer Teamwork announces their strategic partnership with Market Scan, an automotive software solution and data provider.

This begs the questions, why Market Scan and why now? Since the beginning, Dealer Teamwork has strived to offer solutions that allow automotive dealers to be more efficient and effective in their digital marketing. That is why they invented and patented their MPOP™ solution. The MPOP™ is a Merchandising, Personalization and Optimization Platform that allows dealers to control their digital marketing from a single, central tool in real-time. The MPOP™ affords car dealers automation without compromising customization, and it allows dealers to include highly relevant and timely offers in their digital marketing across all linked channels.

Dealer Teamwork will soon release a new feature of the MPOP™, Cruise Control Pro, that will take automation to the next level and that will lead to even more time savings and in turn cost savings. That is where Market Scan comes in. Dealer Teamwork has selected Market Scan as their preferred data provider to power this new feature. Sean Stapleton, CEO and Co-Founder of Dealer Teamwork stated, “Market Scan was the most powerful and comprehensive lease and retail finance data aggregator, so they were the clear choice when it came time to choose a preferred provider.”

When asked what factors lead to their decision, Stapleton said, “Market Scan was the only company that...

1. Ingests information electronically and almost instantly,
2. They were the most robust database and tool
3. And they are highly accurate, flexible and timely with their data.

These qualities mirror the qualities that Dealer Teamwork provides with our technology solutions, so we knew Market Scan could enhance our products rather than force us to change our product to meet their limitations.”

“We have been in the automotive technology space for about 30 years and have had the privilege of working with many of the industry’s greatest visionaries. For many years we have wanted to do a project with Sean Stapleton because his ideas are truly revolutionary. We are elated that his latest venture, Dealer Teamwork, gives us that opportunity.” Said Rusty West, President of Market Scan Information Systems, Inc.

About Market Scan:

Market Scan is the automotive industry’s leading provider of lease, finance, balloon note and cash purchase transaction data and calculations. Quoting over 25 million payments each day, Market Scan’s mScanAPI product is currently powering many of the leading dealership and consumer facing technology companies.

is a software firm and data aggregation company, founded in 1988, on the premise that there is only one scientifically-perfect solution for any conceivable automotive transaction, and any solution that is less than perfect is simply unacceptable for the consumer, lender and retailer. To deliver on that premise, Market Scan tracks nearly every automotive lender in the US (lease and retail finance, new and used vehicles) and ALL of those lenders' published programs, variables, parameters, policies, factors and rules – anything that can impact an automotive transaction – and we do far more of it than anyone on Earth.

About Dealer Teamwork:

Dealer Teamwork is a SaaS Company creating first-class solutions for the retail automotive industry. Dealer Teamwork created the automotive industry's first MPOP™, a patented Merchandising, Personalization, and Optimization Platform. The Platform creates a significant competitive advantage for Dealers by distributing their transactional data to more in-market shoppers effectively and efficiently. For more information, please visit DealerTeamwork.com or visit the Dealer Teamwork FAQs.

Dealer Teamwork's headquarters is in Eden Prairie, Minnesota, and services an international customer base from offices in California, Florida, Massachusetts, Michigan, Nevada, New York and Texas.