

» DealerWizard™

an iA American Warranty Group Company

The Industry Standard in
first-party data mining.

Dealer Wizard harnesses first-party data by automatically analyzing thousands of customer data points to help you isolate immediate sales opportunities. Overcome today's industry headwinds (high APR's, record auto insurance cost, and tariff impact) by strategically re-engaging current customers that are in an optimal position to trade. We are a team that is 100% focused on delivering a STRONG ROI.

- ✓ Convert 2x to 3x versus third party leads.
- ✓ Generate grosses that are 15% above industry average.
- ✓ Realize a 10x ROI on marketing campaigns.
- ✓ Lower your cost of sale by 80%.

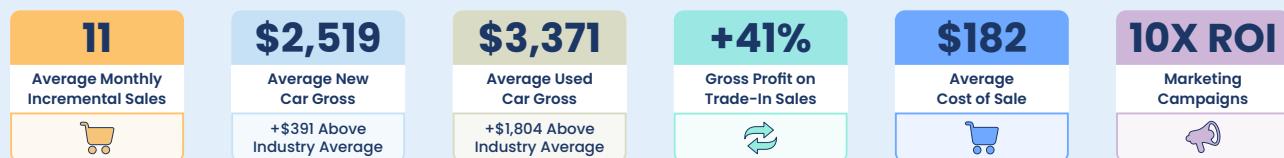
Full suite of personalized marketing campaigns delivered via Meta, digital, and first-class mail – aligned with OEM and Regional campaigns.

[View Our Fully Co-Op Approved Marketing Options](#)



 Integrates with all DMS and CRM

AVERAGE CLIENT IMPACT (October 2025 YTD)



“ Our relationship with Dealer Wizard spans over 12 years, based on the profound impact they have made on our sales, gross profits, and owner retention. We're in business for the long haul and feel that it's crucial that we nurture and cultivate our owner base. Dealer Wizard's personalized campaigns enable us to reengage owners at the optimal point in time in the ownership cycle. The ROI and cost per sale cannot be matched by any other marketing provider. There's no question that a large part of our success is attributable to having Jamie Gonzalez (Dealer Wizard CSR) manage our account since day one. **”**

— Steven Wolf, Dealer Principal, Helfman CDJR, Stellantis National Dealer Council Member

CONTACT OUR TEAM



Todd Stewart
Senior VP, Marketing Services
and Business Development

► (214) 707-7004
► todd@dealerwizard.com
► sales@dealerwizard.com



See how we can
help you drive
Incremental
Revenue.