

Data-driven Marketing

Optimize Spend by Targeting the Right Car Shoppers, at the Right Time with the Right Message

In today's competitive market, automotive marketers need to use their budget efficiently to deliver optimal experiences with the right customers across all marketing channels. Data-driven solutions that mine current customer databases and help identify and segment new customers that are in-market to buy a vehicle can help maximize marketing ROI by delivering the right message to the right person at the right time.



We can help:

Yes, we're rooted in consumer credit reporting. But we're really so much more than a credit bureau. Our history in data and analytics has enabled us to drive constant innovation and create tools that can help drive marketing efficiency and create customer value with data-driven solutions and a unique understanding of

household economics. Fueled by our superior data, technology and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the consumers car buying journey – driving customer acquisition, increasing engagement and loyalty, and helping to improve marketing ROI.

Data-driven Marketing Solutions for Automotive from Equifax

Can Help Target Customers Using the Following



Household Segmentation

Economic Cohorts helps marketers acquire new customers, analyze markets, align messaging and creative, cross-sell and upsell existing customers and optimize marketing channel spend through a household segmentation system that leverages 360 degree estimated economic information including total income, discretionary spending and credit capacity and usage.



Estimates of Credit Availability

CreditStyles Pro Variables uses estimates of likely credit availability, needs and usage to enhance targeting and identify the best households for your marketing efforts while tailoring promotions.



Estimates of Economic Capacity

Ability to Pay uses estimates of likely economic capacity to efficiently rank leads, assess customer portfolios, enhance targeting and identify the best households for your marketing efforts while tailoring promotions.



Marketing Performance Optimization

OptimaHub Marketing Attribution can help you grow your business and improve strategic planning by optimizing touchpoints on the customer journey, redeploying media spend for greater impact, and enabling better forecasting of spend and channel effectiveness.



Estimates of Household Income

Income360 uses estimates of household income (including income from assets) to enhance targeting and identify the best households for your marketing efforts while tailoring promotions.

Optimize your marketing and sell more cars with services from Equifax.

To learn more about how Equifax can help you efficiently target the right consumers with the right message, contact your Equifax representative.

866-519-4800
equifax.com/automotive

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