

Truly Powerful Leads

Turn Anonymous Shoppers into Verified Leads with Equifax

Meeting the Demands of Digitally-Savvy Consumers

Today's consumers complete 60% of the car-buying process online¹. To close more sales, dealers need to engage shoppers on their websites, and offer them online tools to know what they can afford.

Enter Equifax. Our solution helps dealers convert anonymous online shoppers into verified leads, getting them into the dealership and in a new vehicle faster.

Moving Shoppers through the Buying Process



Soft Pull

Shoppers want to know which cars they can afford up front. PowerLead Check gives online shoppers access to their free credit score without sharing their SSN or DOB – with no impact to their credit

Online



Hard Pull

When ready to buy a car in the dealership, shoppers can start the application process by consenting to have their credit pulled, resulting in a hard inquiry.

During F&I



Sale

Sell More Cars — Quicker Only with PowerLead Check



Closing Opportunities²



of those who received their credit score with PowerLead Check were offered a deal in the dealership

Time to Visit the Dealer



58% visited the dealership within 7 days

76% visited the dealership within 30 days



Car Sales²



of those who received their credit score with PowerLead Check bought a car

Time to Purchase



44% bought a car within 7 days

70% bought a car within 30 days

Turn your website shoppers into dealership customers with PowerLead Check from Equifax.

CONTACT US TODAY

866-519-4800

www.equifax.com/automotive

¹AutoTrader/KBB Car Buyer Journey Study 2017
²Equifax PowerLead Conversion Rate Analysis Results. Q3 2017.