



**EQUIFAX**<sup>®</sup>



## Case Study

# Equifax transforms automotive marketing with differentiated data

Dealer Group achieves increased customer inquiry volumes at a more efficient rate when using Equifax digital audiences with Meta's Advantage+ machine learning.

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### CHALLENGE

In a world of rising competition, economic volatility, and evolving consumer purchasing power, automotive dealers are challenged to effectively invest in marketing that optimizes for ROI and improves customer inquiry volume and quality.

### SOLUTION

In Q4 2024, DealerOn, an automotive digital marketing agency and Equifax partner, conducted a social advertising test on behalf of its client, Rusnak Auto Group, a premier luxury dealer group. The agency used Equifax custom audiences — IXI Digital Targeting Segments — on Meta's Advantage+ platform to increase new vehicle sales inquiries and lower the cost per inquiry.

### RESULT

By combining high-value audience data from Equifax with Meta's Advantage+ Custom Audiences machine learning expansion, Rusnak Auto Group significantly enhanced test campaign performance. On average, the participating dealerships experienced a **36% lower average cost per inquiry**, received an average of **57% more inquiries**, and saw **reach expand on average by 23%**.

### **The challenge: Maximizing marketing ROI in a competitive landscape**

Dealers and agencies are challenged to maximize advertising investments to drive results in the highly competitive and fast-paced landscape of automotive marketing. It's imperative to quickly connect the right inventory to "ideal customers" who are in-market and create a seamless shopping experience. In the wake of ongoing economic uncertainty and years of industry disruption, consumer finances and purchasing behaviors have experienced a reshuffling and much of what dealers thought they knew about consumers has changed.

With this challenge in mind, Equifax and Meta wanted to experiment with data and machine learning to find ways to refine targeting and optimize key performance metrics for dealers and their agencies.

Would leveraging IXI Digital Targeting Segments from Equifax as a highly targeted "seed audience" based on economic and behavioral data provide value for dealers when combined with Meta's Advantage+ Audiences expanding lift and exposure? How would this combination impact reach, inquiry volume and cost per inquiry?

### **The solution: A powerful partnership for precision targeting**

With these questions in mind, Meta and Equifax collaborated with DealerOn, an automotive digital marketing firm, to conduct a social advertising test on behalf of its client, Rusnak Auto Group, a premier luxury dealer group.

Equifax brings a deep understanding of the consumer wallet which is applied to auto-specific digital segments. Built on a foundation of direct measured wealth and then combined with aggregated credit and garage data, IXI Digital Targeting Segments provide audiences likely to be in-market or have certain characteristics, propensities and behaviors making them ideal automotive advertising targets.

The test campaign included segments with a focus on economic and behavioral factors. With this data-driven approach to segmentation, dealer advertisers can easily create targeted audiences with high-potential such as:

- Luxury vehicle owners
- Millennials in market for an auto lease
- Auto lease ends within six months
- Electric and hybrid vehicle owners
- Active shoppers with intent, including specific vehicle make and model

These audiences were layered with a form of audience targeting called Advantage+ Custom Audiences from Meta which uses machine learning to prioritize targeting and expand upon those custom audiences to find similar cohorts of users predicted to take action.

The combination of these two powerhouse resources — Equifax economic-based, automotive marketing segments and Meta's Advantage+ Custom Audiences — could power a seamless, laser focus on the dealer group's most sought-after audiences: those with the financial means and interest in buying or leasing a new vehicle.



### The results: Significant improvement in key metrics

Once the test concluded the ROI results were striking. The high-value nature of Equifax custom audiences drove significant efficiencies for the auto group's dealer advertisers who were using Meta's Advantage+ platform. On average, dealers participating in the test experienced:

Metric	Average Improvement
Cost per inquiry*	36% lower cost per inquiry
Inquiry volume	57% increase in inquiries
Reach	23% increase in reach

\*Cost per inquiry metric is similar to cost per lead.

Select dealerships exceeded these averages, with one luxury dealership seeing inquiries increase by 71% and cost per inquiry drop by over 40%.

The dealer group was excited about how the Equifax data performed for luxury automotive audiences, enabling it to push beyond the industry standard and become more intentional and strategic in its platform advertising. It's now considering how this type of layered, data-driven approach can further innovate and streamline its marketing operations, and help connect the bigger picture of customers between dealerships and manufacturers.

### Moving forward: Equifax data solutions for automotive marketers

Equifax data-driven solutions are available to automotive dealers, OEMs, and their digital partners for use on today's leading platforms. Our IXI Digital Targeting Segments, Auto In-market Propensity Scores, and more — all powered by our market-exclusive, consumer economic and behavioral data — can be seamlessly delivered to generate actionable insights that promote improved advertising efficiency and performance.

Discover how Equifax can help optimize your approach to automotive marketing and advertising. [Contact us](#) to initiate a pre-marketing analysis and explore how it can elevate your campaigns and broader marketing strategies.

“Reaching qualified customers with our brand promise creates awareness and preference and that is always a good outcome. As marketers, we never stop testing for better and more efficient conversions equating to a transaction or purchase inquiry.”

**Mark Osmers**  
Executive Director of Marketing,  
Rusnak Auto Group

[equifax.com/business/contact-us](https://equifax.com/business/contact-us)