

Why dealers today are still challenged by Digital Retailing, and how sophisticated technologies are building a holistic retail ecosystem

Data and insights are now being widely used across the automotive spectrum. Advanced analytics are helping to customize the shopping process while also protecting against sophisticated fraudulent activity.



Digital Retailing investment levels are still NOT a priority for some dealers

We have watched auto retailers undergo a top-to-bottom digital transformation over the last decade, but many are still hesitant in adopting a fully-functioning digital retailing ecosystem for their consumers and are still unsure how to address vehicle affordability for customers.

40%

Don't feel comfortable with the technology

31%

Lack of resources to invest more

29%

Comfortable with current digital business levels

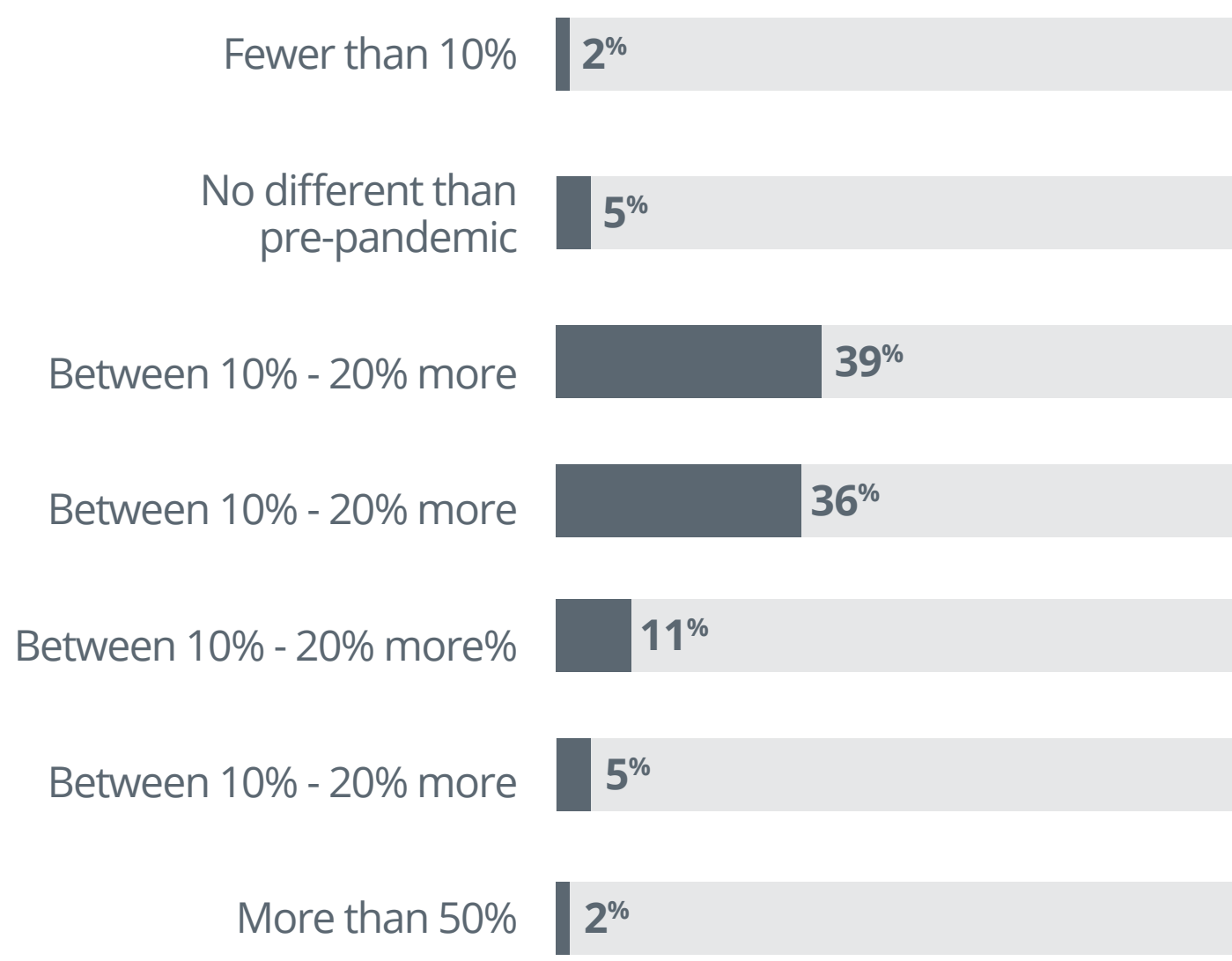
Dealers today are still focused on loan term extensions.

1 in 3 dealers are working with OEM and lender partners to create better lease options, greater incentives, and rebates

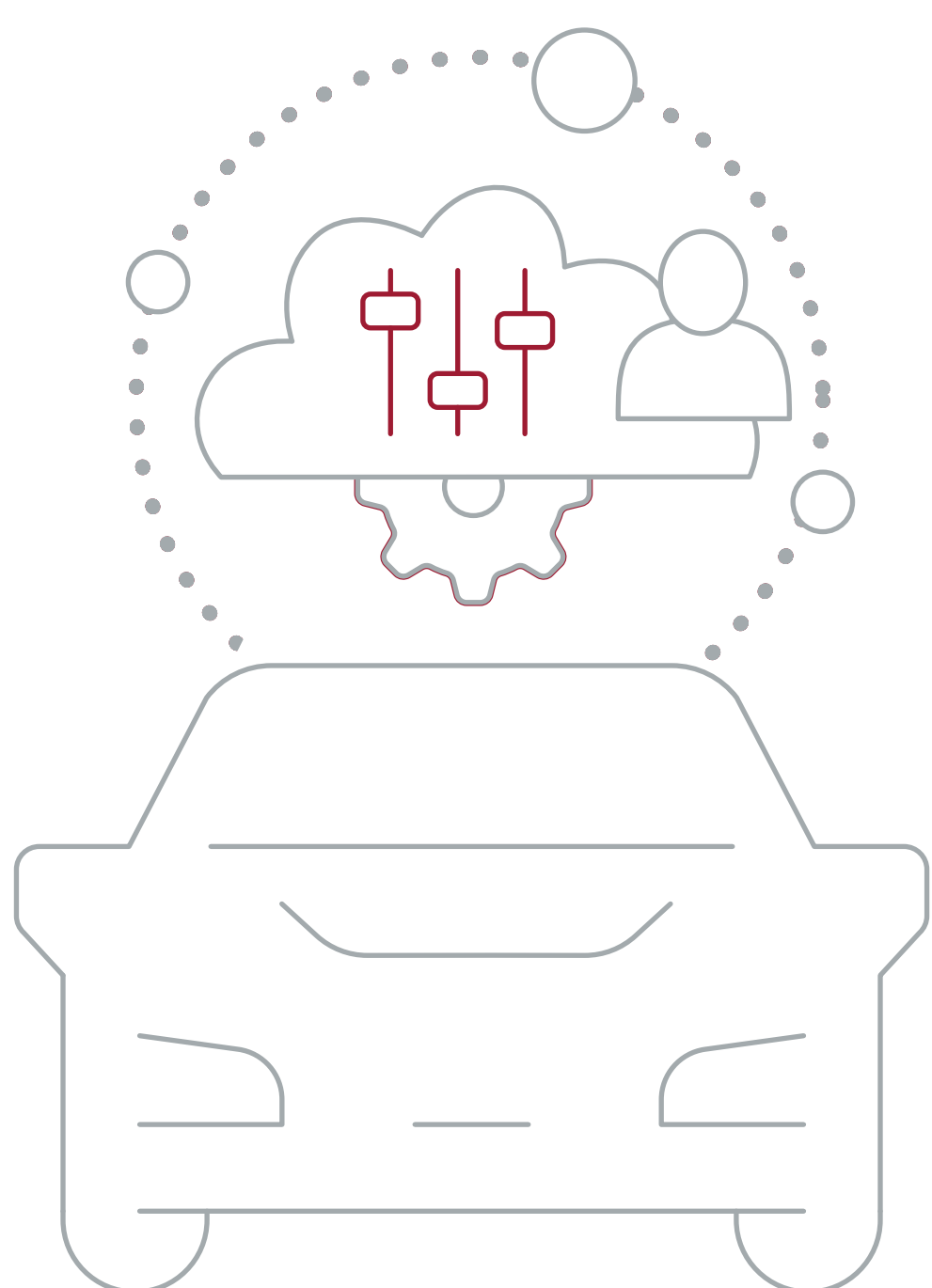
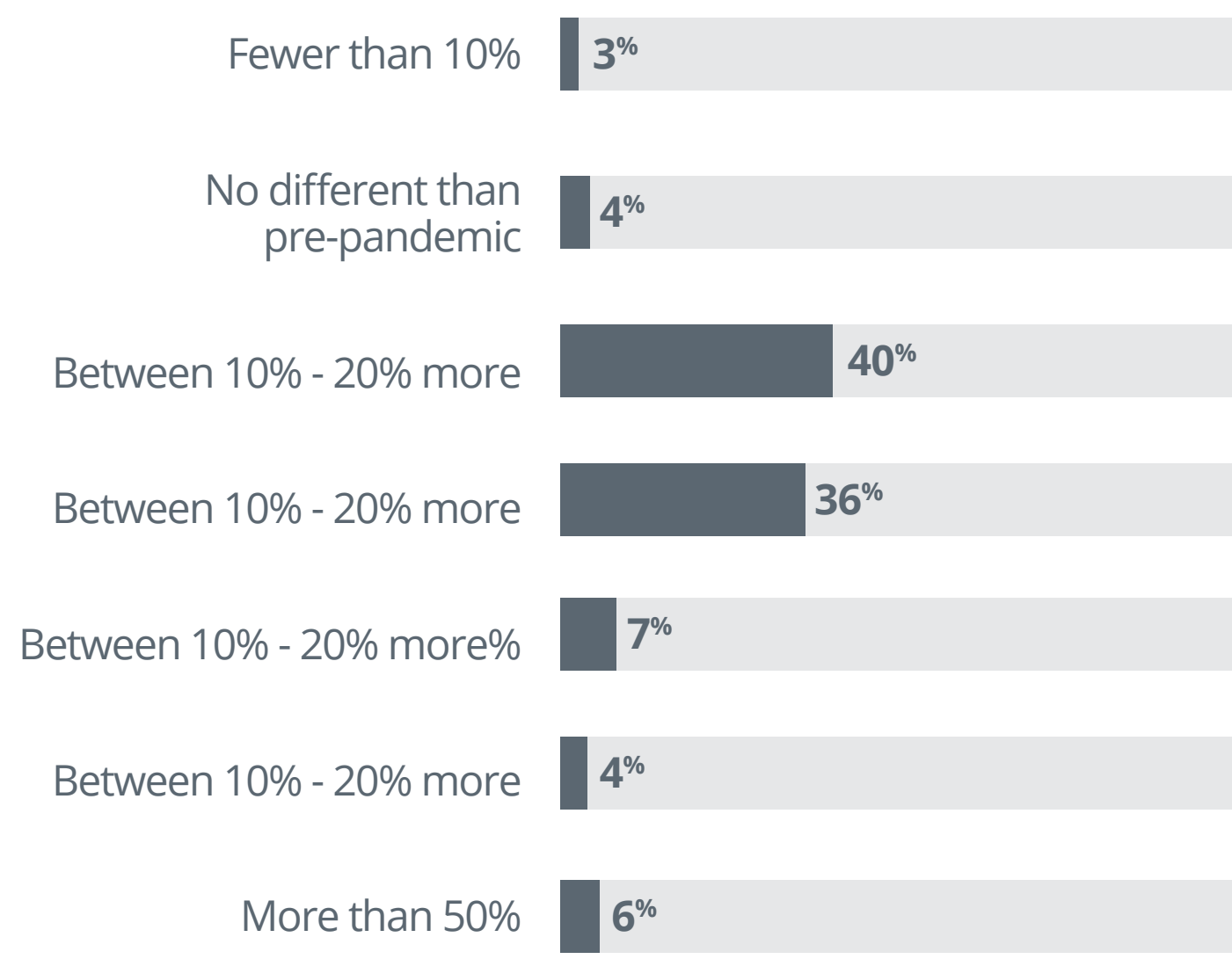
45%

Are working to extend longer loan terms

Dealers seeing more customers asking for a lease extension toward the end of their lease



Dealers seeing more customers asking for loan terms longer than 72 months



Having the intelligence and agility to time and tailor interactions with customers based on actual in-market behaviors ensures engagement at the right time with a relevant message. This will give dealers a stronger opportunity to personalize each offer and match affordability more closely, with more customized offers overall.

Get in touch to learn the many ways Equifax can help you leverage data-led fraud prevention solutions to ensure a streamlined, highly secure transaction for your customers and dealers.