

EQUIFAX



Auto email acquisition driven by economic insights

A targeted email audience generated incremental vehicle sales and beat the stated KPI goal by up to 74%.

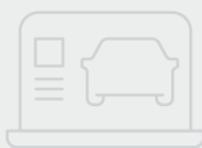
Business profile

A major auto brand is continuously promoting new and existing model launches across the U.S.



Challenges

The auto manufacturer and its agency needed new targeting data to fuel its email acquisition campaigns, while improving its email marketing ROI.



The key performance indicator (KPI) was to meet or beat a stated incremental cost per vehicle sold that took into account all third-party data, email addresses, and email deployment.



Drive new vehicle sales



Test new targeting data



Meet or beat email KPI goal



Solution

Equifax developed targeted email audiences using auto in-market indicators combined with its proprietary IXI household financial and economic capacity data.



Economic Cohorts®

Select moderate to elite affluence segments



Discretionary Spending Index™

Households with high capacity to spend



CreditStyles® Pro

Auto in-market propensity indicators



Aggregated FICO® Score

Marketing-approved credit risk measure

Results

Targeted email campaign generated incremental vehicle sales and beat the stated KPI goal.

Up to
47%
in incremental sales

Beat KPI goal by up to

74%



What else can the brand do with the target segments?

OEMs and their agencies can use their newfound targeting segments to go beyond email.



Onboard segments for expanded reach with digital retargeting (display, mobile, social, addressable TV)



Target lookalike audiences on digital platforms to grow prospect funnel



Create starting population for Prescreen programs with non-FCRA targeting segments



Enhance CRM to better focus retargeting strategies on higher performing segments

Contact us to learn more about enhancing your auto acquisition campaigns with in-market indicators and financial and economic capacity measures.

info.ddm@equifax.com • equifax.com/DDM

Note: Discretionary Spending Index has been renamed Affluence Index™.

Neither these materials nor any product described herein were developed or intended to be used for the extension of credit to any individual, nor may they be used for purposes of determining an individual's creditworthiness or for any other purpose contemplated under the Fair Credit Reporting Act, 15 U.S.C. § 1681 et seq. Results may vary based on actual data and situation. Copyright © 2021, Equifax Inc., Atlanta, Georgia. All rights reserved. Equifax, Cohorts, and CreditStyles are registered trademarks of Equifax Inc. Affluence Index and Discretionary Spending Index are trademarks of Equifax Inc. FICO is a registered trademark of Fair Isaac Corporation. 21-106125