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.

**Solution**

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

**Results**

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

Up to **47%** in incremental sales

**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.**

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**CASE STUDY**

**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.

**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

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

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