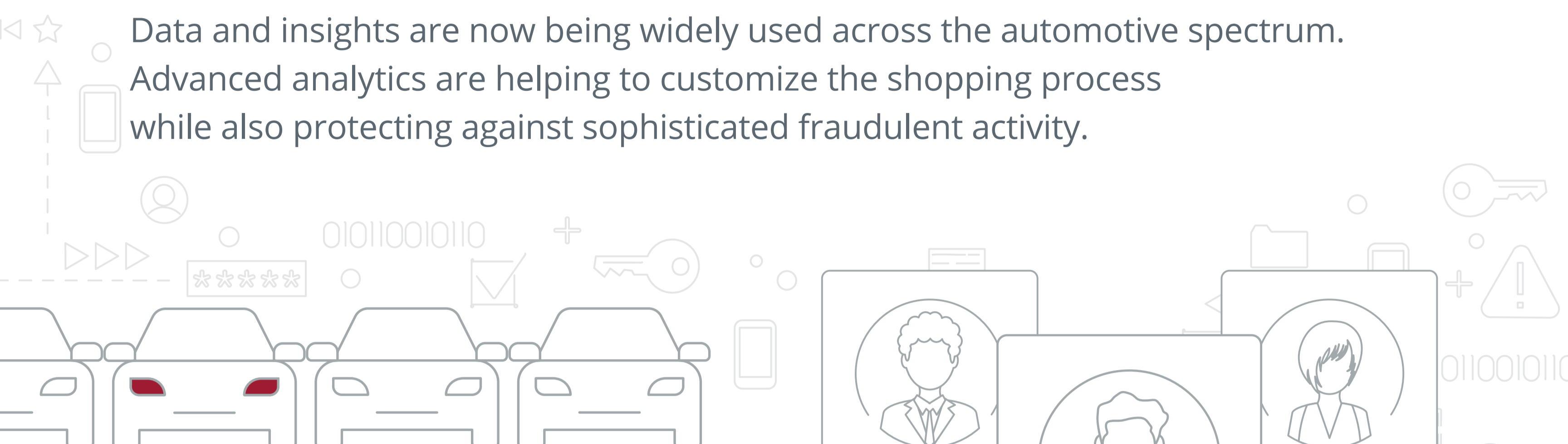


Why dealers today are still behind the curve on pre-qualifications, and how personalization can be the key

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.



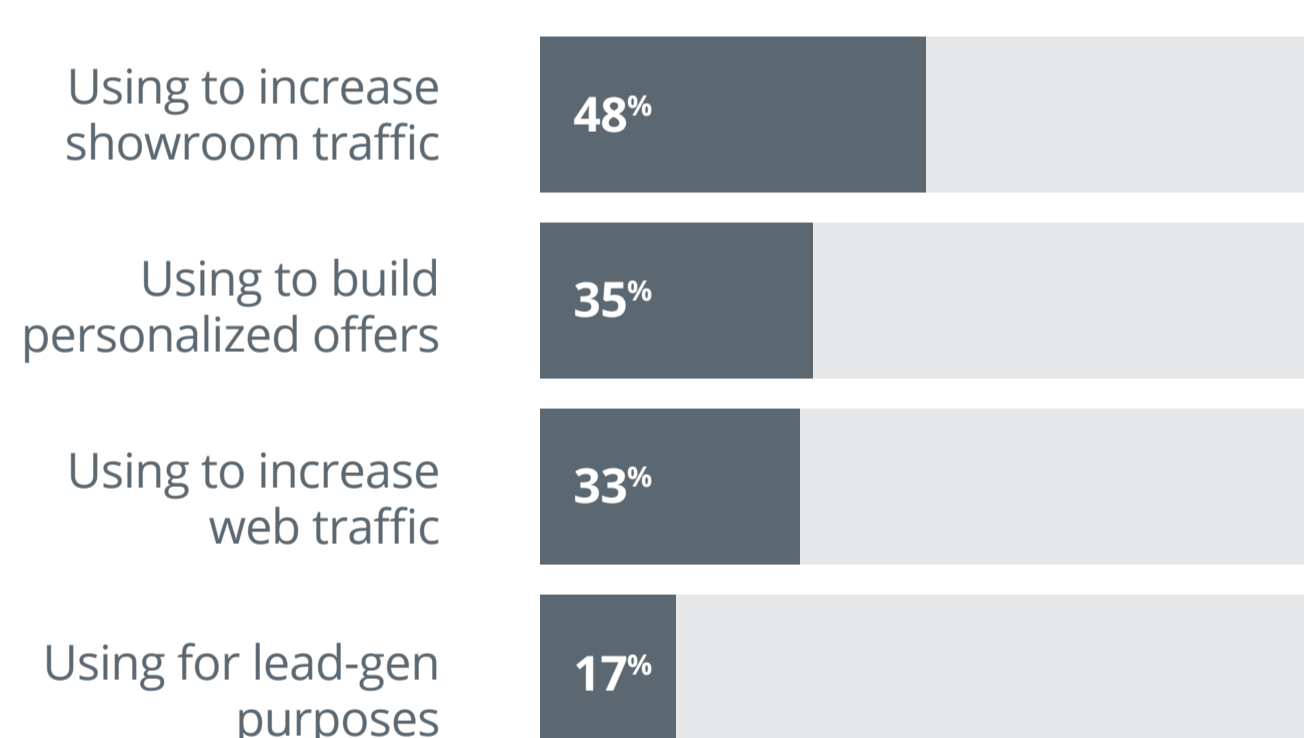
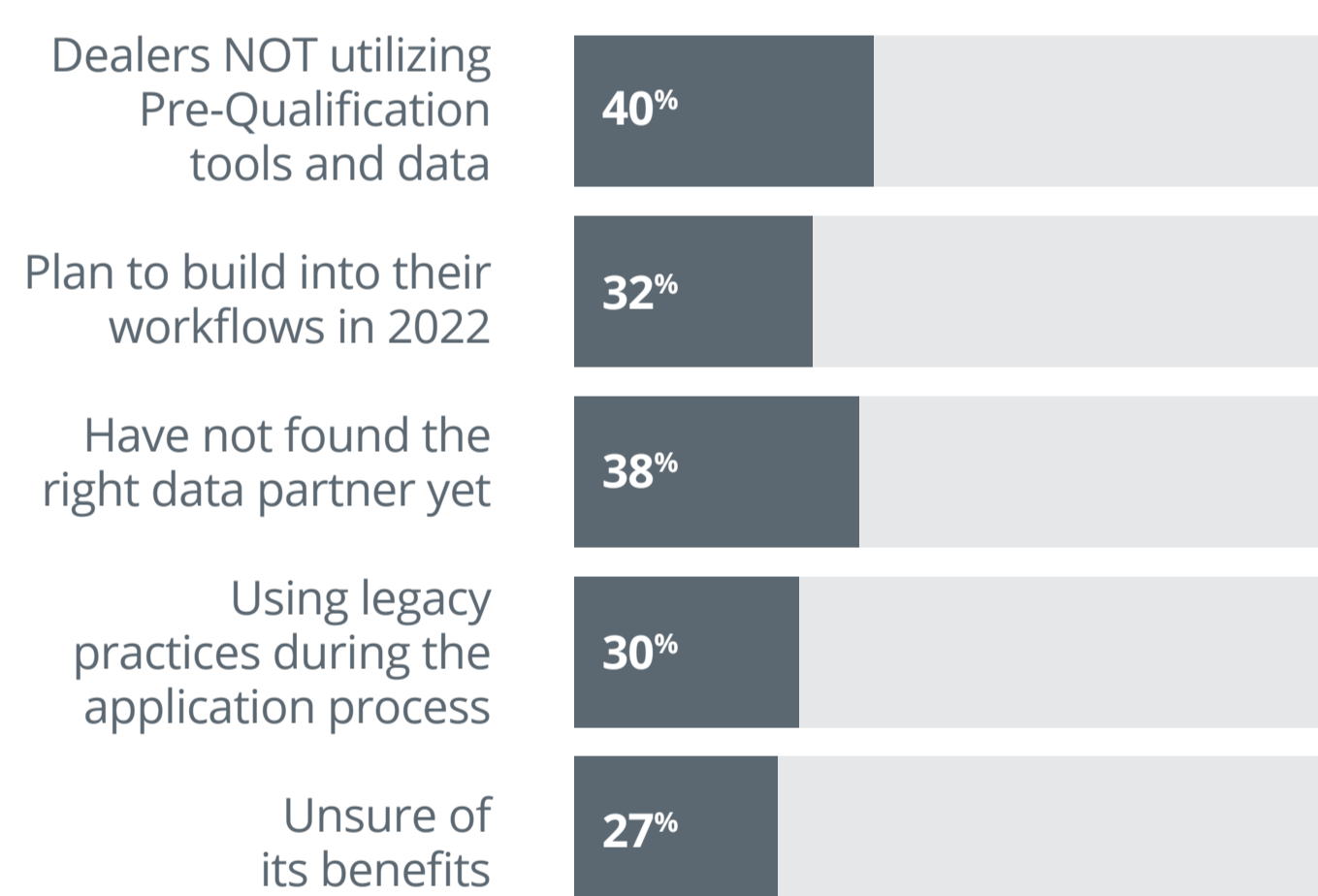
There remains a disconnect in how pre-qualification is being used by dealers



Car shoppers are concerned about financial viability and their first question is typically about what they can afford. Dealers should make it easy for shoppers to receive accurate numbers and pre-financing – not just estimates – but many dealers still aren't providing this info early on.

Pre-qualification data is still NOT being utilized by many dealers

Of those dealers that ARE using pre-qual data:



Personalization is now the largest area of focus for CRM data.

54% of dealers leveraging CRM data for personalized offers

With access to this more holistic view of consumers, auto professionals can go beyond simply seeing that an individual is on a website looking at a vehicle. Instead, they can begin to get an accurate picture of who that unique customer is, where they are in the funnel, and what specific offer they can afford to make the transaction.

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.