

Advance your auto lending analytics with dynamic access to **insights on lost sales**

Gain fast, direct, online access to insights on lost sales to inform your auto lending strategies via **Equifax Ignite®**, a cloud-based analytics ecosystem.



EQUIFAX®



The background image shows two women in business attire standing in a car dealership. One woman is holding a tablet and pointing at the screen while the other looks on. A silver car is partially visible on the right side of the frame. The floor is highly reflective, showing the women and the car.

Analyze lost sales to inform future offer strategy

Losing business is never fun.
Especially if you are not sure why you lost.

With **Lost Sales Analysis for Automotive** accessed through **Equifax Ignite**, auto lenders can better understand why they lost auto loan deals. Then, you can use the insights to enhance your models, inform your future auto loan offers and decisioning criteria, and win more applications.



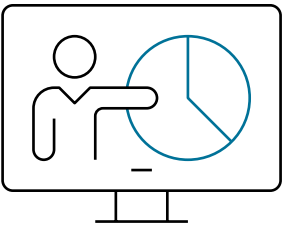
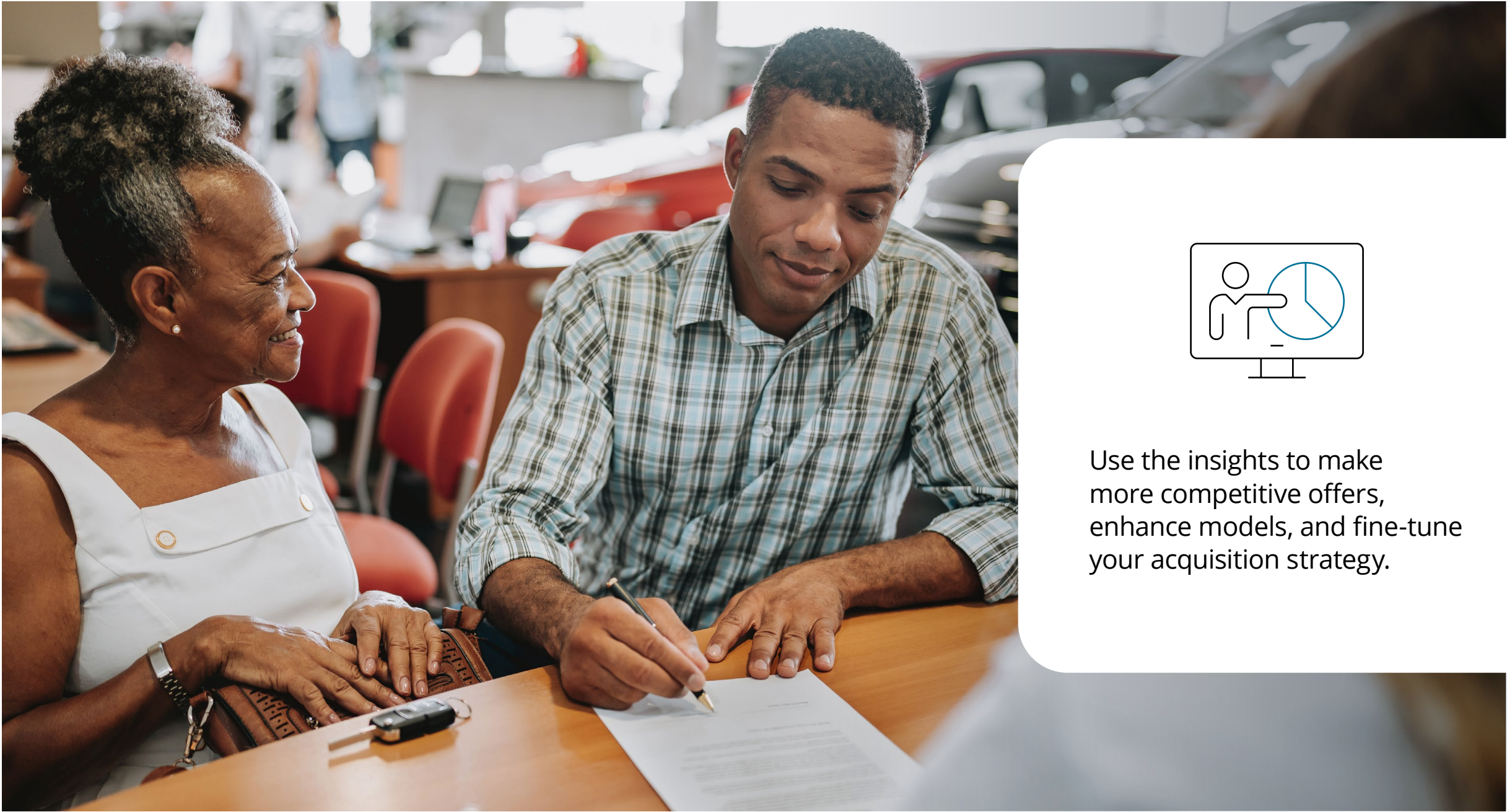
Gain quick and easy access to lost sales data to power your auto lending analytics

With Equifax Ignite, there is no need to rely on manual analytics to assess your lost sales.

Instead, you gain online, easy access to detailed auto loan lost sales data and insights. Choose how you want to interact with the data:

- Conduct deep analysis with access to raw data in a curated analytics environment
- Access data via your data-as-a-service provider (Snowflake, Google Cloud, Amazon Marketplace)





Use the insights to make more competitive offers, enhance models, and fine-tune your acquisition strategy.

Equifax Ignite allows auto lenders to analyze their lost sales and gain insight to inform future offer strategy



Compare offers

- How did your auto loan offer compare to the winning offer?
- Was your pricing and terms competitive?



Assess loan performance for lost deals

- How are the auto applications that you did not approve or win performing now?
- Are those borrowers paying on time? Are you losing profitable business?
- Or are those loans delinquent? Have those borrowers defaulted or had their vehicles repossessed?
- Are your lending policies and models working as expected?



Identify gaps

- Are there applicant segments where you are underperforming?
- Are there competitors that are consistently winning? How does your win rate compare to competitors? Are dealers sending more business to other lenders?

How does it work?

Use Equifax Ignite to ease and speed your auto loan lost sales analyses. Determine strategies to make your offers more competitive. Then incorporate the insights into your models.

1

Upload and link

- Easily upload your firm's lost auto applications
 - Your consumer data is automatically keyed and linked to individual consumers in the Equifax database. Records are anonymized for further analysis
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2

Explore

- Explore comprehensive raw data to analyze lost sales
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3

Analyze

- Analyze why deals were lost and how they are performing now
 - Evaluate loan terms (APR, loan length), credit score bands, loan performance (delinquency, default, repossessions), lost deals by lender, vehicle information, and more
 - Evaluate expected results vs. actual
 - Benchmark the competition by individual lenders or dealer groups
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4

Use learnings to enhance models

- Option to use the Equifax Ignite unified analytical environment to seamlessly incorporate lost sales insights into your auto lending models and prospecting efforts



Rely on Equifax Ignite to easily and quickly tap into detailed lost auto loan sales metrics and competitive insights.

- Shorten complicated analytics from months to days
- Find the information you need with fewer resources

Advance your lost sales analytics to smartly grow your auto loan portfolio.

Contact us to view a demo of (or discuss) how our comprehensive auto lending data and Equifax Ignite can help you speed analysis, gain competitive insights, and win more new customers.

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