

Advance your auto lending analytics with dynamic access to **dealer performance insights**

Gain fast, direct, online access to auto loan data across your dealer network insights on dealer performance to inform your auto lending strategies via **Equifax Ignite®**, a cloud-based analytics ecosystem.



EQUIFAX®

Evaluate dealer relationships and your performance compared to competitors

In order to compete effectively and win the most profitable auto loan deals, you need to take a close look at your dealer network.

That's why you need TradeSight® auto loan transaction-level data by dealer accessed through Equifax Ignite. Use the data to better understand your performance in winning deals across the dealers you work with and the market-level opportunity. Then you can seamlessly incorporate the insights into your models and fine-tune your strategies. And you can power your sales teams with the right insights to help them better partner with dealers.



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

How can you keep your auto lending strategy in check with fast changing market conditions? With quick access to detailed knowledge about your dealer network and the competitive landscape.

Equifax Ignite offers a cloud-based platform that allows you to easily access auto loan data by dealer market and/or competitor to fuel your auto lending analytics. Gain insights to:

- Evaluate dealer performance
- Compare your offers to competitors across your dealer network
- Better understand the marketplace so you can win more deals





With Equifax Ignite, there is no need to rely on periodic data transfers or manual analytics. Instead, gain dynamic online access to auto loan data across your dealer network.

- View easy-to-interpret dashboards, charts, and graphs to gain fast insights
- Conduct deep analysis with access to raw data in a curated analytics environment
- Access data via your data-as-a-service provider, such as Snowflake and Amazon Marketplace
- Find the information you need with fewer resources

Equifax Ignite allows auto lenders to dynamically explore auto loan success metrics across dealers



Evaluate dealer relationships

- Which are my top performing dealers?
- Which are expected to grow?
- Which should I prioritize, monitor, or drop?
- Should I partner with new dealers?



Assess share

- How much business do I get from each of my dealers?
- How much business do my competitors get?
- Where do I win?
- Is my firm performing better in certain vehicle types, or new vs used, at each of my dealers?



Compare offers

- How do my auto loan offers compare to competitors at each of my dealers?
- How does my credit criteria compare?



Track loan performance

- How are my loans performing compared to competitors at each dealer?
- How do delinquency and default rates compare?
- How do charge-offs and repossessions compare?
- Is my firm exposed to more risk than other firms?



Monitor volume

- What is the volume of loans, dealers, and lenders in my target markets?
- Are there new dealers and markets that I should tap?

How does it work?

Use Equifax Ignite to ease and speed your dealer analysis and better identify dealer risk and opportunity. Better understand how your offers compare to competitors across your dealer network. Then seamlessly incorporate the insights into your models.

1

Log in to your Equifax Ignite Environment

- Instantly view an overview of lender and dealer networks
 - Evaluate overall market performance, market share and origination volumes
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2

Choose your view

- Define the dealers, geography, vehicle brands, credit score ranges, or other criteria that you want to analyze
 - Or use a national view encompassing 80 million+ tradelines
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3

Explore

- Use dashboards for quick insights or explore comprehensive raw data to assess dealer performance
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4

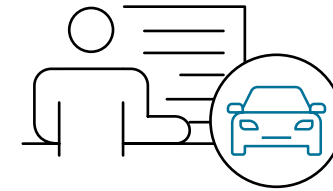
Analyze

- Evaluate auto loan wins by dealer for you and competitors
 - Assess average amount financed, average loan term, APR, score migration, delinquency rates, and much more
 - Compare expected results versus actual
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5

Use learnings to enhance models

- Option to use Equifax Ignite's unified analytical environment to seamlessly incorporate dealer insights into your auto lending models and prospecting efforts



Rely on Equifax Ignite to easily and quickly tap into detailed dealer-specific auto loan metrics and competitive insights.

- Leverage dashboards for instant insights
- Shorten complicated analytics from months to days
- Find the information you need with fewer resources

Advance your 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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