



Low Economic Capacity
Unlikely to be able to afford to buy.

High Economic Capacity
Has the financial ability to purchase today.



Gain consumer affordability insights to drive auto sales

How much do you know about prospective auto buyers?

In order to fuel your marketing strategies, you need to understand more about consumers' financial behaviors and what each shopper can afford.

Introducing Economic Insights from Equifax

With Economic Insights, you can understand and differentiate auto shoppers by their financial profile so you can better separate shoppers from buyers and match them to the right vehicle.

Economic Insights gives you the ability to power your marketing and sales strategies with insight into household affluence, income, spending, credit, and financial durability, plus a full spectrum of consumer attitudes, preferences, behaviors, lifestyle, and demographics.

Because auto purchase decisions are often made at the household level, Economic Insights offers a full view of household finances.

Discover the profile of...

Answer these questions:



Auto shoppers visiting your dealer, browsing your website, or on your prospect list

Which models and brands can they likely afford? Do they have the financial resources to purchase today?



Current owners of select brands or models

Are they likely to be able to spend more the next time they are ready to purchase a vehicle?






Your best customers

What are their financial characteristics and how can you find more like them?

Economic Insights can unlock consumer affordability

Differentiate auto shoppers to fuel sales

<h2>Low Economic Capacity</h2> <p>Has expressed interest, but likely only able to afford an entry level vehicle.</p>		<h2>High Economic Capacity</h2> <p>Has expressed interest, and likely has the financial ability to purchase a new car today.</p>
<p>Low Durability: Household is unlikely to have the resiliency to continue spending or meet financial obligations during tough times</p>	<p>Estimated income \$100,000</p>	<p>High Durability: Household is likely to have the resiliency to keep spending and meet financial commitments, even during tough times</p>
<p>Credit usage: High</p>	<p>Lifestage Suburban Families</p>	<p>Credit usage: Low</p>
<p>Discretionary funds: \$5,250</p>	<p>Age 35-54</p>	<p>Discretionary funds: \$25,670</p>
<p>Affluence: Moderate</p>		
<p>Household 1</p>		<p>Household 2</p>

Identify high-potential shoppers

With insight on household finances, you can fuel your marketing and sales efforts and better match prospects to the right vehicles based on their financial ability to buy. Use the economic insights measures alone or in combination to discover auto shoppers that likely have:



The **income to buy** or lease your auto brands and models



The **cash available** to spend more



The **credit capacity** to take on additional loan commitments



The **financial ability and resilience** to pay for both the down payment and ongoing monthly payments on a new, used, or leased vehicle

Contact us to explore how household **economic insights** can help you better understand auto shoppers and close more sales.

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