

Optimizing spend with data-driven marketing

Find the right car shoppers at the right time with Equifax

In today's competitive market, automotive marketers need to use their budget efficiently to deliver optimal experiences across all channels. Fortunately, data-driven solutions that mine current customer databases can help identify and segment shoppers that are in-market to buy a vehicle, maximizing marketing ROI.

The reality is that the most successful dealers are virtually getting to know consumers in real time. And by understanding their behavioral and financial characteristics, you can reach more of the right shoppers to deliver the right offer at the right time.

A greater connection for greater growth

This is where Equifax comes in. Fueled by our superior data, technology, and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the car buying journey.

All to help you drive customer acquisition, fuel more conversions, increase engagement and loyalty, and improve marketing ROI along the way.

Key benefits

Use marketing insights to mine your own CRM database and find potential new buyers.

Deliver an exceptional customer experience across every stage of the car buying process.

Empower shoppers to say yes by customizing an offer based on their needs and preferences.

Leverage consumer insights that help target personalized offers and incentives.

Optimize your marketing and sell more cars

Data-driven marketing solutions from Equifax are the tools you need to target more reliable car buyers.

Household segmentation

Economic Cohorts® helps marketers excel through a household segmentation system that **leverages 360-degree estimated economic information** — including total income, discretionary spending, credit capacity, and aggregated credit usage.

Data hygiene

Marketing Identity Elements offers the raw consumer data needed to **validate, enhance, verify, and link consumer records for more effective customer relationship management** and better ensure marketing messages reach your target audience.

High-intent auto buyers

The **Auto In Market (AIM) Propensity Score** identifies households that are likely to be **in-market for purchasing or leasing a vehicle in the next 90 days** — powering more effective campaigns — built from proprietary Equifax data for inputs and validation.

Digital targeting segments

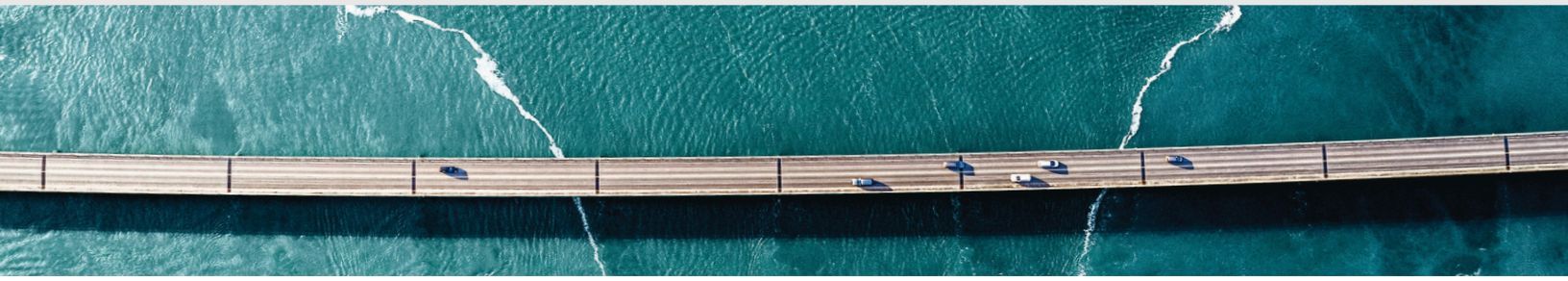
Automotive digital segments enable greater reach and efficiency in your digital advertising spend by targeting in-market shoppers who have the propensity and financial capacity to buy a vehicle.

Consumer affordability

Income360® is an estimate of a household's total income: assets, retirement funds, businesses, and wages. **Spending Power™** identifies consumers who are likely to have the discretionary spending levels to afford your products and services, creating a more robust picture than an income measure alone can provide.

Vehicle ownership

VIN Data from Equifax is a highly specialized database used primarily for automotive marketing and market research. When you combine historical vehicle ownership data with our financial capacity tools and scores, you **get precision targeting for your acquisition, retention and refinancing campaigns.**



Ready to get started? **Scan to learn more** about our data-driven marketing solutions for auto.

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