



We power auto

To help you find,  
reach and retain more  
profitable customers.



## FEATURED SOLUTION AREAS



MARKETING

page 4



CREDIT

page 14



AUTOCHECK® VEHICLE HISTORY REPORT

page 16



## You need three things to sell a vehicle.

Experian is the only primary data source for **ALL THREE**.

Experian makes it simple: We help you find, reach and retain more customers.

**We can prove it.**

Please visit [www.Experian.com/AutoDealers](http://www.Experian.com/AutoDealers) for more details about our specific solutions.



## Turbocharge your dealership's marketing power

By combining data, strategy, audience targeting and post-campaign results measurement, the **Experian Automotive Intelligence Engine™** can help you find, reach and retain the customers who are most likely to buy from you. Your dealership will gain a competitive edge with precisely targeted action plans that boost sales and strengthen customer loyalty.

For more details, visit: [www.Experian.com/AutoDealers](http://www.Experian.com/AutoDealers)





# PINPOINT DEMAND



## AUTOMOTIVE INTELLIGENCE ENGINE

### With a data-driven approach to identifying buyers

Leverage Experian's unmatched data resources to identify hidden selling opportunities in your area, from model-level new and used vehicle sales to leasing trends and buyer demographics. Choose parameters that suit your strategy; working along with your Experian performance manager, we'll identify your most promising opportunities.

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# REFINE STRATEGY



## AUTOMOTIVE INTELLIGENCE ENGINE

### With a thorough vetting of your channel activity

Build data-driven multi-channel media plans with engaging, brand-specific messaging. The solution utilizes data analytics to evaluate your traffic sources (website, CRM, SEO, PPC, etc.) to show where your marketing dollars work best and recommend promising new choices. The result is an effective strategy based on your unique brand and market needs.

For more details, visit: [www.Experian.com/AutoDealers](http://www.Experian.com/AutoDealers)



# REACH THE BEST PROSPECTS



## AUTOMOTIVE INTELLIGENCE ENGINE

# Conquest new customers and extend current customer loyalty

We'll leverage deep insight to create and deliver effective messaging that will allow you to conquest shoppers in your market and also ensure existing customers' loyalty by monitoring their household and life events and delivering alerts to your CRM when they're predicted to become in-market shoppers.

For more details, visit: [www.Experian.com/AutoDealers](http://www.Experian.com/AutoDealers)



# MEASURE RESULTS



## AUTOMOTIVE INTELLIGENCE ENGINE

### To strengthen ongoing performance

Evaluate marketing campaign results to reduce spend on future campaigns. The solution delivers market sales reports by location or enterprise group, and sales match-back enables you to identify your share of the target audience's vehicle purchases and also how many of them bought from your competitors.

For more details, visit: [www.Experian.com/AutoDealers](http://www.Experian.com/AutoDealers)



## Safeguard your business by identifying risk

All businesses face risk, and how you handle it will determine your ability to succeed and grow. From finding the right prequalified customers to automotive-specific credit reports and dealer-specific compliance solutions, we deliver data-driven insights to help you make the most profitable decisions.

**FEATURED PRODUCTS:** Credit Profiles and Scores • OFAC/Red Flags Reports  
• Credit Pre-Screening • Credit Pre-Qualification

For more details, visit: [www.Experian.com/AutoDealers](http://www.Experian.com/AutoDealers)





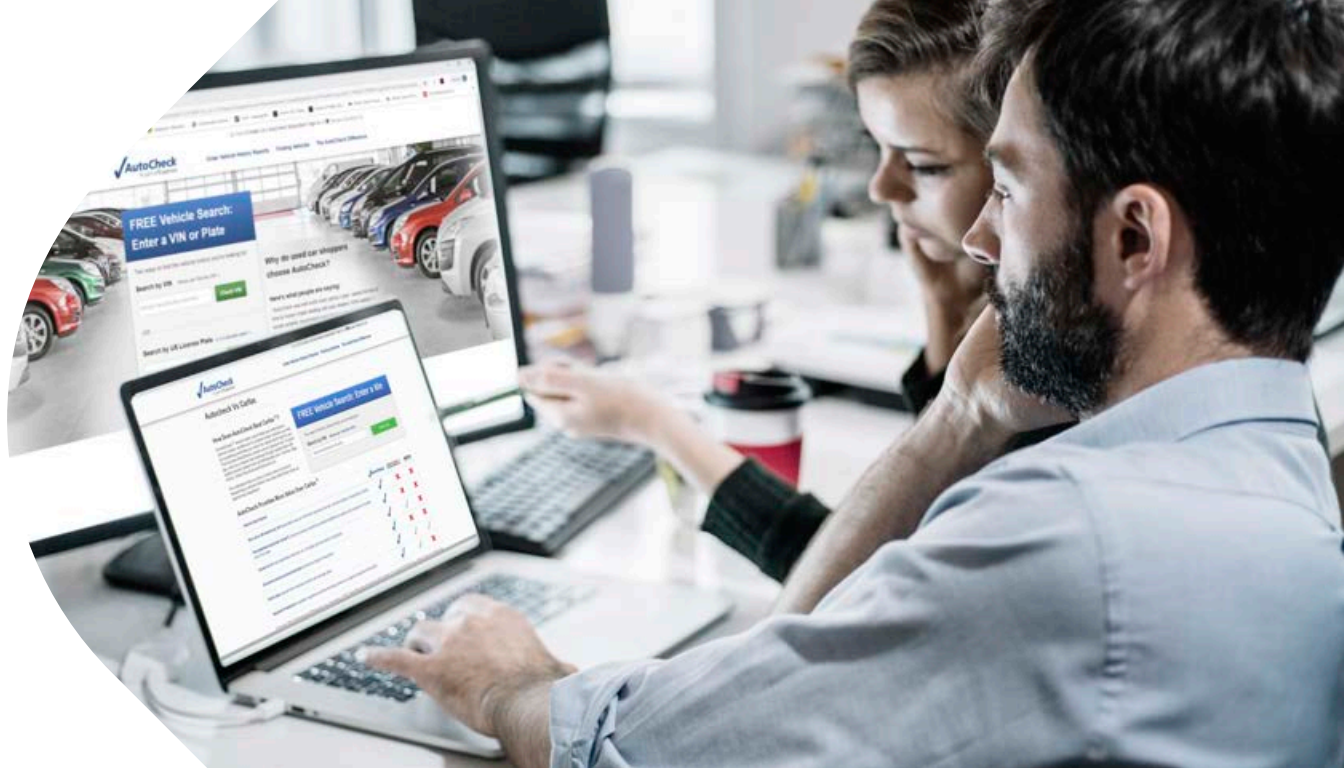


# AutoCheck® helps you buy and sell with confidence

AutoCheck is the industrial strength VHR solution that automotive professionals trust to help manage and protect their businesses from unnecessary risk. **AutoCheck has data from over 95% of U.S. auction houses, with most providing structural damage details exclusively to Experian.** We aggregate and analyze tens of thousands of distinct accident sources — many of which are provided only to Experian — and have Open Recall data on more than 99.82% of vehicles on the road today.



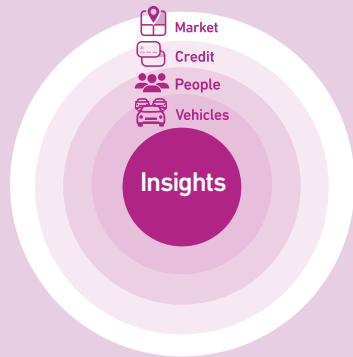
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**Best-in-class data, unified and enhanced**

Experian's vehicle, consumer, online and credit data enable unified data intelligence to identify and target vehicle buyers.



**Creating unparalleled market-wide insights**

Use our unparalleled insights to turn competitive market strategies into action.



**Powering innovative solution engines that drive results**

Experian marketing solutions pinpoint car shoppers, automate media planning and optimize results with the most sophisticated attribution models.



**The Experian Advantage**



[www.Experian.com/AutoDealers](http://www.Experian.com/AutoDealers)



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