

Drive marketing with better data insights

Turbocharge your marketing with robust automotive data.



Hyper-target the prospects most likely to shop for a car

Approximately 5.3 million passenger cars were sold to customers in the United States in 2018.¹ Now imagine the possibilities if you could have identified those buyers in advance. The ability to know who is planning an automotive purchase creates vast opportunities for marketing and sales.

LexisNexis® Profile Booster Auto Shopper Model predicts a consumer's likelihood to shop for an automobile within three months. It applies a score of 1-400. The higher the score, the greater the likelihood of a purchase. In fact, the top 30% of scores captures more than 70% of car shoppers, and individuals with **scores in the top 1% are 11.7 times more likely than average to shop for a car within three months.** With that valuable information at your fingertips, you can easily:

- Sharpen targeting accuracy
- Improve marketing efficiency
- Increase response and conversion rates
- Reduce the costs of customer acquisition

The Auto Shopper Score predicts how likely a person is to shop for an automobile.



The power of predictive analytics

Quality data and advanced analytics are the power that fuels competitive advantage in today's auto industry. With insights from Profile Booster Auto Shopper Model, you're able to get to the prospects most likely to shop for a car first.

LexisNexis® Risk Solutions uses public records compiled from thousands of sources as well as other proprietary data to identify individuals likely to begin their car-buying experience.

Some of the indicators, validated with historical data on over one million consumers, include:

- Asset purchase history and current ownership
- Pattern of life trends (time last move and time on file)
- Current household assets
- Current banking status
- Court records
- Education attendance
- Relative and associate member information

Using our vast data resources and predictive analytics capabilities, we're able to separate out the tire-kickers and deliver prospects who are actually ready to buy a car.

Enhance marketing ROI

When you use the insights provided by Profile Booster Auto Shopper Model to identify the most appropriate prospects, you can optimize your marketing campaigns. The timeliness and relevance of your message is more likely to spark a response.

Profile Booster Auto Shopper Model is ideal for the automotive industry:

- Automakers
- Warranty Providers
- Lenders
- Dealerships
- Insurers

In addition to the score on propensity to shop for an auto, Profile Booster gives you the ability to layer in other variables such as geography, presence of children and wealth indicators. LexisNexis can also append the score to your existing prospect or customer records to help you evaluate the quality of your list and build out your customer profiles to sharpen targeting.

Winning tomorrow's car buyers

Profile Booster Auto Shopper Model leverages real data and models based on actual people and behavior. Precise insights are derived from 40 billion records on 230 million individuals from over 10,000 sources.

Accurate automotive intelligence improves visibility into a prospect's lifestyle so you can craft relevant offers that resonate and are delivered at the right time to drive future profits.



Learn more at risk.lexisnexis.com/products/profile-booster

About LexisNexis® Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.

¹ <https://www.statista.com/statistics/199974/us-car-sales-since-1951/>

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