RELEVATE Auto

THE INDUSTRY LEADER IN CROSS-CHANNEL AUTO INTELLIGENCE

Relevate Auto possesses the largest and most accurate data in the automotive marketing industry. With information on over 225 million consumers, 190 million VINS, 170 million email addresses, demographics, and online consumer IDs, our auto data provides the insights you need for the right consumer connections.

From advanced demographic modeling and trade/ purchasing patterns to detailed VIN targeting and customer data optimization, Relevate Auto has the data assets and automotive marketing experience to ensure your strategic marketing success.

How It Works

- Records are sourced through sales and service of new and used vehicles throughout multiple channels
- VINs are decoded in-house during the build process
- Proprietary methods are used to scrub out records where the vehicle is no longer on the road
- Records are matched to online IDs for cross-channel marketing

Our collection methods from sources undergo extensive due diligence to be 100% compliant with state and federal laws. We conform to the Shelby Act, DPPA, and other similar legislation, making our auto leads appropriate for all types of marketing initiatives. Ongoing testing shows our data is 40%+ more accurate than other data sets, and only Relevate Auto has daily, weekly and monthly processes that track vehicle dispositions.

Ask About Our Free Insights Dealer Analysis Report

A comprehensive report that analyzes a dealership's database for quality/completeness, identifies sales opportunities within the dealer's existing customer base, and identifies prospects whether they just moved into your service area, are "in-the-market", or drive a particular year and make.

VIN Data is available for all 50 states, including privacy states with zero marketing restriction.

RelevateAuto includes the following data on every lead record:

- ✓ Name
- ✓ Address
- ✓ Make
- ✓ Model
- ✓ Year

Premium selects include:

- ✓ In the market for a new vehicle
- ✓ Consumer demographics
- ✓ Segmented wealth modeling
- ✓ Email address
- ✓ IP address for online targeting

RELEVATE Auto
By V12DATA

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THE DATA

Auto ID

- 100% populated with Make, Model and Year as derived directly from VINs

- Every lead record includes Name, Address, Make, Model and Year

- Premium selects include in-market for a new vehicle, consumer demographics, segmented wealth modeling, email addresses, and full VIN

- Multiple other selections available such as engine size, fuel type, drive train, engine block, and engine cylinders

- Validated emails available for approximately 45% of file

- Directory assistance validated phone numbers for approximately 70% of file

- Data is available on all major digital platforms

Lease Data

- Over 2,700,000 consumers with an automobile lease expiring in the future

- Select data from leases expiring within the next 30, 60, 90 and 180 days

- Further segment by vehicle ownership information, demographics and contact data

- Not credit based and can be used with zero marketing restrictions

Kelly Blue and Black Book

- Price data available for output and can be added to data records

In-Market Model

- Statistically modeled values that indicate a household's inclination to purchase a vehicle within the next 3 months

- Allows you to target prospects most likely to be in-market for a new or used vehicle

- Along with other consumer variables, brings you closer to finding the ready to buy, sell, or lease prospects in your targeted geographical area

Auto Equity Model

- Daily, "hand-raising" consumers that are in positive equity and willing to trade their cars in on newer models

- Created using data points including trade-in value, vehicle owned data, payment data and credit data to determine the likelihood that a vehicle/individual has at least $5000 in equity

- The more efficient alternative to traditional programs that use credit bureau based, pre-screen credit data and require a firm offer of credit

- Solves pre-screen issues and is not dependent on lending regulations and credit guarantees

Saturation Lists

- Residential database that reaches virtually every household in America

- The most accurate saturation consumer mailing list available

- Updated monthly via the U.S. Postal Service, and powerful online count/order system is available online 24/7

Follow the Car

- Identifies cars that you sold and performed regular service on, after they are sold to a new owner, so you can bring them back in for service

Movers

- Allows you to know when your customers move and make sure you can retain them at another location

- Allows you to welcome new prospects who have just moved to your area, before they go somewhere else

Trigger Data

- Indicates in-market consumers based on life events such as new teen driver in household, retirement, new parents, and more

Response Performance Indicator (RPI)

- Model that lets you quickly and cost-efficiently predict front-end response and back-end performance

- Can quickly be applied to any customer or prospect data file

- Uses credit data on a Zip+4 level and thus does not require a firm offer of credit

- Provides actionable information on who is likely to respond, and who is likely to pay

V12 Signals

- Innovative solution matches mobile devices to actual people complete with demographics, contact information, and VIN data

- Signal leads represent real people who are actively shopping at a dealer lot