V12 AutoID

V12

THE INDUSTRY LEADER IN OMNICHANNEL AUTOMOTIVE DATA

V12 AutoID possesses the largest and most accurate data in the automotive marketing industry.

With information on over 260+ 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.

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

Ongoing testing shows our data is 40%+ more accurate than other data sets.

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 V12 AutoID has daily, weekly and monthly processes that track vehicle dispositions.

VIN Data is available for all 50 states, including privacy states with zero marketing restriction.
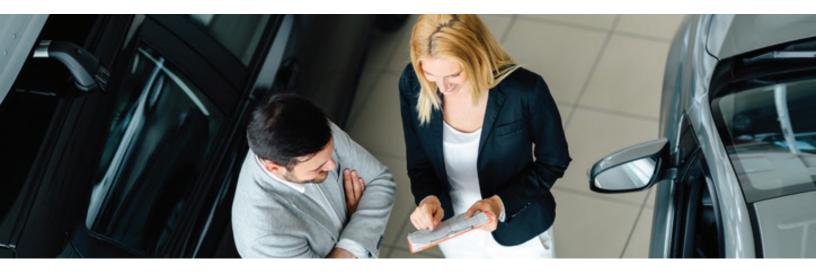
V12 AutoID includes the following data on every lead record:

- Name
- Address
- Make
- Model
- Year

Premium selects include:

- Online browsing data
- Dealership visits
- In the market for a new vehicle
- Consumer demographics
- Segmented wealth modeling
- Email address

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

- Data is available on all major digital platforms

- Kelley Blue Book and Black Book data available

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

In-Market Model

- Predicts what manufacturer a consumer is in the market for

- Identify consumers 4.2X more likely to purchase a vehicle within a 90-day time frame

- V12's in-market model uses behavior data and machine learning, marking a dramatic improvement from historical purchase data

- Built using V12 Signals, which uses mobile location device data to identify shoppers who have visited a dealer's lot within the previous 24 – 48 hours

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

V12 Signals

V12 Signals Mobile

- Reach shoppers who have recently visited your store or a competitor's lot

- Each lead includes contact info, demographics and VIN data

V12 Signals Online

- Reach in-market vehicle shoppers by browsing activity

V12 Signals WebID

- Identify visitors on your website and market to them via omnichannel campaigns

V12 Signals Events

- Market based on lifestyle changes and trigger data such as new children, new teen driver, retirement and more

Movers

- Hundreds of auto brands nationwide generate an average monthly response rate of 12% using new mover marketing programs

To take your customer acquisition to the next level,
email info@v12data.com or call (833) 812-4636.