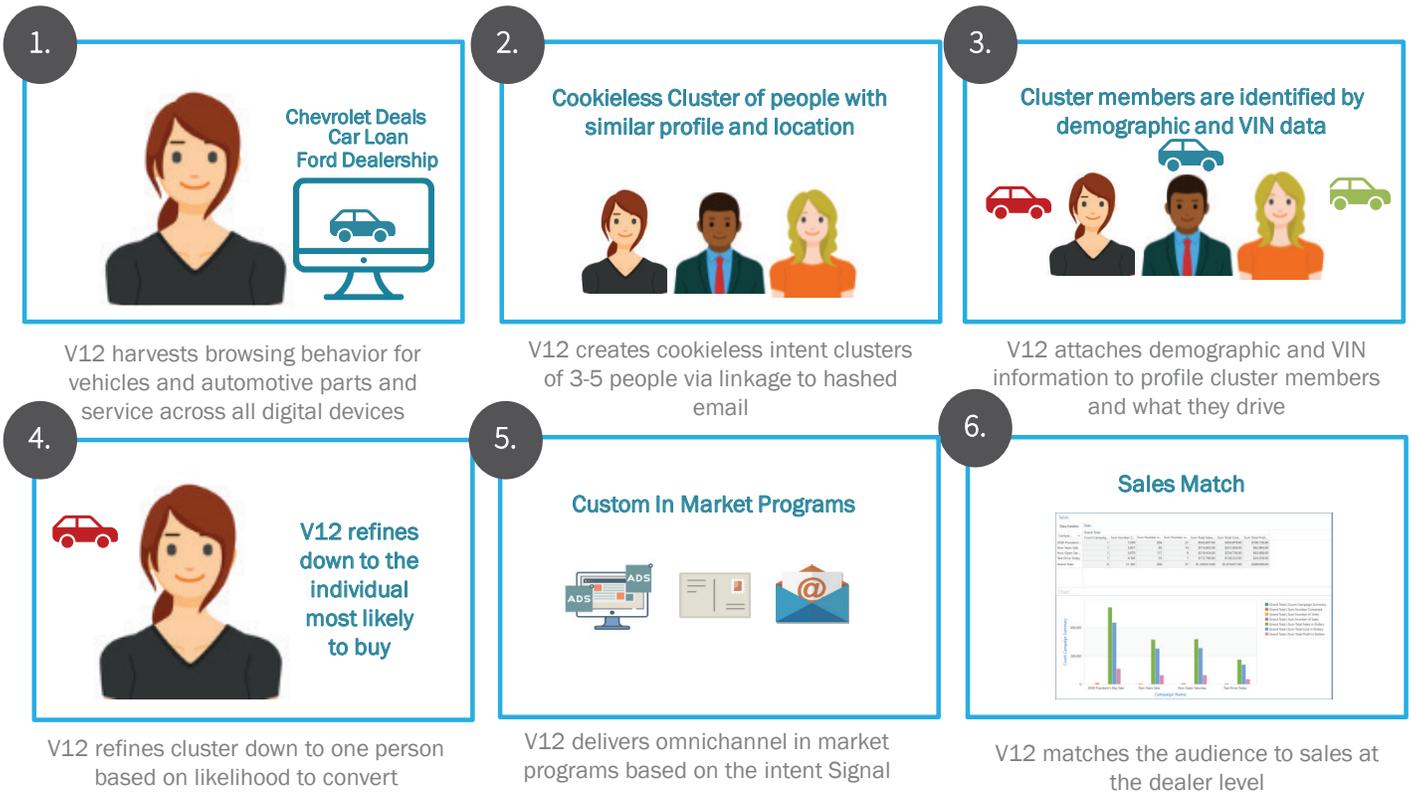# REACH IN-MARKET AUTOMOTIVE SHOPPERS BY BROWSING ACTIVITY

Identifying in-market automotive shoppers is crucial for success in today's environment. Powered by V12 Signals in-market technology, V12 Signals Online for Automotive identifies shoppers with online intent to purchase and markets to them with omnichannel campaigns.

V12 collects actual online behavior data in real-time, leveraging a broad network and innovative techniques to discover behavioral keywords, phrases, and terms. Using this intelligence, we use an innovative cookie-less targeting solution to power your campaigns and accelerate your customer acquisition.

SIGNALS ONLINE TARGETS ACTIVE ONLINE SHOPPERS VIA COOKIELESS TARGETING

1.

**Chevrolet Deals
Car Loan
Ford Dealership**

V12 harvests browsing behavior for vehicles and automotive parts and service across all digital devices

2.

Cookieless Cluster of people with similar profile and location

V12 creates cookieless intent clusters of 3-5 people via linkage to hashed email

3.

Cluster members are identified by demographic and VIN data

V12 attaches demographic and VIN information to profile cluster members and what they drive

4.

V12 refines down to the individual most likely to buy

V12 refines cluster down to one person based on likelihood to convert

5.

Custom In Market Programs

V12 delivers omnichannel in market programs based on the intent Signal

6.

Sales Match

V12 matches the audience to sales at the dealer level

LEADING VIN DATABASE PROVIDES THE FOUNDATION

V12 AutoID

Data on 186+ million VINs and 215+ million consumer addresses, available for all 50 states, including privacy states

EXAMPLE JOURNEY TO PURCHASE LEVERAGING THE V12 FAMILY OF SIGNALS SOLUTIONS
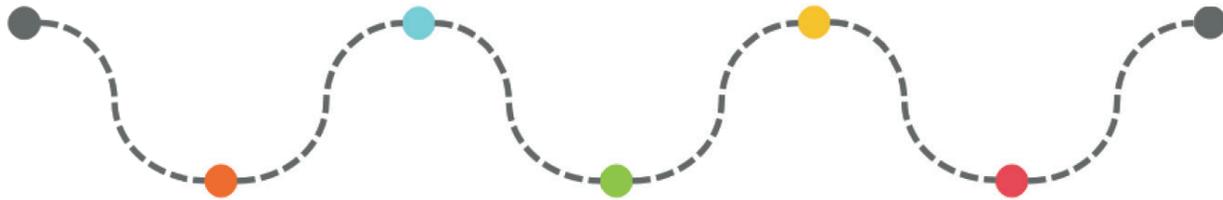
Meet James

James moved in last 6 months to Wakefield, MA and starts looking for a new car. He thinks he wants a Toyota and browses online.

James gets a series of campaign communications from the Lynnfield Hyundai dealership

James buys a 2019 Sonata!

James is 34 years old, married with 1 child

James visits a Toyota dealership in Lynnfield. The Lynnfield Hyundai dealer is working with V12 and thus knows that James has made that visit

James visits the Hyundai dealership and because they know he's in market they make an aggressive offer

V12 SIGNALS Mobile

142MM lot visits per year by 71MM consumers

19% conversion = 13.5MM cars sold

V12 SIGNALS Online

Over 1B digital shopping signals per year by 50MM consumers

8% conversion = 3.5MM cars sold

Visibility into 17MM cars and light trucks sold
(2019 U.S. run rate)