

V12 DATA SETS RECORD HIGH WITH 4X SALES CONVERSION RATE IN AUTOMOTIVE INDUSTRY

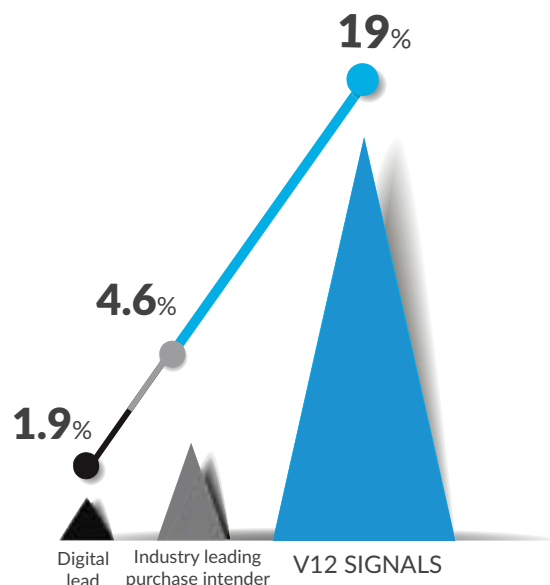
CHALLENGE

With sales slowing for the automotive market, major automotive brands are looking for ways to target in-market consumers that are ready to purchase, as well as retain their current customers.

SOLUTION

Leveraging V12 Signals™, our automotive clients were able to identify customers who were imminent purchase intenders and actively shopping for vehicles. These clients were provided with daily consumer audiences who had visited a dealer's lot within the previous 24 - 48 hours.

The leads included name and address and were often enhanced with additional demographic, vehicle, and contact data.



RESULT



V12 Data's latest reports show that of V12 Signals™ automotive shoppers identified, 19% purchased a vehicle within a 120-day time frame.