

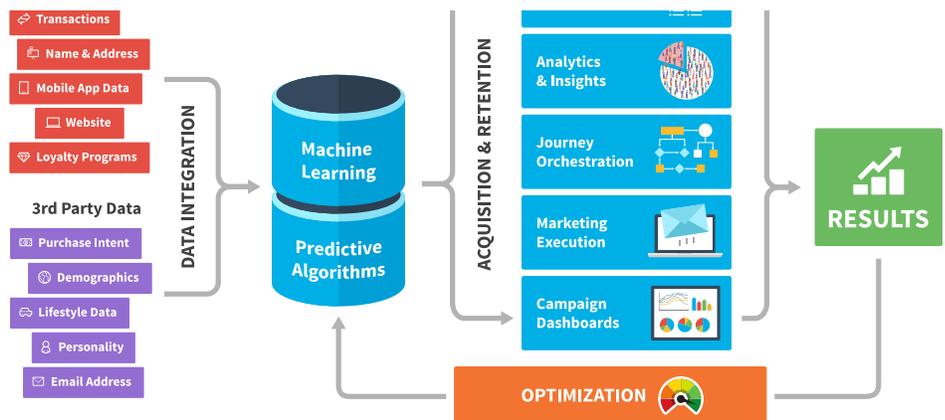
Drive Growth with Leading Aftermarket Solutions that Deliver Proven ROI

Did you know that the average age of cars on the road is now 11.6 years as consumers hang on to their cars longer and purchase vehicles that are already more than 10 years old. Wouldn't you like to be able to identify in-market consumers by VIN, purchase triggers, and other imminent intent indicators? V12 provides a full suite of aftermarket data and technology solutions to drive growth and deliver tangible ROI.

V12 VELOCITY

Technology, Data and Marketing to Drive Outcomes

Introducing V12 Velocity for Aftermarket, an integrated Customer Data Platform (CDP) solution to acquire in-market parts and services shoppers. Our bundled package provides brands with industry-leading data and technology tools to power acquisition and retention strategies while delivering sustainable ROI.



You can now acquire in-market parts and services shoppers in a matter of weeks with our quick-start acquisition program or choose to access our full Customer Data Platform for end-to-end marketing strategy execution.

Two Ways to Drive ROI Today:

All-In-One CDP Solution

- Full Platform Access
- Data Hygiene
- Name & Address Standardization
- Acquisition Data
- ROI-Driving Data Packages
- Marketing Execution
- Automated Email Deployments via Journey Orchestration
- Multi Channel Integration (SMS, Direct Mail, Ecommerce)
- Implementation
- Marketing Partner Consultancy to Ensure Your Strategy Effectiveness

Quick Start Acquisition Program

- Target In-market Shoppers
- Quick Start Module, Up and Running in Less Than 2 Weeks
- Your Customer Data Used for Suppression & Profiling Purposes
- Web Behavior Capture for Ecommerce Sites
- Acquisition Data
- Available Data Elements Include Email, Postal, In-market Shoppers, New Movers and Life-event Data
- Marketing Execution
- Automated Email Deployments via Journey Orchestration
- Implementation
- In-depth Reporting and Dashboards

V12 DATA

V12 AutoID

Target Consumers Based on Their VIN Ownership

- 186+MM VINs tied to owners
- 80+MM households with detailed make, model/ year available on each VIN plus details on engine size, trim, etc.
- Zero marketing restrictions

V12 Mover

- Drive growth by targeting new movers and other purchase triggers in the household such as new drivers, economic changes, and more



New movers are 90% more likely than established residents to purchase a car within the first year of their move.



Hundreds of auto retailers and repair shops nationwide generate an average monthly response rate of 12% using new mover marketing programs.

V12 AudienceLink

- With the recent changes at Facebook, turn to V12 as your trusted partner in creating high-quality audiences for easy distribution through your client accounts or approved Facebook integration partners
- Industry-leading third party data set with 100% opt-in emails and we follow rigorous quality and privacy standards, ensuring our sourcing collection methods are 100% compliant with state and federal laws
- Clients using V12 AudienceLink for Facebook campaigns have experienced a 3x increase in sales conversions and a 20% increase in engagement

V12 SIGNALS

Mobile Location Intelligence Solution for Auto Service and Automotive Aftermarket

Know Who is in Your Competitor's Store

- V12 Signals™, utilizes mobile devices to identify consumer audiences who have visited an automotive service or parts location within the previous 24-48 hours
- Understand potential defection or conquest from your competitors
- 650k aftermarket signals per month



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