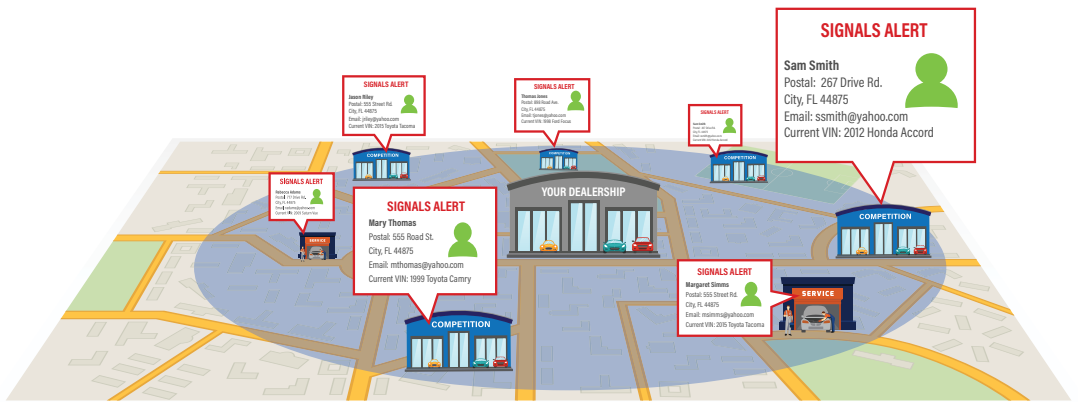
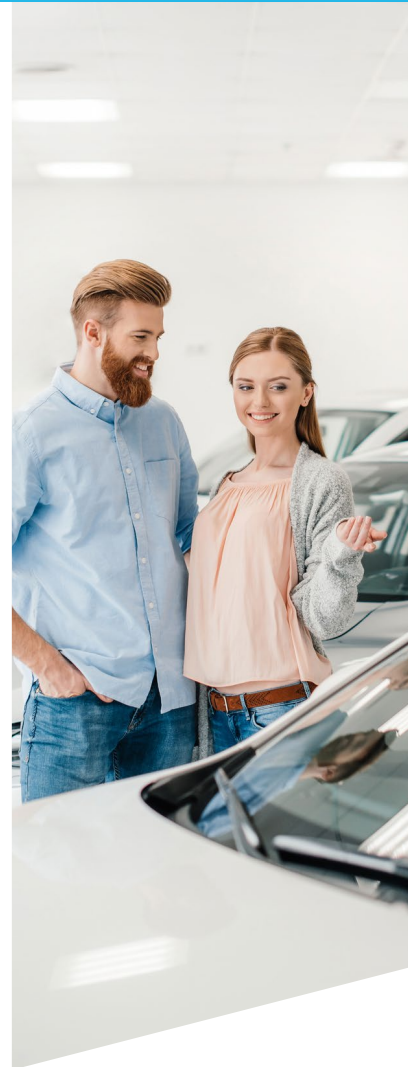


V12'S NEW IN-MARKET AUTOMOTIVE MODEL: Identify Consumers 4.2X More Likely to Purchase a Vehicle Within a 90-day Timeframe.

V12's New In-Market Model Uses Real-Time Shopping Behavior Data and Machine Learning Marking a Dramatic Improvement From Historical Purchase Data

V12's new in-market automotive model leverages data based on real-time purchase indicators so you can target consumers who are 4.2 times more likely than the average U.S. population to purchase a vehicle with a 90-day time frame.

The in-market model was built using our proprietary intender solution, V12 Signals, which uses mobile location device data to identify shoppers who have visited a dealer's lot within the previous 24 - 48 hours. Our Signals solution has set record-highs for V12's clients, delivering **4x sales conversion rates and 3x engagement rates** compared to other leading acquisition data sets available in the market. Using machine-learning processes, the model is continually ingesting this feed of in-market behavioral data to deliver up-to-date intelligence.

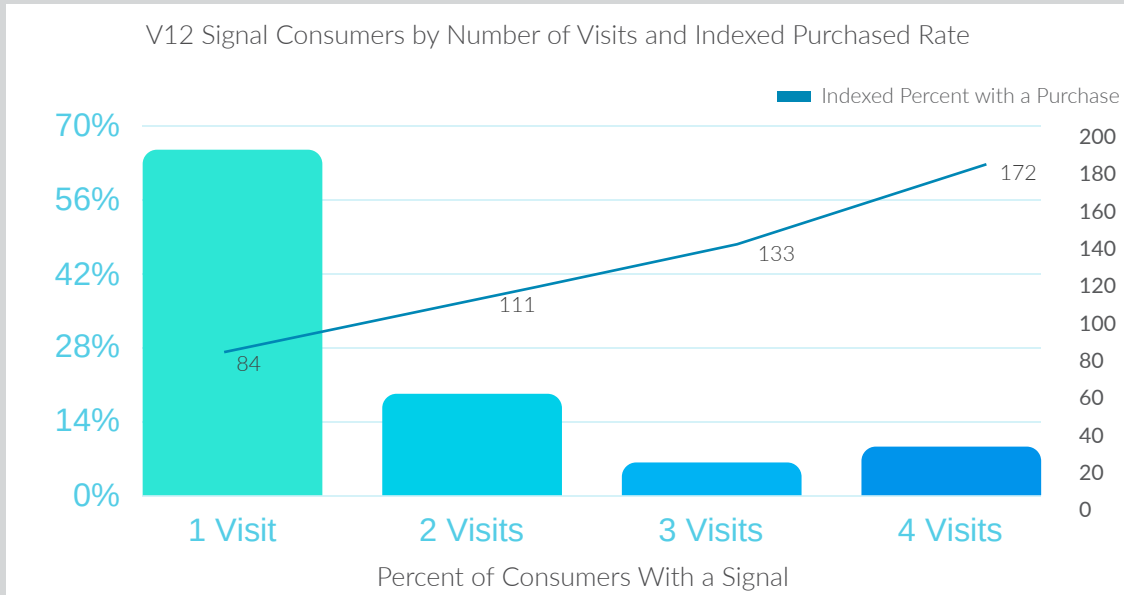


As part of the development process, V12 Signals data was validated against verified auto purchase data. Research done in conjunction with a third-party research partner revealed that consumers with multiple visits to a dealer within a two-month time period are more likely to purchase a vehicle in the next 90 days compared to consumers with only a single visit. Based upon this data, consumers with 4+ sales visits have a much higher purchase rate compared to consumers with fewer visits.

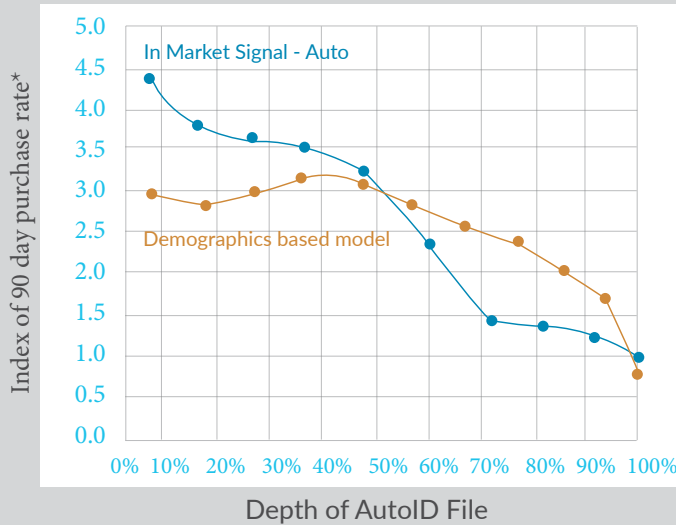
Continued on backside _____

V12 SIGNAL CONSUMER STUDY RESULTS

The likelihood of purchasing a car increases as the number of visits to a dealer increase.



The In Market Signal – Auto model identifies the consumers who are likely to purchase a car.



The top decile is 4.2x more likely to purchase a car than the bottom decile

* A V12 partner provided cars sales (new and used) from March 1, 2018 – May 31, 2018. These purchases were used to determine the relative purchase rate by score

Our VIN database, V12 AutoID, provides the foundation for the in-market automotive model. V12 AutoID is the largest and most accurate VIN database in the automotive marketing industry with information on over 215+ million consumers and 186+ million VINs. The database is available for all 50 U.S. states with zero marketing restrictions and is fully compliant with the Shelby Act, DPPA, and other similar legislation.

V12 has the experience, the know how, and proven track record to make your acquisition and conquering program successful, email info@v12data.com or call (833) 812-4768.