

3-Screen Automotive

Target consumers for automotive finance offers using your choice of credit bureau

Our tri-bureau prescreen solution offers you access to a unique combination of data from multiple sources, allowing you to target consumers for pre-qualified automotive financing offers with remarkable accuracy. By seamlessly integrating credit, vehicle and demographic data, this solution offers a multi-dimensional view of each prospect.

Benefits of multi-source prescreen programs

- Increase your universe of qualified prospects by up to 72%.
- Reduce costs associated with processing multiple bureau files—typically \$10,000 per campaign (Based on 500K to 1MM units per month).
- Improve risk assessment by evaluating criteria across multiple credit bureaus and geography.

Updated monthly, this file includes records on approximately 200 million consumers nationwide. You can segment any portion of the list to reach the best prospects for your products or services. The vast quantity of names and varied selection capabilities make this one of the largest and most flexible credit-based consumer lists available.

Use any combination of criteria to identify your prospective targets

- Match lending products to prescreened consumers
- Identify prospects without auto trades
- Leverage a combination of make, model, and year information and credit data
- Exclude consumers who have recently taken out a new automotive trade

Industry standard count and fulfillment system

All of our data products are accessible through Intelidata Express, our online count and fulfillment application. This innovative technology allows users to run real-time counts, view order history, upload and manage suppression files, deliver segmentation reports and more...all within a matter of minutes!

FEATURES:

- **STANDARD ATTRIBUTES:**

- Name
- Address
- Phone Number (by request)

- **CREDIT ATTRIBUTES:**

- Scores
- Bankruptcies
- Revolving Debt

- **VEHICLE ATTRIBUTES:**

- Months Remaining on Vehicle Trade
- Paid-Through Amounts
- Payment Information

- **VEHICLE AFFINITY:**

- Make
- Model
- Year
- New/Used Propensity
- Vehicle Type Propensity

- **DEMOGRAPHIC ATTRIBUTES:**

- Age Range
- Estimated Household Income
- Length of Residence

***Note:** Credit bureau membership and compliance agreements meeting FCRA guidelines are required. Mail pieces and/or telemarketing scripts must be FCRA compliant.*

**Contact your Tranzact IS sales representative for more information:
1.888.707.7600~ sales@tranzactis.com**

Tranzact Information Services
301 Yamato Road, Suite 4150
Boca Raton, FL 33431
www.tranzactis.com