

Automotive Inquiry Triggers

Target consumers when they are "IN PLAY."

The key to successful direct marketing is getting the right message to the right audience at the right time. Our Automotive Inquiry Trigger leads allow you to identify and communicate with consumers at the precise time they are most receptive to your offer...when they are shopping for an auto loan.

Target consumers with verifiable auto loan inquiries.

Credit inquiries originate from a number of sources, including both lending institutions and third-party data resellers. Using a sophisticated evaluation process, we filter these inquiries to purge any false triggers from this marketing universe.

Target credit-qualified consumers.

Market exclusively to credit-qualified prospects by applying your qualification criteria before you take delivery of the file.

Target prospects who match your product profile.

You can overlay a wide range of additional criteria to match the profile of your best prospects. A list of our most popular selection criterion is listed at the right. Our seasoned team of database marketing experts will help you leverage the best combination of attributes for your specific product(s).

Enjoy the convenience of automatic trigger delivery.

Compiled daily, our trigger data is available through our online count and fulfillment system, Intelidata Express. This innovative technology offers you the flexibility to sign-up for automatic trigger delivery, ensuring you receive leads within 24 hours of an auto inquiry being posted.

FEATURES:

- **STANDARD ATTRIBUTES:**

Name
Address
Phone (by request)

- **CREDIT ATTRIBUTES:**

Credit Score
Revolving Debt
Age of Inquiry
Age of Most Recent Trade

Credit bureau membership and compliance agreements meeting FCRA guidelines are required. Mail piece and/or telemarketing script 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