

# Automotive Data

## Target consumers for automotive offers by leveraging vehicle ownership information

Our automotive data is compiled from both dealer registrations and self-reported information. By leveraging a powerful combination of automotive, geographic, demographic, lifestyle and behavioral data, we help marketers develop highly targeted prospect lists for the automotive industry.

### Vehicle Affinity Selections

Leverage our year, make and model data to identify consumer affinities toward:

- New or used vehicles
- Vehicles within a certain class
- A particular make or model

### Add Risk Insight

Include our Risk Insight model as part of your targeting strategy. This model offers high-level risk management without the burden of making a pre-approved offer of credit while still maintaining the accuracy of the data.

### 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)
- **DEMOGRAPHIC INFORMATION:**
  - Age
  - Gender
  - Marital Status
  - Estimated Household Income
  - Presence of Children
  - Homeowner
- **VEHICLE AFFINITY:**
  - Make
  - Model
  - Year
  - New/Used Propensity
  - Vehicle Type Propensity
- **PROPRIETARY MODELS:**
  - Risk Insight

**With the largest, most deeply populated and accurate information available and a team of direct marketing experts on hand, Tranzact Information Services is uniquely positioned to help marketing professionals acquire new customers.**

**Contact your Tranzact IS sales representative for more information:**

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