experian.™

INSIGHTS

Understand your customer before choosing your audience

Today's automotive OEM marketers, agencies and large dealer groups are challenged to reach the right audience with relevant messages across the consumer auto shopping journey. With the explosion of personal devices, shifting media consumption, and changing buying behaviors, marketers understand the key is first to find the right customers to target.

> "Marketers can use data insights to learn everything they can about their customers and prospects before selecting an audience."

From our perspective, we believe today's automotive marketers can implement highly effective, cost-efficient campaigns if they use data **Insights** to learn everything they can about their customers and prospects before selecting an audience for campaigns.

Let the data do the work

Savvy marketers use a data-based decisioning approach to learn about their consumers before choosing the best audience. This helps eliminate marketing waste and delivers a more significant return on marketing spend.

Here are a few examples of data-driven insight solutions that leverage consumer, market and vehicle data insights. These solutions help marketers identify the right auto consumer, determine the most effective channel, choose the right audience, and reach the consumer at the right time in the buying journey.

Brand and model level business intelligence solutions

Automotive marketers can make more informed marketing decisions by evaluating a complete and current picture of their unique market. With Experian's Velocity for Media solution, they can review insights to answer critical questions like:

- In which specific geographies should I invest more/less in current or future marketing efforts?

- Where am I currently positioned strongest, and how has this changed over time?

- How are my competitors positioned?

- Am I in a position to win/grow?

Other insights include:
- A complete view of the market by vehicle segment:
  - Share of class and class size
  - Top models by share and registration count by class
- Compare against demographics, economics, and geography
- Competitive brands and models compared against other brand/models
- Insights into where a brand and/or a model is best positioned

Consumer marketing database

Who are your best prospects? The first step in any data-driven marketing strategy is learning more about your best customers. Some of the most influential data points are core demographics; they really are the must-haves (marital status, age, income, and presence of children) for any marketing program, and they help lay the foundation for a full-fledged, data-driven strategy.

Experian's ConsumerView^{SM} U.S. marketing database includes demographics, buyer personas, wants and needs, buying patterns, customer behavior, preferences, attitudes, commonalities, and more.

🗄 Experian's ConsumerView^{SM} database

These data insights cover:
- 300 million+ consumers
- 125 million+ households
- 1,500+ individual and household level attributes
- 2,500+ geographic attributes

Consumer lifestyle segmentation

How and when should you reach your customers? What motivates them? It starts with segmenting your customers and ends with reaching them across their preferred channels. The result is a data-driven contact strategy that targets your best customers across various channels.

Powered by the ConsumerView database, Experian's Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies U.S. households and neighborhoods into 71 unique types and 19 overarching groups. This provides a 360-degree view of consumers' choices, preferences, and habits. These groups are further broken down into multiple segments, providing auto-specific criteria in each. Auto criteria such as:

- Type of vehicle they are in-market for
- Type of vehicle they currently own
- Purchase/lease price of current vehicle
- Age of current vehicle
- Prefer used vehicles/not interested in used vehicles
- Loyalty by brand, make/model
- Preferred communication channel

Experian's Mosaic® USA

19 Major segment groups — BROKEN DOWN INTO → **71** Unique household/ neighborhood types

ALL INCLUDING

Auto–specific criteria
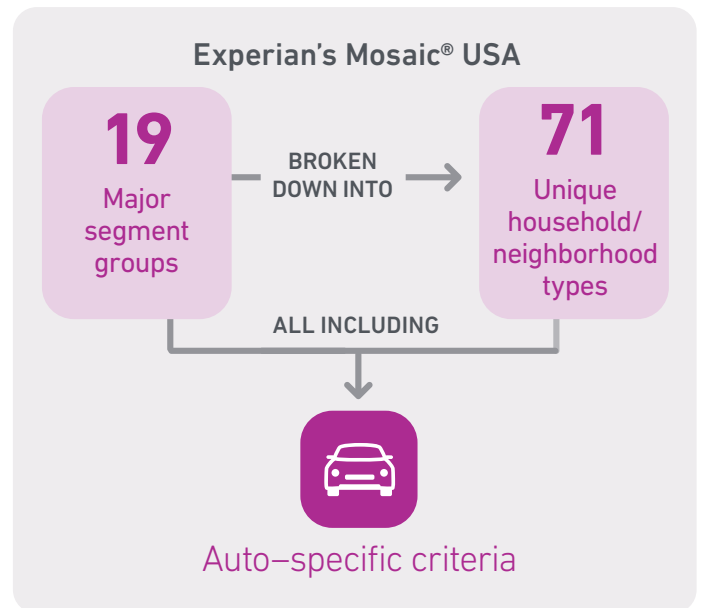
Using Mosaic can help marketers identify and reach consumers across their preferred channels to create marketing campaigns that resonate. Understanding how various lifestyle segments interact with a brand on different devices and channels can help tailor experiences to better match consumers' unique expectations and maintain consistent (and positive) experiences across online and offline touch points.

The big picture
A highly-effective campaign using data insights to drive decisions.

Goal
A client would like to identify customers interested in a high-end luxury vehicle priced $75K+ in a specific geographical area.

Action
The client leveraged Velocity for Media to determine the prevalent lifestyle segments of customers who have purchased the vehicle they want to advertise. They also can determine the customer segments who have purchased competitive vehicles so they can also market to those customers.

With this initial customer insight, the client can access the lifestyle segmentation portal to understand the customer's demographic and psychographic information, including their buying and communication preferences.

Segmentation
Based on the insights provided by Velocity for Media, marketers can focus marketing efforts on the "Power Elite" group with attributes including:

- Married couples with kids

- Head of household between 36-45

- Household income of $250K+

- Highly educated

- Financially well-invested

- Participate in charitable giving

- Currently own a luxury vehicle (Ex. Mercedes Benz GLS, Audi S5, Land Rover Evoque)

- Current vehicles are 0-5 years old

- Quality matters to them, and they are savvy researchers

- Prefers Digital News and email communication

- LinkedIn is their social media channel preference

Understanding these key characteristics and attributes allows marketers to choose the right audience for better target marketing. (Read more about our Audiences solution in our previous Perspectives resource: *Automotive audience choices are key to ever-changing strategies.*)

Our insights provide the intelligence needed to send the right message to the right person at the right time.

In closing

For over 50 years, Experian has provided automotive brand marketers with advanced data, analytics, and technology to understand current and prospective car shoppers better, and communicate with them more effectively and personally.

Insights is part of the Experian Marketing Engine,™ the marketing solution that helps advertisers, agencies, and platforms identify the right audience, uncover the most appropriate communication channels, develop messages that resonate, and measure marketing effectiveness.

Going forward

To learn more about the full suite of Experian Marketing Engine solutions, visit us at **www.experian.com/automotive/marketing**