

OmnilImpact™ for automotive

Automotive marketing insights at your fingertips

Experian's automotive data powers OmnilImpact measurement reporting, bringing sales performance for brands and competitive analysis to digital automotive marketing campaigns.

Experian provides marketers with a valuable solution to measure the performance of their digital automotive marketing campaigns

- Evaluate digital and TV campaign performance
- Evaluate and adjust marketing strategy
- Identify best performing audience segments or offers
- Gauge sales lost to competitors

Experian has a unique advantage over other automotive data providers. Our ability to integrate our multiple data sources from our credit, vehicle and marketing databases allows for a level of unmatched intelligence. Our clients can see trends and act before the competition, giving them the actionable insights and a competitive advantage to make decisions that position them to win in a crowded marketplace.

Make, model and vehicle class reporting

Investigate campaign performance by vehicle make, model and vehicle class

U.S. benchmark control analysis

Compare campaign performance against a sample of U.S. consumers

National sales

Review national sales data for the duration of the campaign

Competitive analysis

Access competitive insight by make, model and vehicle class based on the campaign audience

Flexible data delivery

Export aggregated data, visualizations and reports

Test vs. control analysis

Review campaign performance based on incremental lift

Media platform random control analysis

Compare campaign performance against a sample of media operator subscribers not related to the audience

Multiple reads

Receive quicker access to campaign performance with two reads

Vehicle sales projections

30, 60 and 90 day projects from a glance into future sales for the campaign performance

Easy to read dashboards

Access to dashboards and visualizations for quick and easy access to campaign performance

Omnimpact for automotive

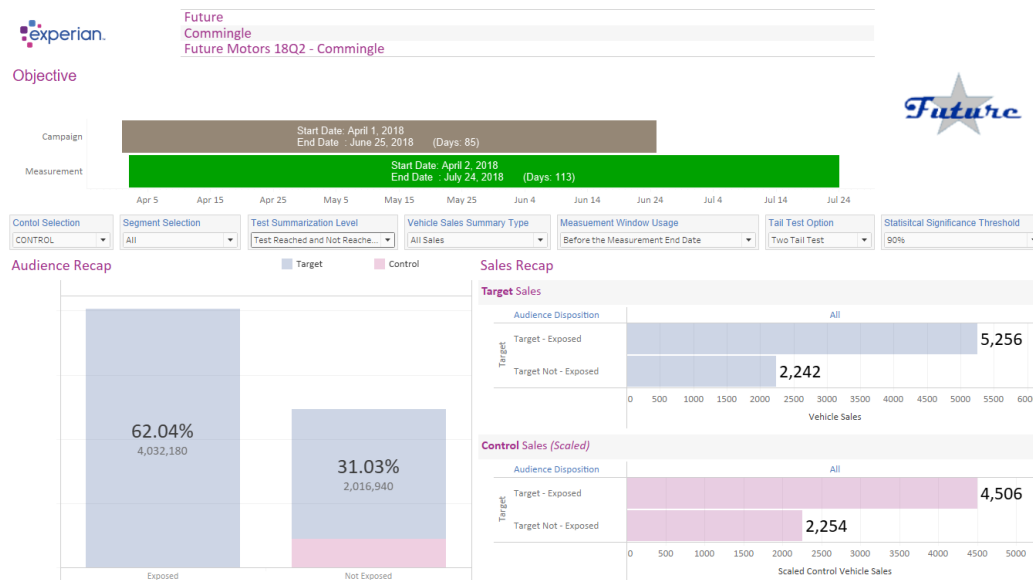
The power of Experian automotive data

- Covers every vehicle purchase transaction in the U.S.
- New and used vehicles
- Covering over 270M vehicles in operation in the U.S.
- Derived from a variety of public and private vehicle data sources

Key Automotive Measurement Questions

- Did your campaign drive incremental sales for your brand (make & model)?
- How did your sales within the campaign perform vs. your competitors?
- How were your vehicle sales vs. the Experian national benchmark for the campaign?

“Digital media has created an expectation of accountability, tying media to business results. Experian reporting brings that same accountability to television and cross-screen campaigns. Together, we’re able to solve client problems. Experian’s Automotive Measurement Reports definitively prove our addressable video campaigns successfully drive business outcomes; whether that be an increase in sales, web traffic, foot traffic, etc.” — Lisa Kuchar, Cadent, one2one addressable



Are you ready to take your automotive measurement to the next level? Contact your Experian representative, call (877) 902-4849 or email experianmarketingsolutions@experian.com today to start measuring your marketing effectiveness.