

Case Study

Large automotive dealership

OBJECTIVE: A large automotive dealership needed help identifying areas for promotional cross-marketing

- They hired us to **pinpoint the right local business for partnership** with the purpose of driving customer traffic

SOLUTION: By comparing hundreds of ConsumerView elements, Experian identified the best areas of opportunity

- By ranking existing customer interests against the overall population, **key areas of interest were identified**

RESULTS: Experian assets indicate that their customerbase likes:

- Spending time on **Hunting, Wine, Sports, Fitness and Education**

CONCLUSION: The most effective marketing outreach would be for the dealership to partner with:

- **Sporting events; 5K's; & sponsoring local sports teams**

