



# Experian Dealer Positioning System<sup>®</sup>

The Experian DPS<sup>®</sup> brings answers.

Which advertising is **working**?

- Hold **vendors accountable** with unbiased reporting.
- Get campaign-by-campaign **attribution and ROI**.

How can you **grow market share**?

- Know where to advertise and the **best media to buy**.
- Optimize ad spend based on preferences of buyers **in your market**.

What **actions** do you need to take right now?

- Join monthly calls with a Performance Manager to build a plan of attack.
- Be proactive with suggestions from automated **action items** and reports.

**Hold  
Vendors  
Accountable**

**Grow Your  
Market Share**

**Actionable  
Strategies**

Join dealers who have increased their sales by more than **10 vehicles per month**.

Schedule Your **Free In-Store Analysis** Today!



By combining my dealerships' data with big data sources, localizing the info to the zip code level, and building in inventory movement information, **I am more intelligent and responsive than my competitors who don't use the DPS.**



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