

BEBdata

Consumer **Bankruptcy** Data

bebdata.com

GEO FRAMING

Automotive Exchange



INTERESTED IN MARKETING TO ACTIVE CAR BUYERS VERSUS A BIG DATA REPRESENTATION OF THE MARKET AT LARGE?

DATA FRESH DAILY - The Automotive Exchange

Our partner captures more buyers, actively in the act of shopping for a new or used car, than any company in the US. Whether you are marketing cars, insurance or financing, we deliver just the active shoppers currently in the market.

ACTIONABLE – In Market Intenders

- Encompassing 16,000+ dealerships representing 44 automotive brands nationwide
- Jan – Dec 2017 unique qualified intenders: 39,723,557 representing 47,251,171 visits

WE BUILD HAYSTACKS OF NEEDLES – Your target, Our Lens, Waste Free

Traditional digital response and transaction rates are dropping to sub 1% effectiveness. Targeted audience selection and segmentation provide the greatest upside to response rates and the cost wasted communications. We specialize in refining audience selection.

THE DATA OF INTENT – Capturing Intent, Defining Affinity, Refining Marketing

Showing up at a physical location is the strongest indicator of affinity and intent. Our methodology is built around our ability to identify prospects vs. cookies in the act of visiting physical locations anywhere in the US. We create and curate data-rich custom audiences based on actual visitors.

SHOWING UP MATTERS – Real prospects, Currently Active, Target Locations

Showing up at a physical location strongly defines intent. Always included is a geodemographic scoring of the individual and access to device ID's and residential address to facilitate targeted digital, mobile and or direct mail communications. We can apply this at any US location with the specificity and results previously only available to online visits.

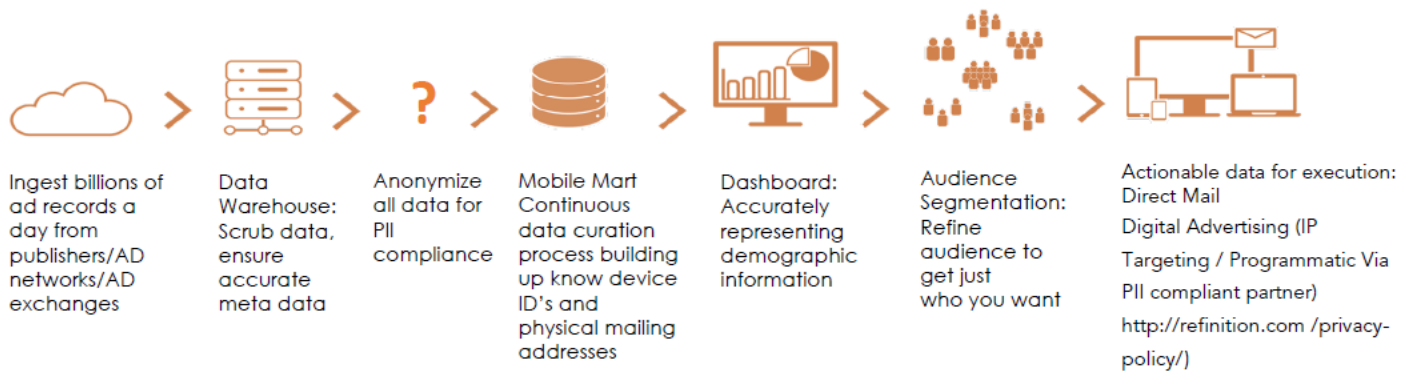
ALL IN VS. OPT-IN – Wider Audience, Any Location, Just Visitors

We deploy a frictionless approach that requires no Wi-Fi or app opt-ins, is completely passive to the location visitor. Our wide aperture allows us to build audiences at a full order of magnitude greater than the traditional approaches. This is accomplished while adhering to all applicable Public Privacy laws and regulations.

DATA FRESH DAILY – Go Forward, Look Back, Miss Nothing

This process runs 24 hours a day, 365 days a year. Our partner has created a continuous and curated custom collection of proximity-based, vertically focused prospects. This is offered from our existing Data Fresh Daily Exchanges or on a custom client basis.

HOW IT'S DONE



REFINED MARKETING – Just Intenders, Focused Media, Refined Messaging

Our partner delivers fully segmented audiences built upon key geographic and demographic indicators so you can select from a refined audience of intenders. Turn-key delivery of these associated device ID's and physical addresses to a privacy policy compliant execution provider ensures limited waste and expedited marketing.

Our partner can help you navigate complex issues and challenges as they are working at the intersection of data and insights by removing the barriers, raising the bar and revolutionizing the way clients drive past the traditional digital solutions.

PRICING INFORMATION AVAILABLE UPON REQUEST

BEBdata.com | 800-969-5568

