VELCITY FILE

AUTO SELECTS

Vehicle Make

Vehicle Model

Vehicle Year

VINs

First Seen

Last Seen

Vehicle Style

Vehicle Class

Number of Vehicles

Vehicle MSRP

Purchase Date

Purchased New/Used

Fuel Type

Manufacturer Type

OTHER SELECTS

Modeled Credit

Boat Data

General Demographics

Emails & Phones

SPECIFICS

Approximate Size:

178 million households

COMPOSITION

- Sources comprising over 900 million records.

- DPAA and Shelby Amendment compliant.

- Largest and most accurate auto data on the market.

Velocity Auto *In-Market* Model

What is an In-Market Model?

This is a select that goes from 1 to 10, expressing the likelihood a prospect is ready to purchase a vehicle.

How is our Velocity In-Market model better than others?

Most models determine if a prospect is in the market for a vehicle based on their past purchase history or when a lease ends. We continue to use these types of purchase indicators, but add trigger information called Signals to the model. This increases response significantly, since it is based on real-time visits to the dealership.

What is Signals?

Signals is a trigger product that is sold at a cost of a $1 or more per lead. Leads are generated real-time by prospects entering the vehicle lots of dealership located in the U.S.

Some Signals Statistics:

1. People who have visited a dealership in the last 60 days are 30% likely to buy a vehicle in the next 90 days.
2. People who have visited dealerships 4 times or more in the last 60 days are 60% likely to buy a vehicle in the next 90 days.

How to use the In-Market Model?

Not all prospects have a vehicle preference. If you decide not to target by specific car information (make/model/year), it is suggested you use an In-Model score of 1, 2 or 3 for effective marketing. Or you can trim counts by going to just the 1's and 2's.

If you are using the model with make/model/year, you can select a score of 1 to 5 to target the best prospects of these.

What is the cost of the In-Market Model?

The cost is $20/M (no minimum) on top of the normal Velocity pricing.

Note that Make/Model will be output on In-Market orders, even if Make/Model has not been selected.