

Experian Secure Auto Intelligence



Experian Auto Audiences via InfoSum Data Clean Room

Unlock the full potential of your first-party data with Experian Identity and Auto Intelligence within the InfoSum Data Clean Room. With direct access to rich consumer-level data in a secure easy-to-use platform, businesses can discover new insights about in-market or current car owners, extend match rates, improve targeting, and optimize campaign performance all with a just a few clicks.

Experian provides enriched in-market signals to enable businesses to efficiently connect directly to high-propensity consumers that can be easily and securely accessed directly from the InfoSum Secure Data Clean Room. Connect and engage with the right buyer at the right time with comprehensive auto-intender intelligence matched directly to your existing customer base.

- **Identity:** Extend match scale and accuracy with Experian identity Graph
- **Planning:** Identify the highest performing segments from on-the-shelf to fully custom audience
- **Activation:** Direct or programmatic activation across all channels
- **Measurement:** Easily monitor and optimize performance across campaigns

Key Benefits

Privacy and performance without compromises

Experian Auto data within the InfoSum data clean room eliminates data leakage or PII exposure providing only pure intelligence and performance without the risk.

Extend reach, scale, and accuracy across channels

Safely harness the full power of Experian identity data to connect with partners and extend match rate scale, accuracy, and performance with ease.

Fast, easy, and effective data collaboration

InfoSum platform tools, drag and drop functionality, and error-proof software puts everyday users, in the driver's seat to build, execute, and optimize at rapid speed.



Syndicated Auto Audiences

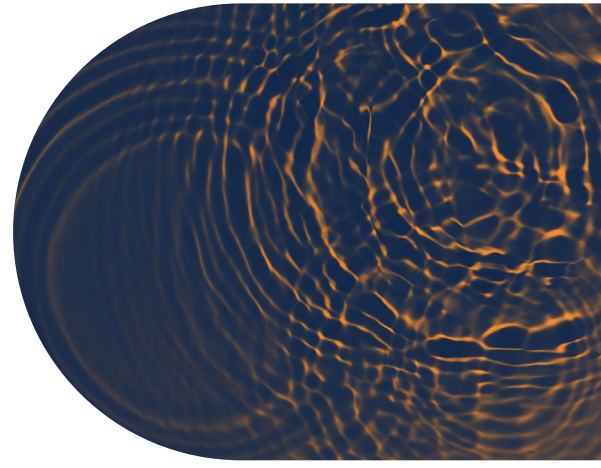
These syndicated audiences are off the shelf and ready to use across all channels and provide predictive ownership data, including in-market by body style, make and model, fuel type, vehicle price, vehicle age, and more for consumers planning to buy in the next six months.

- **900M+** North American registered vehicles
- **750+** audience models across in-market and current car owners
- **15B+** vehicle history records across **400M+** titles/brands

Aftermarket Audiences

Sell aftermarket products and services such as tires, batteries, automotive parts, and service packages. Drive consumers who are in-market for automotive parts directly to your online site or in-store location to make a purchase.

- Drive vehicle owners who are do-it-yourself consumers into your physical store location for parts and services
- Drive do-it-for-me consumers to your website to schedule a service visit or browse aftermarket products
- Identify and target motorcycle, ATV, powersports owners, and RV enthusiasts looking for aftermarket parts or services



Electric Vehicle Audiences

70+ audiences focused on likely buyers and owners of Electric Vehicle (EV) and Plug-In Hybrid (PHEV) vehicles. Of Experian's 750+ syndicated auto audiences, we offer a subset of 28 audiences focused on individual EV/PHEV vehicle models.

- Identify and engage with consumers in market for vehicles purchased within 180 days
- Deliver relevant messaging and offers to consumers who are likely electric vehicle owners
- Segment consumers based on other green or environmentally conscious shopping behaviors and preferences

Vehicle Lifestyle Audiences

Identify and engage with in-market or existing owner consumers who are interested in motorcycles, ATVs, powersports, and recreational vehicles (RVs). Drive in-store or online engagement.

- Build brand awareness and drive sales through tailored experiences built and delivered directly to motorcycle enthusiasts
- Advertise product availability from adult and youth helmets to All-Terrain Vehicles (ATV), Side-by-Side Utilities (UTV), and Youth ATVs
- Inform RV enthusiasts about parts and services to keep their vehicles in excellent condition including winterizing and summarizing reminders



Audiences built for your business

Semi-Custom

Combine Syndicated Auto Audiences with 1000+ lifestyle, demographic, psychographic and financial audiences.

On-Demand

Lookalike audiences, allow your team to create unique audiences using modeled data sets.

Premium

Target owners of vehicles who will be off-lease, off-loan and/or in positive equity.

Custom

Study and leverage your first-party data with Experian's data to build models specific to your needs.

hello@infosum.com

infosum.com/experian

 **INFOSUM**