

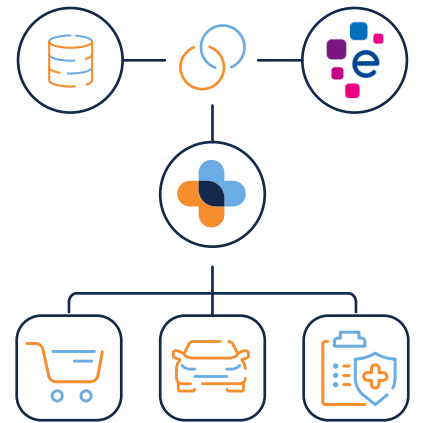
Experian Vehicle Purchase Insights

Empowering auto advertisers to amplify insights and performance

InfoSum users can now connect their Bunker(s) directly to Experian vehicle purchase insights to match, discover, and explore critical auto consumer detail to maximize campaign performance. With secure access to highly regulated data derived directly from the most recent national DMV records, auto advertisers can securely enrich and extend their own first party data to generate greater reach, scale, and relevancy with direct access to competitive intelligence.

All sensitive data within each Bunker remains fully obfuscated, aggregated, and protected enabling advertisers, agencies, and their partners to leverage the below intelligence to continually optimize audience segmentation and improve measurement accuracy with end to end privacy protection..

- Purchase detail about what consumers are buying nationwide
- Off-lease and off-loan car consumer insights
- Competitor vehicle sales down to the make, model, and body style



Auto-intender attributes

Connect and engage with the right buyer at the right time with comprehensive auto-intender intelligence matched directly to your existing customer base.

750+ insights across 949M+ vehicles in the U.S. and Canada.

Path to purchase

Effectively measure path to purchase of existing auto purchasers to learn how to best reach new high-propensity auto intenders.

Uncover new audiences to reach in future campaigns.

Competitive intelligence

Understand top in market audiences that purchase specific make, model, and body styles across competitor vehicles.

Optimize media investments and campaign tactics.

True data collaboration delivered at the speed of business

This powerful vehicle purchase data can be securely exported from the InfoSum platform to any desired destination for advanced analysis in your own environment. Fully empower your agency, data science, and analytical teams with protected access to enriched intelligence.

- Point-in-time irreversible synthetic ID generation ensures no transfer of PII between parties - ever.
- Utilize the Experian identity Graph directly within the InfoSum platform to extend match rate scale.
- Connect, enrich, and execute using the freshest data with continuous updates and protection.