

# HELPING AUTOMOTIVE DEALERS OPTIMIZE THEIR DATA

Solutions for any budget that help dealer better understand and connect with customers and prospects



	Crawl	Walk	Run
	Entry	Standard	Fully Optioned
<b>Identity</b>	Hygiene: Record cleaning Completion: Adds names and postal addresses Resolution: 1 <sup>st</sup> -party graph enabling customer recognition		
<b>Data</b>	<b>InfoBase:</b> 25 elements <i>Includes match rate report</i>	<b>InfoBase:</b> 25 elements <b>Automotive:</b> 75 elements (self-reported/ modeled) <i>Includes match rate report</i>	<b>InfoBase:</b> 25 elements <b>Automotive:</b> 75 elements (self-reported/ modeled) <b>Personicx:</b> Life stage <b>Financial:</b> 15 aggregated credit. economic stability, net worth elements <i>Includes match rate report</i>
<b>Analytics</b>	Analytics services are not part of the Entry package	Customer insights analysis	Customer insights analysis, as well as segmentation and modeling

\* Pricing dependent on several factors, including number of first-party data records. Minimum three-year contract required.