

BI Report for Auto

Target growth strategies through data intelligence

✓ **Attract the right customers**

Use broad intelligence to focus resources on acquisition via smarter customer profiling.

✓ **Drive effective marketing campaigns**

Enjoy positive ROI on sales efforts through thoughtful targeting.

✓ **Implement effective growth strategies**

Identify opportunities for growth across the full sales lifecycle.

✓ **Understand your business better**

Improve floor stock profiles and enhance sales training.

With TransUnion BI Report, auto dealers can access up-to-the-minute sales and market intelligence to inform effective decisions. Our interactive, user-friendly dashboard provides in-depth insights into consumer behaviour and wider market trends, allowing you to better profile customers and target campaigns for optimal growth.

Use intelligence to switch gears for growth

Changing consumer behaviour and fiercer competition has changed the automotive industry as we know it. To evolve with the times, auto dealers need to make faster, smarter decisions based on real market intelligence

TransUnion BI Report presents comprehensive views of the vehicle market, with granular level insights to pinpoint key trends impacting your business.

Product features:

- Hone in on specific demographics
- Monitor vehicle pricing and reactions
- Better understand risk patterns across populations
- Identify opportunities for growth, such as aftersales, warranties and service plans
- Improve SA car parc segmentation
- Consumer and commercial surveys
- Drill down to brand movement/shifts for a clear view of demand
- Compare non-franchise and franchise dealer performance

User Features:

- User-friendly graphs/visual tools
- Always-on mobile and web interface
- Offline version available where data/connectivity fails
- Granular views
- Customisable queries
- Ready for export into Excel

TRANSUNION AUTO LIFECYCLE PRODUCTS SUITE

- ICheck
- Market Price Indicator
- Triggers
- TrueIdentity
- Valuations
- Wholesale Price Indicator
- FirstCheck
- Digital Onboarding
- Verifications
- Analytics and Marketing Solutions
- CreditView
- Dealer Guides
- Car Price
- Quick Credit and Fraud Check
- BI Reports

LEARN MORE

To learn more about TransUnion Auto Lifecycle please contact your TransUnion representative.