

A photograph of two men in a car. One man is standing outside the car, leaning in, while the other is sitting in the driver's seat. The background is dark with a white grid pattern.

Analytics and Marketing Solutions for Auto

Offer targeted vehicle trading deals to the right audience for improved sales conversions.

✔ Drive revenue and efficiency

Enable business agility and support growth using robust market insights.

✔ Optimise marketing efforts

Better understand market behaviours through in-depth customer and trade intelligence

✔ Improve your customer experience

Leverage end-to-end digital capabilities to target customers with relevant offers based on accurate profiles.

Auto Analytics and Marketing provides comprehensive market and customer insights that enable auto dealers to remain flexible while developing compelling plans. TransUnion can help you extract the most value to enhance campaign execution and ongoing measurement.

An essential tool for dealers' digital growth

Strong competition and challenging economic conditions mean consumers are holding onto their vehicles longer. And those who are looking to sell or purchase a vehicle are driving hard bargains. Right now, auto businesses are looking to increase the value of existing and effectively target new customers – which calls for meaningful, relevant information. Auto Analytics and Marketing Solutions saves you time and effort as you quantify growth opportunities, plan strategically and execute rewarding marketing.

Target smarter and connect with the right customers

By leveraging the power of TransUnion data, your business can gain detailed insights into current customer behaviours and the vehicle market. With this deeper knowledge, you can make better-informed decisions that resonate with your customers, allow greater business agility and keep pace with an ever-evolving market.

Product features:

→ Campaign execution

Utilising our network of communication channels and partners, we can coordinate campaigns and manage communication channels, including outbound calling, SMS, email, direct mail, etc.

→ Extensive data and marketing insights

Our database contains all the variable (marketing data, contact, risk, demographics and more) you need to explore, plan, select, execute and measure your direct marketing and communication strategies.

→ Measurement, reporting and continuous learning

Accurate, end-to-end reporting enables your business to track, learn and react with precision.

→ A well-rounded, intelligent marketing solution

We help you optimise marketing spend by supplying data that addresses your pre-execution needs – selection, sign-off, deduping, etc. – to deliver quality, on-time campaigns.

→ User-friendly view across a dynamic customer and vehicle market

Make competitive decisions based on customer and market trends that extend beyond the vehicle market. With our proven analytical capability, proactive market reports, generic, ready-built industry models, visualisation tools and more, you gain a deeper understanding of your customers, market and industry – enabling rapid, effective action.

User Features:

- Easy-to-use, user-friendly visual tools
- Convenient mobile and web interface

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.