



## **Pii Amplifies the Ability for Brands to Connect with Automotive Shoppers**

*Users of pii's AutoNet Direct will now have access to 2.6MM new auto shopper leads per month and emails for more than 100MM households that have self-reported vehicle ownership*

**Bloomington, Ill. (June 20, 2016)** – Progressive Impressions International (pii), one of the largest full-service direct marketing providers, today announced the addition of four significant enhancements to its AutoNet Direct product, the industry's most comprehensive automotive shopper targeting solution. Enhancements include the addition of lease-end triggers and automotive intenders, as well as a 400 percent increase in valid email coverage, expanding the total number of available household email addresses to more than 100 million.

“AutoNet Direct is a popular and impactful service for our customers, allowing them access to active auto shopper leads very soon after they start looking,” said Jamie Huff, president of pii. “These new additions allow our customers to begin marketing to auto shoppers even earlier in the shopper’s purchase journey. Now, in some cases, that’s as much as six months before they purchase a vehicle.”

Pii's AutoNet Direct currently identifies and tracks more than 650,000 new active automotive shoppers each month within days of them beginning to shop – much sooner than the typical compiled and credit-based lead sources. The new features increase active auto shopper volume and provide access to an important segment of upcoming automotive shoppers, now giving marketers access to two million consumers who will soon be shopping for a vehicle. The four new additions to AutoNet Direct include:

- **Upcoming Shoppers (Lease-End Triggers):** Consumers whose vehicle leases will be expiring within the next 120 days, soon placing them in-market and shopping for a vehicle.
- **Upcoming Shoppers (In-Market Auto Intenders):** Consumers who have self-reported that they will be in-market shopping for a vehicle within the next 3-6 months.
- **Vehicle Ownership Email Coverage:** In addition to the customer provided email addresses of 650,000+ new auto shoppers each month, pii customers will now have access to email addresses for more than 100 million households that self-reported their vehicle ownership information broadening the ability to market to them through email, direct mail and digital advertising.
- **Active Auto Shopper Volume Increase:** pii and its partners have expanded its network of nationally branded online auto shopping websites to more than 15 which has contributed to a total number of new, active auto shopper leads of more than 650,000 per month and growing.

“With these additions, we’re now capable of uniquely aligning as many as 22 industry-leading data sources and more than 110 data points to identify and track an individual auto shopper along their vehicle



purchase journey,” said Kevin Harlow of pii’s AutoNet Direct. “Better than anyone else we know how to connect brands to auto shoppers.”

AutoNet Direct is also used for loyalty and retention. Pii matches customer data with AutoNet Direct in-market shoppers, allowing companies to create campaigns that improve defection and drive immediate results.

To learn more about AutoNet Direct, please visit [this link](#).

### **About Progressive Impressions International (pii)**

Since 1993, Progressive Impressions International (pii) has been providing direct mail marketing with personalization for leading companies in insurance, financial services and healthcare. As one of the largest full-service direct marketing service providers, pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels and made available to distributed sales forces via an easy-to-use Web-based tool called Conductor. Pii solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for pii. In addition, pii offers a full range of commercial and specialty printing services.

Pii operates in 11 countries and 22 states within the U.S. Pii is owned by Taylor Corporation. Pii-owned facilities include Bloomington, Ill., Lansing, Mich., Pompano Beach, Fla., Tianjin, China, Cebu City, Philippines and Chennai, India.

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