

MULTICHANNEL OPTIMIZED LEADS

(ALL AUTO SHOPPER LEADS)



The Power of Personalization®

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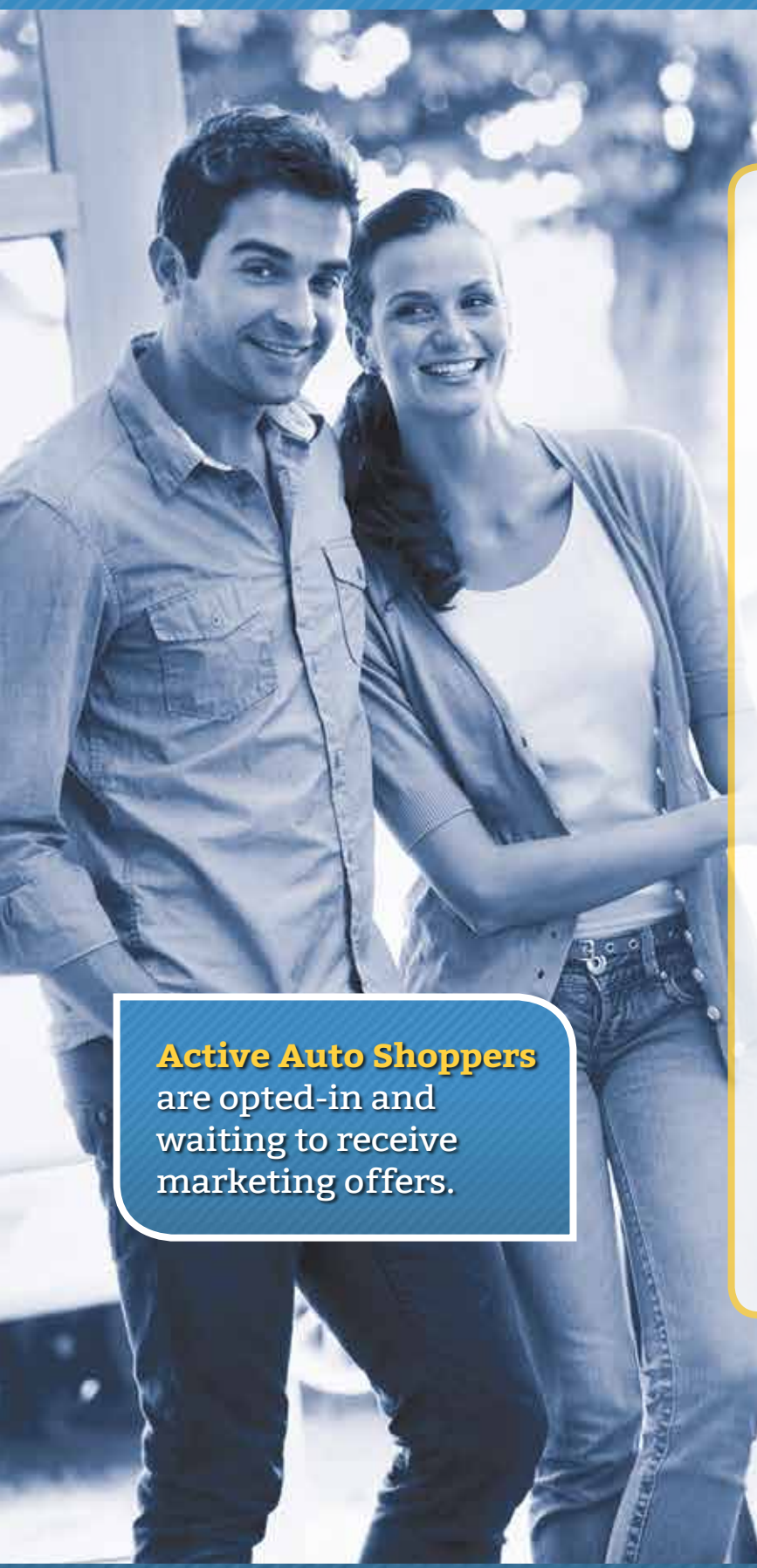


AutoNet Direct

Auto Shoppers - Get To Them First



Connect Your Brand to More Than 1.8 Million New Auto Shoppers Each Month



Active Auto Shoppers are opted-in and waiting to receive marketing offers.

Connect Your Brand to More Than 1.8 Million New Active & Upcoming Auto Shoppers Each Month — as many as 9 months before they purchase.

The Most Auto Shoppers and Time to Reach Them

Other lead sources try to predict. With *pii's AutoNet Direct ... You'll Know*. You'll know who's shopping, what they're shopping for and who's about to start. In fact, you'll have the most comprehensive look into the entire vehicle purchase journey — as many as 9 months before they purchase.

This means you can connect and market to more than 1.8 million new active and upcoming auto shoppers each month with the leads that are optimized for email, direct mail and digital targeting.

Leverage the Most Comprehensive Auto Shopper Lead Source

No other Auto Shopper lead source has this kind of depth. In its fullest capacity, *AutoNet Direct* is capable of aligning 22 industry-leading data sources to identify and track auto shoppers across the entire vehicle purchase journey.

B2C In-Market Shoppers (Actively Shopping):

- More than 650,000 new in-market shoppers per month
- Shopper-provided email significantly outperforms "compiled email" found in many competitive products

B2C Near-Market Auto Shoppers (Start Shopping in 3-6 months):

- 230,000 new consumers with upcoming lease terminations per month
- 1 million new self-reported auto purchase intenders per month

B2C Automotive Masterfile:

- Proprietary shopping history of 35+ million households over 10 years
- The largest nationwide coverage of self-reported vehicle ownership history
- Full Acxiom demographic and automotive data enhancements

B2B Automotive Masterfile:

- Over 7,000,000 business auto ownership records

Target with Performance Enhanced Leads

Using proprietary analytics, each auto shopper lead is enhanced with more than 110 data points including rich household auto shopping intelligence from our proprietary 10-year shopping history of more than 35 million households.

We align our massive in-market shopper universe and automotive brand shopping intelligence with the Acxiom InfoBase to verify data and deepen targeting for the latest:

- Key Demographic variables (age, children, net worth, household income, home market value)
- Lifestyle and Life-Stage Attributes (hunting, boat owners, new parent, driving age children, etc.)
- Valuable self-reported auto ownership data including Acxiom's "off the shelf" Automotive Propensity Models

Drive Results — Prospecting, Loyalty, Cross-Sell, Win-Back

Identify prospects, current customers and previous ones who are actively shopping for a vehicle including those that are about to start. Intercept them with targeted messaging across multiple channels — direct mail, email and digital.

- Target shoppers as many as 9 months before they purchase
- Identify the best prospects for your brand with advanced analytics
- Improve customer loyalty — intercept your owners/customers and hand-raisers
- Win back previous customers that are ideal for your brand
- Highly customize your offer to each customer

Accelerate Campaign Performance by 50-150%

Increase your prospecting performance by 50-150% when you combine your customer intelligence with our advanced Neural Net modeling that goes beyond traditional targeting based solely off demographic selects.

Custom model development is affordable, adds insight and can be repurposed for multiple campaigns.

Test an *AutoNet Direct* custom Model or an "Off-the-Shelf" Acxiom Propensity Model against your current strategy today.

AUTOMOTIVE MASTERFILE HIGHLIGHTS

- 650,000 active shoppers
- Shopping history — Over 55 million transactions covering 35 million households
- Ownership history - Over 108 million households (postal and email)
- 95% U.S. coverage of Acxiom Automotive Propensity Models

DEMOGRAPHIC HIGHLIGHTS

- 70.3% Married
- 56.9% Male/43.1% Female
- 68.3% age range between 18-59
- 75% of shoppers have a household income over \$50,000
- 79.6% of households have a home value over \$100,000
- 98.2% of households own their own home
- 50% have completed some college
- 55.6% have children
- 77.3% have been in their home for over 5 years
- 63.4% of households own 2 or more vehicles (37.9% of households own 3 or more vehicles)