



Dundee  
Data

# Data Card

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## Specialty Automotive Targeted Marketing Leads

Call Us Now  
402-884-6716

Do you work with **Auto Dealers**? Or are you an Auto Dealer yourself? Dundee Data is here to help you **beat the competition with our Targeted Marketing Leads**.

Here's how...

With our **Specialized Auto Dealer Targeted Marketing Lead Program**, we are able to help you:

1. Identify prospects in the dealer's market who are "in-the-market" to purchase a vehicle. We can do this with the integrated use of multi-sourced data, proprietary algorithms, and lender relationships to deliver pre-qualified offers with 100% FCRA compliance.
2. Improve your marketing efforts by eliminating over 70% of the prospects that don't or won't have the financial capability to purchase a vehicle, or simply will not respond.
3. Deliver a marketing message with a firm offer of credit\* to pre-qualified buyers.
4. **Set parameters and receive notices** on any changes or events involving:
  - **Active In-the-Market:** Consumers who have applied for auto finance in the last 24 hours.
  - **3-6-12 Month In-Market Targets:** Consumers who WILL be in the market in the next 3, 6, or 12 months.
  - **Available Equity:** Consumers who are in a positive equity position in their vehicle.
  - **Payment Reduction:** Consumers who would benefit from a new vehicle program by having their payments reduced.
  - **Still In-the-Market:** A consumer who had shown interest in a vehicle within the last 12 months, but did not finance a vehicle.

\*All consumers will have been pre-qualified with a nationwide auto lender. Programs comply with FCRA.

[Contact a Dundee Data sales representative for more information](#)

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