



AGR Marketing Solutions, LLC

“On-Target” Consumer Profiles

Automotive VIN File



AGR is at work for you

**With Innovative Marketing Solutions
That Are Rich, Dynamic & Flexible**

Since 2009, AGR has delivered highly precise “On-Target” consumer profiles that drive High-Performance Omni-Channel Marketing Campaigns from traditional direct mail to location based mobile marketing.

We create our profiles by blending our wide data network with our innovative technologies. To further the value of our data we provide consultative analytics, customer focused solution design and flexible delivery options.

AGR’s newest marketing solution, INTELLI-LINK®, Unifies Disconnected Consumer Identities & Enhances our “On-Target” Marketing Profiles. INTELLI-LINK® uses innovative interrogation and linking technology that analyzes a consumer’s presence, frequency and recency across compliant data sources and channels. Understanding these intersections provides more reliable and deeper consumer insight for marketing plans.

Industries served include Automotive, Insurance, Healthcare, Retail, Consumer Credit, Financial Services, Direct Mail, On-line & Email Marketing, Consumer Data Companies, and Advertising & Marketing Agencies.

Acquire & On-board New Customers

Grow & Nurture Current Customers

Retain & Reactivate Prior Customers

ON-GOING FEEDS FROM
MULTIPLE INDUSTRY & CHANNEL SOURCES



THE AGR DATABASE



172,000,000+ HOUSEHOLDS



245,000,000+ CONSUMERS



135,000,000+ INTELLI-LINK®
MULTI-FILE MATCH

CONTACT US TODAY TO:

LEARN MORE ABOUT OUR SOLUTIONS

GET TARGET AUDIENCE SIZES

DISCUSS OPTIONS TO TRY OUT INTELLI-LINK®

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AUTOMOTIVE VIN FILE OVERVIEW

FILE Depth & Quality



Sources: 6+ monthly contributors

MONTHLY Hygiene & Tags:

- ◆ Full file NCOA processing
- ◆ PCOA and deceased processing
- ◆ Only DPV1 records with owner occupied are selected
- ◆ Change of addresses occur as moves off the grid are removed
- ◆ New owners to existing VIN records are recorded monthly
- ◆ Must have good mailing address
- ◆ Constant scrubbing to move records in the suppression file

Attributes & Tags

- | | | |
|-----------------------------------|-------------------------------------|---------------------------------|
| ◆ VIN | ◆ ADDITIONAL VEHICLE SPECIFICATIONS | ◆ HOUSEHOLD / INDIVIDUAL |
| ◆ YEAR | ◆ DATE UPDATED | ◆ MULTI-FILE VALIDATION TAGS |
| ◆ MAKE & MODEL | ◆ VERIFIED POSTAL ADDRESS | ◆ MONTHLY UPDATE TAGS |
| ◆ AUTO CLASS & STYLE | ◆ GEO-CODING & LAT/LON | ◆ OPTIONAL EMAIL/PHONE APPENDS |
| ◆ FUEL, BODY & TRANSMISSION TYPES | ◆ SERVICE RECORD VALIDATION | ◆ OPTIONAL INTELLI-LINK® APPEND |

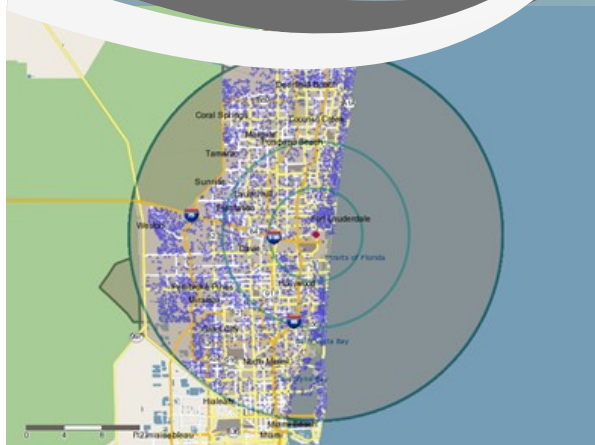
KEY STATISTICS



- ◆ **Total VIN:** 174,939,942
 - ◆ 26,075,749 SUPPRESSIONS (5,791,862 UNIQUE BAR CODE)
 - ◆ 148,864,193 POST SUPPRESSION
- ◆ **Individual:** 100,927,467 WITH 68.55% DEMOGRAPHIC MATCH
- ◆ **Household:** 85,889,582 WITH 64.83% DEMOGRAPHIC MATCH
 - ◆ HOUSEHOLDS WITH 2 OR MORE PEOPLE WITH VIN 15,037,885
- ◆ **Business Addresses:** 1,784,593
 - ◆ AVERAGE 2.5 VEHICLES
- ◆ **Multi-File Validations:**
 - ◆ 60 MILLION MULTI-FILE MATCH
 - ◆ 9 MILLION SERVICE FILE MATCH
- ◆ **Quarterly Update Statistics:**
 - ◆ Approximately 2 Million New to File
 - ◆ NO CHANGE 92,697,655
 - ◆ VERIFIED WITH 2+ PARTNERS 59,926,426
 - ◆ MOVED WITH NEW ADDRESS 12,498,510
 - ◆ CHANGE OF OWNERSHIP 4,337,802

The AGR
Commitment

"We know that marketing is multi-faceted and we strive to deliver high value with low maintenance. To that end, we adapt to your needs and our team works as an extension of your business. We are on-call to proactively deliver as promised and to rapidly address opportunities." Stephen Harwick — Founder & CEO



The Marketing Objective:

A Major Auto Manufacturer wants to reach owners of their vehicles dating from 2010 to 2016.

Target Audience: Owners with validated emails within 5 miles, 5 to 10 miles and 10 to 20 miles of a dealership.

Marketing Channel: E-mail supplemented by Direct Mail.

Message: Come in to “test drive” a new Vehicle and get a special discount for maintenance. Also includes a Special Offer for Trade In.

Test Dealership: Ft. Lauderdale, FL

If successful, the program will roll out state by state.

The Approach

We identified the target audience within our INTELLI-LINK® enhanced databases and provided audience analysis and volumes for the Ft. Lauderdale test dealership

Basic AGR Processing Included :

- Geo-Fencing Analysis
- Year / Make / Model Selections
- Household & Individual Linking
- Device location History
- Demographic and Other specific Source details

INTELLI-LINK® Value Add Components :

- Additional Identity Cross-Verification
- Confirmation & Enrichment of Web Data
- Addition of APP Download & Social Media Behavior
- Append of Multiple Digital Contact Details
- We also tagged consumers who recently downloaded automotive search APPS.

| Radius (Miles) | Count of Vehicles (Car) | Count with Email |
|----------------|-------------------------|------------------|
| 00 to 05 | 3,884 | 1,169 |
| 05+ to 10 | 9,783 | 2,082 |
| 10+ to 20 | 26,254 | 8,599 |
| All | 39,921 | 11,850 |

Deliverables

AGR provided a unique database of prospect profiles with data points selected from our vast inventory. The database included Unique Household/Individual record id’s and Geo-Codes at rooftop & street level for special analysis and planning.

The client completed their marketing campaign strategy and AGR data contributed to the overall planning, targeting, offer design and creative messaging.

Results

Client expectations were exceeded and a staged rollout across Florida is underway to be followed by the Southeast and then Nationwide.



“Previously profitable marketing stopped working due to stale off-line and incomplete consumer profiles. INTELLI-LINK® added the dynamic digital dimension needed to restart profitable marketing across channels.”

