

AutoNet Direct finds active in-market shoppers



Highly enhanced data is at the wheel of a successful launch

Situation

A major automotive brand needed to define key profile characteristics of “hand-raisers” for the launch of its new sporty, compact car. Who was shopping for the vehicle in its infancy? What demographic and psychographic characteristics did these early shoppers share with the hand-raisers? With clear answers to these types of questions, the client could more knowledgeably direct list purchasing for a targeted postal campaign.

Solution

Taylor Communications’ advanced custom modeling tools optimize prospect selection over single-factor selections. Our IBM SPSS Neural Networks tools provide deep-dive, nonlinear data modeling procedures that help us discover complex relationships within client data.

After cleaning the addresses for best possible matches, we appended dozens of demographic and psychographic

characteristics to the client database. We analyzed the enhanced purchase data to evaluate all associations as well as their importance in predicting purchases.

Finally, we ran the resulting analysis against our exclusive *AutoNet Direct* In-Market Shopper Data, scoring each enhanced record based on the model’s performance. In addition to the scoring model, we selected in-market shoppers that were closest to each dealer to further optimize response.

Benefits

Our client successfully leveraged advanced analytics to be highly targeted in the vehicle launch campaign. While this model was further refined as the client was able to analyze actual vehicle sales, our initial scoring model proved to be highly productive for targeting potential buyers.