Learn More Than Ever about Local Car Buyers with AutoXpert2

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Latest AutoXpert Version includes Enhanced Buyer Demographics, Attitudes, and Media Behaviors

FORT LAUDERDALE, Fla. â€“ July 30, 2007 â€“ It just got much easier for local media to demonstrate the value of their audience to advertising auto dealers. Thanks to AutoXpert2, the latest product offering from Experian Research Services, local media can generate more revenue than ever before by optimizing results for automotive advertisers.

â€œAutomotive dealers are mediaâ€™s largest ad category,â€• said Chris Wilson, president of Experian Research Services. â€ to-the-minute auto consumer buying propensities, media companies no longer have to waste time and money combining and analyzing disparate vehicle sales statistics and consumer media consumption data.â€•

AutoXpert2 integrates AutoCountÂ® data from Experian Automotive for data intelligence on new and used vehicle sales, with Experianâ€™s SimmonsLOCAL, a comprehensive consumer panel database containing information on consumer lifestyles, behaviors and purchasing habits in each of the more than 209 U.S. DMAs. Users can quickly and easily analyze automotive sales for dealers in their market along with the demographics, lifestyles, and media consumption patterns of those buyers. This gives ad sales managers access to insights never before possible and the ability to show local auto dealers how to optimize their media buy.

AutoXpert2 includes nearly 1,000 auto buyer characteristics in the following categories:

- Personal and household demographics
- Attitudes and opinions about automobiles, media and product placement
- Print media consumption
- Broadcast and cable TV consumption
- Radio format listening
- Internet usage

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AutoXpert2 is available now. For more product information, please contact Mark Fauntleroy at MarkF@smrb.com or 954-246-8260.

About Experian Research Services
Experian Research Services is a full service, consumer research organization within Experian Marketing Solutions Group. The mission of the group is to enable clients to optimize communications with their customers and prospects across multiple channels by providing a robust description of the American Consumer. Experian Research Services operates: Simmons Research, The Voice of the American Consumer; and Experian Vente, an online customer referral business. In 2006, Experian Research Services was ranked the fastest growing market research company by Jack Honomichl, the leading market research industry authority.

PRESS CONTACT: Dave Aneckstein, Experian Research Services
Phone: (954) 246-8248 or Dave.Aneckstein@experian.com