

Experians AutoXpert Drives More Ad Revenue

Contributed by Simmons
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AutoXpert brings together automotive information and local consumer and media data in one easy-to-use platform

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Experian, a global information solutions company, today announced the launch of AutoXpert, a new service to help local media generate more revenue by optimizing results for automotive advertisers’ media’s largest ad category.

AutoXpert integrates AutoCount®, Experian Automotive’s leading reporting solution for data intelligence on new and used vehicle sales, with Experian’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 using AutoCount, then map sales and overlay consumer estimates and media data using SimmonsLOCAL.

Media companies no longer have to spend time and money combining and analyzing disparate vehicle sales statistics and consumer media consumption data. AutoXpert brings the information together in one easy-to-use platform.

“AutoXpert is a must have for any broadcast, cable, newspaper, radio station or satellite network wishing to leverage up-to-date audience automobile buying propensities,” said Chris Wilson, president and COO of Experian Simmons. “It’s the first local market consumer profiling solution to combine Simmons’ consumer insights with recent monthly automotive sales data and built-in mapping all in one platform.”

AutoXpert Advantages:

- Delivers monthly updates of new automobile title registrations by dealer, car make, transaction type and buyer location. All 209 DMA’s in the U.S. media markets are covered with the largest available sample sizes of 30,000-40,000.
- Integrated platform with mapping eliminates the need to piece together disparate data sources.
- Plot dealer locations and analyze trade area populations for media behaviors.
- Analyze qualitative consumer data or auto sales across loaded cable zones.

“This solution shows the power of innovating across Experian’s businesses, people and data assets. It’s a great win for clients,” said Scott Waldron, president of Experian Automotive. “The days are over when media companies have to waste a lot of time and money cobbling together vehicle sales statistics and consumer media consumption data.”

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

About Experian

Experian is a global leader in providing value-added information solutions to organizations and consumers. Experian Simmons and Experian Automotive are divisions of global Experian which provides information, analytics, decision-making solutions and processing services. Using its comprehensive understanding of individuals, markets and economies, Experian helps organizations to find, develop and manage customer relationships to make their businesses more profitable. Experian promotes greater financial health and opportunity among consumers by enabling them to understand, manage and protect their personal information, helping them control financial aspects of key life events and make the most advantageous financial decisions. Experian works with clients across diverse industries, including financial services, telecommunications, health care, insurance, retail and catalog, automotive, manufacturing, leisure, utilities, e-commerce, property and government. A subsidiary of GUS plc with headquarters in Nottingham, UK, and Costa Mesa, Calif., Experian employs more than 12,500 people in 28 countries worldwide who support clients in more than 60 countries. Annual sales are in excess of \$3.0 billion.

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