



## Unlocking Shopper Intent: Turning Buying Signals into Actionable Insights

When individuals are in the market for a vehicle, they leave behind a trail of valuable digital signals as they search, browse, and compare their options on sites that are relevant to their shopping intent. These signals are generated across top automotive platforms like Autotrader, [Cars.com](https://www.cars.com), Kelley Blue Book, Edmunds, and more, and each signal reveals critical buyer intent and shopping behavior.

### Our Unique Edge: 5 Billion Daily Data Signals

We harness the power of **5 billion data signals every single day**, tied to individual consumers at the household level.

This unparalleled dataset enables us to capture and analyze buyer intent at a granular level.

### How We Identify and Resolve Intent-Based Shopper Data

#### 1. Tracking Clickstream & Intent Signals

- We gather intent signals from clickstream data as users engage with automotive platforms, browsing specific car models, comparing prices, and the like.
- Each action—whether it's revisiting a specific listing, configuring financing options, or reading a new car blog each digital signal provides rich insights into active buyer behavior.

#### 2. Aggregating & Analyzing Data at Scale

- By anonymizing and processing these signals, we uncover actionable patterns and behaviors that point to high-intent shoppers.
- For example, repeated interactions with specific brands or vehicle categories highlight shoppers nearing a purchase decision.

#### 3. Connecting Intent Data to Households

- Using advanced privacy-first technologies like secure data feeds, encrypted knowledge bases, and secured APIs, we seamlessly connect intent signals to first-party household data.
- This approach ensures compliance while resolving individual shopper identities, including **name, location, and contact details**.

### Fresh Intent Data: Driving Bottom-Funnel Results with Real-Time Precision

Our **Fresh Intent Data** technology ensures we focus on the most recent and relevant shopper signals, keeping data within the last 5-7 days. By capturing and analyzing these real-time intent signals, we can

identify the most likely bottom-funnel shoppers actively making informed, research-driven purchase decisions.

**This cutting-edge approach allows us to:**

- **Prioritize Recent Behavior:** Target individuals whose activity indicates immediate buying intent.
- **Deliver Bottom-Funnel Insights:** Maximize ROI by focusing on prospects closest to conversion.
- **Stay Ahead of the Curve:** Continuously update datasets with the freshest, most actionable insights, ensuring your outreach aligns with current buyer behavior.

With **Fresh Intent Data**, you gain the power to drive results by targeting the right shoppers at the right time—when they're ready to act.

**Resolving Shopper Identity with Precision**

- **Privacy-First Technology:** Using secure tools such as end-to-end encryption, APIs, and encrypted data feeds, we connect intent signals to first-party household data.
- **Actionable Shopper Profiles:** This allows us to resolve the identity of the shopper (e.g., name, location, and contact details) while adhering to strict privacy compliance standards.

**Empowering Dealerships with Local Market Insights**

Once shopper identities are resolved, we match their data to specific dealerships based on location, inventory, and shopping behavior:

- **Tailored Prospect Lists:** Receive a curated list of prospects actively shopping online within your local market.
- **Data-Driven Engagement:** Understand which vehicles they're interested in and craft targeted personalized outreach strategies.
- **Real-Time Precision:** Stay ahead of your competition by identifying and engaging high-intent shoppers at the critical moment in their journey.

**Driving Dealership Success with Localized Insights**

Our proprietary platform provides dealerships with:

- **Hyper-Targeted Shopper Data:** Actionable lists of individuals actively shopping in their local markets.
- **Personalized Marketing Opportunities:** Insights that align with the dealership's specific inventory, enabling laser-focused outreach.
- **Real-Time Prospecting:** Identifying prospects at the peak of their decision-making journey to maximize conversions.

**Why Choose Us?**

- **Precision at Scale:** Our 5 billion+ daily signals ensure a constant flow of fresh, high-quality data.
- **Privacy-First Approach:** Fully compliant, secure data practices ensure consumer trust.
- **Actionable Results:** Turn insights into measurable revenue with high-intent leads directly tied to your inventory.

**Your dealership's next sale starts here. Let us connect you with the shoppers already looking for you.**