



RELEVATESignals

A New Way to Target In-Market Auto Consumers

 RELEVATEAuto

By  DATAMENTORS

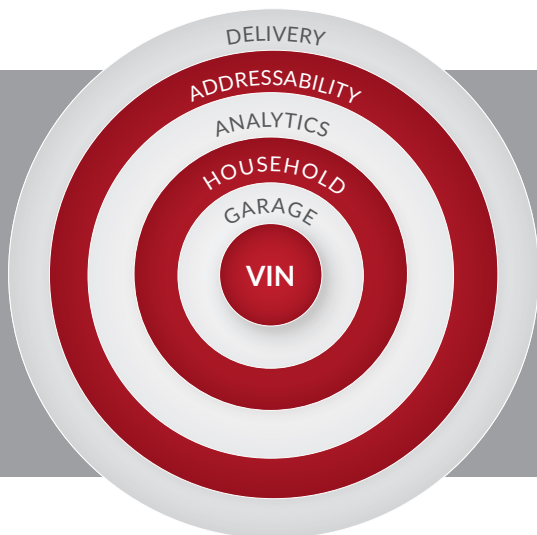
The Revolutionary New Way to Sell Cars

You may already know that mobile is transforming the car buying journey, but are you ready for the next wave of mobile marketing? **Targeting actual, in-market consumers while they are in the final stage of their car buying decision.**

Unlike traditional mobile marketing, which only targets the device, Relevate Signals targets the *actual consumer* during the crucial 48-72 hour period when they're making a buying decision. With Relevate Signals, you know which of your customers and prospects are visiting competing dealerships and which dealerships consumers are using for service.

Our innovative solution matches mobile devices to actual people complete with demographics, contact information, and VIN data.

Relevate Signals is different from traditional mobile marketing or lead products, because Signals leads represent real people who are actively shopping at a dealer lot.



Relevate Signals is possible because of Relevate Auto's industry leading VIN marketing data which is exact, instead of modeled, and tied to actual household information.

Real Life Examples & Proven Results

Dealer Visit Signal: Conquest

A person visiting a competing dealership within a specified radius of a dealership.

Relevate Signals can identify over 3 million people annually visiting a competitor brand dealership.

Dealer Visit Signal: Loyalty

A person visiting a common brand dealership within a specified radius of a dealership.

Relevate Signals can identify over 1 million people annually visiting a dealership of the same brand.

Service Signal

A person visiting a dealership for service within a specified radius of a dealership

Relevate Signals leads represent over 1.5 million people annually visiting a dealership for service. This indicates an opportunity to create service segments by dealership brand.

Insurance Signal

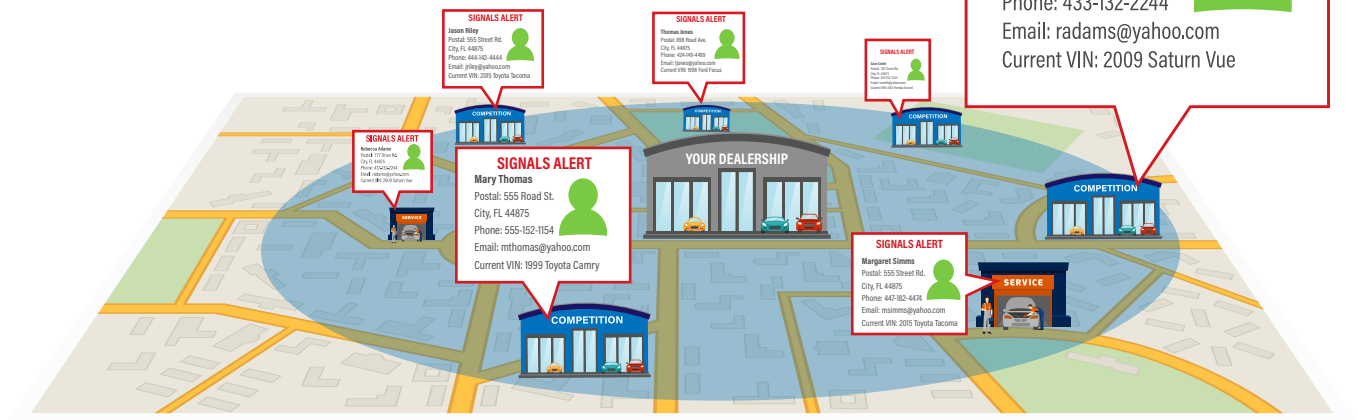
A person visiting a dealership which indicates a possible auto insurance change.

Relevate Signals can identify over 4 million people annually visiting a dealership in search of a new car.



Signals leads convert to sales approximately 5% of the time.

Every Signals lead includes name and address and is often enhanced with additional demographic, vehicle, and contact data.



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For more information call **1-800-523-7346** or email sales@relevateauto.com

ABOUT DATAMENTORS

DataMentors is an industry leader of Data-as-a-Service (DaaS) and Right Time Marketing, delivering market leading data products, real time technologies and powerful analytics to power the right connections at the right time and through the right channels. We blend our deep experience in 1st party data identification with our rich 3rd party data assets, featuring the Releviate family of data solutions including: **Releviate Auto, Releviate Financial, Releviate Digital, Releviate Email, Releviate Mover, Releviate Telematch, and now Releviate Signals** for finely tuned audience identification. Combined with our robust analytics capabilities, our clients have access to rich, real-time insights to ensure prioritization of just the right person for optimally timed contact.

ABOUT RELEVATE AUTO

Releviate Auto possesses the largest and most accurate data in the automotive marketing industry with zero marketing restrictions to help you pinpoint your ideal audience when the moment is right. With information on over 225 million consumers, nearly 200 million VINS with linkage at the household and garage level, 170 million email addresses, demographics, and online consumer IDs, our auto data provides the insights you need for the right consumer connections.



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