

INFOCORE

## AFTERMARKET SALES & SERVICES



## MAXIMIZE AFTERMARKET REVENUE

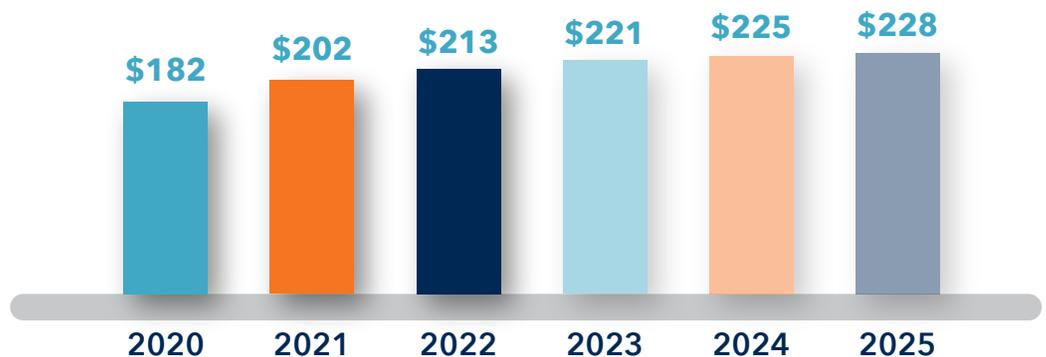
OUR DATA PROVIDERS SOURCE RECORDS USING DPPA AND SHELBY ACT COMPLIANT METHODS INCLUDING:

- Direct Response
- Online Surveys
- Auto Buying Websites
- Auto Insurance Quotes
- Event Sign-Ups
- Data Exchanges
- Purchase Activity
- Public Records
- Proprietary Relationships
- Opt-In Content
- Destination Websites
- Warranty Companies
- Trade Associations
- Credit Agencies

*In the past decade, the length of time a person owns a car has gone from 4.3 to 6.5 years.<sup>1</sup>*

### AUTOMOTIVE AFTERMARKET REACHES RECORD HIGHS

The data tells an exciting story. Used vehicle registrations in 2021 are up 23.2% from 2020. In addition, the number of cars in the aftermarket “sweet spot” (vehicles 6 to 12 model years old) rose 7.2% over last year and continues to grow.<sup>2</sup> According to Statista, the size of the U.S. automotive aftermarket is projected to reach \$202 billion in 2021 and \$230 billion by 2025.<sup>3</sup>



New-vehicle inventory is low, economic uncertainty is high, consumers are opting to extend their auto leases and they’re keeping their cars longer. These trends don’t look to be slowing down anytime soon and a rising number of used cars on the road means unprecedented opportunity to increase revenue in the aftermarket sales and services segment.

### INFOCORE CONNECTS YOU TO AFTERMARKET CONSUMERS

According to Experian’s latest report, 43.8 million used vehicles changed owners in the last 12 months. Because used cars are often bought and sold through private transactions, their records don’t exist in dealership or OEM databases.

#### INFOCORE FINDS THESE OFF-THE-RECORD CONSUMERS FOR YOU.

We locate unique records of net new customers who are driving your brand’s used cars and are currently in the market for aftermarket parts and services.

## DATA-AGNOSTIC APPROACH

We don't own any data, nor do we have any affiliation with any data providers that might influence our recommendations. That means you get the highest performing, highest quality lists available on the market today.

## MULTI-CHANNEL MARKETING EXPERTS

Not only are we data-agnostic, but we are also media-agnostic. We will consider all media channels as part of our recommendation for your direct marketing campaigns.



## AFTERMARKET CASE STUDY

Our agency client needed to increase aftermarket sales revenue for its automotive brand, and they wanted to find brand owners who did not exist in the brand's CRM database. Infocore presented three different data sets that included brand owners, geographic location, key model years (2010 - 2020) and consumers who were in-market for aftermarket sales and services.

Our client chose two out of the three data sets based on the high volume of available consumer records and the complexity of the personalization in the email being sent.

### Our data-driven direct marketing campaign included:

- 135K Targeted Customers
- 1 Direct Mail Send
- 2 Personalized Email Sends
- 2 Coupons
- 2 Complimentary Services
- Dealer Service CTA

### The results of this successful campaign included:

- Unique Open Rate: 11- 13%
- Unique Click Rate: 2 - 2.5%
- Client-Reported Response Rate: 2%
- Average Repair Order > \$500
- Millions in Revenue
- \$175 to \$1 ROI

## THE INFOCORE DIFFERENCE

Infocore's competitive advantage lies in the high quality of our data and the convenience of our one-to-many approach. We reach out to many different data providers to find the best data sets for your campaign. This allows you to enjoy the benefits of multiple data sources and the convenience of one point of contact. It also allows us to maintain the strictest data hygiene possible.

Because we can compare multiple data sources, we can make sure that we scrub data that is outdated or duplicated. Not only can we help car brands identify secondary and tertiary owners, but we can also make sure that these records include the most accurate and up-to-date contact information.

If you want to maximize your aftermarket revenue by targeting aftermarket shoppers with data-driven, multi-channel direct marketing, contact us for a free, no-obligation consultation.

<sup>1</sup> <https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/auto-industry-maintenance-season-tips/>

<sup>2</sup> Experian's Market Trends Review Q2 2021.

<sup>3</sup> <https://www.statista.com/statistics/323192/automotive-aftermarket-size-in-the-united-states/>