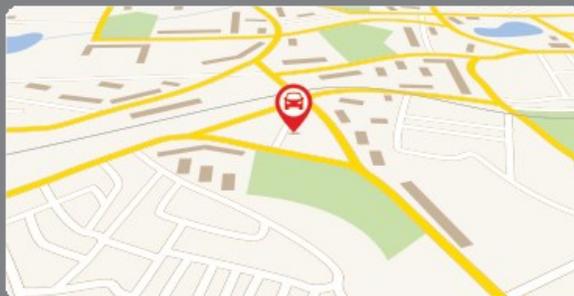


INSIGHTS: DEALER ANALYSIS REPORT™

Client Information

Name: Big Wilz Auto
Address: 6883 Commercial Drive
Springfield, VA 22159



This report is based off of over 190 vehicle data points and over 200 million consumer records.

Number of records analyzed for this report: 100

Report Overview

DATA QUALITY ANALYSIS - SAVE MONEY!

To help you keep your customer's information up-to-date, Relevance Auto runs your data through our meticulously compiled and cleaned databases to identify inaccuracies related to address, phone (cell / landline), email, and individual details. We will also identify any changes in ownership so that you don't market to the wrong customers and instead, reach out to the new owners to ensure they continue their service at your location or affiliated locations. We will also standardize your customers' make, model and year to ensure accuracy and consistency for parts ordering and inventory.

CUSTOMER TRIGGER ANALYSIS - INCREASE LOYALTY!

Relevance Auto will show you ways to generate new business within your existing data including other vehicles owned by your customers, the contact information of other members in your customer's household, their make/model, contacts of the new owners of a car that were serviced by you but have been sold, and flag customers that have moved or changed their email or phone numbers. We even identify all your existing customers who are back in the market to buy a new vehicle so you can be proactive in getting them into your dealership.

PROSPECT ANALYSIS - INCREASE REACH!

Relevance Auto will help you get new customers by bringing you the prospects within your region that are driving a specific make/model so you can market your vehicles and service department.

CUSTOMER INFORMATION ANALYSIS

We analyzed your customer file and were able to verify, correct and add the following information to help you insure that you can continue to market effectively to your customers through all channels.

	Address	Number of addresses analyzed 100	Verified 91	Zips that need to be corrected 5	Customers that have moved 8
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	Landline phone	Number of landline phones analyzed 16 <small>31% Cell/Other</small>	Verified 5	Phones that can be corrected 0	Phones that can be added 33
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	Cell phone	Number of cell phones analyzed 7 <small>43% Landline</small>	Verified N/A	Cell phones that can be corrected 3	Cell phones that can be added 43
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	Email	Number of emails analyzed 12	Valid 11 <small>8% Invalid</small>	Email that can be corrected 0	New emails that can be added 48
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	Individual	Number of individuals analyzed 100	Ownership probability	Gender	Income
		Age	Response summarized credit scores	Deceased	Incarcerated
		15-24 0	Likely under 599, high response - 33	Male - 22	1-46K 13
		25-34 2	Likely (600 - 699), good response - 23	Female - 12	50-99K 18
		35-44 4	Likely (700 - 749), average response - 7		100-200K 3
		45-54 9	Likely (750 - 799), low response - 25		200K+ 0
		55+ 19	Likely (800 - 850), unlikely response - 12		

Data Quality Analysis Continued

VEHICLE INFORMATION ANALYSIS

	Make & Model Validation	Number of VINs Validated 100	Needs to be standardized		
			Make 0	Model 0	Year 0

	Vehicles that are no longer with owner	No longer on the road 2	Sold vehicles	
			New owner can be provided 6	New owner unknown 2

OTHER VEHICLES IN THE HOUSEHOLD

Below are counts of additional vehicles that you don't know about that belong to your current customers. We can arm you with the make, model and year of these vehicles and the contact information of the owners who live in the same house as your customers. Don't miss a chance to bring more vehicles and new customers into your dealership.

Total number of households with additional vehicles

39

Total additional vehicles in households

72

EXISTING CUSTOMERS IN THE MARKET

Below is the number of your existing customers who we have identified as "in the market" and are ready to buy. You can send marketing offers to ensure continued loyalty and insure that their next purchase is with you.

Extremely Likely **1**

Highly Likely **13**

Likely **20**

FOLLOW THE CAR

These counts are cars that you have sold or serviced and are no longer tied to the customer that you have in your system. We can provide you with updated owner information to ensure you get the new business or continued service of that owner and car. The new owner is more likely to bring the car into your dealership when you have the parts and service history on the vehicle.

Changed Owner
Contact info can be provided

6

Vehicles Sold
New owner contact info pending

2

Prospect Analysis

IN THE MARKET PROSPECTS

Here are prospects who are likely to buy within your region who are not your existing customers.

	5 Miles	10 Miles	15 Miles
Extremely Likely	23687	65117	114331
Highly Likely	18306	46027	80724
Likely	15080	35474	61757

IN THE MARKET PROSPECTS - BY MAKES (SPECIFIED)

Here are counts of your owners by make who are in the market to buy a car. Reach out to these prospects before their next buying decision.

The following makes were specified for this report: **Ford**

	5 Miles	10 Miles	15 Miles
Extremely Likely	1851	4535	7855
Highly Likely	2412	5645	9615
Likely	2112	4732	7968

NEW MOVER PROSPECTS

Here are all new prospects who have just moved into your market within the last few months. Make sure you get to them before the competition.

	5 Miles	10 Miles	15 Miles
All New Movers	7454	20049	37708

GLOSSARY

DATA QUALITY ANALYSIS

Address Verified: We verified addresses by running your address data through CASS Validation (standardize, correct and correctly format address) and Delivery Point Validation DPV (validate the existence of that address right down to the apartment number or suite number and verify deliverability).

Landline Phone: We first analyzed your landline phone data against our landline database to make sure they were correctly identified as a landline. We also identified those that are cell phones and were incorrectly input in your system as landlines. We then verified phones (confirmed as still the correct number associated with that customer), identified landlines that can be corrected (phone numbers that now have an updated number for that customer) and identified additional landlines that you do not have.

Cell Phone: We first analyzed your cell phones against our cell phone database to make sure they were correctly identified as a cell. We also identified those that are landlines that were incorrectly input in your system as cells. We then verified phones (confirmed as still the correct number associated with that customer), identified cell phone that can be corrected (phone numbers that now have an updated number for that customer) and identified additional cell phones that you do not have.

Email: We validated your email address data through our proprietary 8-step validation process to identify email addresses known to be associated with spam traps, invalid emails and domains, role accounts, complainers, known hard-bounces, etc. In addition Relevate Auto houses a separate suppression file of over 220 million records. These are email addresses that are bad, fraudulent, spam traps or complainers. The email addresses are also screened for offensive originating URLs (i.e. adult websites etc.). Each email address is scored based on several factors including the number of reported sources. We then identified email addresses that can be updated and identified additional email addresses that you do not have.

Individual: When you understand who your customers are, you have a better chance for retention and targeting capabilities of your best customers. In this section, we flagged the customers in your data who have been deceased for removal or archiving. We then gave you a general break out of their gender makeup, income ranges, home values brackets, and whether they are likely to be homeowners or renters. We also gave you our proprietary RPI (Response Performance Indicator) which is their summarized credit scores in congruent with their likely response rate.

VEHICLE INFORMATION ANALYSIS

Make & Model Validation: Using our best in class VIN Decoder, we validated all your make and model data to make sure that they were correctly identified. We then standardized the ones that were either incorrect or not uniformly coded (so that you will know exactly what your customers are driving to better service and market to them).

Vehicles that are no longer with owner: We flagged vehicles in your data that are no longer on the road in the U.S. (salvaged or exported out of the country) and vehicles that have been sold. We then identified vehicles where we can provide updated owner information. Even for the vehicles that have new owners' information pending, the flag still helps you to no longer send out unnecessary marketing materials.

CUSTOMER TRIGGER ANALYSIS

Other vehicles in the household: Here we identified how many of your customer households have additional vehicles and flagged them. We can also provide you the information on the additional vehicles in those households.

Follow the Car: Similar to the section above where we identified vehicles that are no longer with your customers, we reiterate where cars have changed owner with the new owner contact information and flagged vehicles where new owner information is still pending.

Existing Customers in the Market: We identified and flagged your existing customers who are likely in the market to buy and the degree of that likelihood.

PROSPECT ANALYSIS

In the Market Prospects: In this section, we identified prospects who are likely ready to buy in your area and also broke those prospects out by the make you have specified for your dealership and by radius distance.

New Mover Prospects: We identified people who have moved into your dealership or service area, broken out by radius distance.