



EQUIFAX®

Fueling frictionless, personalized digital auto experiences

Enhance the car-buying journey with Equifax digital retailing solutions

As more and more people shop for and buy cars online, competition for quality customers continues to intensify. Today's consumers demand improvements in digital auto processes. And, similar to many other industries, they also expect a seamless purchasing experience.

To be successful amid challenges old and new, dealers like you need digital tools that help increase process efficiencies, improve experiences, and promote additional services and offerings.

Drive more real deals

The reality is: the car-buying process has completely shifted — 64% of shoppers want to purchase their next car online.¹ But don't worry.

Digital retailing solutions from Equifax will equip you with the data, insights, and tools you need to move the entire purchasing process online, easily authenticate shoppers, reach new and larger audiences, and capitalize on additional revenue opportunities.

Key benefits

Speed time to close with automated and instant credit checks.

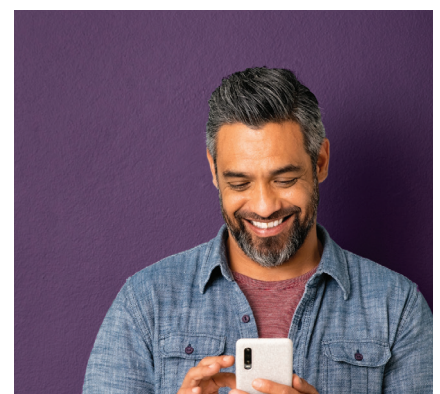
Resolve identities across devices by putting a profile to anonymous shoppers.

Seamlessly track and transition shoppers from online to in store.

Authenticate consumer identities and financial capacity.

Increase efficiency and enhance the customer experience.

¹<https://www.coxautoinc.com/news/as-the-car-buying-process-moves-online-satisfaction-climbs-to-an-all-time-high/>



Improve shoppers' experience at every stage of the journey

Find in-market shoppers

Find ideal shoppers who are in-market for a vehicle and ready to buy.

Equifax can help you:

- Identify the right audience
- Target in-market shoppers
- Deliver the right messages to the right people

Make purchasing easy

Authenticate online consumers to deliver a frictionless shopping experience.

Equifax can help you:

- Link disparate identities and devices
- Connect digital and physical processes
- Fill gaps in customer-provided data

Secure the deal

Verify consumer identity, eligibility, and ability to pay to make deals more profitable for you and right for your customers.

Equifax can help you:

- Prequalify shoppers online
- Simplify applications with pre-fill options
- Verify consumer-provided data

Complete the purchase

Securely and confidently streamline the final sale, from online to the dealership.

Equifax can help you:

- Prevent fraud
- Verify income and employment
- Make smarter credit decisions



Ready to identify, qualify, and structure more deals online? **Scan to learn more** about our digital retailing solutions for auto.

go.equifax.com/auto

