



TAGQUEST

Automotive Year-Make-Model Data

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Actual vehicle owner data. "Not Modeled" Triple-corroborating record technique
Year, make, model, VIN, and more - Hygiene: NCOA, DPV, CASS, ECOA, 173 million vehicles

Suppression: previous order, VIN, Address, make, year, geo/zip, etc. Validation & sourcing
Every record is corroborated from two separate sources to be included into our database, then a third corroborating record must be received within a ten-month period to maintain each record in the "master work" file, otherwise it is removed until such record is received.

Source of Media one auto data: it is an aggregated and compiled from multiple sources such as:
Point of sale and services, Major car clubs of America, Insurance agencies and warranty companies at both the dealership and aftermarket level, Aftermarket repair facilities

Why use this data?

Conquest and retention marketing, new vehicle launch campaigns, Research and analytics
Competitive owner outreach campaigns to drive sales, Direct mail, Email, Insurance underwriting,
Warranty sales, Telemarketing campaign, 100% DPPA compliant sources as amended by Shelby act

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