STAT Analytics & Claritas, Industry first partnership to deliver real-time, consumer profiling to auto dealerships.

Partnership will help transform how auto dealerships engage at the first point-of-contact

CINCINNATI (Mar. 20, 2019) – With recent acquisitions over the last year, Claritas has built a transformative capability to put companies and brands in front of the right customers at the right time with the right message: online, offline, by location and by device. Developing a closed-loop approach that help clients more effectively engage with ideal audiences is at the core of who Claritas is.

This philosophy is evident in an innovation with partner STAT Analytics to improve the engagement between automotive sales professionals and the audiences visiting their websites and car lots. Prospective auto buyers have historically avoided automotive sales professionals primarily due to the perception that they were being "sold to" without accounting for a customer's personal preferences. People buy from people they like and trust. STAT Analytics launched a new app called Closemore, designed for sales people that provides real time insights on income, lifestyles, brand preference and spending intent, to enable a deeper, more relevant conversation to occur at the initial meeting of the consumer at the dealership lot.

The auto buying process is dreaded by some, loathed by others and loved by yet another segment of the population. Closemore is designed to make the process more personal and engaging for all consumers based on their personality, values, lifestyle and interests. The statistics around auto window shopping are staggering when compared to actual auto sales. The dynamic between consumer and sales people has suffered from things like lack of trust and transparency. The Closemore app and cloud service are intended to bridge this gap.

"Claritas and STAT Analytics are on the leading edge of technology and data coming together to enhance consumer experiences in auto purchasing environments. This is a breakthrough and a first in the automotive industry" Said Claritas CEO Mike Nazzaro. "The transformation Claritas has gone through, enables us to enhance the way our clients engage with their best customers. Consumers want to work with brands who understand them and engage with them based on their preferences and interests. This partnership is powering the ability to do that in the automotive space along with other industry verticals."

Using contact information from the dealer CRM or DMS, as well as other privacy compliant sources, this data is sent in real time via an application programming interface (API) to Claritas for audience identification using Claritas' PRIZM™ Premier consumer segmentation, providing key demographic and psychographic insights specific to that individual consumer. This allows the sales professional to better understand the customer, and make the engagement more relevant and personal, ultimately delivering on the expectations of today's high-value purchase consumers. Closemore is designed to help answer these questions, enabling the sales professional to engage more effectively:

- What is the consumer like?
- What do they watch read and listen to, what motivates them to purchase a vehicle?
- What is important to them in the purchase decision?
- When the consumer is ready to purchase, do you know who the consumer is?

- Where does the consumer shop for vehicle information when in market?
- How does the consumer view vehicle brands?

This is a perfect use of Claritas data in a high transaction environment where delivering an exceptional customer experience is critical. Leveraging real-time data, this partnership is another way marketing and technology are coming together to enhance the customer journey.

Dealers and dealer groups spend tens of thousands of dollars every month driving consumers to their websites and ultimately to their stores. Yet, they spend almost nothing to understand them when they get there. And when visits to dealerships have dropped from 5 to 2 in recent years, you may only have once chance to close.

"They've done their homework online and they're ready to buy. Now what? If you don't close today, your prospect is moving on to a competitor. And likely not coming back," says Jim Kalogerakos, President of STAT Analytics.

"When a prospect shows up on your lot, you know virtually nothing about them" suggests Kalogerakos. The Claritas data and insights on income, lifestyle, interests and purchase intent that's made accessible through the Closemore app, helps sales professionals not only qualify, but understand and connect with the prospect in more meaningful ways. "Closemore provides the talking points that drives genuine conversation, which develops trust, improves the customer experience and helps you close the sale."

To learn how the closemore app helps drive sales, improves the customer experience and increases the life time value of the customer, visit www.closemore.io. Dealers and their sales personnel can download a no obligation free trial and start using the app immediately.

About STAT Analytics

STAT Analytics & Technology builds desktop, mobile and cloud-based applications that aggregate big data from multiple sources, distill it and deliver it to end-user businesses in a format that is usable and actionable immediately, all in real-time. For more information and a free trial, please visit www.closemore.io

About Claritas

Claritas: Transforming the Way Companies Engage their Best Customers
Claritas has nearly 50-years of experience in providing its clients with unparalleled insight into the American consumer. Claritas' unique closed-loop marketing solution helps marketers find and win their best customers using trusted consumer data, an industry-leading identity graph – covering 95 million U.S. households and 400 million devices – and cutting-edge campaign delivery and ROI analysis tools. Together, Claritas' leading-edge data and technology tools allow our clients to **identify** their best customers, engage and **deliver** those customers when and where they want to be engaged and **optimize** those engagements with remarkable transparency and precision in near-real-time. With powerful technology, trusted data and partnerships, and an expert analytics team, Claritas provides the why behind the buy that is the key to selling smarter and maximizing marketing ROI.

Claritas is a company focused on growth and has recently transformed its capabilities through acquisitions that turbo-charge our core strengths, including the purchases of Miami-based Geoscape, New York-based Barometric and Foster City, Calif.-based AcquireWeb. More information can be found by visiting www.claritas.com or www.mybestsegments.com.

Contact:
Cort Irish
Claritas
402-262-0005
cort.irish@claritas.com